

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Radio's Gains in TV Homes Makes Bums of Undertakers

Opera, Ballet Work Holds Steady Pace

Local Groups on Rise for Singers; Ballet Status Quo

NEW YORK, Jan. 27.—Tho the general work picture for members of the American Guild of Music Artists (AGMA) is reported to be only a little off from that of last year, the scene of activity has shifted from road companies to local opera companies. Only two opera groups are slated to tour—even Fortune Gallo's San Carlo Opera Company is not set for the road. Ballet employment, however, is slated to remain fairly constant, with little or no change in the number of touring companies or the amount of work available.

Television, say AGMA execs, has done little to increase interest in either opera or ballet. They point out that individual artists can find work in video, filling spots in variety shows, but not much additional work is available to chorus performers.

Slated to hit the road again this
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Jobs, Song \$\$ In Demo Disks

NEW YORK, Jan. 27.—The demonstration record, years ago a comparative rarity, has assumed such importance in the music business that it is now (1) the chief medium for selling songs; (2) a springboard for talent; (3) an increasingly important means of making a living for vocalists and instrumentalists technically at liberty.

One vocalist, once well known on network programs and for years a standard name on transcriptions, admits that he now makes about half of his income via demonstration.
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TSK! SO SLOPPY WITH EDUCATION

WASHINGTON, Jan. 27.—The National Association of Educational Broadcasters who had monitored New York City's seven-station television output for a week, had its jumbo-sized report, with numerous tables, charts, etc., ready for presentation to the Federal Communications Commission here this week, when someone discovered a slight typographical error.

Imprinted on the face of the blue cover of the report were the words: "Study No. 1, prepared by the National Association of Broadcasters." The printer had left out the word "Educational."

SHULBERGS, POP AND BUDD, A TELE TEAM

NEW YORK, Jan. 27.—Budd Shulberg, whose latest novel, *The Disenchanted*, is the No. 1 U. S. seller, is teaming up with his father as writer and producer, respectively, of a new TV show. It marks not only the first father-son collaboration of this sort for video, but also the younger Shulberg's first regular TV stint—if sold. Previously, he's done only adaptations.

Show is being called *Tales of Hollywood*, and will chronicle the lives of a group of six Hollywood film characters. The stories will be originals, and the package will be done via film. Asking price, with Ted Ashley and Ira Steiner handling is \$16,000 weekly.

First of the stories has just been screened, with Sidney Blackmer and Jane Wyatt handling the leads, and Marion Gering, legit-film director, megging. Next episode to be filmed will star Pat O'Brien.

Name Writers Are TV Letdown

NEW YORK, Jan. 27.—The published works of any name novelist—no matter how prolific he may be—cannot furnish enough material for continuous dramatic programming, according to network video execs. Meanwhile, TV producers
[\(Continued on page 6\)](#)

Legislation and Prior Deals May Rescue TV Grid Casts

NEW YORK, Jan. 27.—The one-year "moral ban" on TV pick-ups of college football next fall may be quashed quickly despite virtually unanimous vocal support at the recent Dallas meeting of the National

Nix Indianapolis Speedway TV Casts After 2-Year Test

INDIANAPOLIS, Jan. 27.—The 500-mile auto race will not be televised this year, according to officials of the Indianapolis Motor Speedway.

Official confirmation of the decision against TV has not been received by WFBM-TV, which carried a telecast of the race in 1949 and 1950, according to William Kiley, WFBM commercial manager.

Top track officials apparently are inclined to believe reports that TV has hurt attendance in other sports, and the speedway received no remuneration for its two telecasts.

Petrillo Hit First by Wage- Price Freeze

WASHINGTON, Jan. 27.—Entertainment industry's biggest immediate impact from the long-expected wage-price freeze, which was clamped on the nation yesterday, will be felt in American Federation of Musicians' wage hike negotiations with the networks. According to current interpretation of the order, AFM Prexy James C. Petrillo will have to carry the negotiations to the Wage Stabilization Board or abandon the move for a wage hike.

With the wage freeze becoming effective as of yesterday, Economic Stabilization Agency spokesmen indicated that the AFM negotiations, like United Mine Workers', would have to be carried to the Wage Stabilization Board or be dropped. The January 31 deadline of both contracts are identical. Wage Stabilizer Cyrus Ching acknowledged that the order, which is written in highly general terms, is merely a "stop-gap" to hold the line preparatory to issuance of specific price freeze lists and wage formulas.

No Effect on TV-AM

Ching specified that the wage freeze will have no application to fees paid on radio and TV. In reference to this, he said: "We don't bother with those industries which we can't do anything with." Ching apparently was referring to exemptions specified in the Defense Production Act under which the wage-price order was imposed.

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ATOM & HELL BOMB STORIES IN DISK ALBUMS

NEW YORK, Jan. 27.—RCA Victor will shortly release two disk albums edited from an NBC radio series on the atom bomb titled *The Quick and the Dead*. Albums, in all three speeds, are scheduled for release March 3.

The shows were first aired as four one-half-hour stanzas last July and later were consolidated into a repeat hour and a half show. It was from a tape of this show that the albums were cut.

The program was produced by Fred Friendly and scripted by Friendly and William Laurence. Cast includes Bob Hope, Helen Hayes and recorded bits by such notables as Franklin D. Roosevelt, Winston Churchill, General Eisenhower and others. The first set is devoted to the atom bomb, the second to the hydrogen bomb.

Agents Beef Re Club Code

NEW YORK, Jan. 27.—Members of Artists Representatives Association from all over the country objected to the American Guild of Variety Artists' new club date code at their meeting here Tuesday night (23).

Chief complaints were leveled at the insurance plan and the disclosure of club acts' salaries. Un-
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Will Rogers Back To Life in Record Album Due in Fall

HOLLYWOOD, Jan. 27.—An album of the late Will Rogers' radio programs will be marketed nationally next fall. Arnold Marquis Productions has contracted with the Will Rogers Estate for the diskings; however, the estate holds all rights. Platters will be released at the same time Warner Bros.' life story of Rogers is completed. Tracks include Rogers' broadcasts made between 1933 and 1938.

For the past four months, Marquis has been restoring all existing Rogers' recordings. The transcriptions will be taped and released thru a major disk firm, as yet unannounced.

Judy Holliday's Click May Earn Her Own Show

NEW YORK, Jan. 27.—Smash success scored by Judy Holliday on NBC's No. 1 radio series, *The Big Show*, Sunday (21), has led to web attempts to build a situation comedy series for the comedienne. Discussions between NBC and William Morris office, which reps the star, were underway this week.

Miss Holliday did a routine on *Big Show* from her legit-film hit, *Born Yesterday*, and followed with a buff comedy routine with Tallulah Bankhead, show's emcee.

AM Listening Up in Hottest Video Markets

Pulse Study Shows Top Tele Programs Didn't Halt Climb

NEW YORK, Jan. 27.—Increasing evidence is accumulating to indicate that the oracles who predicted television would bury radio were wrong—but wrong for real.

Latest figures for radio listening in television homes show that in the three most important U. S. markets, AM has been making steady and constant gains. The markets are New York, Chicago and Philadelphia.

Radio execs are particularly hopped up about this persistent trend, arguing that the past six months have seen TV's greatest program offerings and that, despite this competition, radio chalked up its gains. Research men also declare that the increased AM use in TV homes represents a "double
[\(Continued on page 7\)](#)

Justice Dept. Eye on Music

NEW YORK, Jan. 27.—The United States Department of Justice has again turned its spotlight on the music industry.

The department, which less than a year ago closed a consent decree with the American Society of Composers, Authors and Publishers, has opened an investigation of the music publishing business. The immediate concern of the Justice Department is believed to be allegations of price-fixing in the selling of sheet music.

However, the investigation is being carried forward by the anti-
[\(Continued on page 10\)](#)

AMAM, AMAM HO A DISK SERUTAN

NEW YORK, Jan. 27.—The Columbia Records international division went into reverse this week with the release of a backward disk of *Oh, Mama, Mama*, a Walter Solek polka platter.

The project is the brain-child of Columbia's George Avakian, in charge of a. and r. for international platters, who got the idea of running off some taped masters backward to see what they sounded like. The Solek disk was peculiarly pleasing when heard from right to left, and that's how it was pressed up.

Even label credits will be printed backward—with the exception of the word "Columbia"—which will appear in the orthodox fashion by advice of the waxery's legal department.

Billboard Backstage

By JOE CSIDA

Beejay Reed, our switchboard proprietor, rang me a while back and said, "The Countess De Vaulchier would like to speak with you." Being acquainted with a fair number of comics, professional and otherwise, I figured this was le departement rib, but always willin' to go along, I took the call.

It turned out to be a sure-enough countess. La Vicomtesse De Vaulchier to be exact. The lady, it developed, wished to induce me to run in *The Billboard* a story, which all the seemingly more logical newspapers and magazines had turned down, because (according to la Vicomtesse) they feared it might jeopardize their cosmetic advertising. The story concerned a secret formula for making new faces out of old, without benefit of anesthetic, surgery, hospitalization or pain. La Vicomtesse, herself, she said, had had this goo smeared on her, and 14 days later had come up with the face she possessed at the age of, say, 20 or 30, tho she was now 56. Being as skeptical as the next editor, but the type of operator who never passes up a story possibility, no matter how apparently weird, I made a date with the countess.

Minus Wrinkle No. 1

Last week she came up to the office. Her face, in truth, was smooth and without wrinkle No. 1. Not even any wrinkle lines around the eyes or on the forehead. It was rather shiny, but then I have seen faces untampered with, which were also shiny. Otherwise, as far as I could judge, she might have been anywhere from 40 to the 56 years she claims, and which I have no reason to doubt.

She had with her a certain amount of photographic and other documentation of the somewhat amazing process she was pitching. But she herself was as interesting as the story of the process. Seven years ago, she said, she had survived a broken back, a spinal concussion, a brain concussion, three months of blindness, three years of invalidism. She had been sent to Arizona by specialists to live out what they predicted would be her severely limited days. "I lived and rode, naked and alone in the desert at temperatures ranging from 120 to 130 degrees, she said, "but I conquered the staphylococcus that was supposed to kill me. And I had traded my complexion for my life."

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Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 27.—Defense Department is getting literally hundreds of letters from troupers anxious to entertain G.I.'s. Trouble is, most of the inquiring entertainers, according to Defense Department, want to sign up for paid tours to Europe. Special Service division brass at the Pentagon are drafting a stock answer which will say, in effect: "Uncle Sam isn't signing anybody up for paid entertainment tours of Europe or any other place right now—but you're welcome to enlist as a G.I."

In the words of one Pentagon topsider, entertaining the troops currently is "a fairly gratuitous proposition." Special Service division doesn't have funds to haul and pay civilian talent to overseas installations. But, frequently assembled from talent already on the scene, "in Europe, we're using European troupers and some few American professionals who happen to be on hand," said a spokesman. "In the Far East, it's a case of getting free service from lads who can afford it—folks of the caliber of the late Al Jolson."

Situation isn't expected to alter much for a while, at least not until Camp Shows, Inc., gets rolling.

Longhairs' Look Spurs

FCC To Review Video . . .

Federal Communications Commission is not planning a Blue Book for TV, but the agency has quietly sharpened its scrutiny of logs from commercial TV stations. Commission's interest has been heightened ever since the nation's educators began their drive for a block of reserved TV channels. FCC isn't departing from customary procedure in looking over programs, but one high FCC'er said: "With so much controversy having erupted over content of commercial television programs, we can't avoid giving more attention."

Commission's new attitude has had some influence on the agency's waiting until Monday (31) to do something about pending video license renewals. FCC's meeting on the renewals is literally on the eve of the Tuesday (1) expiration deadline of more than two score. However, lots of other business, including the TV allocations

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Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 27.—Motion picture industry is recovering from its first bad case of television jitters, and for the first time is beginning to realize that it and the new entertainment medium can prosper side by side. Industry has been heartened by the general upsurge in box office grosses thruout the country despite the growth of television. M. J. Wolf, head of a Midwestern theater chain and chief barker of the Variety Clubs, said here that Hollywood's improved product and its ability to harness TV on its own behalf is responsible for the industry's brightening outlook. Wolf, in town to participate in the salute to local tent's new barker, Dave Bershon, said box office conditions thruout the country show that patrons can enjoy both movies and TV and are returning to the theaters.

Tide Turning, Favors

Flicks Over TV . . .

Latest Woodbury College survey of more than 3,000 California TV set owners showed the tide's turning in favor of motion pictures. Woodbury's study of viewer habits revealed that TV still holds a firm grasp on its audience, but for the first time TV set owners reported increased theater attendance as compared to earlier surveys. Some interpreting these results contend that once the tele set's novelty has waned, viewers become more selective and will leave the glass screen more often in favor of other forms of entertainment. Others argue that industry's concerted campaign to sell people on movies ("Pictures are better than ever") is paying off as is Hollywood's efforts to live up to that slogan. Frothy fare no longer is in the top grossing bracket, with only the better productions *Born Yesterday*, *Cyrano De Bergerac*, *All About Eve*, *Sunset Boulevard* filling the till.

The Silver Lining

Behind War Clouds . . .

Some in the industry find a bright spark in the darkening war clouds, and point to emergency curbs on TV set production and Washington's freeze on channels as a saving factor for the movie industry. These restrictions, it is felt, will allow the picture people an opportunity to gear itself for combatting competition from the home sets. National emergency has applied the brakes temporarily to TV's development, and the duration will allow those producers and exhibitors

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EDITORIAL

A Suggestion to CISIR

The case of Jean Muir and the more recent heated controversy over the Columbia Broadcasting System request for a loyalty oath from its employees are just two instances demonstrating the great stake show business and its people (along with all Americans) have in President Truman's newly created Commission on Internal Security and Individual Rights. General sentiment seems to be that the choice of retired Fleet Admiral Chester Nimitz as head of the commission is an excellent one, and it is to be hoped that the eight other members, yet to be named, will be of equally high intellectual and moral character.

Considering the impact show business and its people have on the public consciousness (as compared to organizations and persons in most other industries) it may not be improper to suggest that at least one member of the commission come from the ranks of some phase of show business . . . or at the very least, that at least one of the members be a person reasonably familiar with, and sympathetic to, show business's sometime unique and peculiar problems.

WHO'S WHO?

Two Smiths, Both Have 'Brown Eyes'

NEW YORK, Jan. 27.—A tune titled *Beautiful Brown Eyes*, by one Arthur Smith, occasioned some small consternation here this week until it was learned that there are two entirely different songs making the rounds under that title—each by a different writer named Arthur Smith.

One of the tunes is published by Bobby Mellin, and written by the Arthur Smith who records for MGM. The other is published by American Music, and was written by a fiddle-playing Arthur Smith from Texas. Both tunes are in the folk idiom. The American Music version has been recorded by Lisa Kirk for Victor and Jimmy Wakely for Capitol; the Mellin copyright was waxed on the Tennessee label and has been making a stir in the Nashville region.

The MGM Arthur Smith is recording the Mellin number; American Music queried MGM about a license and were told that the tune was positively a Mellin copyright. Confusion was cleared up when the different versions of the tune were played back-to-back, and the separate identity of the Arthur Smith's was subsequently discovered.

Switcheroo as Vaude Cribs Video Talent

NEW YORK, Jan. 27.—The talent search, started when TV hit its full stride, has finally made the complete cycle. When the big hunt began, video producers were haunting small clubs and vaude houses for new faces. This week, however, the eight-act bill at the Palace Theater includes four acts "found" on the Robert Q. Lewis CBS net show, *The Show Goes On*. On the bill are Harmonica Player Alan Shackner, Comic Danny Shaw, the Martez and Lucia dance team and Singer Lillian Shelby.

Talent handlers used to bring a new act into the big city for a

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Oath Objectors To Be Heard By CBS Board

NEW YORK, Jan. 27.—CBS this week set up a board to consider cases of its employees who have refused to sign its loyalty statement, but have mitigating circumstances in their favor. The membership of the board has not been learned, but it is believed former FBI man Al Berry, now employed by CBS, will sit on the board.

Meanwhile, CBS this week fired one of its secretaries because she would not sign the oath. Her dismissal came after she told her supervisor that she would not sign. In further conferences with Joe Ream, exec veepee of CBS, she stoutly maintained her position as a matter of principle, altho she stated she had never been a member of a subversive organization.

While she is the only employee of the web who has gone on record against signing the oath, it is known that several writers and directors working for CBS have not turned in their loyalty pledges. Ream said that as yet no deadline has been set for so doing. Until the web takes such action, these employees, it has been learned, will not accede to the request.

A counter-action to the loyalty oath was taken this week when the Radio Writers' Guild asked and received approval from its membership to hold a mass meeting to mobilize against CBS. Before such a meeting can be called, however, the authors' league must give the RWG the green light.

The RWG committee also has set up a publicity committee whose task it will be to marshal the public in a letter campaign to sponsors and networks, expressing disapproval of the loyalty oath.

'Guys, Dolls' Gets Showing in H'wood

HOLLYWOOD, Jan. 27.—Current Stem attraction, *Guys and Dolls*, will be presented here by the Civic Light Opera Association. Opening date has not been determined.

Guys will be produced here with Cy Feuer working out of New York, and Ernest Martin handling casting in Los Angeles. Two producers will work in conjunction with Frank Loesser, words and music cleffer; Abe Burrows and Joe Swerling, book co-authors; George S. Kaufman, stage direction, and Michael Kidd, who staged dances and musical numbers.

RCA To Promote Brotherhood Week

HOLLYWOOD, Jan. 27.—RCA Victor this week cut 2,200 spots for the promotion of Brotherhood Week, February 18-25. Hollywood co-ordinating committee produced the spots which range in length from 15 to 58 seconds. Eighteen pix, radio and sports personalities participated in the event. They were Lew Ayres, Lionel Barrymore, Jack Benny, Edgar Bergen and Charlie McCarthy, Broderick Crawford, Glenn Ford, William Holden, Gordon MacRae, Groucho Marx, George Murphy, Dennis O'Keefe, Jackie Robinson, Ginger Rogers, Ann Sothern, Lewis Stone, Loretta Young, Robert Young and Harry Wismer.

London Dispatch

By LEIGH VANCE

LONDON, Jan. 27.—The Association of Cine and Allied Technicians put forward a proposal this week to limit by law the number of hours a child film actor (under 13) may work per week. Legally in Britain under-13's are not allowed to work at all. In the recent 20th Century-Fox film, *The Mudlark*, made here, the name-part was played by under-age Andrew Ray. It is reported that some of the newspapers agreed not to publish the fact until the picture was finished.

To Release Last

Carole Landis Film . . .

After mouldering three years on the shelf, Carole Landis's last picture, made here before her death, has just been released. Leading man Carroll Lewis is just recovering from a breakdown brought on by his part in the film. The plot has two murders, ends with Carole in the death-house. For release, the film has been retitled. Originally *The Brass Monkey*, it goes out on the circuits as *The Lucky Mascot*.

The new fuel-saving order to combat the coal shortage has dimmed the West End to a dull immediate-postwar glimmer. All display lighting, including electricity, gas, oil and candles, are banned. Only exception is electricity generated by windmills.

Film boss Sir Alexander Korda, 57, is bed-ridden with glandular fever, has shaved 14 pounds off his ample 182.

License Dodgers

Clip BBC Television . . .

The BBC is losing many thousands of dollars a day from the growing pirate army of TV (\$5.60 a year) license dodgers. Licenses issued up to this month total 549,200. Trade figures show that over

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Paris Peek

By ART ROSETT

PARIS, Jan. 27.—Knickerbocker *Holiday* closed January 20 after a short run, and with the final curtain passes the American Theater of Paris after a futile struggle for existence since July, 1949. Professional and amateur stage people formed the nucleus whose performances drew a following from the American colony and Frenchmen interested in American culture. Subtitles in French were flashed on a screen near the stage for the benefit of those not understanding English. Productions during American Theater's existence included full-length and one-act plays by Tennessee Williams, Thornton Wilder, William Saroyan, Courteline and Jean-Paul Sartre. Anne Gerlette, producer and director, said the company was closing because "we came to the end of our shoestring." Losses for the operation totaled only \$5,000. Miss Gerlette said the company would reorganize if funds could be found to guarantee a six-month run.

Cirque in Flesh Now,

But Strictly Human . . .

Cirque Medrano has taken the wild animals out of the place, and for the first time in its almost 100-year-old history, opened with a flesh show—*Hollywood Extravaganza*. Opening night was done up in the best Hollywood fashion. House was crammed with celebrities. Most glamorous was Mistinguette.

The Big Jump Across

A Very Small World . . .

Peg Leg Bates can't get over how small the world is. He closed January 10 at the Roosevelt Theater in Richmond, Va., and opened at the Medrano on the 14th. He's booked in for four months but, judging from the reception his routine received, he'll be here longer. Peg Leg is wearing the same costumes he wore in the *Ken Murray Blackouts* in 1949. . . . Harry Bloom, indie agent, is booking future work for Medrano people thruout Germany and the Scandinavian countries. . . . If some enterprising impresario would bring a two-hour rodeo here he would

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NLRB Upholds AFM Position on Stand-By Bands

Akron Local Wins Test Case; Victory Seen Easing T-H Ban

WASHINGTON, Jan. 27.—In a far-reaching case involving the Palace Theater, Akron, and Local 24, American Federation of Musicians, the National Labor Relations Board yesterday (26) ruled that the "featherbedding" ban of the Taft-Hartley Act does not prohibit unions from seeking actual employment for members, even though the employer does not want or need such services and is unwilling to accept them.

Dismissing a complaint against the union's local filed by Gamble Enterprises, Inc., New York City, owner of the Palace Theater, Akron, the board in a majority decision ruled that the local did not violate the T-H Act's anti-featherbedding provision by demanding that the house employ a local orchestra to play a certain number of separate engagements as a condition to the local giving its consent for traveling name bands to play at the theater. The majority on the board held that this does not constitute an illegal demand for employment of a stand-by orchestra.

Two Not Voting

The majority decision was signed by board members Abe Murdock and Paul L. Styles. Board member James J. Reynolds Jr. dissented. Chairman Paul M. Herzog and board member John M. Houston did not participate.

The majority decision contended that the anti-featherbedding provision of the T-H Act was "not intended to reach cases where a labor organization seeks actual employment for its members, even in situations where the employer does not want, does not need and is not willing to accept such services." The decision went on to point out that "whether it is desirable that such objective should be made the subject of an unfair labor practice is a matter for further congressional action." The decision voiced belief, tho, that the objective "is not proscribed" by the law's "limited provisions."

Reynolds' dissent complained that, under the majority's interpretation of the law, "unions can avoid liability in all circumstances by the simple expedient of insisting upon the performance of non-existent and unwanted work tasks." "In consequence," continued Reynolds, "the statutory provision becomes a nullity for all practical purposes."

The majority decision held that the union had sought to compel

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OTHER REVIEWS IN DEPARTMENTS

Each week *The Billboard* presents here highlight reviews of shows from various sections of show business. Reviews normally carried in any or all of the individual departments of the paper (Television, Radio, Music, Records, Night Clubs, Vaudeville, and Legitimate Theater, Circuses, Arenas, etc.) may appear here from time to time. The individual department review sections, however, continue as in the past, so that even the one or more television reviews, for example, appear in the columns of this page, full television reviews of many other shows, follow-up reviews under the heading *Another Look*, and such features as *Television Talent & Show Tips* will continue as a weekly feature of the Television Department. Same goes for review sections of all departments of the paper. Lists of credits for reviews on this page will follow the end of each review, usually in the departmental space.

1950 Sad, But Decade Triples Uncle's Takes

WASHINGTON, Jan. 27.—The 1950 yield from the federal general admissions, cabaret and roof gardens taxes showed substantial losses from the previous calendar year, it was revealed this week in official Internal Revenue Bureau computations.

At the same time, an official tally of figures on eateries and drinkeries surveyed in the 1948 census showed that grosses in these establishments in the nation tripled in the 10-year period between 1939 and 1948, rising to a colossal \$10,500,000,000 a year. The figures on eateries and drinkeries came from the U. S. Bureau of the Census. They showed New York State continuing in top rank in sales volume and the number of establishments, with California second. Illinois moved from fourth place in the 1939 census to third place in the latest census, while Pennsylvania ranks fourth, and Ohio, fifth.

The number of drinkeries shown in the latest business census

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Phono Makers Rack 52 Mils In Banner '50

WASHINGTON, Jan. 27.—Reflecting a banner year in sales volume, phonos and components yielded a whopping total of \$52,594,616 in the 1950 calendar year, a gain of nearly \$12,000,000 over the preceding year, it was disclosed this week in official Internal Revenue Bureau compilations.

Altho the year started off with shrinkages in the tax yield for the months of January and February, gains were registered consistently every month after that. Biggest was October, when the Federal take was \$5,892,095, more than twice the amount collected in the corresponding month the previous year.

Tax officials can't recall a year when the yield for this levy was as great and as consistently good. In six of the months, gains over corresponding months of the previous year were over \$1,000,000. In three of these months, increases of well over \$2,000,000 each were chalked up, while one of them showed a gain that nearly reached the \$3,000,000 mark.

After starting with a shrinkage of \$1,074,735 in January and \$868,284 in February, the tax return showed a \$707,691 increase in March, then narrowly squeaked thru for a \$6,726 gain in April, rose to an \$841,546 increase in May, and a \$1,832,967 gain in June.

For the balance of the year the yields were as follows: July, \$3,962,130, up \$158,459; August, \$4,780,963, up \$2,864,431; September, \$3,242,209, up \$1,290,144; October, \$5,892,095, up \$2,992,298; November, \$5,359,959, up \$2,219,993, and December, \$5,483,962, up \$984,511.

RECORDS

Durante-Traubel Disk Bow A Cinch for Strong Jock Play

By JOE CSIDA

With a bottle of Cepacol and a box of Kleenex on the piano to fight off a cold (not in de throat, just de nose), and otherwise somewhat subdued by that intangible, but nevertheless potent RCA Victor Red Seal atmosphere, Jimmy Durante made his disk bow for the Radio Corporation longhair label at a New York session Friday (26). Duetting with him on the preem date was Metopera star Helen Traubel.

The Durante-Traubel team has already demonstrated its ability to break up the joint via their AM and video shots (see "Another Look" this issue), and, on this preem platter date, they did two numbers previously tested and

proved sock in those media: *The Song's Gotta Come From the Heart* (an old film tune with special additional lyrics) and *A Real Piano Player* (with Bill Bailey, *Won't You Please Come Home* interpolations).

Whether the kick-off record will land in the best seller charts is a question, tho it should certainly enjoy brisk counter trade. It is a cinch to get some of the heftiest disk jockey play the trade has ever seen.

Miss Traubel Rocks "Heart"

Both numbers move and are loaded with deft Duranteisms: What made Melicure (Lauritz Melchior, of course) a big hit on

the stage? ... Dis'll rock the Kremlin ... etc., and Miss Traubel is as perfect a mate for the Schnozz as has yet been unearthed. To begin with, she patently enjoys working with him, which comes thru gaily on the record, and surprisingly enough she really rocks a rhythm number, as amply demonstrated in the solo chorus of *Heart*, which she takes. Durante's delicate tones were hardly bothered by his cold, nose or throat.

Even considering the subdued atmosphere, it's unfortunate that some of the session's asides couldn't have been put on the platter. After the first take, when

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TELEVISION

Sweet and Gentle Morgan's Reverse Talent Hunt Spotty

By JERRY FRANKEN

This is a weird sort of show, with an engaging premise that could lead to a lot of fun. The premiere was spotty, largely because Henry Morgan, the star, and the others concerned seemed to press too much. The format is a reverse talent hunt—which stems 'way back to when Major Bowes used to rig his early-day tyro programs with wacky contestants and then give them the gong—and to the Cherry Sisters before that.

Another hindrance seemed to be Morgan's insistence, and presumably the Ward Wheelock Agency's insistence, that he be real sweet and nice. Here is a guy whose

original start as a comic was based on a wonderfully off-beat, sardonic and often caustic wit. On the first half of this show, tho, he seemed too gentle, and it wasn't until he got going with a reluctant singing cockatoo that he produced the hearty laughs that were anticipated.

Morgan seemed handicapped by two other factors, too. One was the staging of the show, and the second the interviews with the human curios contributing the daffy talents. The interviews were forced—especially since Morgan apparently has to treat these oddities politely—and the rehearsed lines failed to catch. Staging had Morgan standing while interview-

ing and walking off. It would probably be better at a desk (littered with weird gimmicks for a plus visual laugh) and then the acts walking to stage center for their bits.

Stang Fails To Score

There's a spot on the show with Arnold Stang, the "Gerard" of Morgan's AM show, but it was no dice this time out. Material was weak and served to break up the routine rather than bolster it. Morgan and Stang make an effective team, but the abrupt transition to their crossfire was clumsily handled. Impression is that Stang wasn't used properly; per-

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RADIO

All-State Air Web Alerts New York With First of Vital 'Survival' Series

By JUNE BUNDY

Plan for Survival is a frightening series, portending, as it does, the ominous shape of things to come. The precedent-making Civil Defense (CD) program was broadcast over 119 New York stations Wednesday (24), marking the preem test of the State's emergency radio network. The CD web, which uses no land lines, is primarily designed to operate in the event regular communications are disrupted, and in an emergency will be utilized to coordinate rescue instructions.

Meanwhile, tho, the program is fulfilling the long neglected task of alerting civilians to the imminent need for civil defense pre-

paredness. The first broadcast, which originated from WNBC, New York City, was largely devoted to a call for CD volunteers, accompanied by grave warnings from Millard Caldwell, administrator of the federal CD administration, and Col. Lawrence Wilkinson, acting chairman, New York State CD Commission. Governor Dewey, also scheduled to appear, was cancelled out.

Broadcasting from Washington, Caldwell stated bluntly, "If we are to survive atomic attack, a great deal more must be done—we are far from ready." He also expressed hope that other U. S. stations will "follow the example set by New York and New Jersey."

Enlarging on this theme, Col. Wilkinson, in an interview with CBS's Bill Leonard, reminded listeners that 22 per cent of all the target cities in the United States are in New York State. He also defined the target and non-target responsibilities, and said that in a stricken area the immediate job would be to prevent panic, fight fires, evacuate wounded and give first aid.

In view of the urgency expressed by both men, it would seem advisable to extend the show to a full half-hour. The first broadcast was nothing more than a broad introduction to the situation, so the time sufficed. However,

(Continued on page 9)

LEGIT (?)

Big Foot, Tart, et al., Kick Things Around in Picasso's First Play

By ART ROSETT

Pablo Picasso's first dramatic effort, *Desire Caught by the Tail*, was recently presented in London, before a somewhat handpicked audience of critics (the skeptical) and Picasso enthusiasts (the enlightened), and reaction was loud and divergent.

Here is a brief run-down on the play:

Characters: Big Foot, Onion, Tart, the Cousin, Round End, the Two Bow-Wows, Silence, Fat Anguish, Skinny Anguish, the Curtains.

Play opens with Big Foot telling Onion the two of them should divulge the fathomless circumstances of their marriage to Cousin; and, by the way, dump Silence in the soup, it's getting cold fast. Conversation then turns to the ques-

tion of building a younger chimney, to keep out next year's mice. Silence tells everyone to hush up (just like him!), and the first act closes with the Curtains making like a stomach-ache.

Feet and Chilblains

Next act, first scene, opens with five doors in a hotel corridor, from which five sets of disembodied feet protrude, shouting about chilblains. (Drama, drama, drama...) Enter a bathtub carrying Big Foot, Round End, Cousin, Onion, the two Bow-Wows, and Tart, all dressed in the costumes of that period except for Tart, clad only in a pair of hose (of any period, naturally).

Act 3, Big Foot has a soliloquy, somewhat obscure to the unenlightened. It's about a chamber-

maid, we think, but we're not sure. It might be 350 words on the beauties of Silence. Second scene, Round End brings Big Foot his ticket for the national lottery drawing tonight (watch that ticket, it's the key to the plot). Scene three, Big Foot falls asleep, Tart, Cousin, and the Anguishes appear to make comments. Fat and Skinny act rather like two pent-up characters wanting to kick over the traces. Lines in this scene marked by clarity—ai ai ai, bo bo bo bo, a a a a, etc.

Chance Sans

Act 4, an argument on the laws of chance, sans laws, sans chance. Act 5, another distressed and disquieting soliloquy by Big Foot on love, or the hard rock of the

(Continued on page 40)

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Soap Firms Moving Into TV In Parallel to Radio Buys

NEW YORK, Jan. 27.—Recent time buying activities by the major soap companies indicate that they will shortly be moving into TV to the same dominant extent they now occupy in radio, and have occupied for years. Latest moves are Colgate's tentative commitment to the Susan Peters show on the National Broadcasting Company; a conditional order, placed with the same network, by Lever Brothers and the purchase of an additional 30 minutes on NBC by Procter & Gamble. P&G will also sponsor

a new TV soap opera by Elaine Stern Carrington shortly, altho no time has been bought yet.

The Lever order calls for the *Hawkins Falls* show in the 5 p.m. strip on NBC-TV. There are several items to be cleared up before the order becomes firm, the main one being that Standard Brands now has one quarter-hour weekly of the NBC telecomics at this time. Lever Brothers wants to start out with three days a week, and an option on the other two, which would mean Brands would have to vacate, and NBC either reschedule or cancel its comic strip.

P&G Buys

Procter & Gamble this week bought the last open spot on *Kukla, Fran and Ollie* on NBC. This account now bankrolls *Musical Comedy Time* and five quarter hours of the *Kate Smith* show on NBC-TV, and *First 100 Years*, on CBS-TV, this being the first commercial soap opera in

TV. It is also a consistent spot announcement buyer in TV.

Colgate's most expensive entry is its three-times-a-month support of NBC-TV *Comedy Hour* on Sunday nights, a weekly time and talent expenditure of around \$75,000. It also is sponsoring *Howdy Doody* three times weekly.

Lever Brothers has been the last of the major soap accounts to get into TV. One major reason was its recent top executive reshuffle. It now has *Lux Video Theater*, Allan Jackson's newscast and *Big Town* on CBS-TV.

Network execs declared this week that they believe that several factors account for this new spurt of activity. One is the competitive situation; another is the tax structure, and a third is the likelihood of peak consumption due to the U. S. expansion in war economy. They point out that soap accounts hit all-time highs during the last war.

NBC May Buy L. A. Theaters As TV Studios

HOLLYWOOD, Jan. 27.—Reports this week were that NBC is mulling the purchase of several theater properties here for TV studios. Possibilities include the Hollywood and Vine playhouse, El Capitan Theater, and the Guild, a Hollywood Boulevard movie house.

This report dovetails with the web's plan to step up its West Coast TV production tempo to approximately four hours weekly by next fall. NBC-TV here is currently kine-feeding the net only a half hour per week (Groucho Marx).

In line with this, NBC Prexy Joe McConnell, while here this week, discussed plans for hyping Hollywood production with Coast Veepee John West and other top brass. Lack of TV studio space has been one of the major factors holding back net from doing more Hollywood originals.

RCA Drops NBC "Take It"

NEW YORK, Jan. 27.—Radio Corporation of America (RCA) this week canceled its sponsorship of *Take It Or Leave It*. The program airs on the RCA subsidiary, National Broadcasting Company (NBC), Sunday nights. RCA has recently been cutting down on its advertising expenditures, and bows out of the show following the March 4 airing. The quizzer features Jack Paar.

For NBC, the RCA move means additional Sunday night problems, opening an additional half hour of sustaining time. NBC has no sponsors between 7:30 and 8:30, and 9:30 to 10 is open. Under the new cancellation, 10 to 11 p.m. will be open.

Heller Inks for Pic Co. Script

NEW YORK, Jan. 27.—Bob Heller, who resigned a few weeks ago as radio program head of the Columbia Broadcasting System (CBS), is not joining the Louis G. Cowan Production office, it was learned this week. He has, instead, signed to do a scenario for a Hollywood film company, the identity of which he will not reveal.

The film offer came after news of Heller's resignation became known. Prior to joining CBS, Heller was in the film business and for some years was Frank Capra's assistant.

CBS Cancels TV of "We Take Your Word"

NEW YORK, Jan. 27.—The Columbia Broadcasting System this week cancelled the video version of *We Take Your Word*, the last show airing Tuesday (23). The program had been without a New York outlet for some weeks, Ford dealers buying the time locally, and the web was unable to sell the program.

The radio version is being continued in its present Friday night spot, the show marking its one-year anniversary Friday (27). *Word* has got top critical acclaim and has been nominated for a Peabody Award.

Petrillo Masterminds AFM-Net Pact Meet

Negotiations To Cover Musickers' Role In Radio, Television and Video-Film

NEW YORK, Jan. 27.—Negotiations between the networks and the musicians' union for an overall pact covering AM, TV and TV film are scheduled to move into high gear, with the next meeting set for Monday (29). James C. Petrillo, American Federation of Musicians chief, is expected to be present, thus raising negotiations to the national level. Heretofore, negotiations have been on a local basis, the network brass meeting with officials of Local 802 in New York, Local 47 in Hollywood and Local 10 in Chicago.

Initial demands, as presented by Local 802, include a 50 per cent hike in live scales on both AM and TV; a welfare fund of 3 per cent of the payroll, paid by the employers; a ban on mechanical music; a guarantee on retroactivity if negotiations are lengthy; a guarantee of a full year's employment for staff men, rather than the system of eight weeks' notice as currently prevails; vacations with pay. The last-mentioned is tied up with the matter of one-year employment. In previous contract negotiations the networks claimed that staffers were not exclusively employed by the nets and therefore did not merit vacations with pay.

The demands were characterized by broadcasters as way out of line. Meanwhile, the picture became increasingly complicated by the government's wage-price freeze

Lehn & Fink Buys Into Carter Video

NEW YORK, Jan. 27.—Lehn & Fink is buying a 15-minute portion of the Jack Carter TV show on the National Broadcasting Company's *Show of Shows* Saturday night. The deal, which begins the latter part of February, is set up on a three way alternate sponsorship deal for three Lehn & Fink products—Hinds Honey and Almond Cream, "Etiquet" deodorant and Lysol.

McCann-Erickson is the cosmetic firm's agency for the first two products. Lennen & Mitchell represents Lysol.

WNBC Cuts Ladd, Baker DJ Tests

NEW YORK, Jan. 27.—WNBC, New York outlet owned by NBC, is considering two new name disk jockeys. Both have cut audition platters. Performers figuring are Phil Baker and Hank Ladd.

Baker cut his test disk this week. It features nostalgic spiels about vaude days, with records to match, and has Milton Berle as guest. Ladd's platter consists of comedy palaver and platters.

(see separate story), and the looming struggle over how to resolve the question of film-TV.

Wage Board May Act

Broadcasters, questioned late this week, stated their belief that the musicians could negotiate a wage increase, altho it would probably have to pass the wage board. On the other hand, it was pointed out that perhaps the union negotiators erred in presenting such a severe set of demands, inasmuch as this could lead to lengthy negotiating at a time when

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E.T.'S "CLOSED CIRCUIT"

APS Subscribers To Get Plattered Sales Sessions

NEW YORK, Jan. 27.—A new gimmick in merchandising transcribed programs will be introduced next week by the Associated Program Service. The stunt consists of "closed circuit" sales meetings for APS station subscribers, with the mail talk at each meeting to be transcribed on wax by Maurice B. Mitchell, APS veepee and general manager. Distribution of the first platter is due next week and will be shipped to all APS stations.

The idea behind the meeting is two-fold. One is that altho networks hold closed circuit sales powwows, it's been impossible to do this with e. t. subscriber stations. Mitchell's recorded pitch will serve as a substitute. The gimmick also meets an urgent need on the station level, with station sales heads constantly hunting new ideas to hypo their staffs and provide them with new biz leads. Mitchell, one-time director of the Broadcast Advertising Bureau, has an unusual station acceptance because of his work in that job.

First Spiel

The first spiel made by Mitchell deals with advertising in general and its place in the U. S. economy; an evaluation of radio advertising and a commentary on improperly equipped station salesmen, many of

Zenith Buys on WFDR

NEW YORK, Jan. 27.—The hearing aid division of Zenith Radio this week bought a local show on an FM station. The program involved is a weekly airing tagged *Civil Defense Reporter*. The station is WFDR.

The program is handled by Roy Popkin, of the Brooklyn branch of the American Red Cross.

STRIKE THREAT, NETWORKS WARN

NEW YORK, Jan. 27.—Radio and TV networks this week alerted advertising agencies to the possibility of a strike by the American Federation of Musicians against broadcasters as a result of not being able to come to an agreement on a new pact.

The agencies already have taken steps to prepare for a walkout and have recorded their musical themes as insurance against a walkout.

Philco Halving McNeill Hour

NEW YORK, Jan. 27.—Philco this week moved to slash its *Don McNeill TV Club* from a full hour down to 30 minutes. The sponsor is debating which half hour to retain of its 9 to 10 p.m., Wednesday night period on American Broadcasting Company's TV. Hutchins is the agency. The change will be made effective on March 14. The cut-back is attributed in part to the production slowdown facing radio and TV manufacturers.

WWDC Will Be New MBS Outlet in D.C.

WASHINGTON, Jan. 27.—Station WWDC will become the D. C. outlet for the Mutual Broadcasting System, March 11, taking over from WEAM, Arlington, which has been the MBS outlet here for the past year.

MBS's Washington station originally was WOL. Latter became an indie in a transfer deal last February 20 with WWDC which took over WOL's 5,000-watt frequency, leaving WOL as a 250-watter.

WWDC will handle Mutual programming on a flexible arrangement, it was disclosed. On the FM side, MBS will continue to be represented by WASH-FM, which has been affiliated with Mutual on the FM side exclusively for several weeks. WWDC-FM is devoted to transit radio programming.

Election Issue Confronts NAB At Board Meet

WASHINGTON, Jan. 27.—Choice of a general manager of the National Association of Broadcasters (NAB) to succeed William B. Ryan will top the agenda of the NAB board meeting next week (January 31-February 2) in Belleair, Fla.

Tied in with the issue, which is expected to produce some verbal fireworks, is the question of tapering off NAB's budget in readiness for the austerity diet required by gradual divorcement of Broadcasters Advertisers Bureau, Inc., and the creation of an autonomous TV set-up in NAB.

Board members are heading for the meeting with some definite ideas about further streamlining NAB's activities, it was learned.

Several board members favor Robert K. Richards for the general management. Richards is head of NAB public affairs. NAB Prexy Justin Miller is known to favor Ralph Hardy as Ryan's successor. Hardy is legislative affairs chief. Guess here is that if a state-mate develops, an outsider will be chosen for the post, and the odds are that the latter will be the case.

Retrenchment Favored

Retrenchment talk is in the air on the meeting's eve. Chief need for retrenchment as fast as possible is result of the timetable for dues shift.

April 1 will mark start of the new fiscal year in which NAB will lose 30 per cent of its revenue under arrangements previously agreed upon for individual NAB-ers to exercise alternative of having 30 per cent of their dues allotted to BAB or having that amount refunded if they don't want to join BAB. A year later the members will have choice of complete withdrawal from NAB to BAB.

KNBH in 60G Deal for Pix

HOLLYWOOD, Jan. 27.—KNBH has snared Lou Snader's telecriptions from Paramount's KTLA, paying the three-minute movie-maker \$60,000 for 400 musical shorts. Snader's product debuted on the Paramount station and later was sold in other markets. Owl-Rexall Drugs, who sponsored the KTLA Friday night series, will also pick up the tab at KNBH. However, Owl-Rexall will retain its time slot at KTLA.

Series kicks off over KNBH February 1 and will ride an early-evening time seg. Format, live emcee segueing into canned fare, will be retained at KNBH. New emcee wasn't set at press time. KTLA explained its loss of the Snader films by blaming it on a price boost. Station said it previously paid \$100 per subject and therefore was unwilling to agree to hike in price of \$60,000 for 400.

New NBC Research Swells TV Coverage

NEW YORK, Jan. 27.—Television's viewing radius is being increased from a limit of 40 miles to 60 miles by a new measurement basis used by NBC for coverage maps for the network and individual stations which this week it was preparing to circulate among ad agencies.

The new coverage concept also has been adopted by CBS, with ABC and DuMont believed ready to go along.

The revised figures are based on a .1 millivolt per meter contour, instead of the .05 mv/m basis used until now. Result is a basic change in TV coverage estimates of retail sales areas, effective buying income, food and drug sales, etc.

The data has been in preparation since June, and the change was induced by such factors as TV's heavy mail pull from viewers out-

side the former arbitrary 40-mile limit, reception measurement reports, and use of TV advertising by retailers attributing sales to families usually regarded as unreachable.

According to the revised yardstick, television now is within range of 62 per cent of the nation's population, instead of the 53 per cent previously reckoned. U. S. population, as of January 1, 1950, was estimated at 149,000,000. The new contour yardstick also has video reaching areas comprising 66 per cent of the national retail sales, 68 per cent of effective buying income, 68 per cent of drug sales and 66 per cent of food sales.

As competition among stations heightens, further investigation of the relative receptivity of outlets airing from a single transmission

(Continued on page 6)

EDITORIAL

Re Those Agency Bogarts

It was our original intention to forego editorial comment on the remarks of J. H. S. Ellis, president of the Kudner Agency before the Detroit Adcraft Club a couple of weeks ago to the effect that the networks should be spanked for paying television talent huge salaries. Since then, however, the theme seems to have been picked up by other agency men, and shows some signs of hitting the top 10 on the list of agency men's favorite tunes. Harry Trenner, vice-president of the William Weintraub agency, for example, tossed off some similar prose before the Poor Richard Club in Philadelphia last week.

Sheer Poppycock

The stand, of course, is sheer poppycock. Ellis, Trenner and any other agency guy who's been around more than a week knows, for example, that among the most important factors in the Columbia Broadcasting System's climb to the top of the AM ratings heap were the Jack Benny and Amos and Andy deals. They know, too, that the National Broadcasting Company could no more sit still for the situation than Kudner or Weintraub could sit still if another agency were trying to lift one of K's or W's pet accounts—which incidentally has been known to happen around agency circles.

They are fully aware that talent prices, like most other prices seek to find their proper level in any given economic situation. If Hope's \$40,000 per show isn't paying off for most of the parties concerned, it won't be long before Hope isn't getting the 40G anymore.

This Bogart stance makes interesting ad club speechifying, but it can easily be overdone. It may even be that there are a couple of other subjects of at least as much interest and import to the advertising business in these parlous times.

Video Scripters and Webs Nearing Contract Agreement

NEW YORK, Jan. 27.—Beginning next week, bargaining sessions for a contract covering TV scripters will be held twice a week instead of once weekly, as heretofore. Indications are that the networks and the negotiators for the Television Writers Group are getting nearer to a pact.

One major bone of contention has been tabled, involving the status of scripts intended for film shows. The TWG has insisted that the contract cover film as well as live, while the webs have been equally adamant about restricting the initial contract to live shows only. The webs initially refused even to table this point, demanding that the entire film matter be dropped. The TWG finally won agreement to

table on the basis that altho the union may express its opinion on how certain clauses would apply to film, the webs need not reply until the live provisions have been wrapped up.

Initial point to be set next week is the question of contract coverage. The TWG is asking inclusion of all TV writers except staffers and "certain composers and authors of music." The webs take the position that it is impossible to be specific about freelancers, who are employees of the networks. The TWG reply on this is that the contract should be worded to apply to any writer whose deal empowers a web to give him instructions on script revisions.

Clothing Chain Sloughs TV Nets, Splurges for Local Indies Only

NEW YORK, Jan. 27.—Robert Hall Clothes' initial plunge into video this month, via a national one-minute spot campaign, is based on two major time-buying policies, according to Jerry Bess, veepee in charge of radio and TV for Frank Sawdon, Inc., here, Hall's advertising agency. One is that all spots must be slotted after 5:30 p.m.; the second that, whenever possible, the bulk of the national retailer's budget will go to local indie video outlets, rather than network stations. This parallels the company's radio policy.

Hall's annual advertising budget is over \$2,000,000, with 60 per cent allotted for radio and 40 per cent for newspapers and mags. This year, 10 per cent of the radio money has been side-tracked for

time in 10 major TV markets. However, Bess believes that daytime radio offers a better buy for a retailer than daytime television because it reaches more people and Robert Hall will still maintain its daytime AM spots in the 10 video markets.

Altho in the past the firm has concentrated on daytime radio, Hall plans to buy more nighttime radio now in non-TV markets.

Hall will use animated one-minute film pitches exclusively except in Chicago. Trans-Films has prepared five different versions, all of which emphasize the retailer's method of merchandising, rather than specific merchandise. Local store addresses will be cut in via slides. In Chicago, a four network town, Hall is sponsoring two 15-minute across-the-board shows over WBKB—a musical strip at 5:45 p.m. and a current events film at 11 p.m.

Bess attributes this policy switch to the scarcity of one-minute availabilities in Chicago. "A 30-second spot may do a job for a brand name or high fashion product," he says, "but a retailer needs at least 60 seconds to do a selling job. That's why TV is a much more expensive medium for retailers." For instance, he points out, in New York the only spot availabilities open on WNBT from seven to midnight are 30-second breaks. The same is true of WCBS from 7 to 11 p.m.

Bess also thinks the networks are rapidly pricing themselves out of the retailer's market entirely. In New York, for example, WPIX charges \$225 for a one-minute pitch, as compared to WNBT's \$725 and WCBS's \$675 tag for the same amount of time. "We can make more sales with three spots on WPIX than one on a network," says Bess, "even tho the latter may reach more people."

Ralston Buys TV Animal Fair

NEW YORK, Jan. 27.—Ralston Cereals, which bowed out of broadcast advertising with the exception of spots about a year ago, this week bought its first TV show. The stanza is *Pets and Pals Animal Fair*, which Ralston will bankroll over ABC-TV starting either March 4 or 11. The show goes into the 4:30 to 5 p.m. slot Sundays.

Ralston has not had a program on the air since it canceled out its two radio shows on the Mutual Broadcasting System (MBS), *Tom Mix* and *Checkerboard Jamboree*. Gardner is the agency.

CBS Nixes Swanson

NEW YORK, Jan. 27.—CBS-TV this week nixed an offer by Charlie King, representing Gloria Swanson, to do a daytime show at 20G per week. The screen and stage star wanted to go into a format resembling Kate Smith's daytime presentation on NBC-TV. ABC-TV reportedly is the next stop.

"Mr. Blandings" a Real Blandings to Cary Grant

HOLLYWOOD, Jan. 27.—Cary Grant is having almost as many problems with his *Mr. Blandings* NBC air show as the hero of the yarn had with his dream house. Grant, who costars in the series with wife, Betsy Drake, last week turned thumbs down at having a studio audience with the show, claiming audience laughter intruded into program's intimate mood. Furthermore, Grant asked that the program which is aired coast to coast on Sunday afternoon, not be released in this market until 5:30-6 p.m. the following Saturday.

Altho NBC blamed delayed airing on affiliate KFI's inability to clear the Sunday time seg, *The Billboard* learned this week that Grant specifically requested not to have the show ride the local airlines Sunday. Reason is he doesn't want his pic pals to hear the show, at least until it meets with his standards.

This week *Mr. Blandings* was in for some more changes. After getting unfavorable press reception for the first show, Grant decided it best to hazard audience intrusion and Thursday (26) cut a new show, this time with a crowded studio. Sunday's (21) show, which was to be aired on KFI today (27), has been pulled. Instead, KFI will spin the platter cut Thursday for tomorrow's national airing. Hence, L. A. will hear the show 24 hours in advance of its national airing. *Blandings* series is sponsored by TWA Airlines.

Grant is also refusing to pose for publicity stills, insiders declare. It's said he doesn't want to publicize the show until he's satisfied with it and notified NBC this week that he would not sit for such shots until advised in writing where they were to be used. This, of course, can't be guaranteed. Result: Virtually no stills.



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Congress May Get Battle on Educational TV Allocations

WASHINGTON, Jan. 27.—The likelihood that Congress will become a battleground for the educational TV allocations issue pending a verdict from the Federal Communications Commission was broadly hinted yesterday (26) in a blistering climax to a week-long hearing on the issue. The hint went on the hearing record when Telford Taylor, chief counsel for the Joint Committee on Educational Television, asked President Justin Miller, of the National Association of Broadcasters, whether he would have any objection to Congress's speaking out on the subject of reserving educational TV channels. Miller answered: "... I think it might be a good thing."

Taylor's interrogation came during lengthy cross-examination of Miller, who, along with Columbia Broadcasting System Prexy Frank Stanton and other industry witnesses, testified this week against the educators' demands for permanent reservation of a portion of the very high frequency spectrum for non-commercial educational TV stations. Taylor's question to Miller on the congressional aspect is viewed as a tip-off that the stage will

shift to Capitol Hill after current formalities are concluded. Several congressmen have already sounded off in favor of the educators, and the word is that there will be more of the same while the FCC is deliberating a verdict.

Industry witnesses held the stand since early in the week after the educators unleashed findings of a monitoring survey which, the educators contend, show excesses in commercials and inadequacies in educational TV. (See charts in this issue).

Further Witnesses

Stanton, who resumes the stand Tuesday (30), will be followed by Prexy Jack Poppele, of the Television Broadcasters' Association. Poppele will bulwark NAB Prexy Miller's testimony, pointing out that the TBA has no objections to reservation of a portion of the ultra-high-frequency channels for educational broadcasting but that the TBA strongly opposes permanently tying up a number of VHF channels for non-commercial, educational TV. Also, Poppele will say, as did Miller, that he does not object to reservation of some VHF channels for educators for a "very limited time" during which they would have the chance to apply for them or otherwise be forced to compete along with commercial prospec-

tors. Stanton, Miller and Poppele are in accord in their testimony that the ideal arrangement would be to avoid tying up any of the VHF's. They said that educators should be encouraged to cooperate with commercial stations in working out programs, and Miller and Stanton stressed that commercial stations have welcomed and proffered such co-operation.

Stanton contended that "a flat across-the-board policy of reservation of television channels for non-commercial educational purposes would, in my opinion, threaten the healthy growth of a general television service." He added that before the non-commercial seeds can be sown at all, "the ground must first be prepared by the creation and maintenance of a mass audience, portions of which the educators can reach. This is the function of the commercial broadcaster. Were it not for the World Series, the heavyweight championship bouts, the Arthur Godfreys and the Milton Berles, there would be only a fraction of the 10,000,000 sets which are in the homes today."

Earlier in the week, Dr. Kenneth H. Baker, director of research at NAB, declared that educators have failed to use AM and FM radio.

NAEB's N. Y. Tele Report

WASHINGTON, Jan. 27.—The National Association of Educational Broadcasters (NAEB) this week submitted to the Federal Communications Commission (FCC) a report showing program operations by New York TV stations. The report, prepared after each station was monitored one week, gave details as to program types, length of commercials, percentage of commercials, etc., and was made under the direction of Dallas W. Smythe, former FCC staffer, and Professor Donald C. Horton, of Chicago. The period covered was January 4 to 10.

The two charts on this page show, in part, a section of the NAEB report. Table 1 shows the average length of commercials and the percentage of total broadcast time given to commercials. The second table shows the average length of commercials as a percentage of telecast time segment, i.e., sign-on to 5 p.m.; 5 to 7 p.m.; 7 p.m. to 11 p.m. and 11 p.m. to sign-off.

TABLE I
NEW YORK TV COMMERCIALS
Showing Average Commercial Length as Percentage of Total Air Time.

Station	WEEKDAYS (Jan. 4, 5, 8, 9, 10)		SATURDAY (Jan. 6)		SUNDAY (Jan. 7)		TOTAL (Jan. 4-10)	
	Average Length of Advertisements (Seconds)	Percent of Broadcast Time	Average Length of Advertisements (Seconds)	Percent of Broadcast Time	Average Length of Advertisements (Seconds)	Percent of Broadcast Time	Average Length of Advertisements (Seconds)	Percent of Broadcast Time
WCBS-TV	51	8	49	7	52	11	55	11
WNBT	84	22	49	9	59	10	78	18
WABD	81	12	46	4	80	4	79	8
WJZ-TV	71	11	100	10	45	4	77	11
WOR-TV	62	4	111	14	148	12	71	7
WPIX	70	8	83	8	59	10	69	9
WATV	101	6	69	3	122	7	100	6
TOTAL	73	10	74	8	74	9	73	10

TABLE II
NEW YORK TV COMMERCIALS
Showing Average Commercial Length as Percentage of Time Segments.

Time Segment and Station	WEEKDAYS (Jan. 4, 5, 8, 9, 10)		SATURDAY (Jan. 6)		SUNDAY (Jan. 7)		TOTAL (Jan. 4-10)	
	Average Length of Advertisements (Seconds)	Percent of Broadcast Time	Average Length of Advertisements (Seconds)	Percent of Broadcast Time	Average Length of Advertisements (Seconds)	Percent of Broadcast Time	Average Length of Advertisements (Seconds)	Percent of Broadcast Time
Sign-on to 5:00 p.m.	71	5.7	47	0.7	100	5.9	74	5.4
WCBS-TV	144	32.7	88	3.8	59	7.3	133	24.4
WNBT	108	19.1	—	—	96	4.1	108	17.6
WABD	86	14.2	104	9.6	48	8.1	84	13.7
WJZ-TV	68	5.1	117	18.5	—	—	74	6.0
WOR-TV	142	10.0	48	1.9	61	10.2	107	8.8
WPIX	84	3.1	54	3.3	135	8.2	88	3.8
WATV	—	—	—	—	—	—	—	—
5:00 p.m. to 7:00 p.m.	64	4.1	60	1.7	95	10.6	72	4.9
WCBS-TV	55	14.7	55	6.1	65	9.9	56	14.7
WNBT	46	2.9	55	2.2	55	1.8	49	2.7
WABD	42	3.2	—	—	52	10.1	64	4.7
WJZ-TV	56	3.2	108	17.4	272	18.9	102	7.3
WOR-TV	51	8.3	66	15.4	43	5.4	53	8.9
WPIX	144	14.4	98	8.1	102	7.1	133	12.4
WATV	—	—	—	—	—	—	—	—
7:00 p.m. to 11:00 p.m.	42	12.3	49	10.8	76	15.3	46	12.5
WCBS-TV	48	14.3	43	13.0	58	14.4	49	14.2
WNBT	50	7.9	42	4.4	75	4.2	50	6.9
WABD	52	10.0	101	17.2	37	3.9	56	7.3
WJZ-TV	48	6.4	96	12.4	59	5.8	58	7.3
WOR-TV	51	6.7	38	1.6	40	8.0	48	6.2
WPIX	81	7.4	65	1.8	128	7.1	85	6.3
WATV	—	—	—	—	—	—	—	—
11:00 p.m. to sign-off	56	14.4	60	3.3	58	22.9	56	13.7
WCBS-TV	60	11.4	48	16.1	38	8.4	58	11.9
WNBT	50	5.8	60	2.7	—	—	52	6.3
WABD	74	9.9	73	7.1	—	—	74	9.4
WJZ-TV	124	8.9	150	19.1	287	24.0	158	13.4
WOR-TV	50	9.0	128	29.8	166	16.7	75	13.3
WPIX	—	—	—	—	30	0.7	121	4.8
WATV	—	—	—	—	—	—	—	—

Name Plays N. G. for TV

Continued from page 1

are convinced that the rights to Broadway hits are of little value insofar as anything but one show.

Columbia Broadcasting System TV has given up rights to name authors' properties. The net will not consider such programing ideas even if they involve the top literary figures in America.

As an example of the kind of an insatiable maw that video has become, *Teller of Tales*, sponsored by Tintair and based on the works of Somerset Maugham, has virtually exhausted suitable material. The program is now scabbling for story ideas from other authors and has decided to use a Jack London short story as the basis for a show shortly. Schlitz's Pulitzer Prize Playhouse series, which was supposedly to use Pulitzer Prize works, also had to find itself a gimmick. It now adapts any story, provided the original author got a Pulitzer award.

Picture Changes

While last year, with the success of *Mama*, former Stem hits and best selling novels came to be very much in demand as TV properties, this season with the failure of *Stage Door* and *Our Hearts Were Young and Gay*, the picture has reversed itself entirely. Packager Martin Stone, after one year, has given up trying to sell strip shows based on *Counselor at Law* and *Street Scene* and has relinquished the rights.

The prospects are that more and more originals will be used as TV continues to use up the available supply of short stories, its major source of material up to now.

Sponsor Sours On Heidt TVer

NEW YORK, Jan. 27.—Philip Morris this week was believed close to giving up on the *Horace Heidt TV Show*, now on CBS-TV Monday night 9-9:30 p.m.. The cigarette sponsor, however, is expected to retain the time for another program if Heidt gets the axe.

If Heidt's TV show is cancelled, trade sources believe it would stem from low ratings. It is known that CBS-TV is concerned over low Monday night ratings, including Heidt's. The web too, it can be recalled, did not want Heidt in the slot originally because his TV talent program follows Arthur Godfrey's *Talent Scouts* and the Heidt AM show on the preceding night.

2-Year AFRA Contract Signed by WCPO, Cincy . . .

Mort Watters, general manager of WCPO and its FM and TV affiliates, Cincinnati, Thursday (25) signed a two-year contract with the local American Federation of Radio Artists under which sta-

WOR Shows Gain in Video Activities . . .

Beginning February 4, General Controls Company will sponsor a 15-minute public service film show "American Diary" over WOR-TV, New York, on every fourth Sunday at 7:45 p.m. Program will plug the firm's thermostat control product. Consolidated Royal Chemicals also signed to sponsor a five-minute Monday-through-Friday series "Weather in Review" at 7 p.m. Other sales include a nightly video series of live time signals from 6 p.m. to midnight for Magnavox TV sets, effective immediately, and a renewal by Vim Television Stores of its local sponsorship of "Information, Please" on WOR-AM.

Guild Wine To Back 8 Markets of "Detective" . . .

Guild Wine last week signed to sponsor a kine version of a Hollywood-originated TV show in eight markets, some of them in the East. The program is a whodunit titled *Inside Detective*, with Edmund Lowe featured in the lead role. Deal was set in conjunction with Dell Publications, which publishes *Inside Detective* magazine. Dell had a similar deal recently with DuMont for the *Roscoe Karns* show, but the tie-in was ended a few weeks ago.

"Miss America" Femcees New DuMont Program . . .

Spot-Stik last week purchased 11-11:15 p.m. Sunday beginning February 4 on the DuMont network for a chatter show featuring former Miss America, Bess Myerson. Huber Hoge is the agency.

2-Year AFRA Contract Signed by WCPO, Cincy . . .

Mort Watters, general manager of WCPO and its FM and TV affiliates, Cincinnati, Thursday (25) signed a two-year contract with the local American Federation of Radio Artists under which sta-

WMAQ, WNBQ GRAVY TRAIN

CHICAGO, Jan. 27.—Clients of WMAQ and WNBQ, here are receiving gift certificates calling to their attention the fact that promotional announcements with a rate card value of \$1,121,105 were given to them free in 1950 over the two stations. WMAQ aired 16,058 free promotionals and WNBQ 4,358.

Short Scannings

Brief but important video news

tion staff members will receive pay increases ranging from \$12 to \$22 weekly, retroactive to September 1. Andre Carlon, business counsellor, and Richard B. Baker, attorney, handled negotiations for AFRA.

Notes About Casting And Other Changes . . .

Marjorie Morrow, former casting head of CBS radio, has received an exclusive casting contract for "Teller of Tales," the CBS-TV show now sponsored by Tintair. She has opened her own casting consulting offices in New York. . . . Baritone Richard Hayes, now on Jan Murray's "Songs for Sale" on CBS radio, will continue to be featured male singer when the program begins its video career on CBS-TV January 27. . . . Evelyn Knight guest stars on Paul Whiteman's "Goodyear Revue" on ABC-TV February 11. . . . Jim Jacober will take over as director of "Let's Talk It Over," now on WOR-TV, replacing Bert Gold.

Edward Bleier, program service co-ordinator for DuMont, New York, goes into the army February 4. . . . Henry R. Cassirer, editor of color TV film at CBS, will give a course on "Reporting the World on Television" at the new School for Social Research in the spring term.

New additions to the TV department of William Esty are Charles Gilnicki, Tony Pan and Jane Horning. . . . Lucille Phillips and Associated Artists, Inc., New York 10 per centers, have set a deal with Agents' TV Corporation to handle their properties for video. They include such talent as Walter Hampden, Sidney Blackmer, Howard K. Smith, Ilona Massey, Zachary Scott and Mady Christians. . . . Peter Strand, megger at WXYZ-TV, Detroit, will teach a course in TV production at Wayne University next semester.

E. W. (Bill) Malone has been appointed promotion manager and Al Constant program manager of KRON-TV, San Francisco. . . . Benson & Hedges makes its debut in TV with sponsorship of the Sunday night portion of "Televue of the News" on WPIX, New York. . . . Peter J. Frommert, WJBK-TV, Detroit, floor manager, has become a director at the station. . . . Robert Button, Lance Ballou and George L. Ogle have joined the Eastern sales department of NBC-TV.

Sam Paxton, of WMBI, the Moody Bible Institute station in Chicago, has replaced Don Danielson as assistant director of public relations at WBBM. Danielson joins J. Walter Thompson. Jay Andre, from WMAW, Milwaukee, has joined the WBBM announcing staff.

UNCLE JIM IN SKELTON CORNER

NEW YORK, Jan. 27.—Uncle Jim Harkins, formerly general aid to Fred Allen, and lately in NBC-TV's talent department, quit the web this week to join Red Skelton. His major interest will be the video show Skelton starts next fall.

Harkins, one of the best known figures in radio-TV, is an ex-vaudevillean who went with Allen when the latter started in radio. He was instrumental in developing Skelton's career too.

Murray May Get Seymour's "Sing It"

NEW YORK, Jan. 27.—Indications this week were that Jan Murray would take over for Dan Seymour as emcee of *Sing It Again*, now simulcast over the Columbia Broadcasting System Saturdays, 10-11 p.m. It is known that the web believes the program can be even stronger with the addition of comedy in contrast to the use of a straight emcee.

Murray is currently emcee of *Songs for Sale* on CBS radio Fridays. The program resumes its video career next week.

General Mills In On ABC Simulcast

NEW YORK, Jan. 27.—General Mills has signed with ABC to alternate with Swanson & Sons as sponsor of the 6:30 to 7 p.m., portion of the simulcast *Ted Mack Family Hour*. The show also airs on TV only from 6 to 6:30 p.m., Sundays.

Swanson will plug its frozen poultry products for three straight weeks, starting March 4. General Mills begins its run March 25, and will alternate with Swanson thereafter.

Old Soundies, Costing 300G, Bring in 700G

NEW YORK, Jan. 27.—Official Films, which bought the old soundies musical film shorts a year or so ago, has grossed over \$700,000 in its sales of the package to TV stations. Official started selling the pix, under the package title of *Music Hall Varieties*, eight months ago. The cost to Official for the product, including extensive copyright clearance expenditures and reprocessing, has been \$300,000 to date, it is said.

Official sells its package to TV stations for one year on a flat fee basis, prices being based on receiver circulation. Deals have been made with WCBS-TV for 100G; WNAC-TV, Boston, for 75G; WFIL-TV, Philadelphia for 90G; WNBQ-TV, Chicago, for 90G; KTTV, Los Angeles, 90G; WNBK-TV, Cleveland, 75G; WNBW-TV, Washington, 50G, and WBTW, Charlotte, N. C., 40G. Half packages have been purchased by WJAR-TV, Providence, for 25G; KRON, San Francisco, 25G, and KPRC-TV, Houston, 20G. GMQ, Havana, and XEW, Mexico City, have bought one joint package at a rate estimated to be 25G.

NBC Research

Continued from page 4

point is likely. In New York, six of the seven TV stations probably will be airing from one antenna location, atop the Empire State Building. A study is likely to be made of the comparative strength and clarity of the different channels. Outside this area, the effects of topography on reception are apt to come under scrutiny. To date, viewers have regarded reception on Channels 2 and 4 as best. Whether a single antenna site will equalize the situation will be known later this year.

TV-REHEARSAL THEATRE
Fully equipped theatre, 12 minutes from Times Square, For Rent, Available Immediately. Stage 32x30.
Newly decorated.
Call MR. DIMENZA, RIALTO THEATRE
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Phone: Hoboken 3-9335 or 3-3104.

AM Gains in Video Homes

The table below reveals the use of AM receivers in television homes. The periods covered are the last six months of 1949 compared to the same time in 1950. Data is from research conducted by Pulse, Inc.

The table shows AM in TV homes for each of the months involved, and the percentage of difference. It should be noted that, in Chicago, AM gained each of the six months; in New York, four of the six, and in Philadelphia, five. Time covered is 6 p.m. to sign-off.

	NEW YORK					
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1949	9.1	9.3	8.5	8.0	8.2	8.5
1950	8.6	8.8	9.7	9.2	10.6	11.1
% Change	-5.5%	-5.4%	+14.1%	+15.0%	+27.1%	30.6%
	CHICAGO					
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1949	12.3	11.6	11.8	11.5	11.3	12.4
1950	14.5	14.4	12.8	13.3	13.3	13.7
% Change	+17.8%	+24.1%	+8.5%	+13.5%	+17.7%	+10.5%
	PHILADELPHIA					
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1949	9.1	9.1	9.2	8.8	9.0	8.9
1950	8.8	9.5	10.2	10.6	10.4	11.2
% Change	-3.4%	+4.4%	+10.9%	+20.5%	+15.6%	+25.8%

*Indicates increase.

6-Month Record Shows Radio Use Gaining in Major-Market TV Homes

Continued from page 1

gain." First, there is the direct increase of radio receivers. The second factor is, ironically enough, TV's own growth.

This is what they mean: In New York, AM-listening increased 30.6 per cent in December, '50, as compared to December, '49. But this

listening figured in far more homes in December last year than the year before. The 1950 figure represents 30.6 per cent of an estimated 2,000,000 metropolitan TV homes. In '49, it would have applied to but 800,000 TV homes.

The swing to AM has been most consistent in Chicago, where AM gained every month for the last six. Philadelphia recorded a gain for the last five months, and New York the last four. However, the greatest percentage increase for any one month was recorded in New York for December, 1950.

Radio researchers are also steamed up about another item: Advance reports showing that Pulse, Inc. research—on which all this data is based—reveals that for New York City in January, 1951, TV viewing went down. The TV loss for this month is given at 3 per cent, and is said to be the first setback recorded during a peak viewing-listening season.

While the figures given so far apply only from 6 p.m. to sign

off—the most competitive period—Pulse data for New York also shows that even greater gains were made by radio during the afternoon (noon to 6 p.m.) period. Average increase in afternoon AM use in TV homes for the last six months of '50 against '49 is 30.3 per cent, compared to evening average gain of 14.1 per cent.

N. O. AFRA Elects

NEW ORLEANS, Jan. 27.—The local unit of the American Federation of Radio Artists has elected Jimmy Steele, WNOE announcer, as president. Larry Wilson, also of WNOE, was elected secretary, and Dick Bruce, of WDSU, treasurer. Don Lewis and Jill Jackson, of WWL were named to the board of directors.

Local unit represents a majority of the on-the-air and operating personnel of all New Orleans radio and TV stations, according to Steele.

NO NEWSMEN

Pitt "Press" Nixes Staff P.A. on TV

PITTSBURGH, Jan. 27.—Kap Monahan, of the TV panel on *Sho-Biz-Quiz*, a Bob Post production, handled by Milton K. Susman Associates, has been withdrawn from the show in a move that appears to be the first definite step taken by newspapers here to keep its by-line writers out of the TV, radio and personal appearance field.

In a letter to Susman, Editor Wally Forster, of *The Pittsburgh Press*, said, "After considerable discussion with members of the staff, we feel that it would be unfair to other members of the staff, either now or in the future, to deny them the opportunity of making personal appearances should we make an exception in the case of our drama critic."

There was no indication as to the status of Chester Smith, also of the *Press*, who was selected recently to be the new sports director for Duquesne Brewing in both TV and AM, or that of Si Steinhouser, radio and TV editor, who has a TV show coming up shortly. The *Press* also has members of its staff on *Beat the Press*, a panel show with newspapermen serving as members.

ABC Appoints Four Veepees

NEW YORK, Jan. 27.—Four American Broadcasting Company (ABC) execs this week were elected veepees. Two, Leonard Reeg and James H. Connolly, are on the radio side, while the other two, Alexander Stronach Jr., and Otto Brandt, are concerned with TV. Reeg becomes veepee for radio programs; Connolly, veepee for radio station relations; Stronach, veepee for video programs, and Brandt, veepee for TV station relations.

Reeg and Connolly will report to Ernest Lee Jahncke, ABC's veepee for radio, while Brandt and Stronach will report to Bob Kintner, web president. The appointments underline ABC's recent moves splitting its AM and TV divisions.

version of events at Madison Square Garden. With live TV likely to be banned from the Garden after this year, the program will take on added value. GAC plans to develop this from a 26-week series into a 52-week all-sports show.

A deal was set this week with Les Winik, who films the Garden events, covering Winik's film of other sports as well. Winik has exclusive deals with several big colleges to film their football games, the films formerly used mainly for coaching and scouting purposes. With college football also likely to black out its live coverage in 1951, Winik's films may prove the major instrument for tele football coverage next season.

TV SHOW TRYS OUT NEWIE

Kathi Norris Tests Fine Idea, "What's the Gag?"

NEW YORK, Jan. 27.—A new switch on auditioning a TV show was sprung this week, in which a portion of an established program was devoted to a "sneak preview" of a new package. The Kathi Norris daytime show on WNBC, New York, on Thursday (25) devoted the first half of its noon to 1 p.m. time to trying out a 30-minute nighttime video show titled *What's the Gag?*

Miss Norris served as quizmaster on the trial airtel, which also is packaged by her husband, Wilbur Stark. Viewers were told that they were in for a special surprise, since there had been no advance publicity about the tryout. Panel members consisted of Bennett Cerf, comic Al Bernie and *Herald Tribune* cartoonist Lawrence Lariar, who draws *The Phantom Prince*.

Good Idea

What's the Gag? has its panelists trying to supply the proper punch line to go with one-panel cartoons by well-known artists published in major periodicals. The premise

of the show is a good one, since it permits panelists not only to come up with good cartoon tags, but also to make with gags on related subjects brought to mind by the question. Miss Norris indicated that she's of nighttime network caliber in her handling of the show. Panelists all were of good timber, with Lariar proving especially adept in getting the right line, while the other two made good humorous, albeit inaccurate, contributions.

The sample was rough, technically, in several spots, as could be expected from a show done without previous run-thru on rehearsal, but flashed enough to evidence real promise. Improvements could be made by mounting the test cartoons on an easel instead of forcing Miss Norris to hold them, and by having a studio audience to supply the laughter instead of having the panelists self-consciously yocking at their own and each other's bon mots. On the whole, however, *What's the Gag?* seems worthy of a berth of its own.

S. C.

GAC TO FOCUS ON VIDEO PACKAGES

NEW YORK, Jan. 27.—General Artists' Corporation (GAC) this week decided to go all out on TV packages. The talent agency, which is best known for its musical

talent, had not hitherto concentrated on development of its own television shows, as had such rival firms as Music Corporation of America and the William Morris office.

The major GAC video effort up until now had been to place its talent on shows owned and controlled by other packagers, or by networks or sponsors. However, since its association with Famous Artists some time ago, GAC has found the TV field a fruitful one. It has set the various film personalities from the Famous Artists' roster on numerous tele stanzas in guest shots. The feeling at the agency is: We may be late, but now we're going into TV but good.

Program Planners

The creative development program is in the hands of Dick Shack and John Moses. They are planning also to work deals with outside packagers or creators of program ideas, by which GAC would handle the production end of shows, supply the talent and sell the package for an interest in the deal.

A start is already being made in the prepping of shows. Included are three TV soap operas now under construction, with more likely to follow. In addition, GAC plans a big expansion of its present TV sports properties. For example, it is now offering a weekly film

FTC Sub-Group To Monitor Air

WASHINGTON, Jan. 27.—Chairman James M. Mead, of the Federal Trade Commission (FTC), revealed this week that he has ordered a stepped-up FTC investigation of radio-TV advertising immediately, for the duration of the mobilization emergency. Mead ordered the Commission's division of radio and periodical advertising to be on the lookout for "opportunists in the business world" who may seek to use radio or TV to exploit consumers and the government during the national defense emergency.

Ironically, the division of radio and periodical advertising was singled out recently by a congressional committee as a target of severe criticism on the grounds that the agency has failed to attain effective results in its examination of radio-TV advertising. A squabble over whether FTC will be entitled to an outlay to continue the division is stirring on Capitol Hill.

NBC To Scrap 35% Summer Discount For TV Time; New Rate Plan in Works

NEW YORK, Jan. 27.—NBC-TV is working on a new plan for summer discounts for video advertisers. Details of the arrangement are being worked out by Ed Madden, NBC's v.-p. for TV operations, and should be ready in mid February.

One thing is certain—NBC will scrap the hiatus plan it put in effect last summer. In an attempt to keep advertisers on the air during the summer, NBC increased its discounts appreciably, giving

those maintaining 52-week schedules an additional 35 per cent discount, on top of regular frequency discounts, for the eight summer weeks.

The network is now said to feel, however, that with its lead in TV assured and demand for TV network time continuing unabated, that it is in a position to invoke stricter regulations for maintaining time franchises. This parallels the estwhile s.r.o. radio situation, when NBC charged advertisers 28

per cent of rate card to protect broadcast periods.

Considerable interest attends NBC's pending decision for two reasons, among others. One is what the web will demand for reserving TV slots. With video rates rapidly exceeding radio rates, a 28 per cent charge may not sit well with advertisers. Another is the attitude of NBC affiliates, which have been claiming for a long time that they are entitled to share in hiatus income.

Air Checks

Brief but important night club-vaudeville news

Ebi AM-TV Director For W&L in H'wood . . .

Ex-J. Walter Thompson producer Earl Ebi was named radio-TV director for Warwick & Legler in Hollywood last week. W&L's expansion follows its recent acquisition of the \$1,300,000 Eastside Beer account. Ebi quit his JWT slot last year to go into radio-TV show packaging.

Campbell Quits DL, May Go to H'wood NBC . . .

Pat Campbell, Don Lee station relations veepee in Hollywood since 1943, quit his post. No successor is expected to be named. His duties will probably be absorbed by Don Tatum, Don Lee attorney. Campbell's exit from Don Lee is the result of a general realignment of the net's exec forces since the regional web was purchased by the Yankee Network. Altho Campbell has no immediate plans, trade rumors report him moving to an NBC desk in Hollywood.

Sinatra Show Loses Ludens . . .

Ludens' cough drops last week canceled the 5:15-5:30 segment of the Frank Sinatra Sunday afternoon disk jockey show on CBS-AM. Sinatra will be left with only Tintair after February 18.

Elber Quits WIP for Fellowship Comm. . . .

Sam Elber has resigned his post as publicity-promotion director of WIP, Philadelphia, to assume the press-radio directorship of the Fellowship Commission. In his new post, Elber will serve as a member of the National Community Relations Advisory Council. His successor has not yet been named at WIP.

WNEW Hunts for New "Personality" Talent . . .

New York indie WNEW is in the market for new talent, according to Program Director Dick Pack. The station is looking for "personality" performers "capable

of handling a disk jockey show, a la Martin Block." The move, says Pack, is in line with WNEW's recent hiring of ex-ork leader Bobbie Sherwood and hep jazz spinner Al (Jazzbo) Collins.

Chatter & Patter on Briefs That Matter . . .

Bob Gilham, last week, quit MCA's radio-TV sales staff to join the Red Cross in an executive position. . . . WOR, New York, is tossing a gala five-day birthday celebration for its fem commentator Barbara Welles. Celebration began Monday (29).

Martha Rountree and Lawrence E. Spivak have hired Jeff Jones as an associate producer for the new program department of their Rountree Productions, Inc., and Press Productions, Inc. . . . Norman Brokenshire celebrates his 27th year in radio next week. . . . Veepee Graeme Zimmer, WXGI, Richmond, Va., will be the headline speaker at the New York Ad Club meet February 13.

CBS's flagship, WCBS, New York, has signed Commentator Margaret Arlen to a new long-term exclusive for radio and TV. . . . WNEW, N. Y., program chief, Dick Pack, back from two-week vacation in Palm Beach, Fla. . . . Mary Margaret McBride is installing complete radio studio facilities in her Manhattan duplex apartment so she can air her ABC show from her home. . . . Ex-diskery flack, Duhska Howarth has joined Mutual's publicity department as magazine contact.

Account exec, M. M. Fleischl, WMCA, New York, has moved into newly created post of local sales manager. . . . Oakley M. Cooke has joined Cunningham & Walsh, Manhattan flackery. . . . Franklin Evans is the new assistant production manager at Standard Radio Transcriptions. . . . Columbia singer, Guy Mitchell, has been signed to an exclusive contract by Associated Program Service, New York. . . . Regal Beer has renewed its sponsorship of "Road to Yesterday" over WWL, New Orleans. The show, now in its ninth year on the air, is scripted by Mel Washburn.

Your Top TV Sales Opportunity

WDEL-TV

CHANNEL 7
Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by
ROBERT MEEKER ASSOCIATES 
New York Los Angeles San Francisco Chicago
A STEINMAN STATION

Another Look

Brief criticism and comment re radio shows previously reviewed in detail

The Public Life of Cliff Norton

(Reviewed Wednesday (24), 5:55-6 p.m. CST via WNBQ, Chicago.)

Cliff Norton, comedian on the Garroway TV show, uses material similar to that which he does for Garroway on this five-minute across-the-board show for American Family flakes. On the show reviewed he gave a wrestling lesson, using a full-sized dummy. It was top comedy, with Norton demonstrating holds, wrestling the dummy around the set and, of course, eventually getting pinned by the dummy. Norton has a rubber face, an excellent sense of timing, and is smart enough to get ideas and material from people such as Paul Rhymer, writer of radio's old Vic and Sade and Ben Park, producer.

Sandwiched between two strong shows, the *Weatherman* and *Kukla, Fran and Ollie*, Norton automatically draws an audience, but he is good enough to attract viewers on his own. Using five-minute segs, sponsor gets in five good commercials in 25 minutes of programming each week. While the sponsor aims at and gets a feminine audience, Norton's appeal is probably stronger for men, and he probably could get a good rating in a late evening spot.

Jack Mabley.

The Garry Moore Show

CBS-TV, Tuesday (23)

At one point in the hour-long proceedings of this strip, Garry Moore remarked that he wasn't a comedian. Unfortunately, he tried to refute his own statement later, via some corny gag material and a very punny, but none too funny monolog. Moore generated enough personal charm to make the stuff partially palatable, but the remark still goes.

Moore is a personality, not a comedian, and he should discard the funny man act entirely. He has an attractive face, a wonderfully puckish grin and a wholly likable manner. The latter was most noticeable on the show caught when he chatted casually with the studio audience and carried on a delightfully believable conversation with two guest puppets.

Rest of Cast

As for the rest of the cast, dimpled Denise Lor and Ken Carson handled the vocals in capable fashion, and Durward Kirby did a nice job in his unique capacity as straight man for a straight man.

The series recently landed a new sponsor (Quaker Oats for Aunt Jemina Pancake Flour) for its 2:15-2:30 p.m., time period on Tuesday and Thursday. This portion was chiefly distinguished by the sponsor-hungry antics of the cast. First Carson and Miss Lor brought in a live Aunt Jemina, via a trick set, made up as a giant box of pancake mix. Then Moore, who clutched two boxes of mix to his bosom thruout the entire 15 minutes, buttered up the lady with some flowery words of welcome.

June Bundy.

Arthur Godfrey's Talent Scouts

(With Steve Allen)

CBS, Monday, 8:30-9 p.m.

As far as this reviewer is concerned Steve Allen passed his acid test on this subbing stint for Godfrey. For aside from such obvious attributes as a ready wit, a humorous and/or charming manner, poise, stage presence, a sense of timing, ability to project (all of which Allen has in good measure), the one thing this performing style needs to click is good taste and a selective ability on ad libs. And Allen has it.

(Continued on page 9)

Spade Cooley Show

(KTLA, Hollywood, Saturday, 8:30-9:30 p.m.)

For the past couple of years, Spade Cooley's Saturday night mixture of music and variety acts has held the top rung on the local rating ladder. Cooley consistently outdistances the high-voltaged Eastern shows, and the trade wonders why he hasn't gone network. KTLA's Klaus Landsberg is missing a surefire bet in not taking full advantage of what local rating charts say is the town's hottest video talent property.

Show follows the tried and true revue format. Acts are standard vaude talent. It takes with the Cooley personality providing the zing. Since last caught, Cooley has tightened the seg considerably. Furthermore, an effort is made at integrating guests into the program rather than introduce them cold. Most of the gags are corn, but live and home audiences eat it up.

Productionwise, the clambake lacks the gloss and sheen of Eastern-revues. Another vital factor is the Cooley RCA Victor recording band is one of the best in the business. In addition to musicianship, each sideman is wise in the ways of visual entertainment.

Acts on show caught included Cannonball Taylor on the marimba, Mechanical Man Bill Starr, vocalist Val Tino, Primo Canero, mentalists Helen and Tommy LaRose and comic Wally Brown. As an example of act integration, Canero appears only when one of the Cooley sidemen boasts he can floor anyone. Another is Cooley appearing immediately following the mentalists and demonstrating similar mental marvels only to find a member of the La Rose act prompting him from off stage. Val Tino is an ear-easy vocalist who, along with the marimba soloist, does well in little air time. Mechanical man displays his peculiar skills thru a few fast walk-ons between band numbers. Brown's standard patter goes well on tele.

Dick Lane, decked out in Western garb, handles the sledgehammer commercials for a local Chevy dealer in convincing manner. Cars are rolled on for a look-see of new models.

Lee Zhitto.

The Nature of Things

(NBC-TV Sat. 5:30 p.m.)

This program which can be aptly retitled, *Science Made Easy*, gives the public a glimpse of the power of TV as an educational medium. In 15 minutes under the knowing teaching of Dr. Roy K. Marshall, the televiewer finds that science is a fascinating subject readily applicable to everyday life.

Marshall explained the way matter changes its nature under freezing temperatures. He first made a solution of dry ice and acetone to get the temperature around 100 degrees below zero and then showed how a hot dog, a rose, a rubber ball, a piece of solder and mercury reacted. The rose became frost bitten, the rubber ball lost its springiness, the mercury which had been a liquid became a metal and the solder became a spring.

TV can use many more such shows

Leon Morse.

Toast of the Town

(CBS-TV, Sunday, 8-9 p.m.)

It is a curious paradox that on this edition of Ed Sullivan's *Toast*, one of the best produced of the series (indeed its production quality matched the best caught on any show of this type), production failed properly to sell the star's big feature, Margaret Truman.

No production effort was spared to make Miss Truman's second video appearance a smash success. The Southern mansion set, the surrounding boys and belles and

Mr. and Mrs. Blandings

Reviewed Sunday (21), 5:30-6 p.m. EST. Sponsored by Trans-World Airlines, Inc., thru Batten, Barton, Durstine & Osborn, via NBC, New York. Style—Situation comedy. Producer, Don W. Sharpe; NBC producer, Archie Scott; director, Nat Wolff; NBC director, Robert Packham. Writers: Nat Wolff, Walter Brown Newman, Millard Kaufman and the team of Lawrence and Lee. Announcer, Weridell Niles. Cast: Cary Grant, Betsy Drake, Gale Gordon.

In spite of its impressive credit list (including five writers), *Mr. and Mrs. Blandings* is a disappointment. Billed as National Broadcasting Company's "first big new show of 1951," the series marks the network radio debut of its sponsor, Trans-World Airlines, Inc., and the first regular broadcast schedule for Cary Grant. Both should have stayed on the ground.

The writer quintet had a fertile plot field in Eric Hodgins' best sellers, *Mr. Blandings Builds His Dream House* and *Blandings Way*, but their own inventions didn't measure up to the inherent entertainment values of either original. Since Grant was quite successful in a flicker version of the former novel, it's logical that the fault is with the scribes and not their subject matter.

The preem, which centered about the Blandings' difficulties with the road commission, jogged along at an alarming placid pace. This yawn-evoking placidity was only equaled by the performance of Betsy Drake (Mrs. Grant in private life). As an actress, Miss Drake's major charm lies in her glowing youthfulness and facial animation. Both assets, of course, were nil on radio. Vocally, the gal was on a par with *Johnny-One-Note*. Her passivity was particularly disconcerting when contrasted with Grant's expressive delivery. Grant was smoothly persuasive thruout and Gale Gordon as the old family friend, Bill Cole, provided able support. If Miss Drake goes with the package, then perhaps the only solution would be to concentrate more on Mr. Blandings and save the Mrs. for television.

June Bundy.

It Could Happen to You

Reviewed Sunday (14), 7:30-8 p.m. Sustaining over KECA-TV (ABC). Packagers, Bill Gwinn and Jesse H. Martin; production manager, Carlton Winkler; producers, James H. Martin and Stuart W. Phelps; director, Stu Phelps; writer, Dick Creedon; music, Rex Koury (organ). Bill Gwinn, emcee.

Could Happen can happen provided some changes are made. As it stands, it's palatable but it will have to be sharpened if its packagers intend to build a following. Based upon the premise that there's a love song at root of every romance, audience participation show drags couples onto the tele screen to relate the role a favorite tune played in their marriage. And for that added touch of schmaltz, each twosome is provided with a stage setting designed as a replica of the scene where romance first blossomed.

Bill Gwinn, pilot of the *What's the Name of That Song?* ailer, is a capable and personable emcee. Three couples were used for the first show. Trimmed down, number can be increased to four contesting pairs. Studio audience is asked to pick up the couple which relates the best song-based love story. All participants receive a small prize (portable radio), while winners get a TV set plus plane trip to Las Vegas. Seg's name leaves packagers a wide field in which to shape their show property without restricting it to any set format.

Lee Zhitto.

The routining were all fine—but poor lighting and bad camera angles on Miss Truman personally made her look unduly sharpened and unattractive. This, together with the rendition of the laugh thrill sequences in *Gavotte*, the second of her selections, tended to make her performance seem somewhat a caricature of a classical singer rather than the real thing.

Actually, little of Miss Truman's charm and graciousness came thru. Vocally, of course, Margaret is a good, average warbler. (Aside to HST: Please take an objective

(Continued on page 9)

Television—Radio Reviews

Johnny Johnston Show

Reviewed Monday (22), 2:45-3:30 p.m., EST, via WCBS-TV, sustaining. Johnny Johnston, Rosemary Clooney, Loman & Fields. Guest, Abe Burrows. Music, Bernie Leighton ork; producer, Louis Melamed; director, Jerome Schnurr; announcer, Harry Marble.

Warbler Johnny Johnston, an engaging young man who sings with some charm, has been assigned to proctor 45 minutes of afternoon variety in a spot recently vacated by Robert Q. Lewis. Unfortunately, amiability and the wistful wish to make good aren't enough on this no-format format. What's needed is a personality—which Johnston isn't.

The singer stepped into an already solidified show on Monday's opening, with a well broken-in supporting cast and production crew which apprenticed during Robert Q's tenure, and thus enjoyed the benefits of a smooth-rolling operation. When Rosemary Clooney, a fine singer, wasn't singing, and Loman and Fields, journeyman boy-gal team, weren't dancing, Johnston, seated behind a desk most of the time, made with the informal chat routine, strolled into the audience, said hello to the crew and did a couple of songs.

He was visibly and understandably nervous, a condition that communicated itself to the sparse studio audience of truant schoolgirls and footless housewives, who giggled and tried to root him in. His humility, lack of condescension, good looks and the hard try immediately won sympathy. However, a pottering show of this nature should have an emcee with wit, assurance, a sense of improvisation and strong projection. Like Abe Burrows, for instance, who turned up as a guest and gave the show some of his priceless tone. He had nothing prepared, of course—just an ad lib conversation with Johnston in which he exuded good sense and humor and at the

Cisco Kid

Reviewed Saturday (20), 6-6:30 p.m. EST. Sponsored by Gordon Baking Company. Produced by Ziv Television Programs, Inc. Cast: Duncan Renaldo, Leo Carrillo, Steven Chase.

O. Henry's engaging character, the "Ceesko Keed" turned into radio pay dirt for the Fred Ziv outfit some years ago, and it will probably do the same thing in video. The Iberian Robin Hood should find a ready audience among kids, in view of the popularity of Westerns, and the same ought to apply to adult cowpoke addicts.

In New York, the series is being bankrolled by Silvercup Bread on WNBC. The initial film told a typical story of attempts to frame the Keed (Duncan Renaldo) and his partner, Pancho (Leo Carrillo) in connection with a stage coach hold-up. The standard chase, fight and romantic ingredients were involved before the pay-off.

Production values were okay, but screening quality, as well as sound track quality, were diminished by what appeared to be poor projection.

Jerry Franken.

same time hypoed Johnston's morale.

Comic Phil Leeds, another guest, started slowly with a Henny Youngman bit, and gradually caught hold. Johnston's best was some foolery with an Esquire calendar by way of prelude to introducing the pretty chicken who modeled for this year's Esquire girl.

An across-the-board Monday-Friday show, this program is a demanding, relentless entity for its emcee. While Johnston probably will develop more assurance and learn how not to phumph, it is questionable whether he has the raw material to become a real ringmaster.

Jerry Wexler.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Victor Borge

WOR, New York, Wednesday (24)

Victor Borge's most important asset as an entertainer has always been his ability to evoke hilarious response from an audience via the subtle elevation of an eyebrow or a similar facial gimmick. His material has also been high level. However, judging by his current radio show, it's neither strong enough nor obvious enough to sustain a five-minute ailer of this type.

Borge barely had time to convey his personality to the listeners, let alone build a characterization for laughs. His routine about Danish relatives was pleasant, but came over as more of a curtain-raiser for his regular act than the entire show. To make the series even shorter, Kellogg cut in several plugs for their dog food product.

Borge is considered a sock performer in the trade, as witness the genuine enjoyment expressed by the studio audience, but he's not a quickie comedian. The series would probably fare better if the weekly segs were welded together into one satisfying ailer.

June Bundy.

We Take Your Word

CBS Network, 10-10:30 p.m., Fridays

The pains associated with learning are fortunately not present in listening to *We Take Your Word*. The program, the first anniversary of which was celebrated on this show, continues to blend education plus entertainment in a manner which should make for many such more anniversaries.

Faye Emerson repeated her stint as guest panelist on the first program by returning on this show. In combination with regulars Lyman Bryson and Abe Burrows, the trio made a particularly frolicsome group of word detectives. At times, indeed, they seemed to be having more fun than the audience as they quipped back and forth.

Listeners learned the meanings and derivations of such words as

Suspense

CBS, Thursday (25)

Publicity-wise, Ezio Pinza's surprise appearance in the role of a killer on *Suspense* undoubtedly gave the show an extra rating filip. Fortunately the celebrated basso was also versatile enough to adapt his more flamboyant style of legit acting to the part.

Pinza brought a restrained delivery to the mike. If anything, he underplayed a part that would have tempted many a radio actor to ham all over the studio. His accent got in the way of the plot a couple of times, but, over-all, he did a convincing job.

The story, *Aria for Murder*, which had a double gimmick finish, revolved around a two-timing opera star (Pinza) who murdered the house manager when the cad threatened to tell his wife about the other woman. Informed of the crime, the singer's girl friend turned on him, and he eventually committed a second murder when a witness to the first homicide tried blackmail.

Trick finish had the chump confess because he'd found out that the gal was in on the blackmail and he'd killed the wrong man. A somewhat self-conscious bit of added irony was supplied when two stagehands revealed that the dead witness had worshipped the singer, and could never have talked because he was a mute. Of course, there's always pencil and paper, but many a good gimmick has been spoiled by too many alternatives.

Autolite's whimsical commercials about the zoo were easy to take.

June Bundy.

salvo, fanfare, ceremony, parapet, cupola and dome. In many cases they found that the panelists were as stumped as they may have been.

This program certainly proves that entertainment can be combined with education. Now that the trail has been blazed, it is time for radio to program more of its type.

Leon Morse.

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"D"

Reviewed Sunday (20), 10:30-11:04 p.m. EST. Sustaining via WNBT, New York. Producer, George Wallach; director, Bill Harback; announcers, Ben Grauer and Pete Roberts. Cast: Mayor Vincent Impellitteri, Grover Whalen and Arthur Wallander.

Few public service shows achieve dramatic or entertainment excellence, and this WNBT try fell far short of its mark. It is difficult to understand, as a matter of fact, what its mark was. And therein, perhaps, lies the answer to its failure. If producer George Wallach, director Bill Harback and the writers were trying to paint a picture of the horrors of what an atom bomb could do to New York, far more authentic and horrifying pictures have been seen. If they were trying to recruit defense volunteers, no earnest, direct pitch for same was made. If they were attempting to show how well organized the town was to handle an A bomb emergency, they were unconvincing.

They put together, in truth, a sometime mildly interesting, tho often deadily dull, presentation seemingly aimed at all of the above-stated objectives. Mayor Impellitteri, Whalen and Wallander contributed substantially to the general atmosphere of ennui. The mayor asked each in turn to explain what was being done, and how, then explained it himself and asked the respective gentlemen if he hadn't stated the case pretty well.

Ben Grauer handled the narration excellently, even turning in a creditable acting job along the way. His material, however, was strictly second grade.

A reviewer feels uncomfortable rapping a show (particularly one of the first efforts) on so badly needed a type of program, but it seems that if WNBT is willing to devote the time and talent to doing it, a little more effort should be put into doing it well. Brush-off approach seemed further demonstrated by the fact that no real explanatory introduction to the show was made. There was a Bulova, then a Lucky Strike spot commercial, then into the show. And after it was over, a spot plug for the Tuesday Berle show was thrown on the tube before the closing announcement of the "D" show was made.

Joe Csida.

Toast of the Town

Continued from page 8

look at a kine of the show before writing any letters).

High Entertainment Quota

Otherwise the show delivered a higher than its usually fairly high entertainment quota. The Nonchalants did their usually relaxed, tho expert comic-acro routines. They are probably the top act of their kind around. Roland Young's reading of Robert Benchley's *Treasurer's Report* didn't have the broad whimsical quality RB himself used to get into it, but was nevertheless slyly chucklesome. Jimmy Wakely, ably abetted by a nice piece of Western saloon staging, did *Slippin' Around* and *My Heart Cries for You* effectively, tho Sullivan's intro of *Slippin'* as a "recent" Wake'y hit certainly couldn't have impressed record fans among the viewers. Much time, and many Wakely sides have slipped by since *Slippin'*.

The Evalyn Tyner Trio contributed a fast-moving pop concerto, and comic Jan Murray never worked better than on this show. He piled up the laughs right to his baby-feeding finale bit.

Typical of the astute Sullivan-Marlo Lewis planning to hold its audience thruout the show against the powerful National Broadcasting Company *Comedy Hour* competition was Sullivan's remark, just ahead of the middle commercial, that Miss Truman would be on shortly. This undoubtedly kept some itchy fingers away from that dial.

If the show doesn't stop featuring award presentations, on the other hand, it isn't going to itself too much good. The B'nai Brith award proffered on this occasion, as is usually the case with such gimmicks, was strictly a stage wait. Sullivan himself handled the emcee chores in his standard smooth, tho somewhat deadpanned fashion, and even contributed a small comedy bit, by playing (with one finger) a piano duet with Miss Tyner. John Wray's choreography and direction adds much to the show's generally fine pace.

J. C.

Plan for Survival

Reviewed Wednesday (24) 11:30-11:45 p.m. EST. Sustaining via all New York State stations. Produced by New York State Civil Defense Committee for Radio. Emcee, Bill Leonard. Speakers, Millard Caldwell, federal civil defense director, and Col. Lawrence Wilkinson, director of the N. Y. Civil Defense Commission.

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future airers are supposed to give life-saving instructions on what to do in case of an aerial attack, and 15 minutes is hardly long enough to outline, let alone furnish the detailed discourse.

If the present State web isn't feasible on a half hour basis, then stations should augment the weekly series with CD shows of their own. With TV banned as unsuitable for emergency broadcasting, radio has again become the civilian's best friend, and certainly his most important communication medium.

The Great Talent Hunt

Reviewed Friday (26) 9-9:30 p.m. over NBC-TV network. Sponsor, Campbell Soups. Agency, Ward Wheelock. Director, Dick Schneider. Writers: Joe Stein, Will Glickman. Cast: Henry Morgan, Arnold Stang, others.

Continued from page 3

haps he should have more to do with introducing the alleged talent. None of the acts could talk, and their halting responses, coupled with Morgan's seeming discomfit in talking to them, built stage waits.

Acts used included a cadaverous looking gent who converted his skull into a xylophone; a guy who played home-made castanets or some such things on his biceps; a cowbell ringer, and the "singing cockatoo" that was strictly a one-note fella. The cockatoo is a natural for a running gag and seems headed that way; the woman in the act is a "Mrs. Campbell," which seems just too coincidental.

There's too much commercial in the show. Opening shot, showing cans of soup stacked so as to give the impression of a city, was good, but every act is interrogated as to its favorite soup, and there are numerous film commercials—using the Campbell kid animations and the *Modernaires*—plus a large-sized Campbell soup can as background.

Morgan seems righter for this show than any he's had in a long time, but the astute sort of staging and writing that are needed to keep it from wearing out quickly were not evidenced on the tee-off.

Walgreen's Open House

Reviewed Thursday (25) 1-2 p.m. CST. Sponsored by Walgreen Drug Stores thru Schwimmer & Scott Agency via WGN-TV, Chicago. Producer and director, Dick Liesendahl. Emcee, Frankie Masters. Cast, Phyllis Miles, Bill Otto, pianist, Hal Turner, organist.

A show of this type lends itself admirably as a pasture for retired band leaders. Frankie Masters, with his former vocalist, Phyllis Miles (Mrs. Masters), did a creditable job of interviewing and leading guests thru assorted games. The show was light as a cork. Masters muffed a chance for some first-rate interview material by steering his guests, members of United Airlines Stewardess Alumni Club, into parlor games, instead of having them tell flying and nursing experiences. He spent 10 minutes interviewing a sponge importer.

Show opened with Masters singing a number. He then went into brief interviews with four stewardesses, cut short by a game of carrying balloons from one box to another. Masters did a duet with his wife, then pulled in four more guests and four Arthur Murray instructors for some good hokum involving teaching the girls the *Balling the Jack* dance. One stewardess, in particular, had some fine hip action. It might have been wasted on a female audience, but the cameras quickly noticed and picked it up.

More too-short interviews, another Masters song, a too-long interview with the sponge man and a community sing, with Masters holding the mike under the noses of a dozen guests, rounded out the hour.

Commercials were easily integrated. A drug store set was used, with the drug clerk leading into films. Good plugs were obtained thruout the show by giving away merchandise as prizes to guests. Masters is a good gabber, bringing plenty of poise picked up from years of fronting his band.

Jack Mabley.

CBS Sports Round-Up

Reviewed Saturday (20), 6:30-6:45 p.m. Sustaining via CBS. Supervisor, John Derr; host, John Derr; commentators, Mike Kizziah, Jim Simpson and John Harrington.

Columbia Broadcasting System has had one of its brighter ideas in its new *Sports Roundup* show, but much remains to be done with it. Program originates in New York and then switches to Washington, Chicago and Hollywood for sectional takes. More cities undoubtedly will be added to the *Roundup* as the show gets shaken down.

With John Derr, CBS assistant sports chief as host, program did not offer any really unusual sports chit-chat. Derr talked on the basketball scandal at Madison Square Garden, and the others concentrated mostly on new football coaches to be selected in various schools out their way. There was some interesting spot news, however.

But in order to make good its potential, the show will have to gather more than the usual sports news that comes in over the ticker. There must be digging, and it must uncover news that is not printed by a wire service; otherwise, fans will stay with the voices of their favorite sports announcers.

Derr's clean solid delivery is ideal for the program and the others, Jim Simpson, WTOP, Washington; Mike Kizziah, KNX, Hollywood, and John Harrington, WBBM, Chicago, were equally as competent.

Leon Morse.

Fun Time

Reviewed Thursday (25), 2-3 p.m. Sustaining over KNBH (NBC), Hollywood. Producer, Phil Berle; writer, Henry Taylor; music, Eddie Baxter (organ). Cast: Johnny Dugan, Arch Presby and Charleen Hawkes.

This audience participation hour is one of the brightest spots in KNBH's afternoon layout. Good portion of the credit is due to vocalist-emcee Johnny Dugan, who throws fresh interest into radio's old gimmick of serenading the gals in the audience. In addition to possessing a fine set of Irish pipes, Dugan has a winning personality and a knack of handling the shy ones in the audience that make this show an eye-holder. Arch Presby shares emcee chores with Dugan, while thrush Charleen Hawkes lends a vocal assist in warbling to the males in the crowd.

Cameras, of course, bear down on the persons getting the vocal wooing, providing home viewers with a share of healthy laughter.

While still sustaining, the show packs plenty of commercial promise for any sponsors believing in daytime TV. With Dugan at the helm, *Fun Time* should rapidly build a loyal following.

Lee Zhitto.

Arthur Godfrey's

Continued from page 8

Proof? One of the talent discoverers said her name was Alice Granite. Ninety-nine out of a hundred performers, probably Mr. G. himself, would have leaped on that to make gags about how are all the little pebbles, and such. Allen made like she had said her name was Smith. Never fell into the trap at all. And by the same token he moves into a completely unexpected feed line, and comes up with a genuinely humorous ad lib, which seems all the funnier because it has that quality of freshness.

All Allen needs is plenty of work, and on his own show, a more solid basic entertainment pattern to follow.

Otherwise his handling of the talent as well as the discoverers on this stanza was excellent. Always in good taste, properly enthusiastic when called for, wry and serene when necessary. His reading of the Lipton commercials was equally good and effectively nonchalant.

The show itself suffered from an over-abundance of vocal talent (three singers and one impersonator), all of which robbed it of the variety necessary to a fast and interesting pace. Winner Al Martino baritone the current fast-rising *If* with real warmth and power. He should go places with any kind of decent handling and a few breaks; a good disk bet. Joan Keenan's *Can't Help Lovin' That Man* was strictly under par, and Hi, Lo, Jack and the Dame did *Nevertheless* in adequate group style. Lynn Johnson's impressions didn't impress.

Joe Csida.

TV Talent and Show Tips

Importance of "Darkness"

Here's one tip we're down on our knees asking the radio-TV webs and the show's producers to "buy." *Darkness at Noon*, currently at the Alvin, New York, is probably the strongest dramatic presentation of the nature of the country's enemy, yet devised. (See editorial in Legit Department this week). It tells the kind of story which every American should see and hear. There may be a natural disinclination on the part of the producers to hurt their box-office potential by permitting too wide video showing. But certainly some compromise method which would help spread the story, and still not kill interest in seeing the play live, could be worked out. This would make for solid, meaningful entertainment, packed with public service values. Any bankroller, Philco, Ford, et al., would do itself proud to make a deal to present it.

J. C.

Jack Marshall

Rubber-faced comic Jack Marshall, currently headlining the bill at the Los Angeles Biltmore Bowl, has what it takes to pull home viewer yocks. For years he has pulled some of his best laughs thru his facial expressions, an art sure to pay off on the glass screen. Furthermore, his material contains a number of kiddie items, such as his *Animals Who Came To See the Man*, and he could easily turn ringmaster for a TV moppet series. His standard hat brim number, in which a topper is made to look like everything from Napoleon's cover to a Paris creation, could take a laugh worthy TV ride. Telemen looking for a gagster would do well to eye Marshall.

L. Z.

Harding & Moss Revue

This is a jack-of-all-trades foursome, but it can handle several items to a highly professional degree. The group includes Harding and Moss on organ and piano respectively, Sonny Kaufman on drums and the sexy-looking Carol Blaine singing. In addition, Harding is an okay emcee, Moss is a caricaturist and tap dancer and the Blaine gal can handle lines. The quartet would fill the bill admirably for many variety type

spots; carry a 15-minute seg on its own or work as a standard part of a comedy-revue. The Blaine gal is a stand-out, but the other three are first-rate musicians, good-looking and also handle lines. The possibilities are great. Caught at the Shelburne Lounge, New York, Tuesday (23).

J. M.

Defense Show Peg

From here on in various kinds of civil defense shows are going to occupy more and more air time. (New York State stations, for example, started a regular series last week). An excellent peg for a powerful show in this category would be *We of Nagasaki*, by Takashi Nagai, published last week by Duell, Sloan & Pearce. The tome is "the story of the survivors in an atomic world," and received good reviews from top book critics.

J. C.

Mike Wallace-Buff Cobb

Mike Wallace and Buff Cobb, already doing a husband and wife AM show from 11:30 p.m. to 1 a.m. daily from the *Chez Paree* via WMAQ, Chicago, are made to order for a similar TV stanza. Wallace carries a heavy TV schedule of announcing and emceeing. Miss Cobb has movie experience. They appeared together in a dramatic sketch on an NBC summer show last summer and were excellent.

Habibi Show

An enterprising TV producer might take a look at the current *Habibi Show*, starring Leo Fuld, for a possible series based on shows of all nations. The Fuld package would represent the Israeli motif and, if New York audience reaction is any yardstick, would pull on TV.

Fuld, a short redheaded Dutchman with a powerful tenor voice, has built himself quite a rep in England, the Continent and Middle East. He interprets Israeli songs in authoritative fashion but more than that is equally adept in French, Dutch, German and American numbers.

The *Habibi* band is made up of concentration camp "graduates" and should make for good human interest material.

B. S.



BETTY REILLY

"THE IRISH SENORITA"

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Justice Dept. Probes Pub Industry on Sheet Music

Investigation May Take Up Other Issues—Monopoly, Restraint, Etc.

Continued from page 1

trust division of the department, and the scope of the investigations may possibly be broader than the price question. Justice Department spokesmen told *The Billboard* that it is contrary to government policy not only to discuss the nature of an investigation, but

even to confirm the fact of an investigation until it has reached the recommendation and conclusion stage, when the matter becomes public property.

Probe On

That an investigation is being conducted, however, and that at least one of its chief concerns is price-fixing are certainties. Justice Department men have been querying both individual publishers and execs of industry trade organizations for some time. The investigation is believed to have been touched off by complaints from the field, either from jobbers or dealers, or possibly from both.

Fitting neatly into the mosaic is a situation in which a large publisher had cut off sales of music to a Midwest jobber because the latter was selling below the suggested price. Very recently, since word of the investigation seeped thru to trade leaders, the publisher suddenly began to service the dealer again.

Further Issues?

As one trade attorney pointed out, while the initial motivation of

the Department of Justice may be the price situation, as the agency devoted to anti-trust matters, it could well interest itself in collateral issues—monopoly, restraint of trade, unfair practice. For years now, whispers have kept coming out of Washington that the government is quite keenly interested in the relationship between motion picture producing corporations and their music publishing subsidiaries. And for years, complaints have been pouring into Washington from independent music publishers claiming that the music business has been thoroughly dominated by the movie publishing subsids. One such indie, E. H. Morris, now has a suit pending against certain flick producers and their music publishing holdings, charging alleged monopoly and restraint.

Investigation, of course, is not conviction, and the current probe may conceivably peter out for lack of material findings. But it may, on the other hand, lead to some definite recommendations vitally affecting music business practice and structure.

Decca Expands DJ-AM Promosh; 3 Men Picked

NEW YORK, Jan. 27.—Decca Records is laying the groundwork for a general expansion of its deejay-radio promotion and field work on a national basis. Initial steps were taken this week when Mike Conner, diskery's artists relations exec, made three new appointments in his department.

Leonard Wolf, former promotion manager for the Eastern division of the Decca Distributing Corporation, was elevated to a newly created position as Eastern representative for radio-record promotion for the diskery. Wolf will contract deejays thru the Eastern territory.

Irwin Zucker, for the past two and a half years publicity assistant to Conner, will assume similar radio-record promotion duties in a new post as Eastern representative for Coral Records, the wholly owned Decca subsidiary. Florence Lowe replaced Zucker as Conner's publicity aide.

Conner shortly will add assistants in Chicago and Los Angeles to handle the Midwestern and Far Western territories, respectively, for the diskery. He may also add a deejay contact man to handle the South either from New Orleans or Atlanta.

Worries Piled Up As Printers Meet

New International Treaty, Shortages, Labor Among Problems Faced at Philly

NEW YORK, Jan. 27. — The National Music Printers & Allied Trades Association holds its annual meeting February 3 at the Warwick Hotel in Philadelphia, with a heavy agenda covering the following problems:

(1) The threat of unrestricted foreign competition, should the United States sign a United Nations Educational, Scientific and Cultural Organization pact permitting free international interchange of educational, social and

cultural material—including of course, sheet music.

(2) Deterioration in the current output of paper.

(3) Shortage of essential chemicals because of defense priorities.

(4) Rise in labor costs.

To date, 18 countries have signed the UNESCO agreement permitting duty-free importation of cultural materials. The agreement was opened for signature last November; so far, all the important countries have signed except the United States and France, and the latter country appears about to lend its John Hancock. A UNESCO spokesman said that the U. S. delegate has been bombarded with requests to stay out of the pact, most of the pressure coming from interested trade organizations.

Others Not Opposed

NMPATA's beef, of course, is the fear that American publishers would send their printing and engraving work abroad if there were no tariff restrictions. According to reports of a meeting of interested parties here recently, such organizations as Music Publishers Protective Association, American Society of Composers, Authors and Publishers, and Songwriters Protective Association, if not actively in favor of the UNESCO agreement, at least are not opposed as NMPATA is.

The deterioration in paper quality is a recent phenomenon, attributed by local printing firms to rush work. There is no actual

(Continued on page 28)

SONG PLUGGER LAYS RAW EGG

NEW YORK, Jan. 27.—“Doc” Berger, disk jockey promotion specialist for Leeds Music, currently on a swing around the country, is having his troubles. At the behest of Leeds chief, Lou Levy, Berger boiled a flock of eggs, as a gimmick to plug *The Chicken Song*. Berger was going to give the eggs to jockeys, who would read the following joyful note on the spheres: “Here’s one tune that won’t lay an egg.” This was signed by Guy Lombardo, who cut the tune for Decca.

But Berger, who is no cook, didn’t boil the eggs sufficiently. He wrote Leeds that he had been carrying the hen fruit in his suitcase. . . . They proved to be soft-boiled. . . . and he ruined his clothes.

Robbins Pluggers Double at Sales

NEW YORK, Jan. 27.—The J. J. Robbins Music pubbery will revamp its operations shortly by having its contact men double as salesmen part of the year. The idea is to have the pluggers from the New York, Chicago and Hollywood offices make periodic visits to jobbers to take stock orders, at the same time contacting disk jockeys en route.

Morris Edges Up on BMI Pubbery Wing

Org, Long Coming, Would Be a Pop, Standard Set-Up

NEW YORK, Jan. 27.—The Edwin H. (Buddy) Morris pubbery's long contemplated plan to open a Broadcast Music, Inc. (BMI), wing is coming closer to realization, according to representatives of both the pubbery and the licensing org. It is known that Morris has been conducting negotiations with BMI for the past year and that the off-again-on-again deal may finally develop sometime in early spring.

Should the Morris BMI wing materialize, it will be an over-all pop-standard firm. The standard wing will be built primarily out of a number of foreign catalogs currently inactive and assigned to BMI for performing rights in this country. Morris has made it plain that he would consider the BMI proposition only if he had a standard catalog as a basis for a business.

Doubling Up?

It is believed that should the Morris BMI pubbery develop, one or more of the current BMI affiliate pubbers may be absorbed in the new set-up. This would be in line with the recently developed BMI policy to double up affiliate pubbers in order to cut down the over-all operating nut for the publishing enterprises. The first of these doubling deals involved the blend of George Simon with Jerry Johnson.

A spokesman for the pubbery inferred that no deal with BMI will be concluded for at least another month, at which time Morris will return from the Coast for further conferences with the BMI execs. The Morris-BMI deal has been bruited about for some time and was first brought to light in a *Billboard* story last spring.

“Rudolph” Trial Date Set in Conn.

NEW YORK, Jan. 27. — Pre-trial examination of a suit brought by St. Nicholas Music against Signature Records and Signature exec Bob Thiele has been set for Monday (5), and trial for Tuesday (13), in Connecticut District Court.

According to St. Nicholas attorney Lew Dreyer, Signature failed to account or pay royalties on its recording of *Rudolph, the Red-Nosed Reindeer*, which it waxed without a license.

NATIVE SONGS SCARCE

Foreign Language Orgs Cut US Pops

NEW YORK, Jan. 27.—The lack of popular song material indigenous to national groups has forced foreign-language diskers to record American pop tunes. Typical are the recent recording of such pop hits as *The Thing, Tennessee Waltz, Goodnight, Irene, So Long and My Heart Cries for You*. Dana Records has Polish-language versions, Banner Records the Yiddish versions and RCA Victor International has put out Spanish-language platters of American hits.

The foreign-language, diskers, particularly those who make Polish and Yiddish records, explain that sources of original material have almost disappeared. Italy, Germany and France still come thru with new tunes that are salable in American foreign-language markets. But the chances of pop tunes coming out of “iron curtain” countries are slim. With the Yiddish musical comedy theater down to a very few performing groups in this country, tunesmiths who wrote Yiddish material are also scarce.

Banner Records execs point out that in the first year or two after the company started, they were

able to record tunes familiar to many Yiddish speaking people in this country. Now, however, there is little or no material available. By writing a Yiddish, Polish or Spanish lyric to familiar pop melodies, the foreign-language diskers have revitalized the market for their records.

Can. Sheraton, AFM Peaceful

TORONTO, Jan. 27.—In an 11th hour settlement, the Sheraton hotels last week came to terms with the American Federation of Musicians (AFM).

The trouble started here when the Sheraton's King Edward wouldn't fulfill the requirements of AFM, which for months had been dickering with the hostelry and finally pulled its men from all the 11 Sheraton hotels in Canada.

New Bally Drive on Phonos Seen as Hedge Against War

NEW YORK, Jan. 27. — With the record business on all levels generally reported to be excellent, tradesters in the radio, television and disk industries see public interest in record playing equipment headed for new heights.

Steadily tightening government restrictions on the use of critical metals is forcing TV-radio manufacturers to devote more thought and effort to the disk players they now make or will make in the future.

The trend became evident this past year when such firms as Ze-

nith started large-scale promotions on record changers. The latter firm has since kept up a constant stream of ads on its new record player.

This week, both Motorola and Magnavox introduced new or revised record-playing equipment for their own lines. Magnavox, long a user of Webster-Chicago players, introduced a new changer which is said to handle all sizes of records automatically and intermix the 10 and 12-inch disks. The changer is also claimed to be the only one on the market with a frequency response flat to 10,000 cycles per second without the use of a pre-amplifier.

Motorola redesigned its changer to eliminate the “rumble” noise emanating from the motor. RCA Victor (see separate story) reports it is unable to keep up with the demand for 45 r.p.m. changers despite a heavy production schedule. At the same time, manufacturers of portable and children's phonos are operating at capacity. Also on the manufacturer level was a report that a big TV set maker was interested in buying a record firm in order to get into the disk business.

On the retail level, members of the National Appliance and Radio Dealers' Association were told to “get back into the phonograph record business.” Advice was given by Joe Elliott, RCA Victor veepee in charge of sales, who spoke at the NARDA convention in Chi-

Berlin-Bourne Trial Skedded Back to March

NEW YORK, Jan. 27.—Trial on a suit and counter-suit between Saul Bourne and Irving Berlin arising from an accounting dispute when they severed business relationships in 1944 has been adjourned to March 30. The trial was on the calendar for this week.

Bourne and Berlin had been co-owners of a music publishing corporation housing the Berlin copyrights. When they split in 1944, Berlin got his copyrights and Bourne Berlin's stock holdings and other assets. Bourne filed suit in State Supreme Court over an accounting of certain assets, and Berlin subsequently entered a counter-action.

Campbell Wins In Fraud Suit

NEW YORK, Jan. 27. — Judge Rocco A. Parella this week dismissed the fraud and misrepresentation suit brought by Solly Loft against Nick Campbell in City Court, New York County.

Loft, whose 40 per cent interest in the Campbell Music Company Campbell bought out in 1948, charged in his action that Campbell had misrepresented the assets of the firm, and that some \$1,500 additional, plus interest and costs, were due him. The court found that in paying Loft \$3,500, the agreed purchase price, Campbell had cleared himself of further obligations. Campbell was represented by Morris I. Gold, Loft by Harold Epstein, of Hays, St. John, Abramson & Schulman.

RCA Can't Meet Demand for 45 RPM Players

NEW YORK, Jan. 27. — RCA Victor has been enjoying a landslide business with its 45 r.p.m. player attachments, to the point where the firm is "totally unable to fulfill the current demand," according to Alan Mills, sales manager of RCA's home instruments division.

RCA sold some 120,000 players in the first two weeks of the year. The sales wiped out all inventory on both the manufacturer and distributor levels.

Mills explained that RCA hadn't anticipated such heavy traffic for the players, following a sizable business with them during the six weeks before Christmas. He said that RCA has not a single player in stock at the moment and that they are being turned over just as rapidly as they can be produced. Production of the player still has not been affected by the widely publicized material shortages.

SESAC added three additional publishers last week: Nazarene and Lillenas, both of Kansas City, Mo., and Gospel Songs, Malverne, N. Y. Addition of the trio makes nine new SESAC affiliates since the first of the year.

COLUMBIA INKS LONESOME GAL

HOLLYWOOD, Jan. 27.—Lonesome Gal (Jean King), whose transcribed syrupy patter is aired from coast to coast, will now be heard on Columbia wax. There'll be no "Hello Muffin" gab, but instead she'll be heard warbling her theme song, *Lonesome Gal*, backed by *Never Let the Sun Set on a Quarrel*. La Lonesome's lyricizing will be framed by Paul Weston's ork and the Norman Luboff Choir. It's a one-shot deal, but sure to be followed up with additional platterings if the initial release moves. Fem deejay's terrific national following is expected to pay off in high platter sales. Theme song was penned by Walter Schuman and Jack Elliott.

Polymusic Signs Radio String Four

NEW YORK, Jan. 27.—Polymusic Records, new LP indie, has signed the string quartet of Station WQXR here, and the group has recorded the first quartet of Darius Milhaud. Other artists inked by the diskery include pianists Gaby Casadesu and Frank Glazer, oboist Marcel Tabuteau, composer and choral director Edgard Varese, violinist Elliot Magaziner and the Guilet String Quartet.

5-Day Week Rumble Pales to Whisper

AFM May Attempt Similar Musicker Set-Ups as Result of Chi Situation

CHICAGO, Jan. 27.—The rumble of protest occasioned by inauguration of a five-day musicians' work week by AFM Local 10 here December 24 has died to a whisper following its first month of enforcement. If the Chicago situation is a criterion, it may be soon that the AFM attempts another such switch in other areas.

When the five-day week began, music buyers thruout the jurisdiction of Local 10 mapped all types of strategy to buck the union, but a check of ops this week indicated that any concerted bucking of the ukase had collapsed. Ted Raynor, who set up mass meetings of ops of spots utilizing live music, could not be reached. Raynor is legal counsel for the Chicago Cafe Operators' Association.

Only major spot which opposed the AFM edict was the Swiss Chalet of the Bismarck Hotel, which is dropping its five-piece ork and one-act show policy in a week. The Blackhawk, Stevens, Palmer House, Sherman, Drake and Edgewater Beach hotels all are operating on the five-day basis, with relief bands working the remainder of the week. The Chez Paree kayoed three men from a total of 16 musickers in two bands they were using nightly. Spot is operating seven nights per week. The Blue-note, jazz citadel, dropped to five nights from six.

Columbia Has Lingo Lists

NEW YORK, Jan. 27. — Columbia Records has prepared the release of a series of catalogs on all foreign language disks. To be made available thru the label's distributors, the catalogs will contain listings of both 78 and 33 1/3 r.p.m. singles and albums. Cost to dealers will be 1 cent for each of the larger catalogs, and one-half cent for the listings of smaller groups of international records.

Skedded for delivery during the next week, the 17 catalogs will cover the following foreign language diskings: Albanian, Armenian, Bohemian, Serbo-Croatian, Slovakian, Slovenian, French, French-Canadian, Hungarian, Rumanian, Danish, Finnish, Lithuanian, Norwegian, Swedish, Russian, Ukrainian, German, Greek, Irish, Italian, Jewish, Latin-American, Polish, Portuguese, Syrian-Arabic and Turkish. Regular supplements will be issued to follow the complete listings.

Petrillo Deals With Webs On New AFM Contract Terms

Audio, Video and TV-Film Pacts Are Negotiated; 802 Strike Threat

Continued from page 4

the nation's wage-price structure is becoming more rigid.

Network execs stated that thus far they have refused to commit themselves on the matter of retroactivity (the current pact expires January 31); they are also insistent that they be allowed to use some recorded music, and finally, the 50 per cent hike is considered a fanciful opening gambit.

Overlying the entire picture, however, is the expected attempt to wrap up film-TV, which looms as a possible time bomb to the entire proceedings.

AFM last week formally stated its position relative to the use of films on TV. Films, according to AFM, with the exception of those

produced by TV packagers who have a pact with Petrillo calling for a 5 per cent payment to the royalty fund, should not be broadcast over TV. The AFM further states that, according to its basic agreement with the Hollywood motion picture producers, dated April 1, 1946, it was agreed that as to films "heretofore made or which

NEW YORK, Jan. 27.—Networks alerted advertising agencies late this week to the possibility of a musicians' strike on the expiration of the musician-network pact Wednesday (31). Many agencies were understood to be preparing for such an eventuality by recording musical themes, bridges, etc. The strike threat was posed by Local 802 and stemmed from the local's insistence on the principle of retroactivity in the event the negotiations extended beyond Wednesday (31), on which date the contract winds up. High network execs yesterday (26) stated that they had refused to commit themselves at this point to an agreement on retroactivity in view of the fact that the contract had not yet expired.

will be made prior to the expiration of this agreement . . . no television use will be made or permitted . . . during the life of this

agreement and thereafter" in the absence of an agreement with the Federation. In 1948 and 1949 the basic agreement was extended.

Thus, AFM regards use of Hollywood films on TV as a violation. However, AFM has thus far taken no action, its statement being one of clarification. The statement, however, is regarded as strengthening the AFM's hand measurably in current negotiations.

AFM, when queried as to what action might be taken regarding the presentation of Hollywood films on TV, stated: "The Federation will protect its interests . . . at the proper time and in the proper way. Just how it will do so cannot be told at this moment."

The local's demand for a discontinuance of mechanical music—formulated originally by the rank and filers of 802 and backed by the administration—is known to have Petrillo's sympathy. Just how much of a compromise can be expected cannot be foretold at this point. It is known, however, that transcription companies have already become jittery and have pointed out that they, unlike diskeries, make a product distinctly for broadcasting and have a pact with the AFM which has two years to run.

Victor To Wax Durante Disks

NEW YORK, Jan. 27. — RCA Victor has completed a recording deal with Jimmy Durante. Deal is apart from his radio and TV commitments with the affiliated NBC operation. Pact will be for two years. Durante has been recording for MGM Records as a tie-in with an MGM movie deal, but the comedian no longer is on an exclusive paper to the studio.

Durante's first wax for Victor, a pair of duets with Metopera soprano Helen Traubel, was recorded Friday (26). (See review page 3, this issue.) La Traubel guested on a recent Durante TV show and the routine executed on the airer served as the basic material. The dishing will be issued on the Victor Red Seal label, the waxery's longhair line.

Seek Ruling Over ASCAP Payoff Plan

NEW YORK, Jan. 27.—Redd Evans and Pinky Herman, who spearheaded opposition to the so-called Meyer plan of writer classification in the American Society

of Composers, Authors and Publishers, are under way with a new campaign of opposition to the operation of the current 60-20-20 consent decree payoff plan.

Supported by many of the writers whose checks were heavily reduced in the distributions of the last two quarters, they have contacted the Justice Department in Washington with a beef against the workings of the new plan. They were asked to draw up a bill of particulars. They plan a brochure which they say will show by analyses of individual cases the inequities of the new system.

Evans had conferred with ASCAP Prexy Otto Harbach recently to make clear his stand, which is not opposition to the 60-20-20 plan as such, but rather to the interpretation which has been placed on it by the classification board.

"The board has been putting Herman and me in a peculiar light," Evans told *The Billboard*. "They're making it look as if this is the plan we were fighting for, and that now that it works out to our detriment we're crying about it. That's not the case. It's their plan, to which we agreed after a lot of pondering. And they're misinterpreting it to the advantage of the top classification writers."

Evans and Herman make these specific criticisms of the operation of the plan: (1) Undue emphasis on seniority; (2) special cushioning of the top classes; (3) a re-stated: (Continued on page 34)

New NLRB "Standby" Ruling Eases Ban on "Featherbed"

Akron Local Victorious in Important Case

Ork Can Insist on Pay, Working Time Given to Name Bands

Continued from page 3
the Palace Theater management to employ local musicians for a certain number of performances in proportion to the number of appearances by traveling bands at the theater. The board further found that the union had asked that the local ork be permitted to play at times which would not conflict with the performances of the traveling bands.

The majority opinion further stated:

"Altho before enactment of the Taft-Hartley Act, the respondent (union) may have promoted a policy whereunder a local orchestra was paid whenever a traveling band appeared on the stage of the Palace Theater whether or not the local musicians gave any actual performances, the record shows no affirmation of such policy after passage of the Taft-Hartley Act. On the contrary, the instant record shows that in seeking employment of a local orchestra, the respondent insisted that such orchestra be permitted to play at times which would not conflict with the traveling bands' renditions. Thus, the record herein does not justify a finding that, during the period embraced by the charges herein, the respondent was pursuing its old policy and was attempting to cause the charging party to make (Continued on page 34)

IT'S NO SECRET—OR MAYBE IT IS

NEW YORK, Jan. 27.—Interesting manifestation of heavy sheet music sales, despite a lack of radio performances, is the case of Stuart Hamblin's *It Is No Secret*. Tune, published by Duchess and cut by Hamblin for Columbia, is currently selling more than 20,000 copies per week. Apparently the records are forcing the sheet sales. Air performances have been virtually nil. Bands don't perform tunes of a religious nature. Ditto urban shows. The tune appeals to all religious people, being slanted at no particular group.

RKO Nixes Plan To Wax Mitchum

HOLLYWOOD, Jan. 27. — Columbia's plans to wax Bob Mitchum's vocals have bogged down. Mitchum, who reportedly has a fine set of pipes, was willing to go thru with the dishing deal. However, RKO Radio, who holds his pic contract, applied legal brakes, informing Columbia it would only consent to Mitchum's waxing if the diskery would first submit a "test recording" of the screen thesp's singing voice. Columbia, however, is unwilling to go for the platter prevue proviso. In the meantime, negotiations between Columbia and the studio are continuing.

Columbia's Paul Weston told *The Billboard* he had intended to use Mitchum on light folk and pop tune material. If and when Columbia gets the green light, it would not be the first time Mitch-

No Effect on Radio Seen by AFM's Counsel

Appeal Improbable, Sez Henry Kaiser; Vital to All Labor

NEW YORK, Jan. 27.—Henry Kaiser, counsel for the American Federation of Musicians, participated in the "featherbedding" case on behalf of the Akron local. Kaiser, queried late yesterday as to the applicability of the NLRB decision to the radio industry, stated:

"It will not have a significant effect on the radio industry because of the different language of the Lea Act."

Kaiser views the decision as having widespread significance for the entire labor field.

Queried as to whether an appeal is possible, Kaiser said it was technically possible, but not probable. In New York, Lew Gamble, of Gamble Enterprises, operator of the Arkon theater, stated that there would be no appeal. "There is none on a case of this type except by changing the nature of the case," he stated.

It was also pointed out that the prohibition on the old conception of "stand-bys" still holds. In other words, there can be no payment for work not actually performed.

um has warbled for his fans or on wax. He first sang in RKO's *Rachel and the Stranger*, released three years ago. Furthermore, he waxed tunes from the pic for a Decca album, also released at that time.

Wis. Restudies Music Broker Tax

MILWAUKEE, Jan. 27.—State tax on music brokers specifically aimed at American Society of Composers, Authors and Publishers collections are being mullied again in the Wisconsin Legislature. The 1935 statute leveling 25 per cent tax on music license fees was never used due to a lack of enforcement features in the law. At the Senate Judiciary Committee hearing on the bill to repeal law (24), L. G. Fitzgerald, representative of Wisconsin State Hotel Association, and Assemblyman Frank Graas opposed the repeal with charges, "The music organization is holding up small dance halls and other places for using copyrighted music."

Wendelin Kraft, lobbyist for the Wisconsin Tavern Keepers' Association, speaking for repeal, said the present law was unenforceable.

Opera Road Dusty, Only Locals Pay

Only 2 Touring Companies Offer Work For AGMA Members; TV Not Much Help

• Continued from page 1

year is the Charles Wagner opera group, while James Davidson's Nine o'Clock Opera Company is expected to tour next season with its abridged operas staged in modern dress and sung in English. San Carlo, which once had 20 to 30 weeks on the road, has apparently found it difficult to schedule a profitable tour for 1951.

Typical Groups

Local opera companies in many areas have, however, succeeded in making money. AGMA officials report that the following cities maintain typical groups: Fort Worth, Dallas, New Orleans, Shreveport, Mobile, Miami, Pittsburgh, Denver, Boston, San Francisco, Los Angeles and New York.

Quota Laws Up for Vote By Local 47

HOLLYWOOD, Jan. 27.—American Federation of Musicians Local 47 will vote Monday (29) on its existing quota laws. Local union law now limits the number of jobs a musician can work. Other AFM locals have similar restrictions, such as five and six-day work weeks.

Two resolutions were submitted to the union, one for abolishing the quota laws and one for keeping them. A majority vote is needed to change the law. Local 47 has 13,400 members.

Mischa Russell, for the committee for mutual protection of present members of Local 47, has proposed that the international executive board and the board of directors of Local 47 declare all restrictions on casual engagement null and void. Kolie Levienne, representing the free-lance musicians committee of Local 47, has requested that the quota law, as it was originally intended, be applied to all fields of casual employment, including records and transcriptions, except rebroadcasts of live programs and bona fide name bands.

Present local quota laws have been in effect for more than 15 years.

Music Sales Up For November

WASHINGTON, Jan. 27.—Sales of disks, sheet music and musical instruments in the nation's department stores showed a 3 per cent gain in November over the corresponding month in 1949, according to Federal Reserve System. Value of stocks at the end of November was 14 per cent higher than for the same time the year before.

Sales volume in the first 11 months of 1950, however, dipped 1 per cent from the corresponding period of 1949.

The story was somewhat different for radio sets, phonographs and TV sets. Sales volume in November was 14 per cent below that of 1949, but for the first 11 months of 1950 the volume was 90 per cent above the same months in 1949. Value of stocks at the end of November was 178 per cent greater than for the same time in 1949.

SCHNOZ-TRAUBEL WOW

Durante-Metop Star in Sock Bow for Victor

• Continued from page 3

there was too much Durante, too little Traubel on the tape, Jimmy said to the soprano: "C'mon, sweetie, you move in and I'll move back" (this is funnier as a sight gag, since Miss Traubel, of course, outweighs Durante by at least 50 pounds and outstands him by a good two feet). When recording

Small opera companies are operating in many other towns. In most cases, only the principals are imported, local artists filling the bill for most of the cast.

Tho the ballet scene is strong, competition from European groups, like Sadlers' Wells, makes it tough for American companies, but increases public interest in ballet. AGMA officials see the importation of foreign outfits as fair exchange for the Americans touring in Europe—explaining that the ballet companies do a large amount of international traveling.

All the publicity and furor created by the Metropolitan Opera Company under the Rudolf Bing administration is expected to heighten public interest. The increasing number of opera diskings by record companies is also seen as a shot in the arm for AGMA members.

Burdge Gives Brusheroo to Labor Comish

HOLLYWOOD, Jan. 27.—Gordon Burdge, who was to have appeared before the State Labor Commission Wednesday (24), failed to show up for the hearing. He was served with a personal subpoena last week to answer charges that he did not pay Local 47 musicians for sessions cut for the now dormant ABC Eagle label. Next move must come from the commission.

A spokesman for the labor office said Burdge sent a telegram saying he was "too busy to appear." American Federation of Musicians claims that since Burdge signed the recording contracts while an employee of ABC Eagle, he was responsible for the debt, which is in excess of \$2,000. Burdge, now Coast topper for Majestic Records, told *The Billboard* that both the Labor Commission and the union have no proof that he owes any money.

AFM cancelled ABC Eagle's license September 11, 1950, as the result of the diskery's failure to pay musicians. Burdge said this week that in three or four months Eagle would be back in the disk biz. However, he did not divulge details.

Ike Carpenter's ork, reportedly signed with Majestic, disclaimed being contracted by the label. Carpenter's manager, Hal Gordon, said that the band had made verbal agreement with Majestic, but due to the legal entanglements, no written pact has been signed.

Hawaii Goes For Miranda

HONOLULU, Jan. 27.—Carmen Miranda opened at the Honolulu Civic Auditorium for six performances last week (January 14, 16, 21). Attendance at the first four shows was approximately 16,000. After the auditorium stint, show played on the islands of Kauai, Maui and Hawaii.

Joaquin Garay emceed the show, and members of the band were Jose Ferreira, Walter Pinheiro, Aliviso Ferreira and Harry DeAlmeida. Prices were pegged at \$2.50, \$2, \$1.50 and \$1.

PETRILLO VOTED VEEPEE OF AFL

NEW YORK, Jan. 27.—James C. Petrillo, American Federation of Musicians' chief, was elected a vice-president of the executive council of the American Federation of Labor Monday (22) at the annual meeting in Miami. Petrillo has been a union exec for 36 years and has been AFM president for 10.

Petrillo was born 58 years ago in Chicago. He is the highest paid of the nation's labor leaders.

THE NEEDLE

FTC Gives It to N. J. Tip Maker

WASHINGTON, Jan. 27.—A Federal Trade Commission trial examiner today filed an initial decision requiring Electrovox Company, Inc., East Orange, N. J., to stop misrepresenting the composition of phonograph needles and the number of times they may be used. Trial Examiner Clyde M. Hadley contended that the firm represented its Walco 400 floating tip sapphire needles and Walco 400 ruby jewel needles as tipped with the precious stones despite the fact that the tips are made of synthetic materials.

The FTC's provisional order requires that the tips either contain the precious jewels or that the firm stops representing them as such. The initial decision also would ban claims that the needles may be depended upon to play satisfactorily up to 4,000, 6,000 or 10,000 records or any other specified number not definitely proven under the varied conditions of normal use.

Examiner Hadley stated in his decision: "The number of times that these or any other phonograph needles may be used with satisfaction for the playing of records is variable, depending upon divers factors, including the material of which the needle point is made, the amount of pressure of the needle on the record, its angle in relation to the record, the size, condition, quality and composition of the record being played and other possible factors. The number of times any phonograph needle may normally be used with satisfaction in playing records cannot be forecast with any degree of accuracy; and respondents' explicit claims as to the performance properties of their various needles are grossly exaggerated, speculative and have no basis in fact."

Infringement Suit Filed Over Hit Tune

NEW YORK, Jan. 27.—Charging that the hit song, *Someday You'll Want Me To Want You*, is an infringement of his unpublished and uncopyrighted tune, *Some Day You'll Want Me*, Hugo O. Starr this week filed suit against Jimmy Hodges, Duchess Music and Main Street Songs, Inc. Starr claims he wrote his song before 1929.

He charges that the defendants appropriated and published it with full knowledge of his ownership and without his consent.

MACK'S TV TO SALUTE ASCAP

NEW YORK, Jan. 27.—The American Society of Composers, Authors and Publishers and its president, Otto A. Harbach, will be accorded a telecast salute on the Ted Mack *Family Hour* Sunday, February 4. Harbach, dean of American lyricists, will appear on the show, and a number of his songs from a group of hit musicals including *Roberta*, *The Cat and the Fiddle* and *Rose Marie* will be featured.

To round out the salute to the society, the show's guest roster also will spot Gene Buck, Deems Taylor and Fred Ahlert, all former presidents of ASCAP. The video presentation will be shown between 6 and 7 p.m., with the radio portion slated to pick up the last half hour of the show.

DISK DUZ ALL

Demonstration \$\$ Help All Concerned

• Continued from page 1

tion disks for clefters. The importance of the demonstration disk is such, however, that publishers and writers will often prevail upon top talent to make such disks—under assumed names and strictly as a favor—in order that the tune might have a better chance to get the buyer's okay, whether the latter be a publisher or diskery.

For the rank and file warbler or musician seeking to make both ends meet, the rates are about as follows: A fair singer gets between \$15 and \$25 a side. If the clefter or publisher wants to give the ditty some production, he will back the singer with more than a piano—often a trio. The cost is whatever the traffic can bear. Some clefters get a pianist for \$10 or \$15 per side, but in event a trio is used, the general fee is the transcription scale of \$27 per man per hour—this rate being paid because of fear that one of the men might eventually squawk to the musicians' union. One personal manager, who handles a fairly well-known vocal quartet, asks a price of \$100 plus the cost of the arrangement.

It's obvious, then, that competition has forced a hike in the expenses of the songwriter. For in addition to these talent costs, there is a charge of about \$3.50 per 10-inch disk, plus studio rental. The latter might be \$15 to \$25.

Some demonstration disks, however, run to fabulous expenses. One submitted to Broadcast Music, Inc., recently is known to have cost \$2,800. BMI gets a lot of disks from station executives or station talent who, thru station connections, are able to get demonstrations recorded by staff orchestras. And they will do a tune two and three ways.

Tough on Some

The comparatively minor clefter, however, has no such facilities—but even tho his disks do not represent such a lavish financial outlay they make a considerable dent in the pocketbook, relatively speaking. Time was when the writer submitted his tune to a publisher and whistled it, or picked it out on a piano. "If he was an exalted character," wailed a writer this week, "he brought along a pianist." The writer opined further: "Many small publishers today have no piano in their offices. They have phonograph players. . . . And you gotta bring them a record."

The phenomenon of the publisher without a piano is restricted, of course, to smaller indies, but even among older firms, the piano's supreme position has been preempted by the phonograph. In older days a large publishing house would have as many as 12 piano rooms where talent would rehearse tunes and execs would listen to songs brought in by aspiring clefters. According to George Marlo, BMI exec and one of Tin Pan Alley's veterans, many a demonstrator did such an outstanding sales job on the piano that he got \$1,000 advance—and the tune never got anywhere.

The phenomenon of the great demonstrator is still very much alive—the industry admitting that nobody can do a Redd Evans song like Evans; a Frank Loesser tune like Loesser; a Mack Gordon stanza

like Gordon, etc. They are considered the modern equivalents of Con Conrad or Harry Woods. In fact—and casting no aspersions on the foregoing—the old problem remains: How to recognize a mediocre song when it is given a top-notch demonstration?

Helps Singers

The demonstration disk as a jump-off spot for talent is also coming to the fore. Examples of singers who came to the attention of the trade this way are Guy Mitchell and Toni Arden, both now pacted to Columbia. Mitchell, as Al Cernik on demonstration disks, first moved to King records, then got his Columbia pact. Miss Arden, once with Shep Fields, made some demonstration disks which came to the attention of Hugo Winterhalter, who brought her into the company.

There are many versions of the demonstration record. In the legit theater, for instance, the technique is being used increasingly to impress prospective angels with show scores and talent. In the music business proper, however, there are variations. Some publishers, for instance, own their own record labels. Example is Joe Davis, who operates Beacon Records. Publishers with such a set-up often record their own copyrights, send the disks to stations to get the song started, and then sell the master to a larger company. Or the latter may cover the tune—all of which accrues to the benefit of the copyright owner.

Another interesting variation is one offered by Songcraft Records. A few teams of clefters—none having enough spare money to pay for a good demonstration disk—will go to Songcraft and chip in for a session. Songcraft puts together the date—records each of the tunes during the date, and the various clefting teams each pay a share. For this they get a specified number of disks on a label licensed by the American Federation of Musicians. What the writers do thereafter is up to them—maybe peddle the disk to pubbers, diskeries, try to start it with jockeys, etc.

One small recording studio is currently circularizing the trade via postcards. The manager just bought a Hammond organ which he rents out cheaply by the hour. "It sounds," he says to prospective writers, "like a full orchestra."

Disney Hires Farrow, Kahl

NEW YORK, Jan. 27.—Fred Raphael this week hired John Farrow as professional manager of Disney Music, and Phil Kahl to replace Julie Losch as the firm's Coast rep. Both Farrow and Kahl were recently with Santly-Joy.

Raphael, general manager for the Disney firm, will remain in New York for two more weeks, setting records on tunes from the forthcoming Disney flick, *Alice in Wonderland*, and lining up work on the pubbery's current plug, *Would I Love You?*

Farrow replaces Jack Spina, who left Disney to set up his own firm, Spinlan Music. Mickey Glass continues as New York contact man under Farrow.

H'w'd Has Out Carpet For Dixieland Combos

HOLLYWOOD, Jan. 27.—Dixieland isn't dead yet, despite the dirge. Seven of the 10 combos playing here feature the two-beat. Louis Armstrong last month drew so well that the Oasis rebooked Satchmo for an April date. Pete Daily and his Chicagoans play nightly at the Royal Room, on Hollywood Boulevard. His predecessor at the Royal Room, Kid Ory, has moved to the Beverly Cavern. Drummer-man Benny Pollack is at the Club Bayou on the Strip and Red Nichols holds forth at Hollywood's Sardi's.

Piano pounding of Marvin Ash is the main attraction at the Hangover. Ash's success locally has resulted in a Sunday tele show. Zutty Singleton has been at the Club 47 for many weeks. Mugsy Spanier, now in San Francisco,

did sock biz at the Tiffany Club. Firehouse Five Plus Two, zany tootlers who have worked the Mocambo and numerous radio and TV shows, play at the Toby Jug, in the Valley. Nappy Lamar, in-termission ork at the Palladium, is a weekly feature on KTLA's *Dixie Showboat*.

Dixie, oft termed happy music, gets an annual hypo from disk jockeys Frank Bull and Gene Norman. *Dixieland Jubilee*, the event usually held at the Shrine Auditorium to turnaway crowds, attracts the country's top Dixie crews.

So Dixieland, whose epitaph has been written time and time again, still flourishes and from appearances (good biz and public demand) it's going to stick around for quite a while.

America's Fastest Selling Records



2 'DEMAND' HITS
LOMBARDO STYLE

GUY LOMBARDO



SPECIAL RELEASE!

**IF
and**

WAIT FOR ME

DECCA 27449 and DECCA *9-27449

*Indicates 45 RPM Version

Single Records 85¢ each



2 GREAT NEW SIDES BY A GREAT BAND

LOUIS JORDAN

SPECIAL RELEASE!

**TEAR DROPS FROM MY EYES
and**

IT'S A GREAT GREAT PLEASURE

DECCA 27424 and DECCA *9-27424

Single Records 85¢ each

*Indicates 45 RPM Version



2 MORE COUNTRY CLICKS
BY FOLEY!

RED

FOLEY

A BEST SELLER!

**HOT ROD RACE
and**

SMOKE ON THE WATER NO. 2

DECCA 46286 and DECCA *9-46286

*Indicates 45 RPM Version

Single Records 85¢ each

NEW RELEASES—SINGLES

Silver Moon	RUSS MORGAN
Poor Butterfly	DECCA 27415 and *9-27415
Cheatin' On Me	SY OLIVER
By The River Sainte Marie	DECCA 27315 and *9-27315
Koo Koo Mambo	SONNY BURKE
Little Bud Mambo	DECCA 27417 and *9-27417
Are You Waiting Just For Me	ERNEST TUBB
Tomorrow Never Comes	DECCA 46289 and *9-46289
Once There Lived A Fool	BILLY VALENTINE TRIO
Three Handed Woman	DECCA 48195 and *9-48195
Don't Miss That Train	MARIE KNIGHT
I Heard My Mother Pray	DECCA 48198 and *9-48198

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

Available in 78, 45, 33 1/3 rpm

AL JOLSON

STEPHEN FOSTER SONGS • Vocal with Orchestra

Selections Include:

Beautiful Dreamer	DECCA 27363
Old Folks At Home	and *9-27363
I Dream Of Jeanie With The Light Brown Hair	DECCA 27364
Old Black Joe	and *9-27364
My Old Kentucky Home	DECCA 27365
Massa's In De Cold, Cold Ground	and *9-27365
Oh Susannah	DECCA 27181
De Campdown Races	and *9-27181

Decca Album A-822 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-193 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5308 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

Available in 78, 45 rpm

SONGS OF FAITH—Volume 1

HYMN—ANTHEMS

THE WARING CHAPEL CHOIR (Mixed Voices)

Roy Ringwald, Arranger • Lara Hoggard, Conductor

Robert Baker, SMD at the Grand Organ

Selections Include:

Blest Be The Tie That Binds	DECCA 27411
The Son Of God Goes Forth To War	and *9-27411
Jesus, Lover Of My Soul	DECCA 27412
How Firm A Foundation	and *9-27412
Come, Thou Almighty King	DECCA 27413
My Faith Looks Up To Thee	and *9-27413

Decca Album A-797 • Three 10-inch 78 RPM Records • Price \$3.30
Decca Album 9-129 • Three 45 RPM Unbreakable Records • Price \$2.90

*Indicates 45 RPM Version

All Album Records Available As Singles

NEW GOLD LABEL ALBUMS

Available in 78, 45, 33 1/3 rpm

LEROY ANDERSON CONDUCTS

His Own Compositions

LEROY ANDERSON AND HIS "POPS" CONCERT ORCHESTRA

Selections Include:

Sleigh Ride	DECCA 16000
Promenade	and *9-16000
The Syncopated Clock	DECCA 16005
The Waltzing Cat	and *9-16005
Serenata	DECCA 16006
Saraband	and *9-16006
A Trumpeter's Lullaby	DECCA 16007
(1) Jazz Pizzicato (2) Jazz Legato	and *9-16007

Decca Album A-810 • Four 10-inch 78 RPM Decalite* Records • Price \$4.75
Decca Album 9-151 • Four 45 RPM Unbreakable Records • Price \$4.15
DL 7509 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85
*Decalite—Unbreakable under normal use

LINA PAGLIUCCI

Operatic Recital Sung In Italian

DL 7503 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85

BEETHOVEN

SERENADE IN D MAJOR, Opus 8 for Violin, Viola and 'Cello
JOSEPH FUCHS, Violin • LILLIAN FUCHS, Viola • LEONARD ROSE, 'Cello
DL 7506 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85

BACH

CONCERTO NO. 2 IN E MAJOR for Violin and String Orchestra
SZYMON GOLDBERG, Violin with THE PHILHARMONIA ORCHESTRA
WALTER SUSSKIND, Conductor • ERNEST LUSH, Harpsichord
DL 7507 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85

ABRAHAM LINCOLN

Poetry and Prose of

CARL SANDBURG • EDWIN MARKHAM • ABRAHAM LINCOLN
WALT WHITMAN • ROSEMARY BENET • VACHEL LINDSAY

As Read by

CARL SANDBURG • WALTER HUSTON • ORSON WELLES • AGNES MOOREHEAD
DL 8515 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85

TWO THOUSAND YEARS OF MUSIC • A CONCISE HISTORY OF THE DEVELOPMENT OF MUSIC FROM THE EARLIEST TIMES THROUGH THE EIGHTEENTH CENTURY

Compiled and Arranged by DR. CURT SACHS

DX-106 • Two 12-inch Long Play Microgroove Unbreakable Records • Price \$11.70

NEW GOLD LABEL SINGLES

Sleigh Ride	LEROY ANDERSON
Promenade	DECCA 16000 and *9-16000
Lucia Di Lammermoor— Two Parts	LINA PAGLIUCCI DECCA 16008
The Daughter Of The Regiment Rigoletto	LINA PAGLIUCCI DECCA 16009
The Pearl Fishers La Sonnambula	LINA PAGLIUCCI DECCA 16010

*Indicates 45 RPM Version

Single Records (78 RPM) \$1.00 each • (45 RPM) 95¢ each

Victor To Launch Record Bally Push

NEW YORK, Jan. 27. — RCA Victor's advertising and sales promotion chief, Dave Finn, last week unveiled to distributors the Victor promotional prospectus for the first three months of this year. The program is studied with the recently adopted RCA spectacular gimmick type of promotion.

The promotions, already started, are geared to cover the diskery's releases in all fields. Under way is a promotion of recordings from Broadway shows. Individually announced have been the promotions sketched for the diskery's vocalists' series and its *Treasury of Immortal Performances* series.

Diskery also is building hoopla in connection with the Verdi commemorative year, the Little Nipper kidisk line and the recordings of the "Million Dollar Trio" (Rubenstein, Heifetz and Piatigorsky).

One of the experimental new promotion efforts will be built around a radio show to be tagged *The Stars Review the Hits*. Firm will use top names in motion pictures, radio, stage and records to slice commentary on waxings in the Victor weekly release. Victor will service radio stations with a kit containing both the commentary and the week's release. The package will be designed as a half-hour radio presentation.

Moppet Clubs

Another novel exploitation is being developed to push the Little Nipper line. In February, Victor will inaugurate a campaign to build a Little Nipper Club. Entry blanks will be contained in each Little Nipper album and each purchaser can join the Nipper club, receive a membership card, club pin and mail pieces from Little Nipper, titular head of the organization.

To help push the vocal series, due out in March, the diskery will run a deejay prognostication contest. Prizes will be offered to spinners guessing which of the 54 sides in the release will be the

biggest selling item, which album will be the most popular, etc.

Diskery also has come up with a new traffic-builder gimmick. In daily paper and mag ads, Victor is pitching a "backstage" recording which will be given to any purchaser of the Broadway hit recording list for 25 cents to cover mailing costs. Disk will be available only on 45 r.p.m. Similarly, the diskery will give a behind-the-scenes 45 r.p.m. disk to help the promotion of the vocalists series.

Remainder of the promotion program is pegged around the regular RCA Victor sponsored airers and TV show, the *Music You Want* program, newspaper and national magazine advertising, local co-op ads with distribs, special display pieces, a new pair of catalogs to be issued in March, special mailing pieces, etc.

The January thru March promotion plan is being brought to the attention of the general public thru a mailing piece which will be forwarded thru the mailing lists of key dealers all over the country.

BMI Signs Up "Waltz" Team

NEW YORK, Jan. 27.—Pee Wee King and Redd Stewart, the writers of *Tennessee Waltz*, have been signed by Broadcast Music, Inc. (BMI), to both songwriter and publisher contracts. The writer pact is the usual BMI contract, performances guaranteed, two-year tenure with five-year options. The publishing firm is called Ridgeway Music, in which King and Stewart are partnered by J. L. Franks, King's manager, and Charles Adams, the latter also a partner in another BMI firm, Vanguard Music. Franks, whose home base is Nashville, was in New York last week setting up television and personal appearances for King and Stewart.

ENLIST SCIENCE TO SELL DISKS

HOLLYWOOD, Jan. 27.—International Sacred Records is using tri-metric tone as an aid in selling its religious diskings. Tri-metric tone is third dimension in sound and one of the latest achievements in electronics engineering. The high fidelity feature is produced on all disk speeds.

In selling diskery salesmen compare International Sacred's platters to records that do not have the new feature, showing distributors and retailers the difference in quality. The mike attachment is equipped with special acoustical gear that gives the diskings a different resonance at minimum or maximum volume. Label's disks are on phono-flex which features a glide-a-scope operation.

Capitol A.&R. Men Called for Waxery Confab

HOLLYWOOD, Jan. 27.—Following immediately upon the heels of Jim Conkling's departure from his top artist-repertoire post at Capitol to become Columbia Record's prexy, Capitol Prexy Glenn E. Wallichs has called a three-day meeting of all the diskery's a. and r. men. Wallichs is calling in Walter Rivers and Dave Cavanaugh from New York and Dee Kilpatrick, Western-folk rep, from Nashville.

Wallichs, who will supervise label's a. and r. operations, will preside, with Capitol's Hollywood a. and r. toppers sitting in. Those from Cap's Hollywood headquarters attending include Alan Livingstone, sole remaining a. and r. veepee now that Conkling is gone; Lee Gillette, Lou Busch, Dave Dexter, Ken Nelson, Francis Scott and Dick Jones. Diskery's future course of a. and r. operations will be purpose of confab.

SECOND CASALS FESTIVAL

Columbia Gets Recording Pact for July French Fete

NEW YORK, Jan. 27.—Columbia Records has secured the recording rights for the second successive year to etch the Casals Music Festival, which apparently is beginning to develop as an annual longhair event. The diskery issued the results of the first festival, which was held in Prades and was a commemoration of Johann Sebastian Bach, on 10 12-inch LP disks a couple of months ago, and the platters have emerged as solid longhair merchandise.

The second festival will be held between June 10 and July 5 this year at Perpignan, which is near Prades, in Southern France. The repertoire for the occasion will be drawn from the music of Bach, Mozart and Beethoven. Concerts will be presented in the old Palace of the Kings of Mallorca.

As was the case with the Prades festival, Pablo Casals, in whose honor this event was developed, will serve in the dual capacity of conductor and solo cellist. It is likely, too, that the Prades Festival Orchestra, comprised of a group of young musicians drawn from the several European countries as well as the United States, will be brought together to work under the master musician.

Casals has invited a number of soloists to participate in the festivities. Those who already have accepted the invitation and will appear are Helene Fahrni, Clara Haskil, Myra Hess, Mieczyslaw Horszowski, Eugene Istomin, Yvonne Lefebvre, Erica Morini, Leopold Mannes, William Prim-

rose, Alexander Schneider, Rudolf Serkin, Martial Singher, Isaac Stern, Marcel Tabuteau, Jennie Tourel and John Wummer.

The project is being drawn this year by a three cornered international committee. The American wing is comprised of its original membership: Mrs. Elizabeth Sprague Coolidge, honorary chairman; Cameron Baird; Russell B. Kingman, Rosalie J. Leventritt, Carleton Sprague-Smith, Horszowski, Schneider and Mannes. The French group will be headed by Countess Pastre and Sir John Barbirolli, one-time conductor of the New York Philharmonic and currently guiding light for the British Halle Orchestra, has been invited to head the English committee for the festival.

Acuff Waxes 12 New Sides For Columbia

NEW YORK, Jan. 27.—Roy Acuff, who had remained away from the recording studio for 18 months, got down to business this week, making 12 sides. Tunes were recorded in Nashville under the mentorship of Art Satherley, Columbia Records' veepee in charge of folk. Satherley flew to Nashville from the Coast to pilot the sessions.

Of the 12 tunes, 10 were Acuff-Rose copyrights, one a Hill & Range, and one an unpublished tune of Cindy Walker's.

Satherley is currently in New York and will remain here two more weeks before returning to the Coast.

NEW SOUTH

Old Werlein, New Orleans, Into Disks

NEW ORLEANS, Jan. 27.—What is planned as the largest disk and sheet music department of the South in point of numbers carried is being installed at the Philip Werlein, Ltd., music store.

The modernized department will extend entirely across the rear of the Werlein store, approximately 150 feet, with a short "L" of an additional 25 feet. It is approximately 30 feet in depth.

Counters will be eliminated and displays will be easily accessible to shoppers. Policy will be to permit the customer to make selections unassisted unless he or she appears to want help.

The department is a leased business, operated by Dave Frank and his son, Ted, who make good use of Werlein's 106-year record in the music business. It was this firm which first published the words and music for Dixie.

The department will have six comfortable and sound-proof listening rooms. These will be in a wing of the department away from the main section.

Extensive four-color displays will be used, and the section will be departmentalized into popular, children's, classical and record players.

Werlein's store was the first in this area to handle Victor and RCA Victor disks, and was at one time distributor in New Orleans for this line. It stocks all other records in addition to the large RCA Victor line.

Asks Coral's 'Tux' Mothball

NEW YORK, Jan. 27.—RCA Victor this week asked Coral Records to withdraw its Erskine Hawkins waxing of *Tuxedo Junction*, pointing out that Hawkins had recorded the number last June, while he was still with Victor. The Hawkins-RCA contract, Victor pointed out, contains the usual clause barring re-recording of tunes within five years when the artist switches to another label.

Tho there was no official comment from Coral, it is understood that the diskery will probably comply with RCA's request to withdraw the platter if investigation proves the Victor claim is correct.

TV-Phono Merchandising

NEW YORK, Jan. 27.—Just as TV set prices on the new models shown at the Chicago markets were higher, so were the tags placed on the phonograph lines introduced to the assembled buyers. In general, phono manufacturers increased prices from 8 to 12 per cent. Department and syndicate store buyers who had private label commitments reported that they had placed heavy orders with suppliers. And the prices on private label phonos were upped, the buyers still have a decided promotional edge over the small retailers.

Typical prices paid for private label record players and the probable retail price were as follows: A single speed promotional portable phono for retail at \$19 or \$20 was purchased at \$14 or \$15. A three-speed promotional portable to list at about \$23 was purchased at about \$16.50. A three-speed portable to retail at about \$40 would cost the chain about \$26, while a three-speed automatic portable purchased for \$40 or \$41 would probably be sold in the \$60 to \$65 price range.

Chain buyers and their suppliers have apparently agreed to cut the number of available models to three or four rather than the seven or eight produced last year. In expectation of ever-slimming deliveries of TV sets, many buyers placed heavy phono orders and also set up private label programs with manufacturers of portable and table radio and radio-phonograph combinations.

Simmons Heads North Connecticut NARDA . . .

Theodore A. Simmons, World Radio & Appliance Company, Hartford, Conn., has been elected president of the Northern Connecticut chapter of the National Appliance and Radio Dealers' Association. Others named were first vice-president, Charles B. Riccardo; second vice-president, Ernest G. Augsten; third vice-

president, Jeremiah W. Ryan, and secretary-treasurer, George E. D. Arcand.

Philco's Swan Heads RTMA Traffic . . .

Named chairman of the traffic committee by Prexy Robert C. Sprague, Radio-Television Manufacturers' Association, was J. B. Swan, Philco Corporation. He succeeds Richard C. Colton of RCA Victor.

Emerson Ups Prices On Five TV Sets . . .

Prices on five Emerson video sets were raised from \$10 to \$30 as the company changed the retail tags on a 17-inch table model to \$299.95, a 16-inch open console to \$329.95, a 17-inch console with half doors to \$379.95, a 19-inch console with full doors to \$479.95, and a 16-inch console combination to \$499.95.

Dean Phono President On Distrib Tour . . .

George H. Fass, president and sales manager of Dean Electronics, is on a six-week cross-country tour to present 1951 promotional plans to the firm's distributors and jobbers. Fass is due back in New York at the end of February.

6,377,000 Video Sets Shipped Jan.-Nov. . . .

According to estimated figures released by the Radio-Television Manufacturers' Association (RTMA) TV set shipments to dealers from both members and non-members of the RTMA reached a total of 6,377,000 for the first 11 months of 1950. November set shipments were 716,000. Broken down into county areas, the RTMA statistics show that Cook County Illinois, received the largest amount of TV sets in 1950—436,305. Multnomah County, Washington, still has only two video sets.

BE MY LOVE

From the M-G-M picture
"THE TOAST OF NEW ORLEANS"

recorded by

RAY ANTHONYCapitol
LES BROWNColumbia
BILLY ECKSTINEM-G-M
MARIO LANZARCA Victor
VICTOR YOUNGDecca

MILLER MUSIC CORPORATION

Roses Are Red
Violets Are Blue
It's a "BOUTONNIERE" From
Mindy to You

"BOUTONNIERE"

recorded by

MINDY CARSON
on Victor

OXFORD MUSIC CORPORATION

1619 Broadway, New York 19, N. Y.

MUSIC
BOURNE
TO LIVE

LOVE MEANS LOVE
FRANK SINATRA and
ROSEMARY CLOONEY
COLUMBIA 39141

ABC MUSIC CORP. 799 7th Ave., N.Y. 19, N.Y.

THE NIGHT IS YOUNG

(AND YOU'RE SO BEAUTIFUL)

Recorded by

VAUGHN MONROE
(VICTOR)

WORDS & MUSIC, Inc.

"BETWEEN TWO TREES"

Recorded by

THE ANDREWS SISTERS

DECCA 27421

Gale and Gayles
Incorporated

1619 BROADWAY, NEW YORK 19, N. Y.

KATY

(THE HOPPINEST KANGAROO)

Is Jumpin' for Joy With

ROY ROGERS

GEORGE PAXTON INC.

1619 Broadway • New York 19, N. Y.

Another BMI Pin-Up Hit!

SENTIMENTAL MUSIC

Town and Country

Recorded by
Patti Page(Mercury)
Frankie Carle(Victor)
Tex Beneke(MGM)
Rosemary Clooney(Columbia)
Tony Pastor
Jack Pleis(London)
Eve Young(Capitol)
Paul Neighbors(Coral)
Owen Bradley(Coral)
Exclusively licensed by
BROADCAST MUSIC, INC.

THE LITTLE GENERAL

Says:

THE LITTLE
WHITE DUCK

"WILL BE IN SEASON ALL
THE WAY THROUGH
EASTER"

GENERAL MUSIC

400 Madison Ave., N. Y. C., PL 3-7342



Miss Helen O'Connell

*A triumphant return with
two great song hits...*

"Would I Love You" and "Gypsy Heart"

1368 on 78 rpm • F1368 on 45 rpm





**Three
Big
Hits!**

... sung by

CHAMP BUTLER

**"Dear, Dear,
Dear"**

78 rpm — 39123
33 1/3 rpm — 3-39123
45 rpm — 4-39123

"Be My Love"

78 rpm — 39157
33 1/3 rpm — 3-39157
45 rpm — 4-39157

"Dry Land"

78 rpm — 39123
33 1/3 rpm — 3-39123
45 rpm — 4-39123

Columbia Records

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS
Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received January 24, 25, 26.

Last
Week

This
Week

1. **1. TENNESSEE WALTZ**

... Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Tucker Ork, MGM 10864; Cowboy Copas-Ruby Wright, King 919; Mitt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Sparte Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated

2. **2. MY HEART CRIES FOR YOU**

... By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 8209; Lulu Belle and Scotty, Mer 6304; King Odum Four, Derby 754.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex Beneke, Thesaurus.

7. **3. IF**

... By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth.

3. **4. THE THING**

... By Charlie Grean—Published by Hollis (BMI)
RECORDS AVAILABLE: Ames Brothers-R. Ross Ork, Coral 60333; A. Godfrey-A. Bleyer Ork, Col 39068; T. Brewer-H. Jerome Ork, London 873; Phil Harris, V 20-3968; Two Ton Baker-D. Le Winter Ork, Mer 5548; Steve Gibson's Red Caps, V 20-3986; Danny Kaye, Dec 27350; S. Jaworski, Dana 717; S. Reichtzeit, Banner 585; T. Tucker Ork, MGM 10864; June Carter, V 21-0411.
(No information on electrical transcription libraries available as The Billboard goes to press.)

5. **5. BE MY LOVE**

... By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)
From the MGM film, "Toast of New Orleans."
RECORDS AVAILABLE: B. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V. (45)49-1353; (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus.

4. **6. HARBOR LIGHTS**

... By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963, (45)6-784, (43)1-784; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; I. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher, Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

6. **7. NEVER THELESS**

... By Harry Ruby and Bert Kalmer—Published by Chappell (ASCAP)
From the MGM film, "Three Little Words."
RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan Ork, V(78)20-3904; (45)47-3904; F. Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; Mills Brothers, Dec 27253; P. Weston Ork, Col 38982; F. Sinatra, Col 39044; The Embassy Trio, Mastertone 75-100-1; Anita Ellis, MGM 30240.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Kay Starr-Bob Crosby, Standard.

9. **8. BUSHEL AND A PECK**

... By Frank Loesser—Published by Susan (ASCAP)
From the musical, "Guys and Dolls"
RECORDS AVAILABLE: P. Como-B. Hutton-M. Ayres Ork, V 20-3930; D. Day Col 39008; J. Desmond-T. Mottola Ork, MGM 10800; C. Haines, Coral 60309; Kitty Kallen-R. Hayes, Mer 5501; M. Whiting-J. Wakely, Cap 1234; Andrews Sisters-V. Schoen Ork, Dec 27252; J. & H. Weigel, Dana 716.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Weik, Standard; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Henry Jerome, Lang-Worth.

8. **9. YOU'RE JUST IN LOVE**

... By Irving Berlin—Published by Berlin (ASCAP)
From the musical, "Call Me Madam"
RECORDS AVAILABLE: R. Case Ork-J. Carroll-C. Blake, MGM 10845; B. Chapel-D. LeWinter Ork, Mer 5545; P. Como-Fontane Sisters, Vic 20-3945; M. Martie & Son, Larry, Col 39115; E. Merman-Dick Haymes-G. Jenkins Ork, Dec 27317; G. Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Stevens-R. Merrill, V(45)49-3108; M. Tilton-H. Babbitt, Coral 60335.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus.

10. **10. THE ROVING KIND**

... By Jessie Cavanaugh and Stanton Arnold—Published by Spencer Music (BMI)
RECORDS AVAILABLE: O. Brund, Crest CR-25002-1; Melodecns, MGM 10879; G. Mitchell-M. Miller, Col 39067; Weavers, Dec 27332; R. Allen, Mer 5573; L. Baxter, Cap 1381.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth.

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COLUMBIA

STEPPING OUT!

Shine shave shower

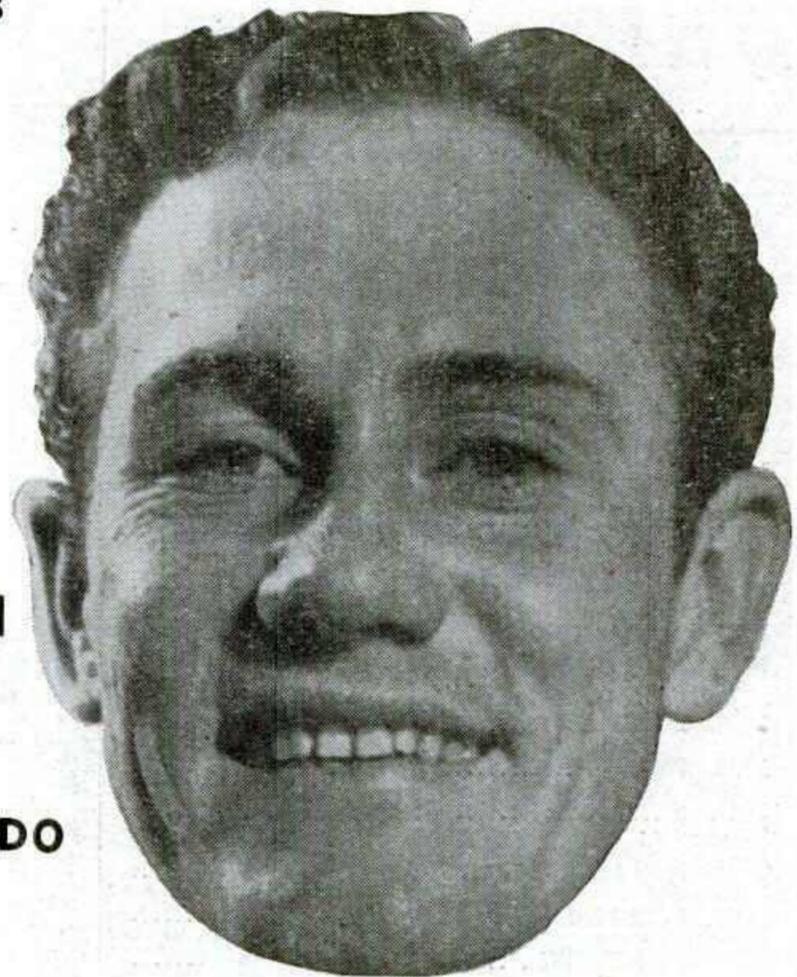
paired with
LOOK WHAT THOUGHTS WILL DO
sung by

LEFTY FRIZZELL

78 rpm 20772

33 1/3 rpm 3-20772

45 rpm 4-20772



BEST SELLERS!

	78 RPM	33 1/3 RPM	45 RPM
Popular			
"MY HEART CRIES FOR YOU" and "THE ROVING KIND" Guy Mitchell	39067	3-39067	4-39067
"TELL ME YOU LOVE ME" and "MY DEAR LITTLE GIRL OF THETA CHI"—Sammy Kaye	39140	3-39140	4-39140
"IF" and "IT IS NO SECRET" Jo Stafford	39082	3-39082	4-39082
"HARBOR LIGHTS" and "SUGAR SWEET" Sammy Kaye	38963	3-38963	4-38963
"TENNESSEE WALTZ" and "GOODNIGHT PILLOW" Jo Stafford	39129	3-39129	4-39129

Folk

"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS"—Lefty Frizzell	20739	3-20739	4-20739
"I'LL FIND YOU" and "(REMEMBER ME) I'M THE ONE WHO LOVES YOU"—Stuart Hamblen	20714	3-20714	4-20714
"I LOVE NO ONE BUT YOU" and "SOMEBODY ROBBED MY BEEHIVE"—George Morgan	20774	3-20774	4-20774

NEW RELEASES!

Popular

"TAKE MY LOVE" and "COME BACK TO SORRENTO" Frank Sinatra	39118	3-39118	4-39118
"ONCE THERE LIVED A FOOL" and "I CAN'T GIVE YOU ANYTHING BUT LOVE"—Tony Bennett	39187	3-39187	4-39187
"I STILL FEEL THE SAME ABOUT YOU" and "WHEN APPLES GROW ON CHERRY TREES" Rosemary Clooney and Sister Betty	39185	3-39185	4-39185

Folk

"STEPPIN' OUT AGAIN" and "THE LAST TIME" Billy Starr	20784	3-20784	4-20784
"BESSIE THE HEIFER" and "COLD FEET" "Little" Jimmy Dickens	20786	3-20786	4-20786

NEW RELEASES!

	78 RPM	33 1/3 RPM	45 RPM
Coming Up! Watch These!			
"LULLABY OF BROADWAY" and "WOULD I LOVE YOU" Doris Day and Harry James	39159	3-39159	4-39159
"SAN ANTONIO ROSE" and "SOMEBODY LOVES YOU" Ken Griffin	39085	3-39085	4-39085
"MY MAN" and "THEY'RE PLAYING OUR SONG" Toni Arden	39117	3-39117	4-39117

BEST SELLERS!

"BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT 1938" (2 Vols.)		SL 160	
"TEA FOR TWO"—Doris Day	C-215	CL 6149	B-215
"SAMMY KAYE'S SUNDAY SERENADE 1950"	C-219	CL 6155	B-219
"DANCE DATE WITH PAUL WESTON"		CL 6162	
"CLASSICS IN DANCE TEMPO"—Les Brown	C-221	CL 6159	



THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... Based on reports received January 24, 25 and 26

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last	This to date	Title	Artist	Label
11	1	1	TENNESSEE WALTZ	P. Page	Mercury (78)5534; (45)5534X45—BMI
9	2	2	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col (78)39067; (33)1-918; (45)16-918—ASCAP
7	7	3	BE MY LOVE	M. Lanza	V (78)10-1561; (45)49-1353—ASCAP
4	8	4	IF	P. Como	V (78)20-3997; (45)47-3997—ASCAP
8	9	5	ROVING KIND	G. Mitchell-M. Miller	Col (78)39067; (33)1-918; (45)16-918—BMI
9	5	6	MY HEART CRIES FOR YOU	D. Shore	V (78)20-3978; (45)47-3978—ASCAP
6	4	7	MY HEART CRIES FOR YOU	V. Damone	Mercury (78)5563; (45)5563X45—ASCAP
6	11	8	YOU'RE JUST IN LOVE	Fontane Sisters	V (78)20-3945; (45)47-3945—ASCAP
3	10	9	SO LONG	G. Jenkins-Weavers	Dec (78)27376; (45)9-27376—BMI
11	3	10	THING, THE	P. Harris	V (78)20-3968; (45)47-3968—BMI
4	14	11	IF	J. Stafford	Col (78)39082; (45)16-939; (33)1-939—ASCAP
1	—	11	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V (45)20-4019; (45)47-4019—ASCAP
2	15	13	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap (78)1360; (45)F-1360
10	16	13	TENNESSEE WALTZ	J. Stafford-P. Weston	Col (78)39065; (33)1-916; (45)16-916—BMI
3	13	15	TENNESSEE WALTZ	S. Jones	V (78)20-4011; (45)47-4011—BMI
2	20	16	BE MY LOVE	R. Anthony	Cap (78)1352; (45)F-1352—ASCAP
16	12	17	BUSHEL AND A PECK	B. Hutton-P. Como	V (78)20-3930; (45)47-3930—ASCAP
4	6	18	TENNESSEE WALTZ	L. Paul	Cap (78)1316; (45)F-1316—BMI
20	18	18	HARBOR LIGHTS	S. Kaye	Col (78)38963; (33)1-784; (45)16-784—ASCAP
18	19	18	NEVERTHELESS	P. Weston	Col (78)38982; (33)1-813—ASCAP
5	25	21	MY HEART CRIES FOR YOU	J. Wakely	Cap (78)1328; (45)F-1328—ASCAP
3	24	22	ZING ZING—ZOOM ZOOM	P. Como	V (78)20-3997; (45)47-3997—ASCAP
3	28	23	MY HEART CRIES FOR YOU	B. Farrell	MGM (78)10868; (45)K-10868—ASCAP
3	27	24	ROVING KIND	Weavers	Dec (78)27332; (45)9-27332—BMI
2	—	24	TENNESSEE WALTZ	Fontane Sisters	V (78)20-3979; (45)47-3979—BMI
1	—	26	TELL ME YOU LOVE ME	V. Damone	Mercury (78)5572; (45)5572X45—BMI
14	21	26	ONE FINGER MELODY	F. Sinatra	Col (78)39014; (33)1-845—ASCAP
1	—	28	ABA DABA HONEYMOON	C. Carpenter-D. Reynolds	MGM (78)30282; (45)K-30282
5	—	29	THING, THE	A. Godfrey	Col (78)39068; (45)16-919; (33)1-919—BMI
13	17	30	THINKING OF YOU	D. Cherry	Dec (78)27128; (45)9-27128—ASCAP

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Title	Points
1. Tennessee Waltz—Acuff-Rose	205
2. Nevertheless—Crawford	165
3. My Heart Cries for You—Massey	160
4. A Bushel and a Peck—Morris	145
5. If I Were a Bell—Morris	140
6. Be My Love—Miller	135
7. It's a Lovely Day Today—Berlin	95
8. Orange Colored Sky—Frank	95
9. You're Just in Love—Berlin	85
10. The Thing—Hollis	75
11. A Marshmallow World—Shapiro	70
12. If—Shapiro	60
13. Harbor Lights—Chappell	40
14. I've Never Been in Love Before—Morris	40
15. Nobody's Chasing Me—Chappell	40
16. Best Thing for You—Berlin	40
17. Just the Way You Are—Disney	30
18. Marrying for Love—Berlin	30
19. Night Is Young and You're So Beautiful—Words & Music	30
20. Use Your Imagination—Chappell	30
21. Zing Zing—Zoom Zoom—Robbins	30
22. Life Is So Peculiar—Burke-Van Heusen	25
23. Accidents Will Happen—Burke-Van Heusen	25
24. A Friend of Johnny's—Bourne	20
25. All My Love—Mills	20
26. Autumn Leaves—Criterion	20
27. Boutonniere—Santly	20
28. Cherry Pies Ought to Be You—Chappell	20
29. Get Out Those Old Records—Lombardo	20
30. Hullobaloo—Mills	20

VOX JOX

Uncle Sam Spins 'Em

Dick Thomas, WOND, Pleasantville, N. J., joined the army this month. . . . Bob Wery, ex-KCHA, Charles City, Ia., has replaced Art Hanstrom, WFRL, program director, Freeport, Ill. Hanstrom was called back to navy duty. . . . When Art Grunewald, WNVA, Norton, Va., enlisted in the air force recently, he was replaced by Ray Sigda. Now Sigda has been recalled to active duty. Tom Harrell has returned to WNVA as news editor. . . . Doug Rains, WACO, Waco, Tex., pens "U. S. Air Corps knocking on door. Been in reserve since 1946." . . . Rains has been appointed a second lieutenant in the air corps reserve as a public information officer, and assigned to James Connally Air Base in Waco. . . . Bob Sullivan, WMRN, Marion, O., has returned to the navy as a pharmacist's mate, second class. . . . Wayne Bell, who received an honorable discharge from the army last month, is back at WFTM, Maysville, Ky., with two new platter shows.

Preems

Ken Weber, early bird d. j. at WHBO, Tampa, was upped to station manager post. . . . Bob Laverty, KWSD, Mount Shasta, Calif., has launched a Saturday afternoon review of jazz wax. . . . Jack Raymond, ex-WLIN, Merrill, Wis., has switched to WATK, Antigo, Wis. . . . Ed Warmoth, formerly with KELS, Kelso, Wash., has joined KNPT, Newport, Ore. . . . Warren Orr is the new "Town Crier" at WFAZ, Falls Church, Va. . . . George Morey is now heading a local talent show over WLXW, Carlisle, Pa. . . . Paul Hennings, ex-program director of WSSV, Petersburg, Va., has joined WNOR, Norfolk, as a disk jockey. . . . An anonymous fem disk jockey tagged Laura has started a four-hour across-the-board stint on WWJ, Detroit. Lorraine pinch hits for her one night. . . . Ann McCormick has replaced George Jay on his remote broadcast from King Restaurant over KWIK, Hollywood. Jay has moved to Jerry Wald's Studio Club. . . . Tommy Sutton has joined WING, Dayton, O. . . . Eugene Stephens is a new staffer at WINR, Birmingham, N. Y. . . . Buddy Primm, ex-WWGP, Sanford, N. C., is new program director at WMAS, Myrtle Beach, S. C. . . . Jim Russell, formerly with WWGP, Sanford, N. C., is now airing for WDKD, Kingstree, S. C. . . . Mike Dunn teed off his own show over WXLW, Indianapolis, Ind., this month. . . . Mike Woods, CJBC, Toronto Can., is leaving for Los Angeles to invade Hollywood's TV industry. . . . Paul Johnson is a new disk jockey at KGEZ, Kalispell, Mont. . . . Vic Lindsay has replaced Dean Turner at KGGF, Coffeyville, Kan. . . . Lett heads for TV field in Tulsa, Okla. . . . Lloyd Harvey, ex-WGEM, Quincy, Ill., is with WIRL, Peoria, Ill.

Sponsor Talk

Philip Morris is sponsoring "Lonesome Gal" over WOR, New York; WTOP, Washington; WFIL, Philadelphia; WHDH, Boston; WMAQ, Chicago; CKLW, Detroit, and KCBS, San Francisco, effective January 22. . . . Paul Bartell, WFOX, Milwaukee, has snagged 13 weeks with Dentye Gum, and four weeks with Standard Oil. . . . Colonial Bread is buying time with Jack Mills, Creston, La., and Bob Graham, KAYL, Storm Lake, Ia. . . . Miller's High Life Beer is picking up the tab for Don Le Febre, WINA, Charlottesville, Va. . . . A 52-week deal for Jack Slattery, WELM, Elmira, N. Y., was signed by Rinso. . . . Motorola TV is buying 13 weeks with Joe Rico, WWOL, Buffalo.

Best Selling Sheet Music

... Based on reports received January 24, 25 and 26

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

POSITION	Weeks Last	This to date	Title	Artist
10	1	1	TENNESSEE WALTZ (R)	Acuff-Rose
7	2	2	MY HEART CRIES FOR YOU (R)	Massey
18	3	3	HARBOR LIGHTS (R)	Chappell
11	4	4	THE THING (R)	Hollis
2	5	5	IF (R)	Shapiro-Bernstein
17	8	6	NEVERTHELESS (F) (R)	Chappell
13	6	7	A BUSHEL AND A PECK (M) (R)	Susan
6	7	8	BE MY LOVE (F) (R)	Miller
4	9	9	YOU'RE JUST IN LOVE (M) (R)	Berlin
5	12	10	IT IS NO SECRET (R)	Duchess
5	13	11	THE ROVING KIND (R)	Spencer Music
3	11	12	SO LONG (R)	Folkways
2	15	13	ZING ZING—ZOOM ZOOM (R)	Robbins
22	14	14	ALL MY LOVE (R)	Mills
6	10	15	TO THINK YOU'VE CHOSEN ME (R)	Valando

England's Top Twenty

Not having received cable from London at press time, "England's Top Twenty" does not appear in this issue. It will again be published next week.

Songs With Greatest Radio Audiences (ACI)

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

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

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And You'll Be Home (R)	Burke-Van Heusen—ASCAP
Be My Love (F) (R)	Miller—ASCAP
Bushel and a Peck, A (M) (R)	E. H. Morris—ASCAP
Dream a Little Dream of Me (R)	Words & Music—ASCAP
Get Out Those Old Records (R)	Lombardo—ASCAP
Harbor Lights (R)	Chappell—ASCAP
Hullobaloo (R)	Mills—ASCAP
If (R)	Shapiro-Bernstein—ASCAP
If I Were a Bell (M) (R)	E. H. Morris—ASCAP
If You've Got the Money I've Got the Time (R)	Peer—BMI
I've Never Been in Love Before (M) (R)	E. H. Morris—ASCAP
Marshmallow World, A (R)	Shapiro-Bernstein—ASCAP
May the Good Lord Bless and Keep You (R)	Pickwick—ASCAP
Music by the Angels (R)	Leeds—ASCAP
My Heart Cries for You (R)	Massey—ASCAP
Nevertheless (F) (R)	Chappell—ASCAP
Night Is Young and You're So Beautiful, The (R)	Words & Music—ASCAP
Orange Colored Sky (R)	Frank—ASCAP
Penny a Kiss, A (R)	Shapiro-Bernstein—ASCAP
Petite Waltz (R)	Duchess—BMI
Roving Kind, The (R)	Hollis—BMI
So Long (R)	Folkways—BMI
Teardrops From My Eyes (R)	Simon House—BMI
Tennessee Waltz (R)	Acuff-Rose—BMI
Thinking of You (F) (R)	Remick—ASCAP
To Think You've Chosen Me (R)	Valando—ASCAP
Use Your Imagination (M) (R)	Chappell—ASCAP
You and Your Beautiful Eyes (R)	Paramount—ASCAP
You Love Me (F) (R)	Witmark—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP
Zing Zing—Zoom Zoom (R)	Robbins—ASCAP



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Occupation

M-G-M Records

100TH RELEASE

"The Release of the Century"

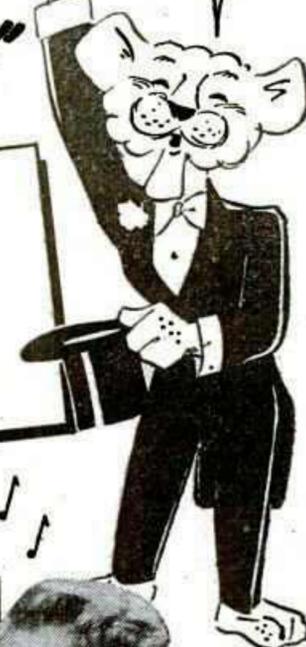


BILLY ECKSTINE

IF
WHEN YOU RETURN
 78 RPM—MGM 10896 45 RPM—MGM K10896

BRING BACK THE THRILL
I APOLOGIZE
 78 RPM—MGM 10903 45 RPM—MGM K10903

WOW!
What a line-up
of stars
and tunes!



DAVID ROSE
and his Orchestra
FIDDLIN' FOR FUN
ZING ZING—ZOOM ZOOM
 78 RPM—MGM 30324 45 RPM—MGM K30324

MONICA LEWIS
MY LOST MELODY
I ONLY HAVE EYES FOR YOU
 78 RPM—MGM 10901 45 RPM—MGM K10901



BILL FARRELL
IN THE LAND OF MAKE BELIEVE
MORE THAN I CARE TO REMEMBER
 78 RPM—MGM 10900 45 RPM—MGM K10900

ART MOONEY
and his Orchestra
FAITHFUL
JUST FOR TONIGHT
 78 RPM—MGM 10906 45 RPM—MGM K10906



MACKLIN MARROW
conducts the MGM Orchestra
IN OLD VIENNA
TAKE MY LOVE
 78 RPM—MGM 30325 45 RPM—MGM K30325

ZIGGY ELMAN
and his Orchestra
I'D CLIMB THE HIGHEST MOUNTAIN
ZIG'S MAMBO
 78 RPM—MGM 10902 45 RPM—MGM K10902



TOMMY TUCKER
and his Orchestra
SHENANDOAH WALTZ
BY HECK
 78 RPM—MGM 10897 45 RPM—MGM K10897

IVORY JOE HUNTER
I FOUND MY BABY
I AIN'T GOT NO GAL NO MORE
 78 RPM—MGM 10899 45 RPM—MGM K10899



HANK WILLIAMS
DEAR JOHN
COLD, COLD HEART
 78 RPM—MGM 10904 45 RPM—MGM K10904

BOB WILLS
THE END OF THE LINE
ANYTHING
 78 RPM—MGM 10898 45 RPM—MGM K10898



Kathryn Grayson SINGS SONGS FROM MGM'S **Grounds For Marriage**
 78 RPM—MGM Album 67 33 1/2 RPM—MGM Long-Playing Record E-536 45 RPM—MGM Album K67



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The Greatest Name in Entertainment!

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received January 24, 25 and 26

Table of Best Selling Pop Singles with columns for Rank, Title, Artist, and Record Label.

Best Selling Classical Titles

Based on reports received January 24, 25 and 26

Table of Best Selling Classical Titles with columns for Rank, Title, Artist, and Record Label.

Advance Classical Releases

Table of Advance Classical Releases with columns for Title, Artist, and Record Label.

DEALER DOINGS

News and Chatter

Is there any shortage on shellac? We can't get enough 78 r.p.m. records.—Renee Manola, Carlisle Radio & Record Shop, Carlisle, Pa. ... Bob Forgey is leaving the Melody Shop, Columbus, O., to take a salesman's position with Benart Distributors in Cleveland.

Dealer Beefs

"Spiritual and rhythm and blues records on 45 r.p.m. are sorely needed. We sold many 45 players and now feel like fools because we can't supply the merchandise. Label after label has announced going to 45, but distributors don't have them in stock."

Price Talk

"I have noticed in 'Dealer Doings' that some are meeting with resistance on the advanced disk prices. Naturally, everybody would like to have merchandise as cheap as possible, but I've found that if people want something badly enough—they'll buy it regardless of price."

Petrillo Hit First

Continued from page 1

In respect to price controls, the law exempts radio-TV ads and general amusement admissions.

The freeze order came as no surprise, nor has the looseness and ambiguity of the language surprised observers here.

Wage Stabilizer Ching, less than a few hours after issuance of the order, was swamped with requests for interpretation, and he admitted at a news conference that follow-up steps for clarification would be needed.

Best Selling Children's Records

Based on reports received January 24, 25 and 26

Table of Best Selling Children's Records with columns for Rank, Title, Artist, and Record Label.

Best Selling Pop Albums

Based on reports received January 24, 25 and 26

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales.

Table of Best Selling Pop Albums (33 1/3 R.P.M.) with columns for Rank, Title, Artist, and Record Label.

Table of Best Selling Pop Albums (45 R.P.M.) with columns for Rank, Title, Artist, and Record Label.

Classical Reviews

72 VOICES OF FREEDOM

Robert McCormick, narrator; recorded actual voices of William Jennings Bryan, William Howard Taft, Thomas A. Edison, Admiral Robert E. Peary, Theodore Roosevelt, Woodrow Wilson, Amelia Earhardt, Will Rogers, Franklin D. Roosevelt and President Harry S. Truman (1-12") Educational Services (33) ES-1

35 TCHAIKOVSKY & MIKOVSKY

Marche Slav—National Symphony Ork, N. Golovanoff, cond. Theme & Variations (Suite No. 3), Bolshoi Theater Ork, C. A. Samosud, cond. Miaskovsky—Symphony No. 21, Philadelphia Ork, Eugene Ormandy, cond. (1-12") Col (33) ML 2158

75 SIBELIUS: FINLANDIA & THE SWAN OF TUONELA

Rachmaninoff: Prelude in C-Sharp Minor, Op. 3, No. 2; Prelude in G Major, Op. 32, No. 5; Prelude in G Minor, Op. 23, No. 5; The Philadelphia Ork, Eugene Ormandy, cond. (1-10") Col (33) ML 2158

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

**For the third consecutive week
re-orders for RCA Victor's top
ten records have topped the
half million mark!**

over
half
million

- PERRY COMO** *New* IF/Zing Zing-Zoom Zoom *On top after only 3 weeks!*
- MARIO LANZA** ... Be My Love *Year's top film song!*
- PERRY COMO** ... You're Just in Love *50,000 a week!*
- EDDIE FISHER** *New* Bring Back the Thrill *The brand-new Fisher thrill!*
- SPIKE JONES** ... Tennessee Waltz *Selling faster than the "straight" version!*
- DINAH SHORE & TONY MARTIN** In Your Arms A Penny a Kiss *The top duet in music! Two sides, two hits!*
- PHIL HARRIS** ... The Thing *This started it all!*
- EDDY ARNOLD** ... There's Been a Change in Me *His best since "Bouquet of Roses"!*
- DINAH SHORE** ... My Heart Cries for You *Soaring into the high six figures!*
- PERRY COMO & BETTY HUTTON** ... A Bushel and a Peck *This makes 3 for Perry in the top ten!*
- HANK SNOW** ... I'm Moving On *And moving up fast as a golden rocket!*
- HANK SNOW** ... The Golden Rocket *Averaging 15,000 sales a week!*
- THREE SUNS** ... To Think You've Chosen Me *The 3 big words from "Three Little Words"!*
- EDDIE FISHER** ... Thinking of You *Marge, Bea and Jerry's top seller!*
- FONTANE SISTERS** .. Tennessee Waltz ** 45 r.d.m. cat nos.*

NEXT WEEK ... RCA VICTOR'S FABULOUS SINGERS SINGLE RECORD SERIES.

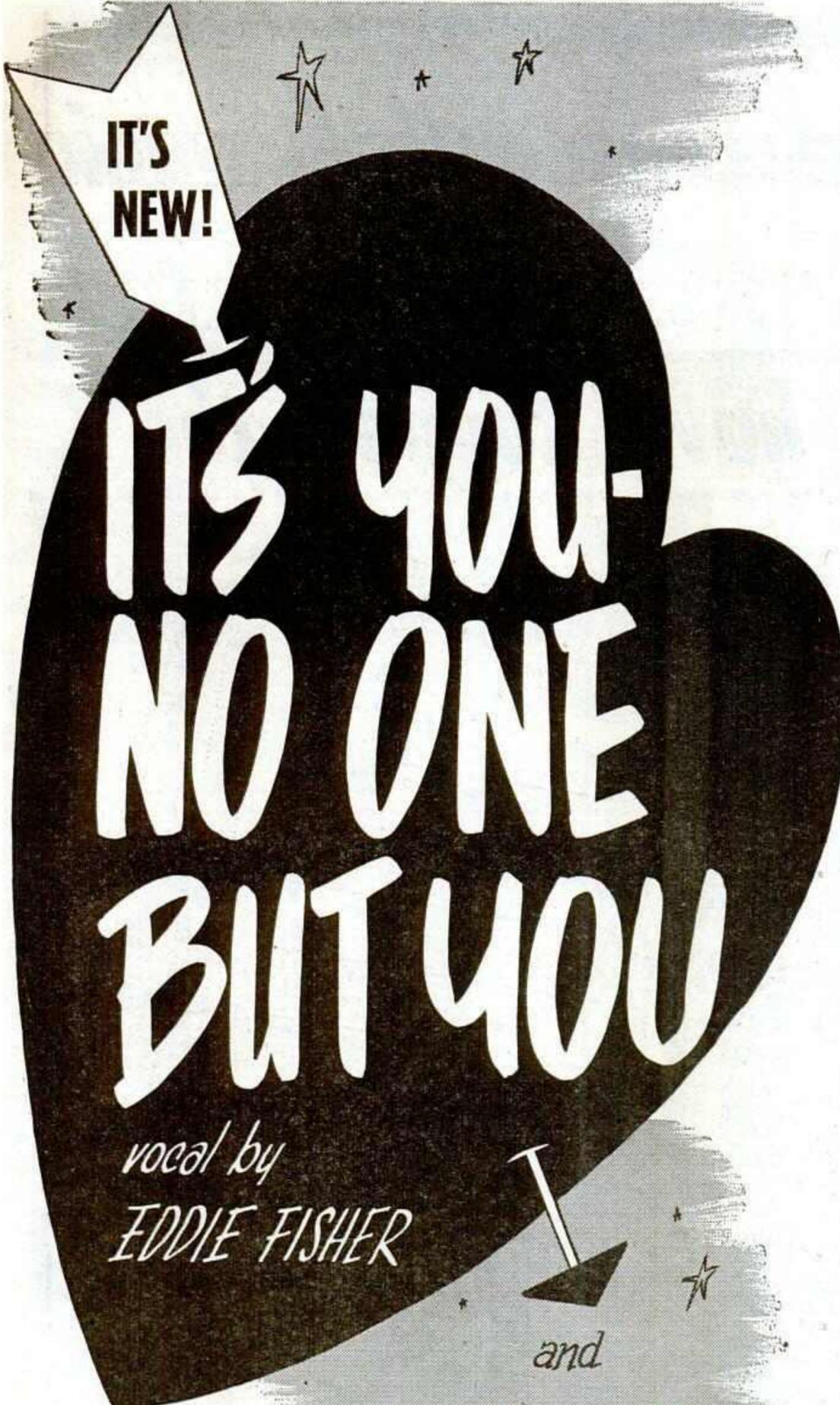
The stars who make the hits
are on

RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



IT'S NEW!

IT'S YOU-NO ONE BUT YOU

vocal by
EDDIE FISHER

and

Galloping Comedians

45 rpm—47-4020

78 rpm—20-4020

Phil SPITALNY

and the Hour of Charm
All-Girl Orchestra and Choir



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received January 24, 25 and 26

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks [Last] This to date: [Week] [Week]	Record	Artist
11	1	1. TENNESSEE WALTZ	P. Page
			Mercury(78)5534; (45)5534X45—BMI
8	2	2. MY HEART CRIES FOR YOU	G. Mitchell-M. Miller
			Col(78)39067; (45)6-918; (33)1-918—ASCAP
11	3	3. THING, THE	P. Harris
			V(78)20-3968; (45)47-3968—BMI
4	7	4. SO LONG	G. Jenkins-Weavers
			Dec(78)27376; (45)9-27376—BMI (R. Marterie Ork, Mer 5570; Lyn Murray, Coral 60366; Paul Weston, Col 39160; Les Baxter, Cap 1381)
13	5	5. NEVERTHELESS	Mills Brothers
			Dec(78)27253; (45)9-27253—ASCAP
8	6	6. TENNESSEE WALTZ	G. Lombardo
			Dec(78)27336; (45)9-27336—BMI
22	4	7. HARBOR LIGHTS	S. Kaye
			Col(78)38963; (33)1-784; (45)6-784—ASCAP
3	10	8. IF	P. Como
			V(78)20-3997; (45)47-3997—ASCAP
7	9	9. MY HEART CRIES FOR YOU	D. Shore
			V(78)20-3978; (45)47-3978—ASCAP
4	12	10. MY HEART CRIES FOR YOU	V. Damone
			Mercury(78)5563; (45)5563X45—ASCAP
17	8	11. HARBOR LIGHTS	G. Lombardo
			Dec(78)27208; (45)9-27208—ASCAP
4	10	12. ROVING KIND	G. Mitchell-M. Miller
			Col(78)39067; (45)6-918; (33)1-918—BMI
5	26	12. BE MY LOVE	M. Lanza
			V(78)10-1561; (45)49-1561—ASCAP
4	15	14. MY HEART CRIES FOR YOU	J. Wakely
			Cap(78)1328; (45)F-1328—ASCAP
5	16	15. YOU'RE JUST IN LOVE	Fontane Sisters-P. Como
			V(78)20-3945; (45)47-3945—ASCAP
3	13	16. TENNESSEE WALTZ	L. Paul
			Cap(78)1316; (45)F-1316—BMI
2	14	17. SHOTGUN BOOGIE	Tennessee Ernie
			Cap(78)1295; (45)F-1295
15	20	18. THINKING OF YOU	D. Cherry
			Dec(78)27128; (45)9-27128—ASCAP (Bobby Byrne Ork, Coral 60298; S. Vaughan, Col 38925; M. Tilton, Coral(78)60279; (45)9-60279; A. Morton-P. Weston Ork, Cap 1106; M. Phelan-Dave Terry, King 15089)
4	30	19. ROVING KIND	Weavers
			Dec(78)27332; (45)9-27332—BMI
14	16	20. HARBOR LIGHTS	B. Crosby
			Dec(78)27219; (45)9-27219—ASCAP
4	26	21. I STILL FEEL THE SAME ABOUT YOU	Her Nibs & Georgia Gibbs
			Coral(78)60353; (45)9-60353—BMI (Dick & Don, Rainbow 4444; E. Young, London 874; E. Fitzgerald-Ink Spots, Dec 27419; E. Howard, Mer 5567; Three Suns, V 20-4021; Eve Young-Two Adams, London 962)
13	16	22. BUSHEL AND A PECK	B. Hutton-P. Como
			V(78)20-3930; (45)47-3930—ASCAP
3	29	22. ZING ZING—ZOOM ZOOM	P. Como
			V(78)20-3997; (45)47-3997—ASCAP (Les Baxter, Cap 1390; P. Faith Ork, Col 39155; David Rose, MGM 30324)
15	25	24. NEVERTHELESS	P. Weston
			Col(78)38982; (33)1-813—ASCAP
14	16	25. BUSHEL AND A PECK	M. Whiting-J. Wakely
			Cap(78)1234; (45)F-1234—ASCAP
10	24	25. NEVERTHELESS	F. Laine
			Mercury(78)5495; (45)5495X45—ASCAP
4	22	27. BUSHEL AND A PECK	Andrews Sisters
			Dec(78)27252; (45)9-27252—ASCAP
18	22	28. HARBOR LIGHTS	K. Griffin
			Col(78)38889; (33)1-710; (45)6-710—ASCAP
23	26	29. ALL MY LOVE	P. Page
			Mercury(78)5455; (45)5455X45—ASCAP (R. Case Ork, MGM 10792; E. Grant, Cap 1183)
2	30	29. HOT ROD RACE	Tiny Hill
			Mercury(78)5547—BMI (R. Foley, Dec 46286; A. Shibley, Gilt-Edge 5021; Rambler Jimmy Dolan, Cap 1322; Arthur Smith, MGM 10881)
5	—	29. BUSHEL AND A PECK	Doris Day
			Col(78)39008; (33)1-838; (45)6-838—ASCAP
1	—	29. NEVERTHELESS	R. Flanagan
			V(78)20-3904; (45)47-3904—ASCAP
1	—	29. GET OUT THOSE OLD RECORDS	G. Lombardo
			Dec(78)27336; (45)9-27336—ASCAP (Paul Seers-Johnny Haymer, MGM 10883; G. Gibbs, Coral 60353; Sammy Kay, Col 39113; Mary Martin & Son, Col 39115; R. Hayes-K. Kallen, Mer 5564; Al Morgan, 877)

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "I TAUT I TAW A PUDDY TAT" Mel Blanc..... | 1360 | F1360 |
| "JOHN AND MARSHA" Stan Freberg..... | 1356 | F1356 |
| "JET" and "THE MAGIC TREE" Nat "King" Cole..... | 1365 | F1365 |

HOT SELLERS!

POPULAR

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "I TAUT I TAW A PUDDY TAT," "YOSEMITE SAM"
Mel Blanc..... | 1360 | F1360 |
| "TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"
Les Paul..... | 1316 | F1316 |
| "MY HEART CRIES FOR YOU,"
"MUSIC BY THE ANGELS" Jimmy Wakely..... | 1328 | F1328 |
| "JOHN AND MARSHA," "RAGTIME DAN"
Stan Freberg..... | 1356 | F1356 |
| "TAILOR MADE WOMAN," "STACK-O-LEE"
Tennessee Ernie, Joe "Fingers" Carr..... | 1349 | F1349 |
| "LOVESICK BLUES," "EVENIN'" Kay Starr..... | 1357 | F1357 |
| "IF," "I LOVE THE WAY YOU SAY GOODNIGHT"
Dean Martin..... | 1342 | F1342 |
| "JET," "THE MAGIC TREE" Nat "King" Cole..... | 1365 | F1365 |
| "HARBOR LIGHTS," "NEVERTHELESS I'M IN LOVE
WITH YOU" Ray Anthony..... | 1190 | F1190 |
| "OVER AND OVER AND OVER," "THE MOON WAS
YELLOW (AND THE NIGHT WAS YOUNG)"
Margaret Whiting..... | 1343 | F1343 |
| "IF," "CASTLES IN THE SAND" Jan Garber..... | 1351 | F1351 |
| "BE MY LOVE," "I WONDER WHAT'S BECOME
OF SALLY!" Ray Anthony..... | 1352 | F1352 |
| "A BUSHEL AND A PECK," "BEYOND THE REEF"
Margaret Whiting, Jimmy Wakely..... | 1234 | F1234 |
| "MORE THAN I CARE TO REMEMBER," "COLUMBIA,
THE GEM OF THE OCEAN" Ray Anthony..... | 1367 | F1367 |

WESTERN & FOLK

- | | | |
|--|------|-------|
| "THE SHOT GUN BOOGIE" Tennessee Ernie..... | 1295 | F1295 |
| "HOT ROD RACE" Ramblin' Jimmie Dolan..... | 1322 | F1322 |
| "DON'T MAKE LOVE TO MARY (WITH MABEL
ON YOUR MIND)" Tex Williams..... | 1345 | F1345 |
| "A BROKEN HEART AND A GLASS OF BEER"
Hank Thompson..... | 1327 | F1327 |



Week ending
FEB. 3, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Kay Starr

"LOVESICK BLUES"



Another "Bonaparte's Retreat"

"LOVESICK BLUES"

Backed by a Strong Blues Number **"EVENIN'"**

CAPITOL RECORD NO. 1357 on 78 rpm • F1357 on 45 rpm

NEW RELEASES ON Capitol

"the hot canary man"

A Capitol Exclusive!



PAUL NERO and his entourage

- "The Hot Canary"
- "Vine Street Gypsy"
- "Placidia"
- "Beverly Hill Billy"
- "The Hot Cavotte"
- "A Lover's Waltz"

SD - SPARKLING "CONVERSATION PIECES"!

"A unique performance that delights everyone from longhairs to crew-cuts... fresh and sparkling violin work executed with humor, and (more)... one of the country's half-dozen top violinists!"

On 33 1/3 rpm H-236 \$2.85 On 45 rpm CCF-236 \$2.30 On 78 rpm CC-236 \$3.30

POPULAR		78 rpm	45 rpm
MARGARET WHITING JIMMY WAKELY	LET'S GO TO CHURCH (Next Sunday Morning) EASTER PARADE	1382	F1382
MEL TORNE <small>with Orchestra Conducted by Pete Rogala</small>	AROUND THE WORLD THE SIDEWALK SHUFFLERS	1383	F1383
JAN GARBER <small>and His Orchestra</small>	IN YOUR ARMS <small>Vocal by Ray Cordell and Quartet</small> IF IT HADN'T BEEN FOR YOU <small>Vocal by Ray Cordell</small>	1384	F1384
JERRY LEWIS <small>with Orchestra Conducted by Dick Stabile</small>	THE NAVY GETS THE GRAVY <small>with PA-PA-PA-PA</small> BUT THE ARMY GETS THE BEANS <small>with POLKA</small> <small>From the Paramount Picture "At War With The Army"</small>	1385	F1385
SUGAR CHILE ROBINSON	BROKEN-DOWN PIANO I'LL EAT MY SPINACH	1386	F1386
JOHNNY PECON	ZIP POLKA <small>featuring Lew Tribbe, Accordion</small> YOU'RE ALL I ASK FOR - WALTZ <small>Vocal by Johnny Pecon</small>	1387	F1387
LES BAXTER <small>with Chorus and Orchestra</small>	WHEN YOU RETURN RUSH RELEASE! ZING ZING ZOOM ZOOM <small>available now!</small>	1390	F1390
WESTERN & COUNTRY			
TEX RITTER	YOU'RE ALWAYS BRAND NEW MY BUCKET'S BEEN FIXED	1388	F1388
EDDIE DEAN	ALL THAT I'M ASKING IS SYMPATHY IF I SHOULD COME BACK	1389	F1389

The usual prices, indicated above, do not include Federal, State or local taxes.

THE BILLBOARD Music Popularity Charts

• Advance Folk (Country & Western) Record Releases

Anything—Bob Wills (The End) MGM 10898
 Are You Waiting Just for Me—Ernest Tubbs (Tomorrow) Dec 46289
 Come Back, Darling—L. Platt-E. Scruggs (I'm Waiting) Col 20777
 Corn's A-Poppin'—B. Lamm (I Hope) Dot 1028
 Daddy Blues—Arvada Miller (Mockingbird) Cornac CBS 1168
 Dear John—Hank Williams (Cold) MGM 10904
 Dish-Cal-A-Boo-Ba—Doyle Sams (Fried) Mutual 202
 Faded Love—A. Wilson-J. Derryberry (This Side) Dot 1021
 Freight Train Blues—Anita Carter (Someone) V (45)48-0426
 Fried Potatoes—Doyle Sams (Dish-Cal) Mutual 202
 Gambling Foot—Buz Butler (Tennessee) Mer 6301
 Get Away From It All—R. Crabtree (Shackles) Col 20778
 Glamorous Sue—Orson Laam (I Hope) Mutual 204
 Golden Rocket, The—Wilma Lee and Stony Cooper (Faded) Col 20781
 Hillbilly Bessie—Oakie Jones (My Heart) Col 20780
 I Hope I Don't Live Long Enough—B. Lamm (Corn's) Dot 1028
 I Love No One But You—George Morgan (Somebody) Col 20774
 If I Should Come Back—Eddie Dean (All That) Cap 1389

I'm Waiting To Hear You Call Me Darling—L. Platt-E. Scruggs (Come) Col 20777
 Indian Love Call—Chet Atkins (Music) V 21-0428
 Is There Any Harm To Dream—Dee Stone (Mountain) Mutual M 203
 Place Where I Worship—Gene Autry (The Statue) Col 20775
 Playin' Possum—Hank Thompson (New) Cap 1379
 (My Love for You) Rolls on Like the World—Eddie Kirk (Solitary) Cap 1372
 Shackles and Chains—R. Crabtree (Get) Col 20778
 Shenandoah Waltz—Lulu Belle and Scotty (My Heart) Mer 6304
 Solitary Blues—Eddie Kirk (Rolls) Cap 1372
 Somebody Robbed My Beehive—George Morgan (I Love) Col 20774
 Someone Else, Not Me—Anita Carter (Freight) V (45)48-0426
 This Side of Heaven—A. Wilson (Faded) Dot 1021
 Tomorrow Never Comes—Ernest Tubbs (Are You) Dec 46289
 Why Does the Army Need My Daddy?—George Simerly (It Happens) Rich-R-Tone 1003
 Wife To Love and a Horse To Plow, A—Buster Pack (Honey) Rich-R-Tone 1004
 You're Always Brand New—Tex Ritter (My Bucket's) Cap 1388
 You Made a Plaything of My Heart—Al Victor-Bob Logan (Mail) Jubilee 4010

FOLK TALENT AND TUNES By JOHNNY SIPPEL

Artists' Activities

Don Pierce, sales manager of 4 Star Records, Pasadena diskery, reports that **T. Tex Tyler** has returned to his Hollywood home, following a 60-day tour of Southwestern one-nighters on which he worked as a single. . . . The **Maddox Brothers and Rose** have inked a management pact with Music Corporation of America, which will book them on a personal appearance junket thru Texas and the South. . . . **Curley Cole** (Gilt Edge) has returned home to Paducah, Ky., after working in Hammond, La. . . . **Grady Cole** and the **Cole Family Trio** (Gilt Edge) are with WAGA, Atlanta. . . . Gilt Edge, the 4 Star subsidiary, has inked **Dayton Harp**, of Lakeland, Fla., and **Rocky Bill Ford**, of Houston. . . . **Harpo Kidwell** has added the Goldentone Duet **Richard and Helen Mc-**
(Continued on page 26)

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received January 24, 25 and 26

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last This	to date Week Week	Record	Label
8 2	1.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
		I Ain't Gonna Let It Happen Again	Cap(78)1295; (45)F1295	
4 4	2.	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—BMI
		Tie Me to Your Apron Strings Again	V(78)21-0412; (45)48-0412—BMI	
31 1	3.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
		With This Ring I Thee Wed	V(78)21-0328; (45)48-0328—BMI	
10 3	4.	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
		Paving the Highway With Tears	V(78)21-0400; (45)48-0400—BMI	
15 5	5.	IF YOU'VE GOT THE MONEY	L. Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
		I'VE GOT THE TIME	L. Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
		I Love You A Thousand Ways	Col(78)20739; (33)2-770; (45)8-770—BMI	
10 5	6.	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
		Nobody's Lonesome For Me	MGM(78)10832; (45)K10832	
1 —	7.	HOT ROD RACE	Tiny Hill	Mercury (78)5547—BMI
		Lovebug Itch	Mercury (78)5547—BMI	
21 —	8.	(REMEMBER ME) I'M THE ONE	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI
		WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI
		I'll Find You	Col(78)20714; (33)2-692; (45)9-692—BMI	
5 8	9.	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
		If You've Got the Money I've Got the Time	Col(78)20739; (33)2-770; (45)8-770—BMI	
1 —	10.	HOT ROD RACE	J. Dolan	Cap(78)1322; (45)F1322—BMI
		Walkin' With the Blues	Cap(78)1322; (45)F1322—BMI	

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received January 24, 25 and 26

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

POSITION	Weeks Last This	to date Week Week	Record	Label
13 4	1.	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
		I Love You A Thousand Ways	Col(78)20739; (33)2-770; (45)8-770—BMI	
11 1	2.	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400—BMI
4 6	3.	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
6 5	4.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
12 2	5.	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
32 6	6.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
13 2	7.	IF YOU'VE GOT THE MONEY	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
		I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
2 —	8.	POISON LOVE	Johnny & Jack	V(78)21-0377; (45)48-0377
5 9	9.	HOT ROD RACE	A. Shibley	Gilt Edge 5021—BMI
26 —	10.	(REMEMBER ME) I'M THE ONE	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI
		WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI

• Most Played Juke Box Folk (Country & Western) Records

... Based on reports received January 24, 25 and 26

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

POSITION	Weeks Last This	to date Week Week	Record	Label
7 1	1.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
6 4	2.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
13 2	3.	IF YOU'VE GOT THE MONEY	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
		I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
10 3	4.	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
11 6	5.	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
8 5	6.	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
2 8	7.	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
1 —	8.	HOT ROD RACE	R. Foley	Dec(78)46286; (45)9-48286—BMI
29 7	9.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
2 —	10.	HOT ROD RACE	A. Shibley	Gilt Edge 5021—BMI

A GREAT FOLK NAME..NOW ON A GREAT LABEL

LULU BELLE

&

SCOTTY

The Blue Ridge Sweethearts of Folk Music

with their first Mercury Record Release...

"SHENANDOAH WALTZ"

backed with

"MY HEART CRIES FOR YOU"

Mercury Record No. 6304

WATCH FOR OUR NEXT
MERCURY RELEASE

A New Song Written by Scotty

"EACH TIME YOU LEAVE"

backed with

"TRULY I LOVE YOU"



Featured Stars on

WLS
NATIONAL BARN
DANCE



Mercury

RECORD HITS



HERE WE GO AGAIN...WITH PATTI

The Tennessee Waltz Queen

PATTI PAGE

with her latest double hit!

"WOULD I LOVE YOU"

COUPLED WITH

"SENTIMENTAL MUSIC"

MERCURY 5571 • 5571X45

Raves! Raves! Raves!

FROM COAST TO COAST

FOR

VIC DAMONE

and his thrilling rendition of

"Tell Me You Love Me"

Adapted from Leoncavallo's

PAGLIACCI



Packaged in beautiful three-color sleeve

Orchestra conducted by GEORGE SIRAVO

MERCURY 5572 • 5572X45

JUST RELEASED!



"The Aba Daba Honeymoon"

RICHARD HAYES

AND

KITTY KALLEN

FLIP SIDE

"I DON'T WANT TO LOVE YOU"

MERCURY 5586 • 5586X45

MOVING UP FAST!



"MAY THE GOOD LORD BLESS AND KEEP YOU"

FRANKIE LAINE

Flip Side — "DEAR, DEAR, DEAR"

MERCURY 5580 • 5580X45

TINY HILL

AND HIS ORCHESTRA

"Everybody Loves That Hadacol"

COUPLED WITH

"DON'T MAKE LOVE TO MARY"

(WITH MABEL ON YOUR MIND)

MERCURY 5543 • 5543X45



ALSO AVAILABLE "MOCKIN' BIRD HILL" "IF YOU GOT THE MONEY"

MERCURY 5552 • 5552X45

CLYDE McCOY

AND HIS ORCHESTRA

"STACK-O-LEE"

COUPLED WITH

"WHEN YOU'RE SMILING"

MERCURY 5551 • 5551X45



Also available

"WAIT FOR ME"

"MEMPHIS BLUES"

MERCURY 5550 • 5550X45

Lew Douglas

AND HIS ORCHESTRA

AND

SKIP FARRELL

"THE SEVEN WONDERS"

(OF THE WORLD)

AND

"SAID MY RIGHT EYE TO MY LEFT EYE"

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MORE CURRENT BEST SELLERS

5575 AND 5575X45 TONY FONTAINE BRING BACK THE THRILL VISION OF BERNADETTE

5565 AND 5565X45 VIC DAMONE IF YOU AND YOUR BEAUTIFUL EYES

5567 AND 5567X45 EDDY HOWARD AND HIS ORCHESTRA PENNY A KISS, PENNY A HUG I STILL FEEL THE SAME

5570 AND 5570X45 RALPH MARGERIE AND HIS ORCHESTRA SO LONG HERE'S TO HAPPINESS

5573 REX ALLEN ROVING KIND WRECK OF THE JOHN B

5576 AND 5576X45 EDDY HOWARD AND HIS ORCHESTRA LITTLE SMALL TOWN GIRL WHEN YOU RETURN

5574 AND 5574X45 TONY FONTAINE A FRIEND OF JOHNNYS TO LOVE YOU IS MADNESS

5547 AND 5547X45 TINY HILL HOT ROD RACE LOVE BUG ITCH

6304 LULU BELLE and SCOTTY SHENANDOAH WALTZ MY HEART CRIES FOR YOU

6297 REX ALLEN YOU DRIFTED I AIN'T GONNA CRY NO MORE

5564 AND 5564X45 KITTY KALLEN and RICHARD HAYES GET OUT THOSE OLD RECORDS IT'S NO SECRET



BEST SELLERS

POPULAR

<p>★ TERRY SHAND 15091 WALKING ON THE GREEN GRASS SEA ROVIN' COWBOY</p> <p>★ JOHNNY LONG 15092 WHO-ZITS FROM MASSACHUSETTS ANY TIME IS SWEET-HEART TIME</p>	<p>15081 ONCE YOU FIND YOUR GUY I DON'T CARE</p> <p>★ MARGARET PHELAN 15089 HALF AS MUCH FLIRTIN' THINKING OF YOU</p> <p>★ ANDY IONA 15086 HAWAIIAN INTERLUDE I LOST MY IRISH HEART (IN HAWAII)</p>
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FOLK-WESTERN

<p>★ MOON MULLICAN 917 THE LEAVES MUSTN'T FALL I WAS SORTA WONDERIN'</p> <p>★ HAWKSHAW HAWKINS 918 TEARDROPS FROM MY EYES I LOVE YOU A THOUSAND WAYS</p> <p>★ REDD STEWART 921 PEEK-A-BOO I'VE DECIDED</p> <p>★ HANK PENNY 924 THE SOLITARY BLUES TELL ME ALL ABOUT GEORGIA</p>	<p>★ WAYNE RANEY 914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME REAL HOT BOOGIE</p> <p>910 PARDON MY WHISKERS OLD FASHIONED MATRIMONY IN MIND</p> <p>★ AL DEXTER 913 DIDDY WAH BOOGIE YOU'VE BEEN CHEATING, BABY</p> <p>★ DELMORE BROTHERS 927 I LET THE FREIGHT TRAIN CARRY ME ON PLEASE BE MY SUNSHINE</p> <p>★ CLYDE MOODY 922 SIX WHITE HORSES IVY</p>
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SEPIA-BLUES

<p>★ WYNONIE HARRIS 4415 PUT IT BACK TRIFLIN' WOMAN</p> <p>★ IVORY JOE HUNTER 4424 FALSE FRIEND BLUES SEND ME, PRETTY MAMA</p> <p>★ BULL MOOSE JACKSON 4422 WITHOUT YOUR LOVE HAVE YOU NO MERCY</p>	<p style="text-align: center; font-size: 2em; font-weight: bold;">Federal</p> <p>★ THE DOMINOES 12001 DO SOMETHING FOR ME CHICKEN BLUES HARBOR LIGHTS "NO!" SAYS MY HEART</p> <p style="text-align: center; font-weight: bold;">DELUXE</p> <p>★ ROY BROWN 3311 DOUBLE CROSSING WOMAN TEEN AGE JAMBOREE 3306 DREAMING BLUES LOVE DON'T LOVE NOBODY</p>
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RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

• Continued from page 24

Daniel, to his Smoky Mountaineers at WSB, Atlanta, according to *Cotton Carrier*.

Clay Eager and Roy Soosbey are working at Renfro Valley, Ky., which airs over WHAS, Louisville. Eager was formerly with the Trailblazers at WLW, Cincinnati. . . . **Pee Wee King** (Victor) has opened his own Western ballroom, the Greyhound Rancho, across the Indiana border, 10 minutes from Louisville. King fronts his *Golden West Cowboys* there Friday and Saturday nights. **Frankie More** is now with King as contact man and assistant manager of the outfit. More coincidentally was King's boss in 1935, when both worked with the *Log Cabin Boys* over WHAS, Louisville. . . . **J. L. Frank**, the p.m., has purchased a new home in Nashville. . . . **Redd Stewart** (King) and **PeeWee King** have been inked by BMI as a song-writing team. Their current song is "Peek-A-Boo." . . . **DeeRay Williams**, who last had a band at KIND, Independence, Kan., has enlisted in the Army Air Forces and left for active duty January 4. . . . **Ira Leslie**, WVOK, Birmingham, reports the station has added the Alabama Yellowhammers. . . . **Franke Page**, KWKH, Shreveport, writes that **Johnny Johnson** and the *Sandy Mountain Boys* and the *Carolina Sunshine Girls* have joined the "Louisiana Hayride."

Happy Wilson, formerly at WAPI, Birmingham, has been touring the U. S. with **Lash LaRue**, in conjunction with the latter's latest flickers. Wilson has done four films with LaRue and will do more pix in the future. He is now residing in Marietta, Ga. . . . **Frankie Starr** (4 Star) is now at KTYL, Mesa, Ariz. . . . **Arkie Shibley** (Gilt Edge) has cut a follow-up to his recent hit called "Hot Rod Race No. 2." . . . **Slim Watts** and **Boyd Whitney**, KTRM, Beaumont, Tex., have inked with 4 Star.

PeeWee Suggs, electric guitar with **Slim Rhodes**, WMC, Memphis, has entered the service. . . . **Joe Nicholas**, Palmer, Mich., and **Freeman Kitchens**, Drake, Ky., have started the National Hill-billy Record Collectors' Exchange. . . . **Earl (Grandpappy) Davis**, formerly with WNOP, Newport, Ky., and more recently at WVLK, Versailles, Ky., starts a four-hour per day show soon at WBOK, New Orleans. Station opened January 30.

Disk Jockey Doings

Art Young and **Donna Lee** have left WXRA, Kenmore, N. Y., and are mulling several other offers. . . . **Sue Thompson**, whose dinking of "If You Want Some Loving" on Mercury shows signs of moving out, has been inked by Mercury. She recently joined **Dude Martin's** gang at KYA, San Francisco, after winning an amateur contest sponsored by Martin, who left Victor six months ago to go with Mercury. . . . **Smokey Wallace** is doing a location job with his band at the Kollege Keg, Indianapolis. Band line-up includes **Jack Blain**, bass; **Bobby Phillips**, lead and take-off; **Marvin Kirkman**, steel, and **Wallace**, rhythm and vocals.

Cliff Rogers, WHKK, Akron, reports that his station has started airing a new live h. b. talent show Friday nights to feature **Ernie Benedict** and the *Range Riders*, of WGAR, Cleveland; the **Kendall Sisters**, Smiley and **Sue**; **Eddy Wayne** and others, with Rogers as emcee. Guests will be used every other week to augment the show. . . . **Lee Sulton**, KMA, Shenandoah, Ia., is working a three-hour jamboree every Saturday night in Shenandoah, and a four-hour show in Council Bluffs, Ia., twice a month at Moose Auditorium, in addition to his disk segs. . . . **Don Davis**, WCKY, Cincinnati, has cut his first session in Nashville for Tennessee label. . . . **Higdon Brothers** have joined WTWA, Thomson, Ga., according to d. j.-station

(Continued on page 31)

Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	TALENT	RECORDING
EDDY ARNOLD May the Good Lord Bless and Keep You VICTOR 21-0425—Excellent country market coverage of the "Big Show" theme that's a pop comer.		85--86--85--84			
I'm Writing a Letter to the Lord Semi-religious ballad with patriotic overtones is effectively sung by the Tennessee Plowboy. Good coupling.		84--85--84--83			
KENNY ROBERTS May the Good Lord Bless and Keep You CORAL 64073—The "Big Show" theme gets a straightforward c & w rendition from Roberts. A fine waxing.		84--84--84--84			
Wide Is the Gate A sentimental country ballad gives Roberts the opportunity to exhibit his yodeling prowess.		79--79--79--79			
DON GIBSON (King Cotton Kinfolk) I Love No One But You VICTOR 21-0424—Promising country chanter sings warmly on an unimpressive love ditty.		63--63--63--63			
Carolina Breakdown String band handles a hoe-down instrumental with spirit. Fine country dance disk.		76--78--75--75			
VALLEY RANCH BOYS Marmaduke Horn Pipe SHO-ME 5H 502—Danceable dinking by the string band.		70--71--70--70			
Flopped Mule Similar instrumental.		70--71--70--70			
"SKEETS" YANEY Forever and Always MGM 10894—Ordinary country love ballad is handled in duet style with Yaney and Evelyn Wilson supplying the close harmony.		64--66--64--68			
I'm Not Alone Yaney shows much promise on a torcher done in waltz tempo. Tune has some pop potential.		65--67--65--69			
RED SOVINE Billy Goat Boogie MGM 10887—A catchy tag sells this country boogie of the "Cincinnati Dancing Pig" genre. Sovine and ork give it a spritely go.		76--76--76--76			
Big Dipper Less effective is this country novelty born out of the rhythm and blues school.		72--72--72--72			
LENNY DEE (D Men) You Are My Sunshine DECCA 46288—The c & w standard is treated to Dee's amazing organ technique with the aid of a rhythm lacking. Fine instrumental.		79--78--78--82			
Walking the Floor Over You Another c & w oldie serves as the basis for highly original Dee organ work. Good juke coupling.		79--78--78--82			
BENNIE HESS (His Nation's Playboys) Texas Stars OPERA RECORD 1019—Hess, who sounds a bit like Tubbs, projects in an effective back-country style on this ballad about the soldier who promises to return.		67--67--67--67			
It's So Hard To Bear Routine country torcher makes an unimpressive side.		47--47--47--47			
BETTY JO (Saddle Chaps) Boostin' Houston TREL T 777—Amateurish chamber-of-commerce ditty about the glories of Houston. Thrush sings it well, but it's of strictly localized appeal, if that.		40--40--40--40			
As Long as I Have My Dreams Pop waltz is a flimsy, unprofessional item. Again, gal sings creditably.		45--45--45--45			
LEFTY FRIZZELL Shine, Shave, Shower COLUMBIA 20772—Frizzell has potent sequel to his "If You've Got the Money" in this bright novelty bouncer. Easy beat should help attract sprightly play.		84--85--83--84			
Look What Thoughts Will Do A lesser effort by Frizzell on a ballad which he does in backwoods fashion.		71--73--70--70			
FLOYD TILLMAN I'm Falling for You COLUMBIA 20771—Tillman applies his distinctive warbling style to his newest ballad, a fine ditty but one with basic pop appeal. Singer-writer's followers will want.		78--78--78--78			
Each Night at Nine Another Tillman ballad, this one somewhat less impressive, is done up effectively by the singer-cleffer.		75--75--75--75			
DOTTIE DILLARD The Lovin' You Continu'ly Blues CORAL 64075—A fine beat item in the c & w vein is done in handsome style by Miss Dillard. Warble could have stood a lot more moxie tho. A pleasant dinking.		76--79--75--75			
I've Cried a Salty River Over You Another rhythm novelty item is treated with the same pleasant, tho unspectacular, style by the thrush. The Owen Bradley unit's support propels a big beat.		74--77--70--74			
PINETOPPERS (Beaver Valley Sweethearts) Metro Polka CORAL 64074—A bright polka is done up crisply by this backwoods style group with a girls' group vocal. Crisp beat and happy spirit should draw dancers' coin. Could catch pop coin as well.		84--85--83--85			
Waltz of the Roses The backwoods group gets a zither-like sound with its guitars and mandolins as it tackles an appealing Viennese-type waltz. Sturdy juke box stuff here. Pop spinners could pick up on this item as well. Strong coupling here.		82--83--80--83			
JIM BOYD From Here On (It's All Up to You) VICTOR 21-0418—Boyd chants a so-so ballad, while combo lays down a steady dance beat.		58--56--58--60			
The Big "D" Boogie Not a boogie, but an up-jingle in dance format, praising the charms of Dallas.		62--62--60--64			
CHARLIE MONROE Neath a Cold Gray Tomb of Stone VICTOR 21-0417—Monroe chants and string combo plays in the real back country style on this up-tempo weeper about a dead sweetheart. Routine item for the linsey-woolsey trade.		64--64--66--62			
Good Morning to You Charming little ditty tells a love story with a happy ending. Good back-country side.		72--72--74--70			

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THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

Based on reports received January 24, 25 and 26

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

POSITION	Weeks Last	This to date	Record	Artist	Label
15	1	1	TEARDROPS FROM MY EYES Am I Making the Same Mistake Again?	Ruth Brown	Atlantic 919-BMI
15	2	2	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
12	3	3	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
18	4	4	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
2	8	5	LITTLE RED ROOSTER	M. Day-Griffin Bros.	Dot 1019-BMI
6	6	6	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237-BMI
5	5	7	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766-BMI
3	8	8	TELEPHONE BLUES	F. Dixon	Aladdin 3075
3	7	9	ROCKING WITH RED	Piano Red	V(78)22-0099; (45)50-0099
19	8	9	BLUE SHADOWS	L. Fulson	Swingtime 226

Most Played Juke Box Rhythm & Blues Records

Based on reports received January 24, 25 and 26

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

POSITION	Weeks Last	This to date	Record	Artist	Label
11	1	1	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
10	2	2	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
15	3	3	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
6	5	4	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766-BMI
18	4	5	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
2	7	6	TELEPHONE BLUES	F. Dixon	Aladdin 3075
3	8	7	MOTHER EARTH	Memphis Slim	Premium 867
7	9	7	BESAME MUCHO	Ray-O-Vacs	Dec(78)48162; (45)9-48162-BMI
1	—	9	LEMONADE	L. Jordan	Dec(78)27324; (45)9-27324
7	—	10	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
1	—	10	DO SOMETHING FOR ME	Dominoes	Federal 12001

Advance Rhythm & Blues Record Releases

Blues With a Beat—Griffin Brothers Ork (Griff's) Dot 1020	I Won't Cry Anymore—Little Jimmy Scott (I'll Be) Roost 615
Broken-Down Piano—Sugar Chile Robinson (I'll Eat) Cap 1386	I'll Be Seeing You—Little Jimmy Scott (I Won't) Roost 615
Gee, Baby—Johnny Otis (Mambo) Savoy 777	I'll Eat My Spinach—Sugar Chile Robinson (Broken) Cap 1386
Griff's Boogie—Griffin Brothers Ork (Blues) Dot 1020	Mambo Boogie—Johnny Otis (Gee, Baby) Savoy 777
I Ain't Got No Gal No More—Ivory Joe Hunter (I Found) MGM 10899	My Heart Cries for You—King Odum Four (What) Derby 754
I Found My Baby—Ivory Joe Hunter (I Ain't) MGM 10899	What a Wonderful Feeling—King Odum Four (My Heart) Derby 754
I Gotta Find My Baby—Eddie Boyd (Why) Regal 3305	Why Don't You Be Wise, Baby?—Eddie Boyd (I Gotta) Regal 3305

RHYTHM & BLUES NOTES

By HAL WEBMAN

Norman Granz is in Europe to investigate the plans for the "Jazz at the Philharmonic" (JATP) unit's contemplated tour of the Continent. JATP is skedded for a tour in the spring, with the kick-off date reported as March 11. The regular JATP entourage, which features Flip Phillips, Lester Young, Buddy Rich, Ray Brown, Hank Jones, etc., will be augmented with thrush Ella Fitzgerald if the plan materializes. The tour originally was due to start March 1 but the canary, impatient to wait for confirmation, was booked to play the Blue Note nitery in Chicago for two weeks beginning February 15.

Blues chanter Jimmy Witherspoon will come East to headline the show at the Howard Theater in Washington, for the week of March 8. . . . The George Shearing Quintet has been booked for a couple of West Coast location dates; the group opens at the 150 Club in San Francisco April 10 for two weeks and follows that with four weeks at the Tiffany nitery, a new Los Angeles cafe, kicking off April 24. Shearing's group will pull down \$3,750 per week for these jobs.

The Delta Rhythm Boys are skedded for a tour of the Continent in late spring. They leave for Europe in May and will work in England and France. . . . Regent Music's Harry Goodman picked up a couple of r. and b. ditties from the Fortune pubbery on the West Coast; the tunes, both of them recorded by warbler Allen Green, are "Am I To Blame?" and "No Cryin' Blues." The latter tune was done on the Mercury label and "Blame" on the Zodiac label. "Blame" also was recorded by the Red Caps on RCA Victor. . . . Nat (King) Cole heads back to New York for a series of TV guest shots between February 23 and March 9.

Charlie Parker is reorganizing his string troupe for an extended nitery tour which will kick off in mid-February with a one weeker at John Brown's, Pittsburgh. Parker's ork will then move to Buffalo to play a week at the class Town Casino nitery beginning February 19. The ork also is booked for a week at the Paradise Theater, Detroit, for the week of March 2. Tour is being booked thru Shaw Artists Corporation location man, Irving Siders. . . . Gospel Shouter Marie Knight will play 32 dates thru Texas during March; a number of the engagements are two-a-day jobs split between a pair of neighboring communities.

Roy Milton and ork in at the Last Word Cafe, Hollywood, Friday (26) for three weeks. . . . Specialty's Joe Liggins has moved into the Basket Room, Hollywood, for an unlimited stay. . . . Pee Wee Crayton and his Modern Records band playing Hollywood and San Diego dates. . . . Modern got the year off to a good start with the release of 11 disks, five of them on its affiliate label, R.P.M. New platters include slicings by B. B. King, Chuck Rodgers, Memphis Eddie, the Nick Nacks, Jimmy McCracklin, Pee Wee Crayton, Floyd Dixon, Jimmy Dolan, Roy Hawkins and Joe Hill Louis. Diskery has inked J. C. White, Memphis blues warbler. . . . Eddie Mesner, of Aladdin, has extended his talent and tune inket to the Northeast and South.

Coleman Hawkins and his group will open at the Birdland nitery New York, February 1 for a week. Johnny Hodges, erstwhile Duke Ellington lead altoist, inked a Mercury disking paper and already has sliced his initial wax. . . . Eddie Heywood has reorganized his small ork, disbanded for the past four years, and will break it in on a date at Cafe Society in New York. His original ork earned its rep in this spot. The group opens in the spot February 1 for four weeks. The new ork has no management affiliation; bookings are being made on a free-lance basis, with Mort Davis serving as the 88-er's personal advisor.

The Ravens are on a one-

nigher tour thru the Southern States. Group is skedded for a date at Middlebury College, Middlebury, Vt., February 23 and will receive \$2,000 for the one-nighter. . . . Arnett Cobb and crew will hold down the podium at the Beachcomber nitery, Wildwood, N. J., for 10 weeks begin-

ning July 2 and at \$1,750 per stanza. . . . Louis Jordan takes his entire show, line of girls and all, into New York's Paramount Theater May 2 for a couple of weeks. . . . Herman Lubinsky, Savoy diskery topper, and his artists and repertoire man, Lee Magid, left for an extended tour of the South. First stop will be at Atlanta, where they will record a group of newly inked artists for the first time. Talent includes Chuck Willis, Zilla Mayes and vet disk artist, Billy Wright. (Continued on page 28)

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Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

THE BILLBOARD Music Popularity Charts

DOT'S HOT

POPULAR

- "WITH ALL MY LOVE"
and
"CHIEF, TURN THE HOSE ON ME"
by the Cap-Tans
DOT 1018
- "ALABAMA JUBKEE"
and
"MEMPHIS BLUES"
by John Maddox and
Rhythmasters
DOT 1023
- "CRAZY BONE RAG"
and
"ST. LOUIS TICKLE"
by John Maddox and
Rhythmasters
DOT 1005
- "I GET THE BLUES WHEN IT RAINS"
and
"HULA BLUES"
by John Maddox and
Rhythmasters
DOT 1012
- "I'M SO CRAZY FOR LOVE"
and
"HONEY DIP"
by the Cap-Tans
DOT 1009
- "IF I SHOULD NEED YOU"
and
"OLD HOME TOWN"
by Jim Wilson with Ann Carr
DOT 1025
- "BONAPARTE'S RETREAT"
and
"HOT PEPPER"
by Margie Day with
Griffin Bros.' Orch.
DOT 1024

FOLK & WESTERN

- "THIS SIDE OF HEAVEN"
and
"FADED LOVE"
by Andy Wilson
DOT 1021
- "I HOPE I DON'T LIVE LONG
ENOUGH" (TO LOSE YOU)
and
"CORN'S A-POPPIN'"
by Bob Lamm
DOT 1028
- "NO TEARS FOR YOU"
and
"I'M GONNA LOCK MY HEART TO
LOVE"
by Bob Lamm
DOT 1017
- "JUKE BOX BOOGIE"
and
"YOU TALK IN YOUR SLEEP"
by Big Jeff and Radio Playboys
DOT 1004
- "MEAN OLD BOOGIE"
and
"DRIFTERS SPECIAL"
by George Toon and
the Tennessee Drifters
DOT 1002
- "BOOGIE BEAT RAG"
and
"HONEST HEART"
by George Toon and
the Tennessee Drifters
DOT 1001
- "LOVE OR INDIGESTION"
and
"CHATTANOOGA STOMP"
by Cuzzin Clem & the
Country Cousins
DOT 1007
- "THAT THERE GAL O' MINE"
and
"OLD MELLOW MOON"
by George Toon and
the Tennessee Drifters
DOT 1008
- "DEAR DADDY UNCLE SAM"
and
"WHEN I WAS JUST THIRTEEN"
Billy Scott
DOT 1014

SPIRITUALS

- "I DON'T KNOW WHY I HAVE
TO CRY"
and
"WHEN I MOVE IN THE ROOM"
by the Fairfield Four
DOT 1022
- "TREE OF LEVEL"
and
"JESUS MET THE WOMAN"
with Fairfield Four
DOT 1003
- "IN THE WILDERNESS"
and
"LET ME TELL YOU ABOUT JESUS"
by the Fairfield Four
DOT 1011
- "I'LL TELL THE WORLD"
and
"IN THE UPPER ROOM"
by the Fairfield Four
DOT 1015

Write, Wire, Phone **DOT RECORDS** GALLATIN, TENN. PHONES 880-881

RHYTHM AND BLUES NOTES

Continued from page 27

... Slim Gaillard will record some sides for the Atlantic diskery.

A contractual hassle developing between Shaw Artists Corporation and General Artists Corporation was settled rapidly last week when the American Federation of Musicians put the stamp of approval on the Shaw management pact with Johnny Hodges, a deal which was completed only last week. GAC had claimed a prior commitment on the star Duke Ellington altoist. Hodges apparently is set to cut out of the Ellington band to try it with his own group. SAC has set him for a series of night spots starting with the Blue Note, Chicago, for two weeks beginning March 9. Hodges' unit also will work Detroit, Philadelphia, Boston and Providence. Group is booked thru June.

George Shearing Quintet's debut at Town Casino, Buffalo, was successful enough to warrant the nitery's buying the group back for shots in June and September. Little Esther's first date for Sid Nathan's King diskery was done with Nathan's recently inked vocal group, The Dominoes. Group's initial diskery for Federal, the King affiliate, "Do Something for Me," is showing in the best-seller charts after only a month on the market.

Thrush Ida James will slice a brace of waxings for Columbia Records; her first date will be held Wednesday (31). Dinah Washington has been packaged with Earl Bostic's ork for a lengthy cross-country one-nighter tour by Universal Attractions. Package kicks off in March with the rounds of Eastern theater dates—the Apollo, New York; Howard, Washington, and Royale, Baltimore—and then will swing westward. Tour will wind up for Dinah with a three-week date at the Oasis nitery, Los Angeles, beginning May 25. Thrush will draw \$2,500 per week at the nitery plus a percentage of the door charges.

Worries Piled Up

Continued from page 10

shortage of pulp, however, it is reported.

In short supply, and on the critical list, are such necessities as titanium and chlorine—both high-priority substances.

As to the hike in labor costs, the Amalgamated Lithographers are currently discussing effectuation of a cost-of-living increase with the Metropolitan Lithographers Association, the local trade group. The union contract includes automatic hikes based on fluctuations in cost-of-living indices, and the men are asking for one such raise now.

The prospect of a price rollback, if the rollback date is January 1, doesn't jeopardize the printing business's current price scales, since the last raise was effected before January 1. (The raise came in late December, the second of two increases within three months.)

Five-Day Week

Continued from page 11

lopped off one night, now working four nights per week. The Martinique cut from seven to six nights. Oh Henry, Willow Springs, remains at five nights per week, but hours of operation have been cut.

Biggest percentage of ops to cut their music cost was in the lounge field, where ops not only cut one night, but in many cases pro-rated new pacts to five days of operation, where the unit was contracted for above scale. As a result, entertaining type cocktail units and singles were the only music segment to feel a pinch.

When the six-day week was initiated by the AFM about 11 years ago, the move was pioneered in Chicago. James C. Petrillo, who doubles as AFM national proxy and proxy of Local 10, often uses the Chi local as an incubator for new union ideas.

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

LABEL AND NO.	ARTIST	COMMENT TUNES	REVIEWED	DISC JACKET	RELEAS	POPULAR
	JIMMY GRISSOM					
	Once There Lived a Fool	HOLLYWOOD 143—This is the original diskery of this very strong blues ballad and looks like a big one. Grissom does a penetrating sympathetic job with it.	86	86	86	86
	I'll Still Keep Loving You	Warbler turns in another prime job, but ditty is not up to file.	70	70	70	70
	BUDDY JOHNSON ORK (Arthur Prysock)					
	let	DECCA 27416—Prysock's first-rate chanting sets this nicely tempoed beguine. Tune's the Harry Revel melody with new Benjamin-Weiss lyrics, and a likely number in the exotic manner.	83	83	83	83
	No More Love	(Ella Johnson) Up blues-ballad is thin in substance; performance doesn't add anything.	60	60	60	60
	DUSTY BROOKS & HIS TONES (Ray Wheaton)					
	Cryin' to Myself	COLUMBIA 30236—Wheaton chants this strong Cecil Gant, blues in a persuasive, attractive bary, backed by smooth rhythm combo.	66	67	66	68
	Once There Lived a Fool	One of many carbons of the original Jimmy Grissom side. Effective, but too like the successful original.	60	60	60	60
	CHARLES BROWN					
	Texas Blues	ALADDIN 3071—Lyric doesn't ring true in this slow blues, the Brown chants up to form, backed by tender sax and rhythm.	64	64	62	66
	How High the Moon	Brown does the pop anthem strictly straight and slow, as a ballad. Hard to see special demand at this time.	64	65	64	63
	THE ORIOLES (Sid Bass Ork)					
	You Are My First Love	JUBILEE 5051—Group glides thru a fine ballad of some years back in winning form. String backing lends extra romance.	84	84	84	84
	I Miss You So	More in blues tradition and feeling this slow ballad job makes a good backing.	82	82	82	82
	LIONEL HAMPTON					
	Please Give Me a Chance	DECCA 27401—Small group, featuring Hamp's vibes and an organ backs a soulful, pleading vocal by Jimmy Scott, who somehow gets no billing. Tune's strong; side could score.	83	83	83	83
	Perdido	The warbler on this treatment of the jazz tune with lyrics is Dave Howard, a bary with a big vibrato. Side, with big band, doesn't move.	62	62	60	64
	ERSKINE HAWKINS ORK					
	After Hours	CORAL 60361—Ace Harris does a great job at the keyboard, re-creating the memorable Avery Parrish plus piano solo, a big record 10 years ago. Could happen again.	84	84	83	85
	Tuxedo Junction	The ork does another repeat on an old hit. Doesn't register like flip, however.	77	77	76	78
	PINEY BROWN					
	How About Rocking With Me	APOLLO 423—Brown shouts hard and handsome on a good-rocker, with combo swinging and stomping in back.	77	77	76	78
	Lovin' Gal Blues	Change of pace here for a smooth and easy slow blues vocal. Nice trking, featuring fine muted trumpet obligate.	73	73	72	74

LET Clarence Green MOVE YOU
with
"HARD HEAD WOMAN" PEACOCK #1557
Backed by
"UNTIL THE END"
GOOD NEWS

Smilin' "Smoky" Linn
"UNFAITHFUL WOMAN" PEACOCK #1555
Backed by
"GOIN' BACK HOME"
A WOW

STILL GOING STRONG
"OUR FATHER" PEACOCK #1550
Backed by

"MOVE IN THE ROOM WITH THE LORD"
Watch for New Spiritual Release, Jan. 20—#1551

New Releases—In January—Blues & Boogies

Harry Johnson—
"None Can Take Your Place"
"My Baby Is Coming Home" Peacock #1560

Willie "Doc" Jones—
"Wolf Song"
"Do You Want To Roll?" Peacock #1540

Willie Mae Thornton—
"I'm All Fed Up"
"Partnership Blues" Peacock #1567

Phones OSage 39461 ORchard 7861 **PEACOCK RECORDS, INC.** 4104 LYONS AVE. HOUSTON 10, TEX.

Modern's TOP HITS
"BLUES ALL AROUND ME"
by ROY HAWKINS Mod. 794
"I FEEL LIKE A MILLION"
&
"HEARTACHE BABY"
by JOE HILL LOUIS
Modern RECORDS hollywood

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined

Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.) 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
POPULAR					
DINAH SHORE-TONY MARTIN (Henri Rene Ork)					
In Your Arms VICTOR 20-4019—An adaptation from Offenbach's "Barcarolle," this lilting air is decorated with a beautiful blend by this expert couple; Henri Rene's orking supports wonderfully. Name power and performance should make this a biggie.	89--90--89--88				
A Penny a Kiss Another instance of superb performance blended with tasteful, imaginative orking enhances this infectious jingle bouncer. Rounds out what should be a powerful money coupling.	89--90--88--89				
DICK TODD					
Be Good to Your Father and Mother RAINBOW 20088—Todd and chorus serve up the piece of family advice in a slow waltz tempo. Backing and vocalizing are first rate. Real barber shop harmony brings on a nickel-stirring beery quality.	81--81--79--83				
Why Hurt Me Who Loves You Another waltz, this in a slightly faster tempo, gets another heartfelt Todd go with chorus backing.	75--75--75--76				
BOB NOMAN (Al Russ)					
The Brighter Became the Day RAINBOW 7777—Okay rhythm ballad is done in a danceable fashion by bary Norman. Russ ork supplies a clean, beautiful background.	72--74--72--70				
A Letter From Home Bary Norman sings effectively in the Jeffries-Eckstine fashion on an average ballad with good production supplied by an echo chamber'd fem voice and lush Russ orking.	74--76--74--72				
BUDDY WILLIAMS (Bob Manning)					
Sea of the Moon RAINBOW 8888—Williams ork, chorus and Manning team on the flick song with gratifying results.	72--73--72--71				
Listen to the Band Innocuous diskling of a light dance novelty.	68--69--68--67				

LABEL AND NO. ARTIST	COMMENT TUNES	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
HELEN O'CONNELL (Dave Cavanaugh)					
Gypsy Heart CAPITOL 1368—The ex-Jimmy Dorsey chirp impresses on an intriguing new ballad.	77--77--77--77				
Would I Love You? O'Connell and male group hand the new tune, breaking for a hit as a tango, a rhythm ballad reading that's illumined by a fine Dave Cavanaugh orking. Follows the old T. Dorsey "Green Eyes" formula.	79--79--79--79				
OWEN BRADLEY SEXTET (Don Estes)					
I Give You My Love CORAL 60360—Neither the rendition nor the material, a waltz ballad, impresses.	50--50--50--50				
Little Small Town Girl Okay chanting and orking of a striking ballad that's getting good record coverage. Interpolated recitation may help this one.	73--73--73--73				
MILLS BROTHERS					
You Don't Have To Drop a Heart to Break It DECCA 27400—Group does its usual warm and expressive job with an okay new ditty.	74--74--74--74				
Around the World Novelty ditty rings in a batch of place names in a number that mixes amour and geography. Boys do it well. Reminiscent of "Slow Boat to China." Pleasant and possible.	83--85--82--83				
JIMMY DORSEY ORK (Pat O'Conner)					
Lily of the Valley COLUMBIA 39138—A brisk, swingy production of a catchy oldie. Unison chanting, a Dorsey alto solo, Miss O'Conner's pleasant piping are featured.	83--85--82--82				
By Heck Fios instrumental in light swing style recalls the memorable Dorsey Brothers recording of this tune in 1933. Fine for spinners and dancers.	82--83--82--81				
KEN GRIFFIN					
San Antonio Rose COLUMBIA (33) 1-942—The organ favorite sails thru the country standard briskly, in an even, lively tempo. Good juke bet.	77--76--76--80				
Somebody Loves You Another steady, strong-beat rendition of a pop standard.	75--74--74--77				
PAUL WESTON ORK (Norman Luboff Choir)					
In Your Arms COLUMBIA (33) 3-39114—The "Barcarolle" adaptation gets a lush handsome production, with beautifully written choral work. If tune takes hold, this job should cash in.	85--85--85--85				
When You Return Pretty ork-chorus treatment of a lovely new ballad. Similar in setting and effect to Weston's "Nevertheless" and could score with equal potency.	86--87--86--85				
GENE MARVEY (Paul Taubman)					
Eili-Eili VITA-TONE A 9-10—To organ accompaniment, Marvey sings the traditional Yiddish melody in a pure, lyric tenor, with the usual sob effects but a minimum of fancy cantillation. A tasteful, engaging reading.	60--60--60--NS				
Kol-Nidre As with flip, Marvey does the liturgical masterpiece without cantorial embroidery, singing it for melodic, not stage values.	60--60--60--NS				
NAT KING COLE (Ray Charles Singers-Joe Lipman Ork)					
Jet CAPITOL 1365—The exotic Harry Revel "perfume" melody is set here with a sophisticated lyric. Cole sells it ingratiatingly to a brisk beguine beat while ork and choir make high flown angel music in back.	88--89--88--88				
The Magic Tree (Les Barter Chorus & Ork) Cole unfolds a happy fable set to music. Much warmth in the song and the singing.	86--87--86--85				

(Continued on page 30)

AMERICA'S FAVORITE LATEST RELEASE

KATE SMITH

"YOU TELL ME YOUR DREAM"

"SWEETHEART OF SIGMA CHI"

NATIONAL 9140

GOING STRONG!

"LITTLE BITTY BABY"

NATIONAL 9139

"AVE MARIA"

"THE LORD'S PRAYER"

NATIONAL 9138

ORDER FROM YOUR NEAREST DISTRIBUTOR
NATIONAL DISC SALES
1841 BROADWAY, N. Y. 22, N. Y.

Give TO CONQUER Cancer



AMERICAN CANCER SOCIETY

1951's First Great Hit!.....

"W.F."

backed by ...

"WHEN YOU RETURN"

sung by ...

Billy Eckstine

on **MGM 10896**

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

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DIGEST	REVIEW	CRITIC
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Continued from page 30

POPULAR

HARRY JAMES ORK (Dick Williams) Can't Wait COLUMBIA 333 1-940—James and ork trip lightly thru a rhythm novelty, with boy vocal. Unexceptional side.	66--67--66--65
Out of the Dark Slow instrumental rendition of a color piece. Pretty, but not commercial.	64--66--63--62
GORDON MAC RAE Love Means Love CAPITOL 1374—MacRae grapples dutifully with a flimsy rhythm novelty obviously inspired by those beer ads about multiple word meanings	64--66--64--62
Wait for Me Warbler waxes with great warmth and presence in a sensitive reading of a charming new waltz ballad. Frank DeVol orking has style and quality.	85--86--85--84
ERROLL GARNER Lover COLUMBIA 39100—Garner smokes up a storm in an up treatment of the evergreen. His left and the work of John Simmons on bass and Shadow Wilson on traps swing the side excitingly.	74--74--74--74
People Will Say We're in Love The stylish 88'er slows down for one of his typical tantalizers on the "Oklahoma" ballad.	71--72--71--70
JERRY GRAY Say It With Your Kisses DECCA 27402—Tommy Traynor sings engagingly as the Gray ork puts the Miller sound to an okay ballad.	73--77--74--69
Would I Love You? Okay dance band coverage of the strong new tango-tempo ballad. Traynor handles the vocal.	75--79--76--71
BLUE BARRON ORK (Bobby Beers-Betty Clark) Till the End of the World With You MGM 10891—A fine mood disk of an attractive ballad with a "Till We Meet Again" flavor; Bobby Beers and Betty Clark blend neatly for the duet vocal. If it catches, tune and slicing could be big.	86--87--86--86
At a Perfume Counter The old "Rue de la Paix" bouncer is trimmed up neatly for dancers by the Barron organization.	78--80--75--78

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DIGEST	REVIEW	CRITIC
SARAH VAUGHAN (Ted Dale Ork) I'm Gonna Sit Right Down and Write Myself a Letter MGM 10890—A previously unreleased Musicraft slicing of the rhythm item made famous by Fats Waller is handed a fine go by Sarah. Her fan following will want.	77--79--77--75				
I'm Through With Love (George Treadwell Ork) One of the thrush's best-known diskings from the Musicraft batch is re-released and still reflects the fineness of the thrush's style in that period.	72--75--72--70				
TED STRAETER Take Off the Coat MGM 10889—Straeter, certainly one of the most stylized of singers, tackles a sophisticated show tune from "Bliss You All"; he plays a couple of bars at his 88 as well.	64--70--63--60				
Use Your Imagination Straeter's breathless style delivers a neat go on this pretty Cole Porter ballad from "Use Your Imagination." Tasty etching. Coupling could score with the smart set.	71--75--70--69				
BUDDY WEED TRIO Little Small Town Girl MGM 10895—Intimate trio treatment of this simple glowing ballad accents the melodic lines neatly; Weed sings it warmly in a style not unlike Joe Mooney's.	74--77--73--73				
Road Closed, Bridge Out, Detour Another tasty performance of a ballad with an imaginative idea but one which will be difficult to accept.	62--65--60--60				
LEROY HOLMES ORK (Ray Charles) In Your Arms MGM 10892—Crisp swing reading of the adaptation of Offenbach's "Barcarolle;" Ray Charles delivers a fine Torme-ish vocal chorus.	70--74--67--70				
Lying in the Hay (The Starlings) Another tasty orking job by Holmes on a pleasant bouncer spots an uneven group vocal.	61--64--60--60				
ELMO TANNER AND DIXIELANDERS Whistlin' Paper Boy MGM 10886—Bright ditty is a lineal descendant of "Chattanooga Shoe Shine Boy;" etching doesn't stack up for much potential.	62--64--60--61				
Candy Lips Tempo shifts from two to Latin as Elmo switches from vocal to his whistling on this lightweight ditty.	55--55--54--56				
LEE BROTHERS (Paul Weston Ork) Hullabaloo COLUMBIA 39136—New male vocal group, fashioned after the Ames Brothers, get off a rousing rendition of the novelty. Weston ork backing is bright and rhythmic.	70--70--68--72				
If It Hadn't Been for You Group displays some good harmonizing on a new ballad that typical Tin Pan Alley.	72--72--70--74				
STAN FREGBERG John and Marsha CAPITOL 1356—The vaude, club routine used by comics as a take-off on soap operas could be the next hunk of wacky wax to break for a big novelty hit. Infectious gang listening stuff with party record qualities.	87--88--88--85				
Ragtime Dan Fregberg uses his natural voice to chant a rhythmic ragtime ditty of little import.	63--63--63--63				
JAN GARBER Velvet Lips CAPITOL 1375—The likely new ditty is agreeably dispensed by Bob Grabeau and male trio as Garber's crew slices a pleasant dance background.	75--75--75--75				
Tie Me to Your Apron Strings Again Grabeau and trio handle the vocal neatly on an opus dedicated to mother.	68--68--67--68				

(Continued on page 72)

From now on:

SCOTTY GRAHAM

TAKES OVER!!
Listen to his two-fisted HIT on NATIONAL 9141

"EASY TO SAY"

"SUNNY SIDE OF THE STREET"

GALLI SISTERS

GREATEST POLKAS TO DATE on NATIONAL 9143

"HUG YOUR JUG"

"HOOSHA SHOOSHA"

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THE PEAK OF MUSICAL DISTINCTION

"A TOAST TO HAPPINESS"
Flip
"WHEN YOU'RE SMILING"

by
Bernie Mann and his All-American Band
Tower Record 1493

TOWER RECORDS

100 E. OHIO ST., CHICAGO 11, ILL.

"LAST NIGHT MY HEART CROSSED THE OCEAN"

Words and Music by CLIFF SUNDIN and JIMMY KENNEDY

Chord names for Guitar Symbols for Chords

Moderato

PIANO

REFRAIN (slowly, with expression)

LAST NIGHT MY HEART CROSSED THE O - CEAN, to be

Last night two

near some one dear to me,

In the way they were meant to

hearta were to - geth - er

Three lit - tle words of de - vo - tion -
be.

in the voice that so well I knew,

and the dream in my

LAST NIGHT MY HEART CROSSED THE O - CEAN,

you

ARM was you.

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

LET ME IN..... Bobby Wayne..... London 973
A bang-up gang treatment of an alternating-verse-and-refrain ditty, with Wayne warbling well in front of a strong arrangement. This side has sleeper potential.

YEAH, YEAH, YEAH..... Louis Prima..... Robin Hood 105
Prima has a very likely follow-up to his "Oh, Babe" click in this fine chunk of rocking boogie-woogie material, done with dash and animation.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. DOWN IN NASHVILLE, TENNESSEE.....Dinah Shore.....Victor 20-4015
2. ACROSS THE WIDE MISSOURI.....Hugo Winterhalter Ork.....Victor 20-4017
3. WOULD I LOVE YOU?.....Patti Page.....Mercury 5571
4. ACROSS THE WIDE MISSOURI.....Paul Weston Ork.....Columbia 39160
5. BRING BACK THE THRILL.....Eddie Fisher-Hugo Winterhalter Ork.....Victor 20-4016
6. LITTLE SMALL TOWN GIRL.....Ella Fitzgerald-Ink Spots.....Decca 27419
7. COLUMBIA, THE GEM OF THE OCEAN.....Ray Anthony Ork.....Capitol 1367
8. BOUTONNIERE.....Mindy Carson.....Victor 20-4018
9. HOW COULD YOU BELIEVE ME?.....Fred Astaire-Jane Powell.....MGM 30316
10. JOHN AND MARSHA.....Stan Freberg.....Capitol 1356

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. WOULD I LOVE YOU?.....Patti Page.....Mercury 5571
2. A PENNY A KISS.....Dinah Shore-Tony Martin.....Victor 20-4019
3. TELL ME YOU LOVE ME.....Sammy Kaye Ork.....Columbia 39140
4. ACROSS THE WIDE MISSOURI.....Hugo Winterhalter Ork.....Victor 20-4017
5. MAY THE GOOD LORD BLESS AND KEEP YOU.....Bing Crosby.....Decca 27404
6. JOHN AND MARSHA.....Stan Freberg.....Capitol 1356
7. A PENNY A KISS.....Eddy Howard.....Mercury 5567
8. VELVET LIPS.....Guy Lombardo Ork.....Decca 27393
9. I STILL FEEL THE SAME ABOUT YOU.....Ella Fitzgerald-Ink Spots.....Decca 27419
10. SENTIMENTAL MUSIC.....Patti Page.....Mercury 5571

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. THE CHICKEN SONG.....Guy Lombardo Ork.....Decca 27393
2. LITTLE SMALL TOWN GIRL.....Ink Spots-Ella Fitzgerald.....Decca 27419
3. A PENNY A KISS.....Eddy Howard.....Mercury 5567
4. VELVET LIPS.....Guy Lombardo Ork.....Decca 27393
5. IN YOUR ARMS.....Tony Martin-Dinah Shore.....Victor 20-4019
6. A PENNY A KISS.....Dinah Shore-Tony Martin.....Victor 20-4019
7. WOULD I LOVE YOU?.....Patti Page.....Mercury 5571
8. HOT ROD RACE.....Red Foley.....Decca 46286

• The Country and Western Disk Jockeys Pick

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

1. SHAVE, SHINE AND SHOWER.....Lefty Frizzell.....Columbia 20772
2. SOMEBODY ROBBED MY BEEHIVE.....George Morgan.....Columbia 20774
3. LOOK WHAT THOUGHTS WILL DO.....Lefty Frizzell.....Columbia 20772
4. TAILOR MADE WOMAN.....Tennessee Ernie-J. (Fingers) Carr.....Capitol 1349
5. STACK-O-LEE.....Tennessee Ernie-J. (Fingers) Carr.....Capitol 1349
6. PEEK A BOO.....Redd Stewart.....King 921
7. SOLITARY BLUES.....Hank Penny.....King 924

FOLK TALENT AND TUNES

• Continued from page 26

manager, Ed Kobak. . . Tommy Sutton, who moved to WING from WONE, both in Dayton, O., is doing two-and-a-half hours of country spinning daily on the new outlet. Half-hour seg is devoted to gospel music.

Carl Swanson (Mr. Sunshine), WRUN, Utica, N. Y., would like to hear from h. b. and Western artists who will give him photos to give to his listeners who request them. . . . Paul (Shorty) Schroeder, WIMS, Michigan City, Ind., is looking for a Valentine Day gimmick. He wants information about any h. b. or Western disk which has a Valentine message. . . . Happy Hal Burns,

WBRC, Birmingham reports that Zeke Clements has landed a radio and TV deal with WAPI-TV, Birmingham. Eddie Hill (Decca) is now at WMC, Memphis, moving from WMPS.

Al Rogers (MGM) has inked with Standard Transcriptions for a series of sessions. Rogers has been touring a four-State area out of WMPS, Memphis. Rogers reports that Bill Stich is now spinning the corn at WHHM, Memphis. Bill Edwards, formerly at KWEM, West Memphis, Ark., has joined WMPS, Memphis. D. j. Paul Berlin, last at KNIZ, Houston, has enlisted in the air corps.

A GREAT NEW VOICE...

Vinni De Campo

EXCLUSIVELY ON

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RECORDS

FIRST RELEASE!

"MY DESIRE"

backed by

"BRING BACK THE THRILL"

LONDON 960 (78 RPM) and 45-960 (45 RPM)

LONDON BEST SELLERS

No. 845
45-845*

IF I WERE A BLACKBIRD
IF I DIDN'T MISS YOU
STANLEY BLACK
His Piano and Orchestra
with DICK JAMES
The Stargazers and The George Mitchell Choir

No. 834
45-834*

I TAUT I TAW A PUDDY TAT
FERRY BOAT INN
BENNY LEE AND MARY
with The Stargazers and Nat Temple and His Orchestra

No. 877
45-877*

MY HEART CRIES FOR YOU
GET OUT THOSE OLD RECORDS
AL MORGAN

No. 823
45-823*

SMILE, SMILE, SMILE
WILLOW, WILL YOU WEEP FOR ME
PRIMO SCALA
and His Banjo and Accordion Band

*45 rpm

LONDON

RECORDS

GET!
PAUL WESTON'S
great...
"WHEN YOU RETURN"
 COLUMBIA 39114

THE BILLBOARD Music
Popularity Charts
 • **Advance Record Releases**

- POPULAR**
- Across the Wide Missouri—Paul Weston (So Long) Col 39160
 - Alabama Jubilee—J. Maddox-J. Templeton (Memphis Blues) Dot 1023
 - Are You Waiting Just for Me—Ernest Tubb (Tomorrow Never Comes) Dec 46289
 - At the Close of a Long Long Day—Jimmy Wakely-Les Baxter (Beautiful Brown) Cap 1393
 - Autumn Leaves—C. Cavallaro (Swedish Rhapsody) Dec 27399
 - Autumn Leaves—E. Piaf-R. Chauvigny Ork (My Lost) Col 39135
 - Be My Love—L. Brown-C. Butler (In the Col 39157)
 - Beanbag Song, The—The Honeydreamers (Potato Bug) V 20-4023
 - Beanbag Song, The—H. Kane-J. Carroll (I Taut) Col 39154
 - Beautiful Brown Eyes—Jimmy Wakely-Les Baxter (At the) Cap 1393
 - Because—Ames Brothers (Love's Old) Coral 60339
 - Bee-Bee—A. Cobb Ork (That's All) Col 39139
 - Between Two Trees—Andrews Sisters (I Wish) Dec 27421
 - Blues My Naughty Sweetie Gives to Me—G. Krupa & His Chicago Jazz (Panhandle Rag) V 20-4026
 - Bring Back the Thrill—Vinni DeCampo (My Desire) London 960
 - Bring Back the Thrill—Billy Eckstine (Apologize) MGM 10903
 - Bring Back the Thrill—T. Fontaine-L. Douglas Ork (Vision of) Mer 5575
 - Build That Railroad—D. Ellington Ork (Love You) Col 39110
 - By Heck—Tommy Tucker (Shenandoah Waltz) MGM 10897
 - By the River Sainte Marie—Sy Oliver (Cheatin' On) Dec 27315
 - Cheatin' On Me—Sy Oliver (By the) Dec 27315
 - Chicken Reel—Les Paul (Mockin' Bird) Cap 1373
 - Could 'Ja—Jeri Southern (Imagination) London 957
 - Dear! Dear! Dear!—C. Haiges-G. Cates Ork (I Wish) Coral 60364
 - Dear! Dear! Dear!—Jane Russell (I Can't) London 956
 - Doll Dance—Hank Sugarfoot Garland (Sentimental Journey) Dec 27426
 - Down by the Old Zuyder Zee—George Cates (There's More) Coral 60365
 - Easter Parade—M. Whiting-J. Wakely (Let's Go) Cap 1382
 - Faithful—Art Mooney (Just for) MGM 10906
 - Fiddlin' for Fun—David Rose (Zing Zing) MGM 30324
 - Flying Eagle Polka—Russ Morgan (Mockin' Bird) Dec 27444
 - Friend of Johnny's, A—T. Fontaine-L. Douglas Ork (To Love) Mer 5574
 - Grasshopper Heart—Fontane Sisters-Sons of the Pioneers (Handsome Stranger) V 20-4054
 - Great Day in the Morning—Al Morgan (What Will) London 862
 - Handsome Stranger—Sons of the Pioneers-Fontane Sisters (Grasshopper Heart) V 20-4054
 - Happiest Day of My Life, The—B. Morrow Ork (In the) V 20-4025
 - How High the Moon—Eroll Garner (Poor Butterfly) Col 39145
 - I Apologize—Billy Eckstine (Bring Back) MGM 10903
 - I Apologize—Tony Martin (Would I) V 20-4056
 - I Can't Get Started With You—Jane Russell (Dear! Dear!) London 956
 - I Can't Give You Anything But Love—T. Bennett-M. Manning Ork (Once There) Col 39187
 - I Didn't Mean To Be Mean to You—Lorry Raine (Someone) London 963
 - I Don't Stand a Ghost of a Chance With You—Teddy Phillips (Tish Maloo) London 890
 - I Love the Way You Say Goodnight—Frankie Carle (Sentimental Music) V 20-4057
 - I Love the Way You Say Goodnight—D. Martin (I) Cap 1342
 - I Only Have Eyes for You—Monica Lewis (My Lost) MGM 10901
 - I Remember the Cornfields—G. Lombardo (Most Beautiful) Dec 27398
 - I Still Feel the Same About You—Eve Young-Two Adams (Sentimental Music) London 962
 - I Taut I Taw a Puddy-Tat—H. Kane-J. Carroll Ork (Beanbag Song) Col 39154
 - I Wanna and I'm Gonna—R. Collins Ork (Polka Land) MGM 10882
 - I Wish I Knew—Andrews Sisters (Between You) Dec 27421
 - I Wish Someone Knew I Was Lonesome—C. Haines-C. Cates Ork (Dear! Dear!) Coral 60364
 - I Wish Someone Knew I Was Lonesome—G. Jenkins Ork (More Than) Dec 27394
 - I'd Climb the Highest Mountain—Ziggy Elman (Zig's Mambo) MGM 10902
 - If—Billy Eckstine (When You) MGM 10896
 - If—D. Martin (I Love) Cap 1342
 - If It Hadn't Been for You—Jan Garber-Roy Cordell (In Your) Cap 1384
 - If It Isn't Forever—S. Foster-D. Freitas Ork (Querida) Pub JS 901
 - If Tears Could Bring You Back to Me—Dick Thomas (My Little) London 896
 - If You Want Some Lovin'—Teresa Brewer (I've Got) London 967
 - I'm a Pistol Packing Mama—Linda Lane (My Heart) Bama 400
 - Imagination—Jeri Southern (Could 'Ja) London 957
 - In Old Vienna—Macklin Marrow (Take My) MGM 30325

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In the Land of Make Believe—L. Brown-C. Butler (Be My) Col 39157
In the Land of Make Believe—Bill Farrell (More Than) MGM 10900
In the Land of Make Believe—B. Morrow Ork (Happiest Day) V 20-4025
In Your Arms—Jan Garber-Roy Cordell (If It) Cap 1384
It's a Great Great Pleasure—Louis Jordan (Tear Drops) Dec 27424
It's My World—Jimmie Skinner (There's Nothin') Cap 1339
I've Got the Craziest Feeling—Teresa Brewer (If You) London 967
John B, the Wreck of the—Lyn Murray (So Long) Coral 60366
Just for Tonight—Art Mooney (Faithful) MGM 10906
Just You—J. Pringle Ork (You're the) Dec 45127
Kiss and a Promise, A—P. Faith Ork (Zing Zing) Col 39155
Koo Koo Mambo—Sonny Burke (Little Bud) Dec 27417
Let's Go to Church—M. Whiting-J. Wakely (Easter Parade) Cap 1382
Lift Up the Latch—R. Noble Ork (Moonlight On) Col 39084
Little Bud Mambo—Sonny Burke (Koo Koo) Dec 27417
Little Small Town Girl—E. Howard Ork (When You) Mer 5576
Loneliest House on the Street, The—H. Lance-D. Vance Ork (Shoulder To) Col 39120
Lave You Madly—D. Ellington Ork (Build That) Col 39110
Love's Old Sweet Song—Ames Brothers (Because) Coral 60339
Lullaby of Broadway—Doris Day-Harry James (Would I) Col 39159
Memphis Blues—J. Maddox-The Rhythmasters (Alabama Jubilee) Dot 1023
Mackin' Bird Hill—Russ Morgan (Flying Eagle) Dec 27444
Mackin' Bird Hill—Les Paul-Mary Ford (Chicken Reel) Cap 1373
Moonlight and Roses—K. Griffin (Rememb'ring) Col 39137
Moonlight on the Ganges—R. Noble Ork (Lift Up) Col 39084
Moonlight Sonata—Dr. Hoffman (Swan) Cap 1378
More Than I Care to Remember—Ames Brothers (Three Dollars) Coral 60363
More Than I Care to Remember—Bill Farrell (In the) MGM 10900
More Than I Care to Remember—G. Jenkins Ork (I Wish) Dec 27394
Most Beautiful Girl in the World, The—G. Lombardo (I Remember) Dec 27398
My Desire—Vinni De Campo (Bring Back) London 960
My Heart Says Yes—Linda Lane (I'm a) Bama 400
My Little Red Wagon—Dick Thomas (If Tears) London 896
My Last Melody—Monica Lewis (I Only) MGM 10981
My Lost Memory—E. Piaf-R. Chauvigny Ork (Autumn Leaves) Col 39135
Navy Gets the Gravy, But the Army Gets the Beans, The—Jerry Lewis (Pa-Pa) Cap 1385
Now You Know—The Four Freshmen (Pick Up) Cap 1377
Old Fashioned Love—Tiny Hill (Stingy) Mer 5582
Once There Lived a Fool—T. Bennett-M. Manning Ork (I Can't) Col 39187
One Finger Melody—The Three Kays (Stumbling) Regent 185

One Little, Two Little, Three Little Kisses—Cathy Mastice (With These) V 20-4058
Our Finest Hour—Lee Lawrence-Bruce Campbell (With These) London 800
Pa-Pa-Pa-Pa Polka—Jerry Lewis (The Navy) Cap 1385
Pagiaccio—E. Rhodes-D. Freitas Ork (Tiny Cowboy) Pab JS 900-1
Panhandle Rag—G. Krupa & His Chicago Jazz (Blues My) V 20-4026
Pick Up Your Tears and Go Home—The Four Freshmen (Now You) Cap 1377
Polka Land—R. Collins Ork (I Wanna) MGM 10882
Poor Butterfly—Eroll Garner (How High) Col 39145
Potato Bug Boogie—The Honeydramers (Beanbag Song) V 20-4023
Pretty Kitty Kelly—P. Regan-S. Martin Ork (Sweetheart Darlin') V 20-4024
Querida—S. Foster-D. Freitas Ork (If It) Pab JS 901
Rememb'ring—K. Griffin (Moonlight and) Col 39137
Roving Kind—Les Baxter (So Long) Cap 1381
Scissor Grinder Serenade, The—J. Biviano (Wrestlin' Nights) V (45)51-1185; (78)25-1185
Sentimental Journey—Hank Sugarfoot Garland (Doll Dance) Dec 27426
Sentimental Music—Frankie Carle (I Love) V 20-4047
Sentimental Music—Eve Young (I Still) London 962
Sheik of Araby—Jack Pleis (Stardust) London 898
Shenandoah Waltz—Tommy Tucker (By Heck) MGM 10897
Shoulder to Cry On, A—H. Lance (Loneliest House) Col 39120
So Long—Les Baxter (Roving Kind) Cap 1381
So Long—Lynn Murray (The Wreck) Coral 60366
So Long—Paul Weston (Across the) Col 39160
Someone—Lorry Raine (I Didn't) London 963
Somewhere, Somehow, Someday—M. Hughes-P. Weston Ork (When You) Col 39102
South—Teddy Phillips (Yak Yak) London 891
Spin the Bottle—Lorry Raine (Who'll Take) London 899
Stardust—Jack Pleis (Sheik of) London 898
Stingy—Tiny Hill (Old Fashioned) Mer 5582
Stumbling—The Three Kays (One Finger) Regent 185
Swan, The—Dr. Hoffman (Moonlight Sonata) Cap 1378
Swedish Rhapsody—C. Cavallaro (Autumn Leaves) Dec 27399
Sweetheart Darlin'—P. Regan-S. Martin Ork (Pretty Kitty) V 20-4024
Take My Love—Macklin Marrow (In Old) MGM 30325
Tear Drops From My Eyes—Louis Jordan (It's a) Dec 27424
That's All, Brother—A. Cobb Ork (Bee-Bee) Col 39139
There's More Pretty Girls Than One—George Cates (Down By) Coral 60365
There's Nothin' About You Special—Jimmie Skinner (It's My) Cap 1339

(Continued on page 83)

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February 18, 1951

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104 BMI Starlight and Roses . . . Joanne Heard
105 BMI Another Called You Sweetheart . . . Alfred Federic
106 BMI Heaven Sent Me an Angel . . . Melody Mac
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Newer Speeds' Swede Invasion Slim for 1951

STOCKHOLM, Jan. 27.—Long-playing records have a poor chance to reach the Swedish market during 1951 is what Helge Roundquist, president for Cupol Records Company here said in an interview last week.

"We are of course following the development abroad, mainly in the United States, but also in England where LP records have started to appear. As far as I can see, it will be preferably classical music that will appear on 45 or 33 r.p.m. (I don't know which of these two speeds will be accepted.) The whole matter is a financial question at the moment. We (the record manufacturers in Sweden) have promised the record and gramophone dealers to wait another six months to get the necessary equipment distributed. Then we have observed that it is difficult to get an acceptable price on such records. The government's Price Control Board doesn't seem to allow a satisfactory price. We record manufacturers here in Europe also have another problem, the copyright prices are different here than in America. I don't know how the Americans have solved that problem, but we in Europe have to pay after each record's playing."

BMI Staff on Plugging Tour

NEW YORK, Jan. 27.—Broadcast Music Inc., the pubby offshoot of the licensing organization, is taking to the road this week on a concentrated tour of the disk jockeys.

Professional manager Julie Stearns and New York contact men George Furness and Harold Wald will range as far west as St. Louis. Chicago rep Eddie Janis will head west out of the Windy City and Coast reps Billy Walters and Jimmy Cairns will cover the Coast north to Seattle. Object: missionary work on the current BMI plug tune, *In the Land of Make Believe*.

Stearns was one of the first professional managers to send his entire staff out on a disk jockey junket, having conducted just such an operation in the summer of 1947. The tutti tour has since become common practice in the music business.

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J. LAINE IS POP OF WHITE JAZZ

NEW ORLEANS, Jan. 27.—Jack (Papa) Laine, one of the earliest jazz players, was designated "Father of White Jazz" by the New Orleans Jazz Club at his home here January 18, and was presented with a scroll declaring him originator of the first jazz tempo by a white bandsman.

Laine had his own band when he was 15 years old and filled a 12-week contract with a jazz band at the St. Louis World's Fair in 1904. He had five bands playing his type of music simultaneously in New Orleans in 1900, he told Jazz Club members at the meeting at his home.

Now 77 years old and retired, Laine began playing bass and drum while still in grammar school and had his first band and was scheduling engagements when he was 15 in 1888. He continued to lead one or more New Orleans bands until the early 1920's.

Three Bands Ink New Pacts With GACorp

NEW YORK, Jan. 27.—Orkster Teddy Powell inked a term management paper with General Artists Corporation last week after obtaining his release from a pact with Willard Alexander. Powell's last job for Alexander will be a month's chore at the Saxony Hotel, Miami Beach, Fla., this month. GAC picks up the band in March.

The agency also completed a renewal pact with Shep Fields. The Fields ork will be booked thru GAC for the next five years. GAC finally got Sammy Kaye's signature on his one-year renewal paper. Kaye inked with the agency for all fields, thus giving up his association with Frank Cr per for radio and TV.

NAMM Planning Politico Feed

NEW YORK, Jan. 27.—Members of the board of directors of the National Association of Music Merchants (NAMM) will entertain their State senators and district representatives when the board holds its mid-year meeting in Washington February 6. The politicians will meet with the music dealers at an informal dinner arranged to familiarize congressmen with the music industry and its problems. NAMM has also, in the meantime, scheduled further promotional aids for dealers.

A brochure of promotion plans for Valentine's Day, February 14, has been mailed to NAMM members. The booklet offers visual and merchandising material. The NAMM's spring season ad mat service is also being sent to all dealers, with many new mats being made available.

Annual membership meeting of the American Society of Composers, Authors and Publishers is scheduled to be held at the Waldorf, New York, Tuesday, March 27. The meeting of the West Coast ASCAP contingent is generally held about one month prior to the New York get-together.

NCCJ EMBRACES "BROTHERHOOD"

HOLLYWOOD, Jan. 27.—National Conference of Christians and Jews has adopted International Sacred Recordings' waxing of *Brotherhood* as its theme for National Brotherhood Week, February 18-25. Tune was penned by Albert Hay Malotte, who wrote *The Lord's Prayer*. Malotte has been signed by the religious diskery for six additional numbers.

Brotherhood was cut this week by label's Choraleers, an 11-man singing group, with Malotte at the piano. Tony Martin has also waxed the song for RCA Victor.

Pluggers Plot 7,000 Spins--- Not Yet Dizzy

NEW YORK, Jan. 27.—Trend toward a more scientific evaluation of song plugging is being noted among certain pubberies.

Notable recent illustration of this is the attempt by Cromwell Music to tabulate the number of record performances on a given platter. Disk was Johnny Parker's Capitol etching of *Chimney Corner Dream*. A compilation indicated that the disk received 7,000 record spins in the first 10 days out.

Cromwell's survey was essentially a spot check of 300 disk jockeys (1,300 had received platters). The jocks were queried as to exact number of plays in the 10 days after receipt of disk. On the basis of 107 replies, Cromwell determined a "multiple factor." Pubbery took into consideration, too, the fact that individual jocks do not broadcast seven days a week. Also, altho some listed the record as played three times daily for the first few days, the pubbery considered the matter of "diminishing utility."

Pubbery is keeping comparison charts on performance credits of two other tunes, *Goodnight, Irene* and *Music, Music*.

Levine's N. J. Club To Try Package Bills

NEW YORK, Jan. 27.—Bill Levine, operator of the Rustic Cabin in Englewood, N. J., who has been exploring every angle to build his spot into a showcase for top name bands but was not able to grab some of the prime properties, is going to take a fling at developing the roadhouse nitery with package bills. The experimental offering will couple George Shearing's quintet and Claude Thornhill's ork for a week beginning March 13. Thornhill will remain in the spot for two additional weeks.

Levine also has set Lionel Hampton's band for the spot for two weeks beginning either February 13 or 20, depending on the band's closing date at the Capitol Theater here. Hamp will bring his entire band and show into the spot. Currently holding down the bandstand in the nitery is Jerry Wald's band.

Akron Local

● Continued from page 11

payments to local musicians for services which were not to be performed."

The board hearing record shows that for several years prior to the T-H law, the Palace Theater had employed a stand-by ork whenever traveling orchestras appeared. The stand-by, composed of local union members, was paid an amount equal to the minimum union wage. In July, 1947, shortly after enactment of the T-H law, the management discontinued this practice. Seven traveling bands thereafter appeared at the theater, but the union made no protest until November, 1947, when the Ray Eberle orchestra was scheduled to appear. An agent of the union requested the theater to employ a local orchestra whenever the traveling band performed, and the management declined, asking, however, for the union's consent for the Eberle band to play on the understanding that no further appearances of traveling bands would be contracted until an agreement was reached with the local. This was rejected, and the Eberle band did not fill the engagement.

Then, early in 1949, the theater management again sought the union's consent to engagement of traveling bands, and in July of that year, amid negotiations, Gamble Enterprises contracted for appearance of the Roy Acuff show, a traveling band, at the theater on August 18.

The union agent informed the Acuff booking agent that no local agreement had been made with the theater on traveling bands, and the Acuff agent thereby informed the theater management that the engagement wouldn't be filled. The agent said he had been counseled by James Petrillo, president of the American Federation of Musicians. A subsequent tentative agreement between the local union and the theater was rejected by the home office of Gamble Enterprises, and the case was carried to NLRB.

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

POPULAR

RED NORVO TRIO—VOL. I (1-12")

Discovery (33) DL-4005

Little White Lies; Move; I Get a Kick Out of You; I'll Remember April; I Can't Believe That You're in Love With Me; I've Got You Under My Skin; Zing Went the Strings of My Heart; September Song.

With Tal Farlow on electric guitar and Charlie Mingus on bass, the Norvo trio works over eight numbers in a modern chamber music style for occasionally interesting but not moving or exciting result. The one number on which the boys get with it is "Move," the fine Miles Davis opus. Otherwise, there's too much noodling, stop and go, breaking of tempos, and while the boys put down some intriguing chords, they never cut loose. Farlow, a good idea man, doesn't contribute to the beat, being content with spasmodic punctuations in the pop manner. Trouble with this is the lack of piano and drums for solid underpinning. Commercially speaking, eight jazz sides aren't enough for a 12-inch LP unless it's for a die-hard Norvo fan.

CLASSICS IN RHYTHM—Les Brown Ork

(1-10")

Columbia (33) CL-6159

Peter is a Wolf; Prelude No. 7; Prelude for Minors Only; Charming Carmen; Nocturne No. 2; Evening Star; Slaughter on Tenth Avenue.

The crack Brown ork turns in one of its rare disappointments in this collection of swung morsels from the masters. Somehow, the crackle, spirit and zest of the Brown band lose out in tackling the classics with a low-brow conception. Brown's own "Bizet Has His Day" is heads-and-shoulders above anything in this set. Brown's followers will want this no matter its failings.

JUKES

Not suitable.

Spinners may find these swung classics novelty programming items on pop and jazz segs.

EDITH PIAF SINGS AGAIN—Edith Piaf

Robert Chauvigny Ork (1-10")

Columbia (33) FL-9520

Hymn To Love; Il Fait bon t'aimer; If y avait; C'est d'la Faute; Tous les Amoureux chantent; La Fete continue; Le Chevalier de Paris; Simply a Waltz.

Label's follow-up package of Piaf's highly stylized warbling will meet with the approval of her growing fan circle, even tho it may not impress the uninitiated. The chanteuse has selected a group

JUKES

Not suitable.

Main values lie in the novelty of Piaf.

YOUR DANCE DATE WITH PAUL WESTON 78

(1-10")

Columbia (33) CL-6162

Medley No. 1: You Were Meant for Me; Over the Rainbow; S'posin'; How High the Moon; Medley No. 2: This Can't Be Love; Pennies From Heaven; Why Shouldn't I; Embraceable You. Weston's addition to the Columbia "Dance Date" series is an unspectacular, evenly conceived pair of medleys of sure-fire standards. The emphasis is primarily on melody set to even dance beats. The collection is similar in temper to the stuff which produced money-making results for Weston on his Capitol albums.

JUKES

Not suitable.

Pleasant dance stuff; especially good for late hour shows.

JOHNNY HODGES AND HIS ORCHESTRA 68

(1-10")

Mercer LP-1000

How Could It Happen to a Dream; Who Struck John; June's Jumpin'; Charlotte Russe; Violet Blue; Searcy's Blues; A Little Taste; Let the Zoomer's Drool.

The Hodges coterie, a following of long and fast standing, will have themselves almost a ball with this collection. Certainly there are large chunks of the favored altoist's style displayed thru these typical Ellingtonian mood pieces and novel blues riff variations. But fussy buyers will be disturbed by the audibly changing levels in the recordings; an engineer's fidgety fingers are plainly evident as the culprit. Sidesmen include a batch of top Ellington guys—Taft Jordan, Harold Baker, Lawrence Brown, Al Sears, Harry Carney, Wilbur DeParis, Sonny Greer, Oscar Pettiford and Billy Strayhorn.

JUKES

Not suitable.

R & B and jazz spinners will find these sides to their tastes; pop spinners could use, too.

of tunes ranging from a fine new waltz sung in English to a super-dramatic torcher. "Simply a Waltz" and "Hymn To Love" are sung in English, and have some potential as singles. The rest of the material is typical cafe "chanson."

JUKES

Not suitable.

Main values lie in the novelty of Piaf.

Dolphin Disks On 24-Hr. Sked

HOLLYWOOD, Jan. 27.—Records are now being peddled at retail on an around-the-clock basis. Unique idea was fathered by John Dolphin, Recorded In Hollywood (RIH) topper, who threw away his new store's keys to go on a 24-hour schedule. TI's latest in disk retailing gimmicks is aimed at the war workers and dealers who find it impossible to shop during the daylight hours. Dolphin found by querying the Los Angeles Chamber of Commerce that 20 per cent of the city's population works irregular shifts.

The RIH prexy will hire 25 people to work in the sales, service and delivery departments. Immediate delivery will be given customers living within four surrounding areas. The day and night policy is expected to double the store's sales, according to Dolphin. Ray Robinson, who aired his KGfJ wax show from the old Dolphin site, will have an identical 2-hour seg at the new store.

Seek Ruling

● Continued from page 11

quirement of twice the number of performances by ratio in the lower classes compared with the higher classes.

Meanwhile the ASCAP writer board, which had been meeting several times a week in hope of coming up with a suitable amelioration of the 60-20-20 plan since the uproar that greeted the first checks under the new distribution system last fall, has small expectation of any concrete proposals in the near future. There had been talk of some sort of availability system applied to writers, but this seems to be in abeyance.

Evans and Herman say that the talk of an availability set-up is indication that the classification committee is headed for a worsening, not a betterment, of the inequities.

Members of the board, who have

N'ORLEANS NIP BOPS BACH VS. CARNIVAL JAZZ

NEW ORLEANS, Jan. 27.—Hot Licks of bebop and boogie seeped thru bars of Bach and Beethoven at the Municipal Auditorium here when a symphony concert and a jazz band playing for a carnival ball apparently were too close together for simultaneous pleasure of concert goers and dancers.

Customers of the New Orleans Symphony, under direction of Massimo Freccia, wailed loudly when the blue notes streaked thru their program. The dancers ignored the longhairs.

Stages of the respective sides of the auditorium adjoin, with wall drops ordinarily sufficient to subdue noises from the other side.

B. C. Brown, chairman of the auditorium commission, suggested that the dance orks might be placed in or under the balcony at the opposite end of the auditorium from the concert stage—and the symphony next door when the two conflict.

Talk series have been arranged to try to compromise the problem.

been clashing with Evans and Herman for years, say that they are entirely receptive to present criticisms and suggestions to the Justice Department, and hope that they come up with a solution.

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Music as Written

CRD Distributes Indie Wax in S. California . . .

Latest to enter Hollywood disk distributing biz is California Record Distributors. Firm, owned by Lester Koenig, will handle 13 lines thruout Southern California. Indies releasing thru CRD are Alco, Circle, Commodore, Discovery, Down Home, Good-Time Jazz, Jazz Man Records, Jump, Ragtime, R. P. M., Society, Tops and Tower. CRD hopes to build a substantial catalog with labels representing all musical fields. Koenig, who also owns Good-Time Jazz, is in the process of signing other diskeries for exclusive distributing rights in this area.

Burl Ives Etches New Easter Disk . . .

Columbia Records last week renewed its waxing deal with folk warbler Burl Ives. New pact runs for one year. Ives, of late, has been developed as a kidisk artist. His waxing of "Little White Duck" will be promoted by the diskery and its publisher, General Music, as an Easter market release.

ASCAP To Nominate For March Elections . . .

Nominating boards are now being set up for the forthcoming ASCAP elections in March. It is reported that the pubber seat vacated by Lester Santly will probably not be filled pro tem, but will remain empty 'til the regular elections.

Buddy Rich Band Set for Theater Dates . . .

Buddy Rich will reorganize his big band for a series of theater dates beginning with a one-weeker at the Apollo Theater, New York, thru the week of February 15. Rich currently is working with a sextet at the Hi-Hat Club, Boston. The orkster also has had an option picked up by the Paramount Theater and will work there sometime in March or April.

Banner Presses 45's For All New Tunes . . .

Banner Records last week started to press all new material on 45 r.p.m. in addition to the standard 78 speed. Label will also re-press former hit platters on the new speed, depending upon sales potential.

Linke Signs Moore To P.M. Contract . . .

The inking last week of the Glen Moore band to a personal management pact by Dick Linke signaled the flack's full-scale entry into the management business. Already in his stable are Pat Terry, warbler, and the Three Notes. Linke will continue to operate his flackery, supervising both ends of the business. Don Owens will handle disk promotion for the outfit. The Moore crew, now recording for MGM,

is booked by General Artists Corporation.

BMI Representatives Entertain at Party . . .

Bob Burton and Bob Sour, of BMI, entertained Red Foley, Eddy Arnold, Hank Snow, Pee Wee King, Redd Stewart, Ernest Tubb, Owen Bradley, Fred and Wes Rose, Jack Stapp, of WSM, and Capitol Records rep Dee Kilpatrick at a party at the Andrew Jackson Hotel in Nashville Monday (22).

Int'l Sacred Records Issues First Catalog . . .

International Sacred Records, newly formed religious diskery in Hollywood, has issued its initial catalog. List contains 150 sides and 13 albums. Single slicings include 8 sides in the religious-Western field, 50 devotional solos-duets, 49 inspirational quartet selections and 44 organ-marimba ork numbers. Artists recording for International include Redd Harper, Haven of Rest Quartet, International Choraleers, Lorin Whitney, Paul Mickelson, Campus Christian Hour, Albert Hay Malotte.

New York:

RCA Thesaurus last week released to subscriber stations "The Wayne King Serenade," featuring the maestro, vocalists Harry Hall, Gloria Van and Jacqueline James, and the Wayne King Chorus. . . . Capitol's Mary Mayo flew to Scranton, Pa., Saturday (27) to launch the March of Dimes drive there. . . . Gene Krupa will reorganize his band February 13 for a Music Corporation of America tour, following a six-week vacation. . . . Jane Pickens moves her broadcasting activities from Hollywood to New York February 1. The warbler has lined up for her Friday NBC 1:15-1:30 p.m. show a flock of top guests, including Phil Harris, Bob Hope, Alice Faye and Dick Haymes.

Howie Richmond is profiled in the current Collier's. . . . Bible-tone Records is expanding into the pop-religious field, and is now seeking pop talent. . . . Paul Kapp is managing thrush Trudy Richards. . . . Rudy Revil, representing the EMVE pubberly of France, is here setting tunes with American pubbers. . . . Eydie Gorme, thrush with the Tex Beneke ork, made some telefilm shorts for Lou Snader Telecriptions while appearing at the Hollywood Palladium. . . . Disk promoter Paul Kalet has branched into management; he now represents thrush Marilyn Davies. . . . Bobby Mellin has acquired pubbing rights to Henry Vars's "Piano Concerto," and is publishing it in full length and as a pop with lyrics added.

Ben Bloom is publishing two novelty tunes authored by Rube Goldberg and Mrs. Russell Patterson, titled "The Noise Song" and "Willie the Whistling Giraffe." . . . Howie Richmond is on a vacation in Mexico. . . . The Ed Burtons had their second child, a girl, Wendy Ann. . . . Harry Weinstein has signed orkster

Lenny Herman for personal management.

William Darrow, attorney for and director of Stasny Music, has been recalled to military service. . . . Sam Donahue's entire crew played for a March of Dimes show at Fort Jay, Governor's Island, Wednesday (24). . . . Regent Records signed the Three Keys, Hollywood trio of organ and two harmonicas. . . . Dealer Sam Goody is still handing out cigars in celebration of becoming a grandfather. A daughter, Elaine Susan, was born to Goody's daughter and son-in-law, Mr. and Mrs. Bob Menashe. . . . Four Jacks and a Jill are back in town after a two-weeker at the Club Cairo, Washington. . . . Anita O'Day is recuperating in Chicago from an attack of the flu. . . . Vega Records signed band leader Daryl Harpa and his songstress wife, Marna Page.

Chicago:

Mercury Records has inked Skip Farrell, local TV and radio singer, to a wax pact. Farrell was with Mercury four years ago and later with Tower. . . . Tiny Hill comes back to the business with a tour of Midwest vaude houses in February, following which he will do locations and one-nighters in the territory. . . . Indications point to the reopening of the air base at Topeka, Kan., and that Lincoln, Neb., Airfield also probably will reopen. This means more one-night band booking in these areas.

Internal Revenue Department reps are notifying all ballroom ops to file cabaret tax. Up to now, the department had held off in certain areas. . . . Eddie Hubbard, ABC d. j. here, heads his second vauder at the Oriental, starting February 14. Cast includes Ken Griffin, Art Van Damme Quintet, Theresa Brewer and Guy Mitchell. . . . Mercury Records is starting a new Music Hall record series. Ten-inch disks by Erna Sack, Alfred Newman and others will be packaged in illustrated sleeves to sell at \$1.05. . . . Dick Bradley, Tower prexy, into New York to discuss Bernie Mann's forthcoming opening at the Roosevelt Hotel.

Billy Bishop into the Trianon February 6 for four weeks. . . . Ray Anthony's ork set a record six-day gross at the Casa Loma, St. Louis, last week. . . . Benny Strong into the Casa Loma February 6 for two weeks. He opens at the Mark Hopkins March 27 for six weeks. . . . Teddy Phillips ork set on location until July. . . . Chick Kardale, Leeds and Duchess Music rep in Chicago, will soon marry Norma Nelson, advertising model and a receptionist at CBS's Chi offices.

Hollywood:

Sammy Cahn and Ray Heindorf penned "Oh, He Looks Like He Might Buy Wine," which Adele Jergens chirps in WB's "Sugarfoot." . . . Sam Salzman is Allied Record Manufacturing Company veepee. He will direct production for the transcriptions firm. Sandy Stanton and His Rhythm Riders cut "Prairie Schooner" and "Lonesome Valley" on the Bronco label. . . . Andre Segovia reports to General Service Studios for his ninth in a series of guitar releases thru 20th Century-Fox. . . . Mercury Records picked up Meyer Grace's tune, "What She's Got Is Mine."

Cincinnati:

Duke Moffitt, for many years leader at Beverly Hills Country Club, Newport, Ky., and the RKO Albee Theater here, has joined Al Morgan in Chicago to arrange for the latter's TV and nitery shows. . . . Peggy King, of Ravenna, O., is the new fem vocalist with the Ralph Flanagan crew, succeeding Lynn Tilton, formerly with WKRC-TV here. Miss Tilton is going out as a single. . . . Barney Rapp, local booker and ork leader, took his crew into Alice McMahon's Indiana Roof, Indianapolis, the January 20-21 week-end, the band's sixth appearance at the spot since last October. That's a record on repeats for any band ever to play the Indiana. Featured with the combo is Ruby Wright, King Records artist, in private life Mrs. Barney Rapp. . . . Marjorie Slightam, organist, has moved into the Tropics of the Hotel Phillips, Kansas City, Mo., to remain thru St. Patrick's Day.

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Stem House Cuts Nut, Second Hikes Budget in Slump Battle

NEW YORK, Jan. 27.—Declining theater grosses has started a series of moves by competitive chains which are completely divergent in character. The Roxy has been ordered to cut down, while the Strand has been given the green light to step up its show budgets.

The Roxy situation was touched off by the American Guild of Variety Artists negotiations and the Danny Kaye booking which starts Wednesday (31). The home office complained that putting Kaye in with a potentially big picture was a bad deal. "If he's so good, let him go in with a poor picture," was the statement attributed to a home-office biggie by a source close to the situation. Roxy Theater management argued that only a solid combo brought big grosses. The home office laid the law down that the house would

have to cut stage expenses to figures comparable to those at the Capitol.

The situation of Kaye is oddly enough not of the Roxy's making, tho the house is anxious to have him. According to his contract, Kaye has the right to choose his own flicker, and he picked *Call Me Mister*.

But while the Roxy may be tightening its belt, the Strand's home office, Warner Bros., has told its booker, Harry Mayer, it would go for bigger shows and bigger budgets. The Strand has been spending about \$8,500. It

will now spend about \$12,500. Break points of both houses are completely different. The Roxy, with 6,200 seats, needs about \$50,000 to break; Strand's seating capacity, 2,700, can do it for around \$30,000.

The Capitol, on which the Roxy home office wants shows to be patterned, needs between \$35,000 and \$40,000 to break. Its shows run to about \$15,000 plus another \$10,000 for stagehands, light men, production, etc. The Roxy shows average about \$22,000.

The Paramount spends about \$10,000 for its shows. Its most expensive one in recent months was the Jimmy Dorsey-Nat Cole package which was about \$13,000. The Paramount, with 3,654 seats, needs about \$35,000 to break.

The Music Hall, with its 6,200 seats, runs heavily to production, with costs running up to about \$65,000 weekly, and needs close to \$100,000 to break.

All these break points are exclusive of film rentals. Those vary from picture to picture.

SLIGHT GAIN In B-O TAKE OF STEM COMBOS

Averages Are Off At Most Houses; Palace Tops List

NEW YORK, Jan. 27.—A full week at Radio City Music Hall was chiefly responsible for the minor increase in over-all grosses of Stem combo houses last week. Figure was \$321,000 against the previous week's \$319,000.

Radio City Music Hall (6,200 seats; monthly average \$124,000) opened with \$124,000 for *Magnificent Yankee*, Ben Wrigley, Margaret Sande and Peter Hamilton.

Roxy (6,000 seats; monthly average \$76,000) did \$62,000 for the third inning with Al Bernie, Robert Maxwell and *Halls of Montezuma*. Previous week saw \$65,000 after a preem of \$100,000.

Capitol (4,627 seats; monthly average \$43,000) finished its two-weeker with Phil Silvers, Wiere Brothers, Ted Straeter ork and (Continued on page 38)

Grosses Leap, Decade Triples To 10 Billion

• Continued from page 3

totalled 152,433 doing an annual business of \$4,215,101,000 in 1948, as compared with \$1,385,032,000 in 1939. Census Bureau classifies drinking places as "establishments primarily engaged in selling drinks such as beer, ale, wine and other alcoholic beverages for consumption on the premises."

Pay Rolls Soar

The number of drinkeries increased by more than 17,000 in the span between the two censuses. Pay rolls in drinkeries rose to \$598,417,000 in 1948 from \$159,689,000 in 1939. Paid employees in drinkeries totaled 369,322 in the last census year, compared with 222,181 in 1939.

As distinguished from drinkeries, represented in the above figures, Census Bureau has made a separate classification of "restaurants, cafeterias and caterers. In this group, sales volume advanced to \$5,303,094,000 in the 1948 census. In 1939, sales volume for this group was \$1,764,854,000. The number of these establishments increased to 131,190 from 99,068 in the span between the two censuses. Pay rolls jumped to \$1,169,538,000 (B) from \$364,451,000 (M) during that span. (Continued on page 39)

Flesh Unions Deal With RKO For New Houses

NEW YORK, Jan. 27. — Three unions will huddle with Sol Schwartz, president of RKO Theaters, with a view to opening new houses in the New York area.

Unions represented will be Local 802, American Federation of Musicians; American Guild of Variety Artists and the International Alliance of Theatrical and Stage Employees.

Heads of all three unions have held informal talks and have agreed to submit terms to RKO which they hope will make it practical for the chain to use more flesh.

Schwartz, now on the West Coast, has agreed to sit down with reps of the three unions upon his return and possibly work out a deal.

TALENT STRIKE THREATENS ROXY

Management Asked To Cut Costs, While Unions Demand Pay Increases

NEW YORK, Jan. 27.—The possibility of a talent strike at the Roxy loomed late Friday (26) when the theater management was caught between two millstones.

On one side, it was notified by the 20th-Century-Fox home office that it was spending too much for stage shows and ordered to cut down. On the other side, the theater was faced by a demand by the American Guild of Variety Artists with a series of requests, plus a guarantee of a minimum number of weeks per year, for its chorus line, including singers and dancers.

Under the present contract, which expires January 30, the cast gets graduated salaries ranging from \$55 to \$72.50 a week. There's also a 45-day rehiring clause to the effect that any chorus member let out and rehired within the 45-day period will get the original salary. If hiring is after the 45-day period, salary will be lower. AGVA demanded \$80 a week flat; 40 weeks' work guaranteed out of 52 and the elimination of the 45-day rehiring clause. Roxy offered a \$5 raise, payment for the seventh day and elimination of the 45-day clause changing it to one year. It refused other demands.

When the meeting broke up Friday (26), both sides seemed adamant. AGVA will seek approval of its executive board "to call a strike if necessary . . ." said a union topper.

In the meantime AGVA conferred with the heads of Local 802, American Federation of Musicians, and the stagehands' union, IATSE, and said it had received assurances of full co-operation in

the event a strike is called.

Roxy's new stage show opens Wednesday (31) starring Danny Kaye.

ARA Protests AGVA Club Date Actions

Agents Group Complains of Exorbitant Insurance Fee and Salary Disclosures

• Continued from page 1

der the insurance plan, now in operation here, all club date bookers would have to pay AGVA \$1 per performer per show, regardless of the number of shows done. Chicago agents and other out of town reps, said the figure was exorbitant.

The request that agents file booking slips or contracts specifying salaries paid performers, also drew fire. It was charged that many of these deals were confidential and disclosure might hurt future deals.

After listening to ARA toppers explain the points, it was decided to follow their lead in future recommendations. In the meantime, branch meetings would be called to notify agents as to developments.

CHICAGO, Jan. 27. — Membership of the Entertainment Managers' Association, Midwestern

chapter of the Artists Representatives' Association, has been swelled by about 20 in the last four weeks as a result of recent attempts by the AGVA to set up a national club date code. Primary reason for new faces in EMA-ARA is the fact that reports to headquarters here indicate that regional AGVA reps are in some instances attempting to enforce provisions of the club-date code which AGVA negotiated recently with the Entertainment Managers' Association of New York. EMA is not yet affiliated with ARA, but plans are under way for the splicing.

Sid Epstein, EMA-ARA secretary, told a meeting here Thursday (25) that additional memberships had been received from centers in Des Moines, Indianapolis and Denver and that local agents' groups in St. Louis and Columbus, O., had joined en masse.

EDITORIAL

Where Are the Adults?

Neither leadership of the American Guild of Variety Artists, nor any great majority of its rank and file, has consistently earned a reputation for mature handling of the union's problems. At the present time there is a great deal of screaming on the part of the membership about the proposal that AGVA-ites be taxed 1 per cent of their salary to create additional operating money for the union.

The basis for most of the objections seems to be that the 1 per cent tax rule was passed illegally, and was foisted upon the membership via undemocratic processes. A reading of the AGVA constitution will prove these charges groundless.

What Are Real Reasons?

It is suspected, and in our opinion not without some grounds, that a substantial part of the opposition to the tax is inspired by certain club date bookers, and thru them club date acts who do not look with relish on the idea of supplying AGVA with exact figures on their earnings, as would be necessitated by the 1 per cent tax procedure. The unwholesome, chiseling reasons for this form of opposition is obvious, particularly around federal income tax time.

Certain clear-cut considerations, and no others, should be the determining factor on the part of both AGVA's officers and its members as to whether the 1 per cent tax or some other revenue-producing device should become operative. These, in logical sequence, are:

- (1) Are all the services which AGVA today performs for its membership necessary?
- (2) Does the AGVA membership require from its union services which are not now being performed for lack of funds?
- (3) Are presently operating and necessary services being performed most efficiently, and at the lowest possible cost?
- (4) What guarantees can the union's officers give its members that any necessary new services will be performed efficiently and at lowest possible cost?
- (5) How much money does it take to perform present necessary services, and any essential new, proposed services?
- (6) Do AGVA's present sources of income cover all present and proposed services?

Nauseating, Not Amusing

To a neutral observer, interested only in the welfare of the actor and, ergo, his union, AGVA meetings in which officers and members scream all sorts of denunciations at one another is somewhat more nauseating than amusing.

Isn't it time for AGVA's officers to present to the membership in clear, thoroughly documented terms a review of what the union is now doing and plans to do for the membership—and on that basis solicit support for the 1 per cent tax or any other, possibly more practical form of levy?

And isn't it time for the membership to sit and listen quietly while the presentation is made—and on that basis, without doing an "outraged citizen" routine, consider the necessity for additional AGVA funds?

Let's grow up!

Extra Added

Brief but important night club-vaudeville news

New York:

Kay Thompson, now booked by the Morris office, may go into the Palmer House, Chicago, as her first date for the new reps. . . . Landre and Verna are booked solid thru 1951. . . . Cruise ship Italia, which left for a 14-day trip Friday (26), carried a show that sounds like a Palace bill. Package booked by Nat Abramson had Sid Gary, Jean Grant, Donald Mann, Carlton and Juliette, Nemo, Paul Benson, George Conley, Haydons and Freddie Coats.

Next Friar's frolic, May 11, will be at the Latin Quarter, honoring Lou Walters. Club will be closed to outsiders starting at 10 p.m. and crowd will be limited to 600. . . . Danny Dayton finally made it! He's now in two Stem flickers, "At War With the Army" and "The Enforcer" . . . Annmary Dickey opens at the Pierre February 6, to be followed by Larry Storch. . . . Troupers (org of showbiz wives) gave a G-note to Jewish Memorial Hospital for aid to kids of showbiz folk . . . Maria and Loria now with GAC. . . . Music Hall gave the kids a straight 10 per cent raise.

Sam Kiretsky, owner of Hutton's restaurant, tried to buy Lindy's but deal fell thru. Instead he's dickering for Gallagher's. . . . Reason why Martin and Lewis went into the Miami Beach Chez Paree for no dough was because one of the Chez ops paid for Martin's nose job when he needed it and didn't have the dough. . . . Pedro Morales, of Pedro and Durand, while en route to Lexington, Ky., to play a Ben Aly Theater date, stopped in Louisville to visit his ex-partner, Ray Motte, who is in the restaurant business there.

Hollywood:

Wingy Manone joined Abbey Browne's ork at Charley Foy's Supper Club for an indefinite stanza. . . . Ciro's has been booked thru April and will present the Weavers, Jimmy Nelson, Janis Paige, Lili St. Cyr, Sophie Tucker and Martin and Lewis in that order. . . . Carmen Miranda extends her engagement another week in Hawaii, after successful one-nighters. . . . Fred Karger and ork were resigned for two additional Monday nights at Mocombo. Eddie Oliver and the Latin-Airs play the rest of the week.

Here and There:

Ernest Dorau, with the Middletown, Conn., Theaters for the past 18 years in various capacities, has resigned. Some 400 persons, including International Association of Theatrical Stage Employees (IATSE) President Richard F. Walsh, are expected to attend the 50th anniversary dinner of Local 84 IATSE, of Hartford, at the Hotel Bond ballroom, Hartford, Conn., May 9.

George O'Brien, who used to do a piano and organ specialty in the Detroit area, has bought the Au Gres Theater, the only one in the Northern Michigan town of the same name, and will add amateur shows, community singing, besides his own Hammond organ act. . . . A dance policy is being inaugurated for the first time by the new Landsberg's Westwood Inn on Michigan Superhighway, in Inkster, Mich., 12 miles west of Detroit. . . . Lowe's Globe Theater, Bridgeport, Conn., which has not played stageshows in over 20 years, had Lionel Hampton's ork for one day, Friday (19), and did capacity business. The management is now mulling bringing more shows into the house.

Paramount, New York
(Wednesday, January 24)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily; five Saturdays. Chain booker, Harry Levine. Show played by Boyd Raeburn's ork.

The new spread here is a pep-pery, fast-moving 40-minute layout, well stacked with entertainment values. Topped by the inimitable vocalisms of Ella Fitzgerald, the bill spots Harvey Stone and the Steve Condos-Jerry Brandow act as well as an excellent new warbler, Russ Emery, and the Boyd Raeburn band.

Emery provided the surprise element on the bill. The youngster, previously noted as a production warbler at the Copa and for a handful of recently waxed efforts on Columbia records, soaked home a brace of tunes with an assured delivery and a sturdy set of bary pipes for a sound which is a cross between a Gordon MacRae and a Sinatra with muscles. He makes extremely effective use of hands and body. His workmanship and smooth delivery would probably prove quite satisfying on the night club routes. The warbler walked on stage a total stranger to the packed house and came off to an excellent reception from a couple of thousand friends.

Comic Stone's familiar army life routine has taken on a new life as a consequence of current events. His chatter pulled a steady flow of giggles building to yocks to a big walk-off. The Condos-Brandow turn still is a dynamic routine which offers a remarkable amount of talent packed into a few brief minutes. The display of taps, trumpet tooting, 88-ing and warbling can hardly fail to stop a show cold.

Ella, apparently suffering with a cold or strain of an opening day, still provided a full measure of vocal pleasure. It's difficult to take so fine a singer to task, but the selection of her opening numbers (*It's a Marshmallow World* and *My Heart Cries for You*) proved completely mystifying. Hit status or not, these prove to be wastes once she swings onto the more familiar grounds of a *How High the Moon*.

Boyd Raeburn's ork supplied an excellent and imaginative opening. The pit rose to reveal the ork set off in black light grinding out an intoxicating slice of Latin rhythm. This modulated into a good jump arrangement of *Carioca*, which could have been more effective if it were somewhat briefer. Ork cut a fine show and Raeburn was an enthusiastic emcee.

Pic, *At War With the Army*.
Hall Webman.

Night Club-Vaude Reviews

Club Habana Mexico, Paris
(Wednesday, January 10)

Capacity, 150. Price policy, \$1 minimum. Show at 11:30. Publicity, M. Aranoff. Owner-operator, M. Bayon. Booker-producer, Mlle. Baron. Estimated budget this show, \$143 nightly.

Club Habana Mexico is a Parisian's idea of what an American thinks a Havana or Mexican Club is like. The marquee is a huge Mexican sombrero over the Club which is located one flight below street level. Decor, music and costumes of principals are Spanish. And there the resemblance to Havana or Mexico ends.

The place is on the accepted list of most of the tourist guides, so enjoys a goodly portion of tourists seeing torrid night life of Paris.

A line of five well-shaped girls in abbreviated sarongs of zebra cloth, wearing high heels, high silk hats and carrying canes, open the show with a clever tap and juggling routine using the hats and canes.

Senorita Anita Vila, working with castinets, sings *Campanas de la Giralda*. Her partner, Raphael de Granadas, comes on at the completion of her number, singing *Ay mi Sombrero* in a high pitched trembly voice. Together they do a "pasodoble" to a fair hand.

Outstanding Act

The outstanding act in show is a 16-year-old Spanish girl, Chatita Herrero, who does an exceptionally clever folk dance. The dance is a bull fighting pantomime, which she gets over with professional aplomb.

The Sisters Herrero follow with a Spanish fandango which is good for sporadic applause.

The second half of show is taken up with same performers doing added bits to the Spanish repertoire in the same run-down as the first half.

Roger David and his five-piece ork cut the show and stay for dancing.
Art Rosett.

Chicago, Chicago
(Friday, January 26)

Capacity, 4,300. Price policy, 50 to 98 cents daily. House booker, Harry Levine. Five shows weekdays; six shows weekends. Show played by Louis Basil's house band.

Combinations of the world premiere of *Tomahawk* and a neatly paced vaude layout should produce strong biz. Show got off to a bad start with Tommy and Margot Conine. The good looking kids lose everything by working to some of the wierdest progressive music ever heard. Their first two numbers were so radical that even Lou Basil's fine band couldn't cut them correctly. Scorings are too brassy, with the second one obliterating the tapping of Tommy, who is a great rhythm dancer with fine tumbling and showmanship.

Radio City Music Hall, New York
(Thursday, January 18)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show played by the Raymond Paige house ork.

Musically, the current layout runs from opera to blues and even includes the mambo. Production-wise, the bag of Music Hall tricks was wide open—everything from the standard Rockettes' precision taps to fire and smoke effects. The house symphony ork opened with the bright Enesco's *Roumanian Rhapsody, No. 1* and the stage production, *Red, White and Blues*, got rolling with an effective Spanish gypsy scene as the background for the house choral group to give out with selections from Bizet's *Carmen*. Replete with flashy lighting effects, exceptionally colorful costuming, and an awe-provoking forest setting which included camp fires, the gay *Carmen* got the show off to a happy start. Special English lyrics were written for a couple of arias sung by contralto Margery Mayer and baritone Donald Dickson. The gal did quite well, but Dickson's vocal range was not quite up to demands.

As flashy a routine as the house has ever staged was a *White Heat* number, with the house line coming out of the mouth of a gigantic Ubangi native drop. The house ork set up a big mambo beat for the Rockettes, dressed in pseudo-African native garb. Per usual, the precision terping drew a big mitt. Ben Wrigley, the English rubber-legged comedy dancer who's played a couple of Stem houses in the last few months, didn't fare too well because of the vastness of both the house and the stage. So much of the guy's act depends on mugging that he had a tough time getting across the giant-sized pit.

Closing routine was a modern ballet interpretation of Gershwin's *Rhapsody in Blue*. Dancers Margaret Sande and Peter Hamilton, pianist Anthony Makas and the house ballet drew big hands, but the biggest mitt went to the costuming, settings and choreography.
Pic, *The Magnificent Yankee*.
Joe Martin.

The gal is an okay hooper with lots of looks.

The Martin Brothers got excellent returns for their standard puppet bits. Jack E. Leonard has won many friends via his Ed Sullivan TV performances, judging by the hand he got at opening. Leonard could use some new material instead of the hackneyed stuff he offered.

The Ink Spots did their standard Decca hits to solid returns for every number, despite some sloppy harmony at times.
Johnny Sippel.

Chez Paree, Chicago
(Thursday, January 25)

Capacity, 500. Shows at 8:30, 12 and 2. Price policy, \$3.50 minimum with a \$1.10 cover charge. Operator, Dave Halper; publicity, Bob Curley; production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget last show, \$6,000. Estimated budget this show, \$5,000.

This show is one of the lowest budgeted packages here in sometime, it's well-balanced entertainment. Starts off big with the effortless and graceful work of Jayne and Adam DiGatano. Duo has worked out several new and sparkling dance arrangements. Encored after three great mitts.

Tom Noonan and Pete Marshall show strong possibilities of becoming regulars in the comedy line here. Their movie and chef routines rocked the house.

Luba Malina, also making her
(Continued on page 38)

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In accordance with this article, we the following A.G.V.A. Members in good standing do hereby demand that a referendum vote be taken on whether the assessment of 1% levied on the gross compensation of individual members shall be continued. This tax is in addition to your A.G.V.A. dues. It is our opinion that morally and ethically this tax should have been first presented to the membership for their consideration. Because the National Board did not do this and because we insist on our democratic right to vote on this issue, we now sign this petition for such vote.

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Zabe, Dec. 27

Billboard Says:
". . . Well told gags . . . warranted and got good mitting."
Sippel, Jan. 6



Variety Says:
"Elisa Jayne with her vivacious impressions and dancing gets heavy applause."
Zabe, Dec. 27

Billboard Says:
"Elisa Jayne . . . well stacked red-head . . . excellent."
Sippel, Jan. 6

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Hocus-Pocus

of Magic and Magi
By BILL SACHS

TUNG PIN SOO (Al Wheatley) and **Charlene** left Hollywood January 20 to open the following day in Palm Springs, Calif., for a fortnight's stand at the Chi Chi Club, after which they trek on to Tucson, Ariz., for a week's engagement. On February 14, **Chop Chop and Little Chop Chop**, as they are affectionately known among their many magic friends, open at the Golden Gate Theater, San Francisco, with the **Billy Eckstein** show. Writing from the Film Capital under date of January 19, Wheatley says "Been on the West Coast since October and have been very lucky out here. Spent five wonderful weeks in Vancouver, B. C., at the Palomar Club, and met one of the finest groups of magi one could hope to find anywhere. They honored us in many ways and upon our leaving presented us each with a cigarette case and lighter as a token of remembrance. Those are the things that compensate for the many things we miss by being in this world of show business. Worked Reno, Las Vegas and San Diego and have contracts to return to the Nevada spots." . . . **Chuck Leroy** hopped to Detroit last week to join **Lyle Benjamin** for the journey to Miami, where they are set for a return with their magic at **Leroy's Playhouse Bar**. . . **Randolph the Magician**, who has been displaying his nifties at the **Henry Grady Hotel**, Atlanta, the last two weeks, made the front cover of the January 20 issue of **Gay Atlanta**, where-to-go-and-what-to-do weekly published there. . . **The Great Jarvis** is on his ninth week of International Harvester shows for the **Jimmy Hetzer Agency**, Huntington, W. Va., with six more weeks to go. His assistants are **Princess Louise**, **Bobby Jarvis** and **Jodie Rice**. Following the Harvester dates, Jarvis begins on a string

of nitery and theater dates for the Hetzer office. . . **Lee Richards** typewrites from Bangor, Pa., that he has been playing to fair returns thru Pennsylvania with his new "Mad Monster Attractions," midnight spooker.

C. THOMAS MAGRUM, after winding up an extended tour of 210 engagements in North Dakota, which began September 11 last, has begun a swing thru Wisconsin for the University of Wisconsin Extension Service. He winds up in that State May 17. Magrum's North Dakota tour was set by **T. W. Thordarson**, of Supervised Study, in association with **J. H. O'Keefe**, lyceum director of Agricultural College at Fargo, N. D. . . **Jimmy Richardson**, formerly with **Virgil, Silkin, Ricardo and Willard the Wizard**, is now associated with a booking office in Littlefield, Tex. **Seymour Davis** and **Gaddis** are the magicians on his list. . . After a school assembly tour thru Southern Missouri, with a brief dip into Indiana, **L. E. (Roba) Collins** last week moved his "Mystery Circus Revue" into Northern Illinois, with **W. E. Harper**, former agent with the All-American Circus, looking after the advance. Collins reports that he's hit some fair spots since the first of the year, altho early season business was nothing to shout about. While in Indiana recently, Collins visited **Mysterious Lawrence** and wife at their home in Galveston, Ind. . . **C. A. George Newmann**, veteran mentalist; **LeRoy the Wizard** and **Kampini** have been keeping mystery and magic alive in North Dakota in recent months. . . **Newdini (Elmer J. Newman)** is working schools and clubs in the Orange, Va., sector to reportedly good returns. . . **McDonald Birch** and Company played to a capacity crowd at the high school auditorium at Clearwater, Fla., January 18, under auspices of the local Exchange Club. While in Clearwater, Mr. and Mrs. Birch (**Mabel Sperry**) enjoyed a visit with **Sam J. Collins**, magic enthusiast of Hillsboro, O., who is spending the winter there. . . **Dagmar the Magician**, whose eight-people unit recently played several New England stands, reports that he will begin a Midwestern tour soon under the direction of **Anton Scibilia**, who also has **Dr. Neff**, magician-spooker, under his wing. . . **Wayne H. Rohlf** is still doubling as magician-booker in the Davenport, Ia., area. . . **Don Sweet**, East Moline, Ill., newspaper editor and magician, is doing a series of magic programs in that territory under the sponsorship of Kraft Cheese.



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Caught Again

Copacabana, New York

The Frankie Laine opening (18) drew another mob, with biz heavy for all three shows. Despite the general experience that record names don't do well here, Laine did exceptionally well. The typical Copacabana trade doesn't run to adolescent squealers. But the way it acted when Laine gave out, it might as well have been. If there was any doubt of Laine's influence on the older set, it was dispelled here and was emphasized by the number of shouted requests. The boy, working in his typical coiled-spring-staccato fashion (with Carl Fischer on the piano, plus his own drummer), began with a special, *So This Is the Copacabana*, and wound it up with *Kiss for Tomorrow*. In between, he sold his Mercury hits with new meanings to old lyrics that held the room spell-bound.

Keana Keen

Betty and Jane Kean, working in the middle, drew big yocks from a friendly audience, selling as much on looks as on material. The girls' routine is basically their standard theater act, tho a couple of new bits have been added to increase their impact. The pair finished big and way ahead.

Copsey and Ayres (Charlotte Ayres back in the act) now has three people, all glitteringly resplendent in their costumes. Their East Indian terps drew big applause. The rest of the show is basically the same. Over-all impression is excellent.

Bill Smith.

Latin Quarter, New York

Patti Moore and Ben Lessy may have some additional mileage on them, tho it hasn't detracted from their work, timing and delivery. They both come out punching and hold the torrid pace until the end of their act.

Patti Moore's brash prettiness as she gives out with oldies and arrangements is show business at its best. She's a dynamic package.

Ben Lessy, the short, bald, self-effacing lad, is in there with those cute little bits of business, the little side flirt of the heels, the side-wise glance and prancing walk which makes his work a genuine pleasure to watch.

Their material is amusing, tho frequently they seem to be better than their offerings. They shine mostly with oldies where their experience makes the greatest impact.

The rest of the show here is basically the same. The 90-minute package geared for its commercial appeal is made to order for the visiting firemen. Bill Smith.

Tax Take Off 19% in Cincy

CINCINNATI, Jan. 27.—A drop of 19.19 per cent in collections from the city amusement tax was reported last week by George Schiele, city treasurer, with 1950 collections totaling \$264,797.92 as compared with \$327,709.72 in 1949.

All types of amusements were affected by the reduced spending, the report showed. Theaters, one of the biggest revenue producers, dropped 27.10 per cent and provided collections of \$150,339.81. Other amusements and their percentage drops were: Parks and rides, 0.65 per cent; ballrooms, 15.01 per cent; swimming pools, 33.83 per cent; basketball and football, 3.17 per cent; boxing and wrestling, 43.89 per cent, and miscellaneous (which includes Cincinnati Garden events), 25.25 per cent.

Only golf courses and special events contributed more in tax money in 1950 than in 1949.

Americans Make Good As Paris Nitery Ops

PARIS, Jan. 27.—Two Americans with a desire to get in show business and the French equivalent of \$23 are making good in this highly competitive entertainment capital.

Roger Callaway, G. I. student from San Francisco, and Jorie Remes, amateur vocalist of New York, pooled their resources and made a deal with Yorke de Souza, operator of La Boite a Sardines (Box of Sardines). The deal was closed three months ago, and the two Americans went to work.

Burlesque Bits

By UNO

PENDING the signing of the contract by circuit and union heads, the Burlesque Artists' Association held its first meeting in 10 years with performers at the Musicians' Temple, Newark, January 3. Addresses were made by **Richard F. Walsh**, International Alliance of Technical Stage Employees prexy; **Thomas V. Green**, labor exec, and **Tom Phillips**, BAA chief. Attending were **Bob Ferguson**, **Mary Murray**, **Max Coleman**, **Bernie Layton**, **Ilka DeCova**, **Don Lynn**, **Jane McCormick**, **Mary Blanton**, **Helen McPhail**, **Joyce Ortone**, **Ellen Kerszenblat**, **Kitty Park**, **Doris Mardell**, **Candy Duryne**, **Colleen Walsh**, **Vickie Lane**, **Margo Karam**, **Jackie Gerler**, **Joan Ortone**, **Marcia Forbes**, **Lorraine Kenny**, **Betty Holnick**, **Nanette Contessi**, **Lois Myers** and **Constance Shelton**. Actual enrollment of members will take place when the contract becomes official. The next meetings will be in Boston and Pittsburgh. . . **Marie Cord** is at the Nocturne, New York nitery. . . **Jessica Rogers** is back at Club Samoa, New York. . . **Art Gardner**, comic, is ill in Cleveland. . . Casino, Pittsburgh, has discontinued its chorus line. . . **Eddie Chester** returned to emcee duties January 26 at Queens Terrace, Woodside, L. I.

Hunter, Marie Grady, Joan Decies and Patricia Joseph are new Montgomeryites at the Hudson, Union City, N. J. . . **Paul Salerno**, **Al Maharajah** and **Charlie Tourso**, as the Red Robin Trio, long-time entertainers at the Red Robin nitery, Union City, N. J., were one of the two specialty acts at the Hudson, that city, week of January 21.

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Cheez Paree, Chi

Continued from page 37

debut locally, caught a tourist crowd which didn't pick up some of her smart material. Gal sells like mad.

Production numbers were hold-overs. Benny Sharp's off-night crew cut a good book. Pancho's Foursome played good rumba stuff for dancing. Johnny Sippel.

COLORED BULBS TO BOOK ACTS

NEW YORK, Jan. 27.—As everybody knows, the William Morris office is moving to the Mutual Life Building next March. The building has an electric pylon on the roof which indicates thru colored lights the coming weather and temperature changes.

Dick Henry, of the Morris office, said these electric lights could make it a lot easier for acts. "They can be seen from 14th Street to 98th Street. When a yellow light goes up we are looking for a comedy act; a red ball, a girl singer; a green light, a flash act; no lights, save your money. Don't call, we are all booked.

EDITORIAL

Light Thru "Darkness"

The Playwrights' Company production of the Sidney Kingsley-Arthur Koestler play, *Darkness at Noon*, seems to be assured of a long and profitable Broadway run. And as our review and many others indicated, justifiably so. Its picture of the real horrors of a totalitarian state, its clear presentation of the kind of an enemy we presently face, are not only fascinating theater but, as has been previously pointed out, represent first-rate public service.

It is of considerable importance, we believe, that the greatest possible number of people all over the country be given the opportunity to see and hear the show's message. Accordingly, we recommend that the radio and television networks and the show's owners attempt to arrive at some mutually satisfactory arrangement for bringing portions or all of the drama to the mass radio and TV audience. (See TV talent and Show Tips this issue.)

We also suggest that the directors of the Playwrights' Company and the authors, being men acutely conscious of the nation's current danger, may be willing to entertain the idea of making the script of *Darkness* available royalty free to any non-profit community, college or other capable amateur theater group. The tyros may have difficulty doing a *Rains* with the Rubashov lead, or coping with the ingeniously elaborate Frederick Fox set, but it's our belief that the sincerity of the story, the power of its message will shine thru any presentation.

It's a message all Americans should see and hear. *Darkness* truly presents a golden opportunity for the theater to make a vital contribution to exposing the true nature of the enemy.

D. C. Sesqui Commish Plans Patriotic Drama at 50c Top

WASHINGTON, Jan. 27.—The D. C. Sesqui-Centennial Commission's symphonic drama, *Faith of Our Fathers*, will emerge next season with a pop-priced new look, thanks to Melvin D. Hildreth, exec vice-chairman of the Sesqui Commission.

In a sweeping move to attract bigger audiences, the admission charge next season will be only 50 cents a person. This includes automobile parking fee. That's a steep drop from last season's stiff price of \$2.40 per seat, plus 50 cents for auto parking. Commented Hildreth: "We hope to bring this great show to hundreds of thousands of people who might not otherwise have been able to afford it, and at the same time we hope to set an example for bucking the inflationary trend by chopping prices."

In addition, Paul Green is reportedly revising the script to include a number of theatrical features which have proven popular with mass circus audiences. One of these will be a gala wind-up in the manner of a Ringling-Barnum closing spectacle. The theme will be patriotic. Family ap-

peal will be emphasized more strongly than ever. Altho no Sunday performances and regular weekday matinees are scheduled, special free matinees for school groups will be arranged.

Paul Massmann, Sesqui activities director, is preparing to launch cast auditions for the new season which gets under way June 1. Special ceremonies will be staged May 30 to dedicate the amphitheater in memory of the late Carter T. Barron, who preceded Hildreth as the commission's exec vice-chairman.

Permanent Amphitheater
The amphitheater, which was constructed by the government and will remain as a permanent feature of the capital parks system, will formally be named the Carter T. Barron Amphitheater. Secretary of the Interior Oscar Chapman will be principal speaker. A number of film and stage celebrities will participate and a bronze plaque in Barron's memory will be unveiled.

The *Faith of Our Fathers* pageant will have an 82-day run, its first full season. The opening sea-

(Continued on page 40)

Grip Strike Off; LNYT Offer of 5% Seems Okay

NEW YORK, Jan. 27.—Legit can rest easy. There will be no stagehands strikes.

Thursday (25) a committee representing the League of New York Theaters and representatives of the executive committee of Local No. 1 of the stagehands union met for further discussion.

The managers org's previous offer of a 3 per cent boost in grips' wages had been flatly turned down by the union. This time, however, after considerable haggling, the offer was increased to 5 per cent.

This was confirmed Friday (26) by the League's board of governors and accepted by the union's executive committee the same day.

A union spokesman said it was certain that the action of the committee would be endorsed by membership at the general meeting skedded for Sunday (28) at the Hotel Diplomat.

The legit settlement ends the

Wiman Estate \$3 Mil; Partners Named in Will

NEW YORK, Jan. 27.—Legacies of \$20,000 each were willed by the late Dwight Deere Wiman to his three business partners, Forrest Haring, Jack H. Del Bondio and Lina Abarbanell. The three partners also received interests in the assets of the company.

The showman, who died Saturday (20), left an estate of over \$3,000,000, it was disclosed when his will was filed here this week. Bulk of the estate is left in trust to Wiman's four daughters.

danger of a three-way strike which was voted by the grips last October in TV and Metopera fields, as well as the theater. TV and Metopera already have settled and now the union has made substantial wage gains on all three fronts.

Admission Taxes Drop 19 Mil; December Decline Among Worst

Continued from page 36

The tax on admissions to theaters and concerts yielded \$358,273,586 last year, a drop of \$19,260,411 from the previous calendar year. The tax on cabarets and roof gardens brought in a 1950 return of \$41,525,891, which was \$2,307,808 less than the previous year's take.

Almost every month was in the minus column for both of these important excises. Sole monthly gains for the cabarets tax was registered in August and November. The year ended with the federal government collecting \$3,218,135 from this tax in December, a loss of \$350,951 from the corresponding month in 1949.

The story on theater admissions collections reached its gloomiest note last month, when the yield was \$26,752,910, a staggering decline of \$6,808,436 below the figure for December 1949. This was

Equity Members Reject New Amendments to Constitution

NEW YORK, Jan. 27.—Balloting at the reconvened membership meeting of Actors Equity held Monday (22) at the Hotel Astor resulted in overwhelming endorsement of its Council's stand on proposed constitutional amendments.

BROADWAY SHOWLOG

Performances Thru January 27, 1951

DRAMAS		
Affairs of State.....	9-25, '50	143
(Music Box)		
An Enemy of the People..	12-28, '50	36
(Broadhurst)		
Angel in the Pawnshop... 1-18, '51		12
(Booth)		
Bell, Book and Candle.....	11-14, '50	87
(Barrymore)		
Darkness at Noon.....	1-13, '51	17
(Alvin)		
King Lear.....	12-25, '50	40
(National)		
King Richard II.....	1-24, '51	5
(City Center)		
Season in the Sun.....	9-28, '50	140
(Cort)		
Second Threshold.....	1- 2, '51	31
(Morosco)		
The Country Girl.....	11-10, '50	91
(Lyceum)		
The Happy Time.....	1-24, '50	423
(Plymouth)		
The Lady's Not for Burning.....	11- 8, '50	84
(Royale)		
The Member of the Wedding.....	1- 5, '50	444
(Empire)		
20th Century.....	12-24, '50	40
(Fulton)		
MUSICAL		
Bless You All.....	12-14, '50	52
(Hellinger)		
Call Me Madam.....	10-12, '50	124
(Imperial)		
Gentlemen Prefer Blondes..	12- 8, '49	476
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	75
(45th Street)		
Kiss Me, Kate.....	12-30, '48	866
(Shubert)		
Michael Todd's Peep Show..	6-28, '50	245
(Winter Garden)		
Out of This World.....	12-21, '50	44
(Century)		
South Pacific.....	4- 7, '49	740
(Majestic)		
REOPENING		
Where's Charley?.....	1-28, '51	
(Broadway)		
CLOSED		
Four Twelves Are 48.....	1-18, '51	2
(48th Street Theater)		
(Opened 1-17, '51)		
Arms and the Man.....	1-20, '51	108
(Arena)		
(Opened 10-19, '50)		
The House of Bernarda		
Alba.....	1-20, '51	16
(ANTA Playhouse)		
(Opened 1-7, '51)		
Peter Pan.....	1-27, '51	321
(St. James)		
(Opened 4-24, '50)		
COMING UP		
(Week of January 29, 1951)		
Peer Gynt.....	1-28, '51	
(ANTA Playhouse)		
The Mikado.....	1-29, '51	
(St. James)		
The Green Bay Tree.....	2- 1, '51	
(Golden)		
The Rose Tattoo.....	2- 3, '51	
(Martin Beck)		

As reported in (*The Billboard* January 13), the membership meeting of Friday (5) recessed for lack of time after rejecting only one of eight proposals submitted by a constitutional amendment committee which had been voted by Council on the ground that among other things they were "radical... and were intended to eliminate the present prohibitions against Communists, Nazis and Fascists from being officers and members of the Council or being employed by Equity."

Monday's (22) continuation of the meeting turned up something of a record accomplishment of agenda for a general union get-together. In order to curtail lengthy discussion which stymied action in previous session a cloture rule was invoked. This allowed three minutes apiece to a representative of the committee and to a member of Council, and an additional three minutes each to three pro speakers and three con speakers from the floor on each proposal. The result was that all seven amendments, plus another approved by Council, were discussed and acted upon in less than 3½ hours.

The Voting Council
All seven amendments previously rejected by Council were defeated by membership by votes

Equity Council Fails To Name Parley Group

NEW YORK, Jan. 27.—Due to the press of other business at its meeting Tuesday (23), Equity Council was unable to select the four members of that body who will serve on the new constitutional amendment committee.

As reported elsewhere on this page, membership already has made its choices for a representation of five. Members of council who are willing to serve on the committee are being queried and their names will be put in nomination shortly.

Council's Tuesday (23) deliberations were primarily concerned with the report and some 18 recommendations for changes in rulings by the summer stock committee. About two-thirds of these were acted upon and the remainder put over until the next sitting Tuesday (30). No report will be forthcoming as to their nature until complete action is taken.

The Council tabled until next week the request by the Ticket Brokers' Association for the union's support for a change of State law permitting brokers a tariff of \$1 per ticket instead of the current 75 cents.

ranging from two to better than three to one. The amendments approved by Council, permitting membership to override its governing board's rejection of any membership resolution via a subsequent two-thirds vote by senior resident members out of a quorum of 750, was passed by a two-thirds majority. Over-all, the meeting's action was a sweeping vindication of the Council's attitude on all counts.

Membership then voted upon five representatives to serve on a constitutional membership committee to be formed with four members chosen from Council under the chairmanship of Gerald Savory. Those elected from membership were Douglas Chandler, William Neal, Eugene Francis, John Randolph and Lee Whipper. Approximately 400 turned out for the meeting. John Kennedy presided.

Duff Gets Lead In SBI Version Of "Detective"

HOLLYWOOD, Jan. 20.—Howard Duff has been chosen to play the lead in *Detective Story* when the current Stem play is presented on the Coast by Show Business, Inc. (SBI). Naming of Duff climaxes a two-week search during which time almost a dozen top names were mentioned for the role. While the fem lead is not definite, Claire Trevor has the inside track.

Joseph Cotten, Kirk Douglas, Dan Duryea, John Garfield, Robert Mitchum, Pat O'Brien, Dennis O'Keefe, Gregory Peck, Robert Ryan and Lawrence Tierney were all under consideration for the role created by Ralph Bellamy. *Detective* breaks February 19 in San Francisco and will play Portland, Seattle, Yakima, Wash.; Sacramento and Stockton, Calif., before bowing here April 2, at the El Capitan Theater. According to SBI Prexy Harry Jameson, it will take \$50,000 to raise the curtain. Production costs for the ensuing weeks has not yet been determined. Group will not get a guarantee, playing all houses at either a 70-30 or 65-35 split. Top for the show will be \$3.60.

SBI was organized two weeks ago by Jameson, Gene Mann, Al Mathes, Don Rose and Maury Friedman. Group hopes to present Broadway hits on a year-round basis on the Coast. The quintet is currently negotiating to get *Guys and Dolls* as their second presentation.

"Happy Time" Earns Happy, Hefty Gross

NEW YORK, Jan. 27.—*The Happy Time* celebrated its first year on the Stem last Wednesday (24) and promises to continue profitable for its backers for some time yet, according to Mike Jacobs, business manager for the producers, Richard Rodgers and Oscar Hammerstein II.

By the anniversary, the show had grossed around \$1,320,000, having passed the \$1,000,000 mark early last November. It's grossing about \$24,000 a week, 11½ per cent in royalties going to authors and directors. In 1950 net profits on the show amounted to \$200,000.

The production was originally budgeted at approximately \$60,000, but producers were able to return more than \$20,000 before the show got started.

Try-out losses were unusually light, Jacobs said, and thanks to the ingenious set and a half by Aline Bernstein, carting and hanging were easier and thus less expensive than usual.

A pic deal is now pending with Stanley Kramer.

one of the worst declines in history for the tax, officials said. February was almost as bad when the yield dropped \$5,502,302 below

that of February 1949. Returns from tax on admissions to theaters and concerts were tabulated as follows:

	1950	1949	
January.....	\$28,026,734	\$25,911,467	\$2,115,267 Gain
February.....	21,551,998	27,054,316	5,502,320 Loss
March.....	33,048,575	34,877,920	1,829,345 Loss
April.....	27,513,189	26,424,859	1,088,330 Gain
May.....	30,370,576	30,659,977	289,401 Loss
June.....	28,787,789	30,660,300	1,872,511 Loss
July.....	29,397,486	28,787,158	610,328 Gain
August.....	31,739,618	34,432,045	2,692,427 Loss
September.....	31,462,058	35,401,340	3,939,282 Loss
October.....	35,148,922	35,225,377	76,455 Loss
November.....	34,473,730	34,537,889	64,159 Loss
December.....	26,752,910	33,561,347	6,808,437 Loss

The yield from the tax on cabarets and roof gardens was as follows:

	1950	1949	
January.....	\$3,182,578	\$3,263,207	\$ 80,620 Loss
February.....	2,968,397	4,125,027	1,156,630 Loss
March.....	3,618,742	3,865,700	246,958 Loss
April.....	3,290,257	3,589,490	299,233 Loss
May.....	3,383,171	3,707,311	324,140 Loss
June.....	3,545,911	3,819,629	273,718 Loss
July.....	3,094,194	3,321,734	227,540 Loss
August.....	3,919,666	3,657,380	262,286 Gain
September.....	3,643,451	3,682,683	39,232 Loss
October.....	3,535,781	3,565,083	29,302 Loss
November.....	4,125,066	3,668,366	457,239 Gain
December.....	3,218,135	3,569,086	350,951 Loss

Sides and Asides

Lambs To Be Honored by Eagles . . .

The grand aerie of the Fraternal Order of Eagles will present its annual Civic Award to the Lambs Sunday (4). The award, in recognition of the humanitarian contributions made by people of the entertainment world, will be presented to Bert Lytell, shepherd of the Lambs, by Robert Hansen, of Milwaukee.

Out of Town Review

BILLY BUDD

(Opened Wednesday, January 24)

Shubert Theater, New Haven, Conn.

A drama by Louis O. Coxe and Robert Chapman, based on the novel by Herman Melville. Directed by Norris Houghton. Sets by Paul Morrison. Costumes by Ruth Morley. General manager, Paul Groll. Press representatives, George and Dorothy Ross. Stage manager, Bob Margulies; production associate, Ben Segal. Presented by Chandler Cowles and Anthony B. Farrell.

- Borman Wyatt Norman Ettlinger
- Duncan Robert McQueeney
- O'Daniel Walter Burke
- Payne Judson Pratt
- Squeak Bernard Kates
- John Claggart Torin Thatcher
- Jackson Charles Carshon
- Dankner George Pells
- Edward Fairfax Vere Dennis King
- Hallam Lee Marvin
- John Ratcliffe Preston Hanson
- Gardner Jack Manning
- Billy Budd Charles Nolte
- Phillip Smedley Guy Spaul
- Surgeon Winston Ross
- Jenkins Jeff Morrow
- Talbot James Daly
- Kincaid Kenneth Paine
- Butler Leonard Yorr
- Messboy Charles Hudson
- Rea Henry Garrard
- Stall Bertram Tanswell
- Byren Martin Brandt
- Drummer David Long
- Sailors Robert Dudley, Bill Froehlich

Despite beautiful production and some striking stage effects, *Billy Budd* never manages to shake off its dullness and reveals itself as a highly moralizing conversation piece that never reaches the promise made by its opening scene.

The action is almost unbelievably slow, the characters completely unreal and the motivation unfathomable. While the cast does well with its individual chores, and the costuming and scenery is extremely colorful, the play falls apart in its second scene and never again captures the audience.

Good Vs. Evil

The authors have built their plot aboard a British man-o-war during the close of the 1700s, and attempt to show via a sadistic master-of-arms and a "holier-than-thou" sailor and that good and evil cannot live side by side; evil resents the noble actions.

Society and the conventions, as portrayed by the admiral, must maintain certain rules, and when "good" gives "evil" its just deserts, punishment must be meted out regardless of motives.

That is the plot in a nutshell and, despite the abundance of the preaching, the audience is never quite convinced.

Dennis King as a skipper is impressive, but most of his lines are lost by his tendency to mumble his asides. In his scenes as captain of the *H. M. S. Indomitable* he is completely in character, and readily understood; but in soliloquies he is completely lost.

Charles Nolte in the title role is certainly adequate, but the authors have made him into a completely unbelievable and inhuman person, too good to be true. Nolte does well with a very, very tough assignment.

Top acting honors go to Torin Thatcher as the heavy. He is always in character and projects with ease. He manages to make the extremely nasty character at least real, if not believable.

The rest of the large cast are adequate as far as their roles are concerned, but again their inability as a whole to make themselves understood and heard is a decided handicap. Paul Morrison and Ruth Morley have combined to offer some extremely colorful sets and costumes, but the direction by Norris Houghton leaves a lot to be desired. The pace is much too slow, and motivation is fuzzy. *Budd* is not a good show, and it is bad entertainment. It is likely that when *H. M. S. Indomitable* sails into a Stem harbor it will be sunk by the first broadside.

Sidney Golly.

past worthy grand president of the Eagles. It will cite the work of the Lambs Servicemen's Morale Corps in World War II. This will be the first time the Eagles have ever given their annual civic service award to an organization.

Production Notes and Personal Intelligence . . .

"The Innocents" will not move into the Broadhurst February 5, since the house was needed for "Ti-Coq." No other New York house being available, the Sylvia Sidney starrer will end its tour in Philadelphia February 3.

Jose Ferrer and Milton Baron have signed papers with the heirs of George M. Cohan for production next season of the latter's "The Musical Comedy Man." . . . Lillian Hellman's new play, now titled "The Autumn Garden," is in rehearsal. Carol Goodner has joined the cast. . . . The New York City Ballet will open a four-week season at the City Center February 13. Two additions to the repertory: "La Valse" with Ravel's music and "The Card Game," a revival, with score by Stravinsky. . . . Show paper publisher Leo Shull is combining his "Stage News" with "Tele Talent." Combo will carry "Tele Talent" masthead. . . . Arnold Moss left the cast of "King Lear" to take a role in the Bob Hope movie, "My Favorite Spy." Taking over his Gloucester role: Guy Arbury. "Helen in Memphis" is the title of a musical comedy Louis Bromfield and Herbert Cobey are writing. Music and lyrics will be by Kim Gannon and Walter Kent.

Hume Cronyn is trying to get the rights to "The Four Poster," the comedy of Jan De Hartog to which Stanley Kramer recently acquired the screen rights. Cronyn would like to do the show on summer circuit and then Broadway, co-starring with wife Jessica Tandy. . . . Sam Jaffe took ill in the second act of "Tartuffe" at the Brattle Theater, Cambridge, Mass., Tuesday (23), forcing cancellations of the play. Doctor said he was suffering from fatigue. . . . Nellie Fisher and Jerry Ross, terping stars of "Your Show of Shows" over NBC television, will pattern the dances for "Razzle Dazzle" revue at the Arena. . . . Eve Arden is a possibility for a starring role in "Nina," to be produced by Alexander Ince. Show is translated from the French stage success.

L. Bush-Fekete and wife, Mary Helen Fay, will do an adaptation of "Le Complex de Philemon," a satire of psychoanalysis which they saw in Paris recently. No producer has been mentioned yet. . . . Dailey Paskman is collaborating with Catherine Turney and Jerry Horwin on a musical version of his dramatization of F. Scott Fitzgerald's "This Side of Paradise." . . . "The Moon Is Blue" will open at the Henry Miller March 8. John Effrat will be stage manager; Chandos Sweet, general manager. Neva Patterson has joined the cast. . . . Martha Wright will be Mary Martin's replacement in "South Pacific" after June 1. . . . A National company of "Guys and Dolls" will play San Francisco and Los Angeles this summer under auspices of the Civic Light Opera Association. Then follows a tour of the West and Midwest. . . . Joining the cast of "The High Ground," which is the new title for the Charlotte Hastings melo, were Jean Cameron and Neil Fitzgerald. Play is booked to open at the 48th Street February 20. . . . Ben Hecht and Charles MacArthur have finished the first draft of "The Big Lie," a play about propaganda with action in present-day New York. Fall production is a possibility. . . . Nannette Fabray has been signed for the starring role in "Make a Wish." Rehearsals are scheduled to begin February 8. No theater has been announced yet. . . . With Johnny Stewart scheduled for a role in "The King and I," Allen Martin has replaced him in "The Happy Time." . . . "Goodbye, My Fancy" will get a six-night run starting February 5 at the New Jersey College for Women in New Brunswick. . . . Phil Arthur, Natalie Core, Frances Tannehill, John Gerstard and Frances Helm signed for the cast of "Not for Children." The Elmer Rice play is due at the Coronet February 8. . . . Pat Birsh, Rebecca Darke and Stuart Hodes added to cast of "Peer Gynt."

Equity Group Skeds 4 Shows

NEW YORK, Jan. 27.—Equity Library Theater announced this week the opening dates for the four productions of the org's theater project at the Clinton Community Center in the Bronx. The try-out of the project last year under the sponsorship of the Board of Education proved extremely rewarding, enabling the actors to make a few clackers for themselves and bringing minimum priced theater uptown.

ELT's selections comprise *Mis-souri Legend* (February 9), *Major Barbara* (February 23), *Babes in Arms* (March 9) and *You Can't Take It With You* (April 6). There will be three performances of each production.

Off-Broadway Review

THE ROAD TO ROME

(Opened Thursday, January 18)

Lenox Hill Playhouse

A satire by Robert Emmett Sherwood. Staged by Brace Conning. Settings by A. Serly Peary. Costumes, Michi. Production stage manager, Ted Sheraton. Stage manager, Elizabeth Caldwell. Lighting, Norman Leigh. Press representative, Audrey Penschaw. Production manager, Edith Sherman. Presented by the Equity Library Theater, Inc.

- Varius Don Barton
- Meta Sherry Bennett
- Fabia Kay MacDonald
- Fabius Maximus Clinton Anderson
- Amytis Jean Muir
- Cato Barry Truex
- Scipio John Ricci
- Drusus Charles Brown
- Sergeant Edward Lane
- Corporal George Zboran
- 1st Guardsman Jack Brady
- 2nd Guardsman Martin Greenlee
- 3rd Guardsman Nicholas Alemanne
- 4th Guardsman Joe Balfour
- Thothmes Richard Bousin
- Hasturhal Jay Barney
- Carthalo John Armstrong
- Maharbal Stephen Gray
- Mago Wright King
- Hannibal Gordon Mills
- Bala Joseph Howard

Robert Emmett Sherwood's *Road to Rome* has some timely points to make in its comments about the Roman-Carthaginian conflict. And the Equity Library Theater (ELT), for the most part, has seen to it that the play gets a good reading.

A story of Hannibal's conquests and his descent upon Rome, *Road* presents disturbing thoughts on the absurdity of war via Amytis, the wife of the Roman dictator. Not a follower of Roman patriotism, being a native Greek, she decides to leave the city rather than remain, possibly to die. She purposely takes the wrong road out of Rome and is captured behind the Carthaginian lines, where she confronts Hannibal. An overnight affair and the above disturbing thoughts turn Hannibal from Rome, leaving the city and its might eventually to destroy itself. Sherwood tells his story in satirical overtones. Often a reporter forgets that the time in the play is circa 183 B. C., so applicable are his remarks to circa 1940-1950 A. D.

Excellent Staging

Brace Conning deserves plenty of praise for his smooth staging, and were it not for some mis-steps in casting, his would be an excellent job, indeed. Added to the fine direction are expert settings and costumes by A. Serly Peary and Michi, respectively. Such attributes, fortunately, more than compensate for some unfortunate casting, which makes the first act particularly dull, except for John Ricci's contribution.

However, with a shift in scene to Hannibal's headquarters in the second act, some fine actors take over the show. Two are exceptionally outstanding, Gordon Mills and Wright King, both of whom do superior jobs. Supporting them are Jay Barney, John Armstrong, Stephen Gray and the guardsmen, all giving excellent readings.

Muir Not Impressive

Since part of the heavy draw on the show caught is due to Jean Muir, she cannot be overlooked. She does not impress as an actress with experience on Broadway and in innumerable films. It is difficult to understand why an actress of her experience would resort to mugging, posturing and awkward gesticulation.

But for all that, the ELT presentation of *Road* makes a right smart revival, and certainly a Stem production would not be amiss. But whether or no, this is a high water mark for ELT.

Dennis McDonald.

Broadway Opening

RICHARD II

(Opened Wednesday, January 24)

City Center

A tragedy by William Shakespeare. Staged by Margaret Webster. Sets and lighting by Ben Edwards. Costume director, Emmeline Roche. Incidental music by Herman Menges, arranged by Robert Graves. Conductor, John Cooke. Maurice Evans, artistic supervisor. George Schaeffer, executive producer. Production manager, Billy Matthews. Stage manager, Thelma Chandler. Press representatives, Jean Dalrymple, Marion Graham and David Powers. Presented by the New York City Theater Company.

King Richard the Second . . . Maurice Evans
John of Gaunt Frederic Worlock
Henry Bolingbroke Kent Smith
Thomas Mowbray Bruce Gordon
The Duchess of Gloucester

Lord Marshall Cavada Humphrey
The Duke of Aumerle Theodore Marcuse
Herald to Bolingbroke George Roy Hill
Herald to Mowbray Porter Van Zandt
Green Joseph Dooley
Bagot John Kirchnak
Bushy Everett Ripley
Edmund Langley Chester Stratton
Edmund of Langley Reynolds Evans
Queen to Richard Betsy Blair
The Earl of Northumberland

Lord Ross Louis Hector
Lord Willoughby John Straub
A servant Chris Gampel
Henry Percy Tom Hughes Sand
Captain of a band of Weichmen

The Earl of Salisbury Clem Fowler
The Bishop of Carlisle Theodore Marcuse
Sir Stephen Scroop Wendell Whitten
Ladies attending the Queen

June Prud'Homme, Patricia Jenkins
A Gardener Hamilton Mett
Second Gardener Joseph Dooley
Abbott of Westminster Joseph Emmett
Sir Pierce of Exton Clem Fowler
Seviant to Exton Porter Van Zandt
A groom Joseph Dooley
A keeper John Kirchnak

Lords, soldiers, pages, monks, ladies: Yvonne Sherwood, Joseph Emmett, William Daniels, William Becker, William O'Brien, Van Williams, Jackson Young.

For its third and last fortnight of winter rep at the City Center, the New York City Theater Company has chosen a revival of the Margaret Webster production of *Richard II*—and a wonderful choice it is, with Maurice Evans once more in the role of the neurotic spendthrift. Back in 1937 *Richard* made Shakespearean history on the Stem and subsequently on tour, and Evans brought it back again to the St. James Theater in 1940.

It is too bad that its stay at the City Center must be limited and that it cannot be continued in a regular commercial house, for after 11 years there must be a brand new audience crop eager to see one of the finest presentations of the bard to be put on within memory. But Evans has immediately impeding Hollywood commitments, so that's that. At all events, City Center pew-buyers have a great opportunity for two weeks of *Richard* at bargain prices.

Rich Emotional Meat

As a matter of fact, *Richard II* is plot-wise one of Shakespeare's dullest plays. There is little or no action, and it takes an unconscionable time to get going. But once it is on its way, the later scenes glow with emotional intensity. It concerns, of course, the deposing and final murder of a spendthrift king, who was more interested in trusting his points and turning a phrase than in the sterner duties of kingship, at the hands of an irate nobility led by Bolingbroke. The fact that vanity and an addiction to flattery were responsible for his compeupence in no way lessens the tragedy of his downfall. Even arrogance and pettiness can be pitiable, and the rich meat of the play, despite its lack of action, has been brought into the sharpest focus in its arrangement and direction by Margaret Webster.

It would be foolish to acclaim Evans's performance all over again. Currently, it seems all it ever was, which was one of the really great Shakespearean portraits created here in a generation. It reaches its peak, of course, in the abdication scene and thereafter. Co-starred with him is Kent Smith as the ruthless, practical Bolingbroke, who brings to *Richard's* nemesis a forthright and intelligent reading.

Frederic Worlock is splendid as old John of Gaunt, giving the great "England" speech exactly the projection it deserves. There are fine contributions also from Louis Hector as the grim Northumberland and Reynolds Evans as the bedeviled York. Betsy Blair, after an ineffective start, achieves sharp moments in the pathetic farewell scene with her ex-king husband, and Bruce Gordon does well by Mowbray. Bolingbroke's arch-enemy. Considering the time element involved in reproducing a matter of this magnitude, the over-all caliber of the cast is exceptional, and Margaret Webster can take a bow for a smotherly

British Beef at Canada Act Tax

TORONTO, Jan. 27. — Sharp criticism of how the Canadian income tax department gives preferential treatment to American entertainers was voiced here by Bruce Worsley, manager of the D'Oyly Carte Company appearing this week at the Royal Alexandra.

By some twist of the income tax act, British artists coming to this country are not given the same \$1,500 exemption as American artists.

Worsley said that "British entertainers are penalized by bringing their talents here." The entertainers appear to be singled out for discrimination under the Income Tax Act of 1950.

The tax provision governing entertainers from the United States exempts them from income tax up to \$1,500 under a mutual agreement between Canada and the United States. However, the Income Tax Act governing United Kingdom visitors permits exemption from Canadian taxation on earnings made here for a period up to 183 days, but deliberately excludes entertainers from the favorable treatment.

Picasso's Play

Continued from page 3

anemones, and this time Big Foot has transferred his affections to Tart. Tart enters, B. F. lectures to her from his account book, p. 380,000. Onion and Cousin appear. Cousin, thinking something might be up between the hero and Tart, really dresses down the latter, who can talk sassy herself on occasion. After Tart leaves, B. F. admits he knows she's a two-bit Lorelei, but he likes the gal anyway, and that's that.

Act 6 takes place in the Anguishes' villa, the two, Fat and Skinny, mangling their lines and languish, Tart describing herself as the tart for art's sake type, and Big Foot suggesting they close the o'l place, light the lanterns, and lock the house with a double lock. When what should appear but a big golden sphere, burning, burning, burning bright, reading from the left to right, "NOBODY." Curtain.

D. C. Sesqui Plans

Continued from page 39

son last year got started in August. Poor weather contributed to lack of attendance, but many observers blamed the stiff admissions charge as one of the most discouraging factors. Outlook currently is for a successful season this year. A successful run could lead to a resumption in 1952.

DRAMATIC ROUTES

- Apple of His Eye, with Edward Arnold (Arcadia) Wichita, Kan., 31; (Convention Hall) Tulsa, Okla., Feb. 1; (Home) Oklahoma City 2; (Robinson Auditorium) Little Rock, Ark., 3.
- As You Like It, with Katharine Hepburn (International Cinema) Vancouver, B. C., Can., 31-Feb. 3.
- Ballets de Paris (Curran) San Francisco, Brigadoon (Albany) Albany, Ga., 31; (Peabody Auditorium) Daytona, Fla., Feb. 1-2; (Auditorium) Orlando 3.
- Budd, Billy (Forest) Philadelphia. Come Back Little Sheba (Walnut St.) Philadelphia.
- Diamond Lil, with Mae West (Memorial Auditorium) Louisville, 31; (Ryman Aud.) Nashville, Feb. 1; (Temple) Birmingham 2; Lanier Aud., Montgomery 3.
- Death of a Salesman (Gayety) Washington.
- Guardsman, The (Hanna) Cleveland.
- It's a Great Day (Blackstone) Chicago.
- I Know My Love, with Lunt & Fontanne (Hartman) Columbus, O.
- Innocents, The (Erlander) Philadelphia.
- King of Friday's Men (Plymouth) Boston.
- Kiss Me Kate (Civic Auditorium) Pasadena, Calif., 31-Feb. 1; (Municipal Aud.) Long Beach 2-3.
- Macaulay, Mike (Geary) San Francisco.
- Mr. Roberts (Taft Auditorium) Cincinnati.
- Mr. Roberts (Royal Alexandra) Toronto.
- Not for Children (Shubert) New Haven, Conn., 31-Feb. 3.
- Oklahoma (American) St. Louis.
- Peter Pan (Boston O. H.) Boston.
- Romeo & Juliet, with Olivia deHavilland (Cass) Detroit.
- Street Car Named Desire (Murat) Indianapolis, 31; (Town Hall) Toledo, O., Feb. 1-3.
- Ti-Coq (Harris) Chicago.
- South Pacific (Shubert) Chicago.

fluent projection.

In sum, while a little of the glitter of the original pageantry of the Stem production may be lacking, somewhat simpler settings by Ben Edwards are extremely effective and the costumes are as eye-fillingly colorful as of yore. The City Center revival should definitely not be missed, especially as Evans has declared it his swansong as *Richard*.

Bob Francis, material

MARS TO THE RESCUE

Hub Garden Grosses Soar With Hiked Defense Money

BOSTON, Jan. 27.—A bigger take for Boston Garden was predicted here this week by Eddie Powers, vice-president and assistant treasurer of the Boston Garden-Arena Corporation, who pointed out that the increased defense program and war jitters are turning more customers to spectator sports and entertainment spectacles.

Powers said that *Ice-Capades* of 1951, which closed a 17-day stand in the 13,000-seat arena Sunday (14), ran 16 per cent ahead of a year ago in attendance and showed the second best gross in its history. The house averaged 9,500 customers per performance, with sell-outs for week-end shows, from Friday thru Sunday night, and the gross was about \$550,000, topping last year's figure by \$100,000. Altho three more shows were given this year than last, the increased biz was attributed to a heavier demand for entertainment, which is noticeable in advance sales for coming attractions.

Another Icer Set

Next icer for the Garden is Shipstad and Johnson's *Ice Follies*, due in mid-February, which will play thru Washington's Birthday. It grossed \$465,000 in a date last year, but has been scoring bigger marks wherever it has appeared this season.

This season every attraction is bettering its previous year's record. Pro basketball, after playing to small crowds for four years, is hitting its stride. The Boston Celtics, leading the Eastern division of the hoop league, have drawn 79,022 customers against 61,140 for the same period last year and 68,800 two years ago to put them in the black for the first time.

Bigger Grosses Seen

Both Garden President Walter L. Brown and Powers are convinced that sports entertainment in arenas will hit the biggest grosses ever piled up as mobilization continues. They point out that wage earners will have more money to spend, with many types of consumer goods becoming scarce.

Television, which has been banned from the Garden since its inception, will continue to be out.

Rackett Pro At Gentilly

NEW ORLEANS, Jan. 27.—Rod Rackett has joined Gentilly Roller rink here as instructor and appears to be boosting attendance, according to Allen Generes Jr., co-owner.

Generes is pushing his rink, opened several months ago, and engaged Pop Carter, 95-year-old roller enthusiast for promotional effect. He says business is fair, but not what he feels it should be. He is conducting weekly prize contests, uses live organ music by Bert Ponard and otherwise is going after customers.

Generes said last week had been the best since his opening when he had national pro figures here. He now has seven weekly sessions of three hours.

Generes plans to invite the USARSA nationals to New Orleans in 1952 if the war situation does not prevent them being held.

Stockton "Circus" Draws 5,000 Gate

STOCKTON, Calif., Jan. 27.—Some 5,000 people packed Stockton Civic Auditorium January 20 to see *Circus*, a roller skating show presented by the Stockton Club for the benefit of the March of Dimes.

Paul J. Gilbert, manager of Stockton Rollatorium and director of the revue which was sanctioned by the United States Amateur Roller Skating Association, reports that the show was well received. Among skaters and acts receiving especially strong reception were Barbara Allman, Dolores Cummings, Shirley Sasselini, Ballerinas on Parade, and Chattanooga Shoeshiner. At the close, Gilbert was called to the stage for a bow.

Brown is dead set against TV showing of his attractions, arguing that such a policy is financial suicide. While all indications are for a top-grossing year, operating costs are increasing. Brown estimated that in 1949 costs were 10 per cent higher and feels that they will go beyond that this year.

Hockey, Boxing Flop

Hockey, a moneymaker at the Garden for years, has fallen off due to the poor showing of the Boston Bruins. However, attendance is now showing some increase. Wrestling is drawing well, but boxing is still a poor attraction. Brown said that until New York fight promoters give out-of-town arenas some drawing cards, instead of confining them all to Gotham, the situation will not get better.

To offset poor hockey and fight gates, the Garden has carded its biggest season in school-boy and amateur sporting events for the winter.

Queen Contest Nets NY Spots Press Breaks

NEW YORK, Jan. 27.—With the *Journal American Skate Queen* contest going full speed, rink roller skating is getting the biggest publicity break it ever had locally. Gimmicks employed by paper are use of celebrities as judges at all nine rink preliminaries, scheduling of finals on the Jerry Lester TV program, daily features articles in its news sections and plenty of photos depicting young ladies in attractive roller skating attire.

In addition, almost \$6,000 in prizes, including an all-expense trip to Bermuda and a \$1,500 diamond solitaire, are on the line to make things worth while for winning contestants. Approximately 10 prizes are being awarded at each elimination, with the main loot saved for the finals.

The contest opener, held at Empire Rollerdom, Brooklyn, Friday (19), was handled by comic Morey Amsterdam and songstress Mindy Carson. A few nights later at Gay Blades in mid-Manhattan, judges were television star Milton Berle, actress Denise Darcel and singer Frankie Laine.

Both events drew crowds of approximately 1,500 and a combined entry of around 500 girls. Based on the latter figure, contest officials predict a total of 2,500 for the nine events.

Co-Ed Business Gain Over 1950

ALLSTON, Mass., Jan. 27.—Business to date at Co-Ed Rollerdom here is running ahead of the corresponding period of 1950, according to William T. DiMarzio, of the rink staff.

Special promotions have been frequent at the rink, the latest scheduled event to be a January 31 March of Dimes party sponsored by the Co-Ed Dance & Figure Skating Club and directed by Dick DiMarzio, Co-Ed professional. Proceeds of the event will be donated to the polio campaign.

Another recent event was a Sadie Hawkins party with prizes awarded to skaters wearing the most original costumes. Co-Ed skaters honored Mrs. Marion DiMarzio, Rollerdom owner, by presenting her with a large basket of groceries and fruit during the annual Christmas party.

A recent addition has been a weekly rink newspaper. This has stimulated interest among skaters, William DiMarzio says, and serves as a medium thru which skaters can become acquainted with one another.

Co-Ed organist Benny Aucolin has picked up sideline work by recording music for TV commercials.

SPEED SPROUTS

N. Y. RSROA Race League In Kick-Off

NEW YORK, Jan. 27.—The Metropolitan RSROA Roller Racing League, after several weeks of blueprinting, got under way last week with four meets, two in the Eastern section and two in the Western. With five teams in each, the contests were dual affairs. According to loop regulations, the fifth team in each circuit drew a bye and supplied officials instead of boys and girls for racing. Competition is slated to go eight weeks, with one team in each group idle each time.

The Eastern section consists of Eastern Parkway, Brooklyn; Hillside, Richmond Hill; Park Circle, Brooklyn; Queens, Elmhurst, and Wal-Cliffe, Elmont. In the Western group are Gay Blades, Manhattan; Bay Ridge, Brooklyn; New Dreamland, Newark, N. J.; Staten Island, New Dorp, and Shore, Neptune, N. J.

Officials are Bill Gilhart and Frank Bartik for the amateurs; Harry Kleinman, of Staten Island Rolladium for the operators, and Roland Cioni, Eastern Parkway, for the professionals. Gilhart is assisted by Buddy Pfeifer, of Hillside, in management of the Eastern section.

Points toward a large team challenge trophy are awarded for places won in each meet. In addition, there is a first place medal for individual winners in each race every time. Financing of the project is a joint operation of rinks and amateur clubs, with 10 of each throwing in \$25 apiece for a total of \$500.

Redondo Arena Razed by Fire; Loss \$350,000

REDONDO BEACH, Wash., Jan. 27.—Redondo Skating Arena and Recreation Center was destroyed by fire January 20. Loss was estimated at \$350,000. No injuries were recorded, as the rink was closed for the day. However, 40 persons were forced to flee the recreation area, according to C. W. Pattison, manager. Pattison is the son-in-law of the owner, W. J. Betts, who was visiting in California at the time of the fire.

The fire was the third in large recreation centers in this area since December 15, 1950, when the Palladium Ballroom, Seattle, was destroyed by flames at an estimated loss of \$125,000. On December 31 the Aurora Speedway there also burned at a loss of \$150,000. Arson is suspected in the latter fires, altho not in the Redondo blaze.

Mansfield Dance Class

MANSFIELD, O., Jan. 27.—Free skate dance classes have been inaugurated at the Harry L. Denis Coliseum Roller Rink here. The Thursday night 6:30 to 7:30 classes have been specializing in dances that are to be incorporated in the rink's February dance revue. The Adams Polka, Rocker Fox Trot and Imperial Waltz have been taught in recent weeks. On January 25 the Cross Tango was taught.

Batson Named Manager

CAMPBELLTON, N. B., Jan. 27.—Ernest Batson is manager of the new Memorial Gardens rink here, erected as a memorial to dead heroes of World War I and II. He had been manager of rinks in England and Scotland for 13 years.

Oldtimers' Event Draws 1,600 Fans to Mineola

MINEOLA, N. Y., Jan. 27.—Some 1,600 skating enthusiasts, including many celebrities, attended the January 11 Oldtimers Jubilee staged at Mineola Roller Rink. The affair, featuring valuable prize awards for various contests, was dedicated to former regular Mineola skaters who are not able to come to the rink as much as formerly.

Among those attending were Charles Civiletti, Miami organist; Mal Tate, former organist who now operates a Tennessee farm; Phil Reed, organist of Hillside Rollerdom, Richmond Hill, N. Y.; Mort Kessler, New York musician, and his wife, the former Meg Brunagel, who was a Mineola Rink instructor; Mr. and Mrs. Victor J. Brown, New Dreamland Arena, Newark, N. J.; Betty Lytle Ringwald, New Dreamland Arena pro; Red Ringwald, former roller racer and husband of Betty Lytle; Nat Steinberg, operator of Queens Rink, Elmhurst, N. Y.; William Schmitz, general manager of the America on Wheels chain; Harry Woodward, New York Ice Club and first Mineola floor manager; Sam Schoels, Boston operator; Eddie O'Neill, Hillside Rollerdom manager and pro; Frank Negri, Hillside Rollerdom operator; Satchel and Millie Wilkens, formerly of Mineola and now pros at Queens Rink, Elmhurst, N. Y.; Bill Love, *New York Journal American* skating columnist; Jane Ellen Heffron, skating editor of the *Long Island Daily Press*; Jack Adams, skate supply dealer; Wally Kiefer, operator, Smithtown, N. Y.; George Apdale, president of the United States Amateur Roller Skating Association (USARSA), and Mrs. Helen Apdale, of the Mineola Figure Club; Ozzie Nelson, USARSA secretary; Mr. and Mrs. Walter Bickmeyer Jr. (the former June Henrich), former Mineola Rink champions; Dolly Durkin, Minneapolis, erstwhile Mineola champion and formerly of *Skating Vanities*; Walter Hughes, *Skating Vanities*; Danny Victor, America o. Wheels; Barbara Killip Gallagher, a Mineola Rink tradition; Pop and Mom Landgrover, and these former employees: Jerry Ziegler, Sonny and George Stern, Walter and Louise Bickmeyer, Jean (White) Van Horn, Doug Jude, Bill Hughes, Evelyn and Willie Lysaught, Tony Marvin, Doris Treppke, Milton Wilkers, Joe Pecht, Marge and Augie Wasky, Tommy Chase and Sis Fisher.

Bickmeyer and Inez Van Horn offered as prizes in Chicago Hop, Straight Waltz, Chicken Scratch and VooDoo Fours competitions a 10-day trip to Miami for two; gold, silver and bronze medals, and four Waltham watches. Arthur Busk and Pat McMahon were co-chairmen for the event.

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Billboard Backstage

By JOE CSIDA

Continued from page 2

And Polio Yet

Then came the treatment, and the new face. Why was the countless pitching this face-restoring secret formula now? What was in it for her? Well, first of all, she believed in it so completely that she wanted to spread the gospel of what it could do for worn and badly used faces. Also, about two years ago, she had had a polio attack which paralyzed her hands

to the extent that she couldn't pursue her regular dodge as a portrait painter, hence she was earning a buck or two by serving as the "publicity manager" for the man with the formula.

About the story of the secret formula: I'm waiting on a little more documentation. Any of you readers like to see the story? Let us know. It's a little off our regular beat, but if you'd like it, we'll deliver it.

Picture Business

By LEE ZHITO

Continued from page 2

unwilling to compete with TV sufficient time to get out of the field without loss of investment.

A veteran producer who has seen the industry survive many similar box office threats in the past, blames any drop in turnout on the exhibitor, and therefore asked that he remain unnamed. According to him, exhibitors not doing s.r.o. business always are quick to blame slim turnouts on everything from bad weather to a local high school basketball game, but never think of analyzing their own faults. Exhibitors, he feels, no longer pack the showmanship that once made the industry. Theater owners—and here again we quote the oldtime movie maker—have grown fat and smug during the lush war years and have forgotten that in normal times business can be had only by the guy who goes after it. When grosses dropped during the postwar period, the exhibi-

tor blamed it all on TV, he argues, but now business is better only because the exhibitor has been awakened by his dwindling revenue to return to the old showmanship.

Producer Heads To Roll In Paramount Revamp . . .

A meeting of Paramount Pictures' top-drawer brass will get under way in New York at which the studio's production forces in Hollywood will be revamped. Sam Briskin, production head under Y. Frank Freeman, is expected to abandon his executive post here, blaming ill health and increasing pressure for the resignation. Briskin became Freeman's right hand man after the latter took over the studio's Hollywood helm when Henry Ginsberg last year resigned the top local post. Freeman will attend the New York meetings. No successor has been named for Briskin, altho rumors on the lot point to Hal Wallis as being considered in any revamping of the studio's top brass. Wallis is known to be in New York, and according to trade talk, will attend the Paramount confab.

Goldwyn Signs Shaw, Newton Into G.B.S. Pic . . .

Samuel Goldwyn is back at his Hollywood desk after a three-week hop to New York, where he interviewed writers and players for his 1951 production schedule. During the Gotham stay, Goldwyn signed writer Irwin Shaw to script the screen dramatization of *I Want You*, and also contracted George Balachine to direct the Moira Shearer ballets for the Technicolor film version of the life of Hans Christian Andersen. Robert Newton who turned in a top-flight acting job as Long John Silver in Disney's *Treasure Island*, was inked by Gabriel Pascal for the role of Ferrovius in *Androcles and the Lion* (RKO release). Frank Ross-John Stillman Jr., have kicked off production of *The Lady Says No*, co-starring Joan Caulfield and David Niven.

London Dispatch

By LEIGH VANCE

Continued from page 2

800,000 TV sets have been sold to date.

Children's Hour' Ban Under Critical Fire . . .

Under fire is tall, dignified Earl of Clarendon, lord chamberlain of his majesty's household, who doubles vetting debutantes for the social season with vetting plays for public presentation. Sniped at since 1937 when the then lord chamberlain was made first dramatic censor, criticism reached new virulence this week with the noble earl's ban on Lillian Hellman's *The Children's Hour*. Say the critics, London is littered with the salacious and immoral from French dramatist Jean Anouilh's joyous romp, *Point of Departure*, to the nude revues like the *Folies Bergere* and *Strippingly Saucy*. Why draw the line?

Of Disk Price Raises And Musicians' Union Rules . . .

Certain record companies announced an increase in disk prices recently owing to the rise in production costs. An increase in sheet music charges may follow. Cost of paper has gone up \$100 a ton, is still rising. . . . The musicians' union threatens an embargo on touring Australian band leader Graeme Bell unless eight of his outfit pay \$28 "re-entrance" fees to the union. Says Bell: "Hustling tactics to make an easy pound." Counter charges the union: ". . . Touring English musicians . . . in Australia were charged \$56 to join the MU there." . . . Parlophone, which recently withdrew three old Bessie Smith titles, is issuing her *Empty Bed Blues* on two sides for 72 cents. Question is now: Will the prissy BBC allow it airtime.

The trend is toward name bands again in night clubs. Ted Heath reigns at the Savoy, Ambrose has moved back to Ciro's, Sid Phillips takes over from Paul Adam at his old spot in the Astor, while Paul moves back to his at the Milroy. . . . Mae Barnes and her swing pianist, Garland Wilson, are a hit at the Colony and Astor. Sonia Curtis, at the Bagatelle, sings prettily but fails to sparkle. . . . There are only eight films on the floor in Britain today. . . . *Kiss Me, Kate* opens at the Coliseum on March 8, presented by Jack Hylton. Patricia Morison and Bill Johnson will star.

Drivin' Round The Drive-Ins

MIDWAY DRIVE-IN THEATER operators, James G. Ramicone, Robert Holland and James Holland were named defendants in a suit for \$29,730 filed by the Vogel Building Company in Common Pleas Court, Akron, last week. Suit stems around money the company contends it has coming for work it did in building the theater. The cost of erecting the theater, completed in December, 1949, amounted to \$60,844. Payment has been received for only \$30,907, according to the petition. An original agreement called for the construction of the theater at a cost not to exceed \$50,000. Building plan alterations requested by the theater operators caused the building cost to increase to the \$60,844 mark, the building company contends. Had the plans not been altered while construction was under way, the job would have been completed for \$50,204, the firm says.

THE December edition of Box-Office, film trade paper, devoted two pages of space to a feature on old-time troupers who have succeeded as operators of drive-in theaters. The piece, written by Harry Hart, featured the activities of such well-known rep and tent showfolk as Seabee and Marion Hayworth, who operate drive-ins in Pink Hill and Clinton, N. C.; Mr. and Mrs. A. P. McNally, who once operated their own show and now have the concession department at the Boulevard Drive-In, Fayetteville, N. C., and Hal Stone, formerly with the Stone Players, who with his wife manages and owns a half interest in the Motor Pike Drive-In, Clinton, N. C.

Roadshow Rep

CAL AND BONNIE WEST, formerly with Billroy's Comedians, are playing Canadian dates and plan to follow up their tour with engagements in New York, which in turn is to be followed by dates for the USO. Another former alumnus of the Billroy group, Johnny Finch, was honored for his aid in making the 1950 Tri-State Oil Show, Grayville, Ill., a success. Finch, who currently operates a sign firm in Grayville, is in Evansville, Ind., with his wife, who entered Welborn Hospital there January 24 for surgery. He expects her to be hospitalized about a week. Johnny would like to know what has become of Harry Rollins and Jack and Tom Hutchison. . . . Andrew Leigh, veteran rep and tent show performer and for the past three seasons with the Slout Players, is wintering in Alton, Ill. Leigh recently celebrated his 50th anniversary in the business.

MORTON HARRISON, of St. John, N. B., who celebrated his 97th birthday recently and who directed his orchestra for over 35 years for dramatic stock and rep shows in the St. John Opera House, is living in a nursing home there. . . . Harry Adkins, who managed rep troupes on tours of Canada, United States, West Indies and Australia, is operating a theater in Richibucto, N. B., and is rebuilding another at near-by Buctouche, N. B., which was destroyed by fire recently. . . . Having recovered from a two-year illness, Arthur B. Walsh, former rep and stock actor, has resumed direction of his funeral service in St. John, N. B., a business for which he left the entertainment field.

ELROY JAMES reports good business around Nampa, Idaho, with his feature pic. He's moving Westward. . . . Cross and Furniss have been getting good returns with their vaude-pix show in Southwest Oregon. They are having a new-style trailer built for their summer platform show. . . . D. J. (Doc) Waterson, who has been making church and sponsor dates in North Carolina, has lined up a number of New England engagements in the spring. . . . George E. Glanagan, who is touring Western Colorado for a Denver commercial house, writes: "Have met Tate's and Norman Family shows in this sector. Both have good shows and Tate has one of the smartest of the small-cast type that I've ever seen. Both play halls and club dates and the Norman Family makes some church dates. I also met Dr. Champlin DeFoe, who has a solo show and plays lecture dates for churches and other groups and most of the stands played are repeats. He has been operating in Spokane since last October. I also met Ralph Fountain from Denver with a feature pic. He's going into Montana where he played last spring."

L. L. DACEY, who has been playing Mexico for the past month, reports good business for his museum and wax show, which he has been working in halls. Dacey, who goes to a platform in the spring, has his show rigged to work on a truck trailer. Dacey says that the territory is good for small shows. . . . Cauley Bros. have been in Idaho the past month with their novelty trick. . . . Leslie W. Hill is working lecture dates in Western Pennsylvania. . . . Frates Family Show has been clicking in Calgary, Alta. . . . Nick Hyams is promoting amateur minstrels in Maryland.

"I saw the recent note concerning Marsh Craig, contortionist with Beach & Bowers Minstrels," cards F. F. Colbert from Vincennes, Ind. "He was one of the best entertainers in his line and I saw many of them in my days with various roadshows. I went to Maquoketa, Ia., in the early part of the century to do advance work for Bobby Beach, of Beach & Bowers, leaving Chicago on a wire to fill the job because an agent Beach had engaged had not reported. When I got there the agent Beach had signed arrived on the same train with me so Beach paid my bill and recompensed me. In that same year, the show's personnel included Eddie LaBarre and the Kanno LaBarre Trio, with Freddie Kanno, one of the best dancers that I've ever seen. Louie Miller led the band and orchestra. When I was with Haverly's Minstrels, LaBarre and Kanno also were here along with John Queen, Hughie Cannon and Billy Rice other top minstrel performers of that period. I've had a platform show for the past two summers."

IRVING SIEGEL, accordionist and songwriter, is making personal appearance dates with Willie (Cool) Barfield, who plays guitar doubling on fiddle, bass and washboard. Barfield's daughter, Becky, is in Hollywood shooting movie shorts with the Spade Cooley band. Barfield's brother, Johnnie, is clicking with his RCA Victor Bluebird disks. . . . P. J. Birch reports from Houma, La., that he's getting his small animal show ready for shipment into Texas where he will play halls until the platform season opens. He's been vacationing for the past month. . . . Dr. E. K. Jakeus is clicking with his hypnotic show in Eastern Oregon. Jakeus has some advance dates that will take him into the middle of February. Then he plays Oregon and Washington engagements under auspices. . . . Chestnut Hill Players have been working to good business around Central Pennsylvania with E. F. Hannan's "Mr. Faust Enters."

WILLARD B. ROGERS, head of the Will Rogers Drive-In Theater Corporation, Manchester, Conn., has been re-elected president of the First National Bank of Manchester. John S. G. Rottner, associated with Rogers in the theater concern, has been named a director of the bank. . . . Attorney George LeWitt, of New Britain, Conn., has announced plans for construction of a drive-in theater in Berlin, Conn. A petition for change of zone from farm to business on the property already has been filed with the Berlin Town Zoning Commission, with a hearing scheduled soon. The property is owned by Francis H. Holmes.

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Washington Once-Over

By BEN ATLAS

Continued from page 2

hearing itself, contributed to the delay. The 11th-hour meetings expected to produce extension of renewals.

Look for a tougher attitude shortly from National Production Authority in handling hardship appeals from the federal ban on amusement construction. Up to now, NPA has been plenty lenient, has taken the attitude that the ban was clamped on prematurely. Said an NPA official: "Anybody who was financially obligated for new building at the time of the ban has deserved a green light from us." Story will be different after mid-February. NPA figures that the transitional period will be over by then. Nevertheless, the agency is preparing to give plenty of attention to individual cases. All appeals will be handled in field offices instead of in Washington.

Hurree, Hurree Show's On, Lady Vs. Field . . .

FCC's TV allocations hearing, which has simmered into a debate on educational versus entertainment programs, produced plenty of entertainment of its own this week.

At one juncture, Commissioner Frieda Henock had been tossing questions for nearly half an hour at CBS Prexy Frank Stanton without budging him from his view which was contrary to the lady-commissioner's. Finally, Acting Chairman Paul Walker intervened to announce he'd like to recess the hearing for the week, and he asked Miss Henock: "Do you have many more questions for the witness?"

"I do," replied Miss Henock. "Well," snapped Commissioner Walker, "You're apparently not going to get him to agree with you."

Excise Taxes Rise, Other Bites Dip . . .

Federal tax picture for the entertainment industry was a mixed one last year, according to Internal Revenue figures this week. Uncle Sam got whopping yields from excises on radio sets, phonos, phono records and coin machines, but dismal declines were registered in general admissions and cabaret tax yields. December return from disk tax, running even better than previous unofficial estimates, reached \$593,874 and brought the year's total to \$6,793,000. That's \$856,830 higher than the previous year's yield. Federal take from radio-phono tax totaled \$52,594,516 last year, nearly 30 per cent ahead of the previous year. General admissions tax return fell nearly \$20,000,000 lower than the previous year, and the cabaret tax return dipped over \$2,000,000 lower than the 1949 yield.

Short Shadows From Capital Luminaries . . .

NPA is readying stiffer crack-downs on aluminum and copper

Switcheroo

Continued from page 2

Stem vaude date and then put the turn on the road as "direct from the New York Palace Theater." Now, as predicted in *The Billboard* (November 11, 1950), the gimmick is to spot an act on a network "vaude" show and sell it at higher prices as "direct from the Robert Q. Lewis TV show." At least, that's what a check on the four Palace acts tends to prove.

Of the four, only Lillian Shelby or the Martez and Lucia team could be put in the new faces category. And even then, both acts have had considerable road experience. Shelby gal toured with the Sigmund Romberg troupe and was on the ABC network for 15 weeks. The dance team has done plenty of theater and club work. Yet both are now called "video finds." Shackner comes close to being a "standard" vaude and club turn, having been seen on the boards at almost every Stem presentation house for the past few years. Shaw has worked the DuMont network *Front Row Center* video show, has years of vaude under his belt, worked with USO and hit the Alaskan G.I. circuit with *Vox Pop*.

Buck and Bubbles, also on the current bill, are not listed as television "finds."

in the wake of its tough nickel curtailment order last week. The nickel crackdown was the first of NPA's orders directly hitting radio towers and antennas. . . . FCC Commissioner Henock played a doubleheader last week. Besides holding the stage for most of the questioning at the TV allocations hearing, she played "Sidewalks of New York" on Javanese chimes at the annual "very important persons" show broadcast and televised by ABC from Constitution Hall Thursday night (25). . . . Census Bureau's final tally on 1948 business census of eating and drinking places last week showed a three-fold rise in sales volume since previous census of 1939. . . . Chairman James M. Mead, of Federal Trade Commission, has told his agency to sharpen its look-out for deceptive advertising on radio-TV. Mead ordered an alert against anybody trying to use air time to exploit consumers and the government in the mobilization emergency. . . . Melvin D. Hildreth, executive vice-chairman of the Sesqui-Centennial Commission and a leading D. C. lawyer, is setting an example for beating inflation. He announced that the Sesqui Symphonic Show will resume in June at rates chopped to 50 cents instead of the \$2.40 tab of last year. In addition, spectators will get more for their money.

Paris Peek

By ART ROSETT

Continued from page 2

make a killing, judging by the reception all the Western acts get in this town. One backer told us he is prepared to pay top prices for such a show this summer—half in dollars and half in francs—and could guarantee at least a six-month contract.

Normandy Invasion On, But in Reverse Now . . .

Four French plays are due for early production in London: *Colombe* and *La Repetition* by Jean Anouilh, and *Nina and Bobosse*, comedies by Andre Roussin. Sir Laurence Olivier is interested in doing *Bobosse*, Nancy Mitford did an English translation. . . . The French Government is sending 35 members of the French Parliament, plus TV technicians to visit London this week. Purpose is to study British techniques before any decisions are made on how to develop TV in France. Entire radio industry of France will be represented. They will visit TV studios at Lime-Grove, Shepherds Bush, and will study normal TV receivers in operation during the evening at a West End hotel.

June Elvin To Wed, Sacha Guitry III . . .

June Elvin, actress, will marry Stan Zalazowski, managing director of the French Travel Agency, in Park Lane, London, April 21. . . . Sacha Guitry, suffering from an abdominal ailment, was admitted to the American Hospital this week. His doctor has recommended an operation. . . . Cecile Aubry is making the movie *Blue Beard* in both French and German production. Pierre Brasseur is her co-star in the French version; Hans Albers in the German. . . . Orson Welles has finished his *Othello*, and the film is now being scored. . . . Stan Laurel back at work on *Atoll K* with Hardy and a French cast after a long siege in the hospital. . . . France and Italy have agreed on closer co-operation and exchange of TV and radio programs. . . . Maurice Chevalier was supposed to close his one-man show on the 28th, but when announcement of closing appeared, there was a rush to the b.o., so Chevalier is held over for another week. . . . *L'Atglon*, the classic at the Theater Sarah Bernhardt, tours Egypt next month. . . . Jackie Cooper, from the cast of *Mr. Roberts* in London, is here with his wife.

BARTON—Nancy, 34, wife of film director Charles Barton, January 19 in Palm Springs, Calif. In addition to her husband, she is survived by a brother, Thomas Bowers. Funeral services at Forest Lawn (Glendale) Memorial Park.

BLUE CLOUD—Chief, 81, a Sioux Indian who toured with the old Buffalo Bill Wild West Show, in Detroit, January 21.

BOWMAN—Mrs. John A. (Bessie V. Hicks), 70, known professionally as Bessie V. Hicks, January 23 at Philadelphia. She was the founder and director of a dramatic arts school bearing her show-biz name.

BROWN—John T., 74, Ohio State director of agriculture from 1939 to 1949, January 20 at his home near Mechanicsburg, O. He also had served as Ohio's lieutenant-governor and as a member of the State Legislature.

CAESAR—Mrs. Ida Raffel, 65, mother of television comic Sid Caesar, January 21 at her home in Yonkers, N. Y.

CAPPO—Joe, 44, one of the first orchestra leaders to sign with Music Corporation of America, in Mason, Mich., January 23. He was best known as the leader of the Egyptian Serenaders and was credited with giving starts to singers June Christy, Kitty Callum and Geri Rae.

COHEN—Mrs. Rebecca, 87, mother of Louis Cohen, manager of Lowe's Poli-Palace Theater, Hartford, Conn., at her home in Bridgeport, Conn., January 17 following a lengthy illness. Two other sons, Joseph, of Newark, N. J., and Morris, of Bridgeport, Conn., and three daughters, Mrs. Minnie Resnik, New Haven, Conn., and Faye and Ann, Bridgeport, also survive. Burial in Hebrew Sick Benefit Cemetery, Fairfield, Conn.

DeCARLO—Salvatore, J., 28, in Bridgeport, Conn., January 20 following a brief illness. He was a guitarist with Tony Rea's Skyliners ork. His widow Betty, three children, and a brother, Dick, vocalist, survive. Burial in St. Michael's Cemetery, Stratford, Conn. January 22.

DILL—George V., 69, actor and charter member of Actors' Equity Association, January 25 at his home in New York. Born in England, he began his career 45 years ago. He played stock in Canada and on the Pacific Coast and had roles on Broadway in the "Student Prince," "My Maryland," "Caesar and Cleopatra" and "I Remember Mama." A musical comedy, "Top Hole," which he wrote with Eugene J. W. Conrad, was produced by the Shubert interests in 1927. Survived by his widow and a sister.

GERMONPREZ—Valerie, 88, mother-in-law of actor Erich von Stroheim, January 23 in Los Angeles. A native of Belgium, she had lived here since early in the century. Survived by two daughters, Mrs. Valerie von Stroheim and Florence Germonprez; three

sons, Louis, George and Frank; four grandchildren, and three great-grandchildren. Burial in Holy Cross Cemetery, Los Angeles.

In Loving Memory of MACK HARRIS
Who passed away Feb. 4, 1950. Gone one year today, but you are ever present in my heart. Rest in peace, My Darling. Your ever loving wife
IDA

HAYES—Charles H., 74, Central Ohio horse racing figure, January 19 at his home in Columbus, O. He was one of the founders of the Beulah Park Jockey Club and owned and trained several well-known harness horses. Survived by four sons, one daughter, seven grandchildren and one great-grandchild. Burial in Green Lawn Cemetery, Columbus.

HERMAN—Milton C., 55, stage, radio and TV actor, January 22 at his home in New York. His stage career, which began in 1912, brought him under the management of the Shuberts and George M. Cohan.

HORAN—Michael Edward, 87, retired vaude dancer, January 16 at his home in Mt. Arlington, N. J. Known professionally as Eddie Horan, he began his career at 12 and was associated with W. C. Fields and Primrose and West. Before retiring in 1933, he did an act with Joe Laurie Jr. Horan also produced some movie shorts and his own minstrel show.

KAYLOR—Mayfield, 47, radio and TV director for the Walter McCreery ad agency, January 24, in Pasadena, Calif. He formerly headed the agency's New York office and at one time was program director for KTM and HEHE, the latter now known as KECA. Survived by his widow, Ruby; a daughter, Karens; mother, Mrs. Mabel Kaylor, and a brother, Donn G.

Darling Little Daughter Terry (TERRY KING)
Today, January 28th, is the second Anniversary of your leaving us, but you are always in our hearts and minds.
MOTHER

McFARLIN—Edward (Red), 79, showman for over 30 years, recently in Dallas. Survived by his widow, Belle, of Dallas; and two sisters, Mrs. C. K. McNeal and Mrs. Nathan Smintson, both of Birmingham.

MENDELSSOHN—Eleonora, 51, actress and great-granddaughter of composer Felix Mendelssohn, January 24 at her home in New York. She was best known for her acting in Germany prior to the Hitler regime, and for many years she was the leading woman for Max Reinhardt, appearing in classical dramas by Goethe, Schiller and Shakespeare. She left Germany shortly after Hitler came to power and ap-

peared on Broadway in "Flight to the West," "The Russian People," "The Secret Room," "Daughters of Atrius" and "The Madwoman of Chailiot." Survived by her husband, actor Martin Kosleck, whom she met when they both played in "A Woman's Sacrifice" in Berlin in 1931.

IN FOND MEMORY OF W. T. (TRUSTY) McCULLY
Who passed away Feb. 2, 1950
A shadow rests upon our home,
We miss your smiling face,
Where'er we look, where'er we roam
We see your vacant place,
You always followed friendliness
In every step you'd take
And did some worthy deed each day
For someone else's sake,
You made this world so colorful
As the BEST PARTNER we ever knew.
We shall forever more be grateful
For the friend we had in you.
ETTA, T. M. (TOMMIE) and E. G. (GRABBO) HENDERSON

MORRISON—Helen K., for 35 years a pianist who played in the orchestra of every major theater in Providence, January 18 in that city following a long illness.

MORTIN—Essie, serialist and chorus girl, recently in San Francisco. She was a member of the San Francisco Theatrical Club.

NEAL—Mrs. Cora A., 69, formerly with the McCarty, Dodson, Wolf and other shows, January 14 in Hot Springs. Survived by her husband, Lee; daughter, Mrs. Leona Crowe, and three sons, Duffy, Joe and Edward. Interment in Showmen's Rest, Hot Springs.

OMADIGAN—Isabel, 59, stage and pic actress for over 50 years, January 23 in Culver City, Calif. Her recent flickers were "The Egg and I" and "Ma and Pa Kettle." She had been in sanitariums since 1949. Survived by a sister, Mrs. Mamie Kennedy. Funeral services in Manhattan Beach, Calif.

PRESTON—Oscar N., 59, musical director, January 15 in Berkeley, Calif. He was orchestra conductor for the Orpheum Theater in San Francisco at the height of vaudeville and held a life membership in the musician's union, San Francisco Local 6. Survived by his widow and a brother.

PROCTOR—Mrs. Emma, 78, in outdoor show business for 65 years, January 20 in Killeen, Tex. She was the wife of George H. Proctor. Surviving, in addition to her husband, are Dick and Harry Proctor, Mrs. Lela Proctor and a step-son, Lloyd Oberg. Burial in Killeen.

ROGERS—Lorraine Chaulsett (Tooly), daughter of Mr. and Mrs. Edward H. Chaulsett Sr., widely known in outdoor show business, January 14 at her home in Long Beach, Calif. In addition to her parents she is survived by a brother, Edward H. Chaulsett Jr.

SAMUELS—Gabriel, former chorus girl, January 15 in San Francisco. She appeared in "Buster Brown" and other musical shows and was a member of the San Francisco Theatrical Club. Survived by one son.

DE SELINCOURT—Hugh, 72, critic and playwright, January 20 at his home in Pulborough, England.

WILLIAMS—Harry, owner of one of Germany's biggest circuses which bore his name, recently in London from injuries sustained earlier this month while performing with Tom Arnold's Mammoth Circus at Harringay Arena (details in Circus Department).

TV Grid Casts

Continued from page 1

weeks. There is little doubt that broadcasters in these States will do all possible to help passage of the bills.

ABC Sportscaster Joe Hasel, speaking as a member of a panel from the Sports Broadcasters' Association at this week's luncheon of the Radio Executives' Club, took note of this trend and predicted that the TV ban is likely to backfire as the NCAA execs just as its so-called sanity code evaporated.

Hasel said any serious attempt to enforce the TV ban could mean the dissolution of NCAA. Furthermore, four other major colleges also are likely to serve as bell-wethers in this situation: Notre Dame, Penn, Army and Navy. Notre Dame and Penn had last season's games covered by a TV web, the former by DuMont and Penn by ABC. It is reliably reported that both networks hold options for 1951 pick-ups and could stage legal action to force the schools to permit televising.

As to Army and Navy, these may very well be the top two teams in the country next fall, what with the armed forces lifting many players from all campuses. Both academies are national institutions, with students from every State, and in a sense are thus beyond any NCAA retaliation. Broadcasters firmly believe that public opinion will force congressional action to make Army and Navy grid games available to the nation via television despite any bans, moral or otherwise.

DWIGHT DEERE WIMAN

Dwight Deere Wiman, one of Broadway's leading theatrical producers, died in Columbia Memorial Hospital, Hudson, N. Y., January 20. He had been admitted to the hospital three weeks earlier.

During the past 25 years Wiman produced 56 plays and musical shows, including *The Country Girl*, a Clifford Odets work starring Paul Kelly and Uta Hagen now on the boards in New York. He also was the producer of *Romeo and Juliet*, starring Olivia de Havilland and slated for a Broadway opening March 9, and a revival of Marc Connelly's *Green Pastures*. The latter play is now in rehearsal for a February 26 bow. Wiman was a backer of the current revival of *Peter Pan* and *Second Threshold* and two productions opening shortly, *Green Bay Tree*, a revival, and *The Rose Tattoo*, a new Tennessee Williams play.

Wiman was born in Moline, Ill., and while attending school in Pennsylvania he met Frank Tuttle, later a noted movie director, who was largely responsible for Wiman launching a career in the theater. Wiman received a degree from Yale University after interrupting his studies for a World War I hitch in the navy. While at Yale he took part in dramatic productions under the tutelage of Monty Woolley, then an English instructor.

Altho Wiman returned to Moline to become associated with his father's agricultural implement concern, his real interest was in the theater. In 1920 he accepted the invitation of Tuttle to join with two other actors, Osgood Perkins and Glen Hunter, in forming the Film Guild, an independent movie venture with studios in Astoria, L. I. They produced a series of films, ending with *Peter Stuyvesant*, which was to have been a picture history of the United States.

When the company was dissolved in 1924 because of marketing trouble, Wiman attended the legit theater tryout at Asbury Park, N. J., of *Nerves*, by John Farrar and Stephen Vincent Benet, the first independent production of William A. Brady Jr. His suggested revisions and a small investment led to a producing partnership with Brady that lasted six years.

They staged 11 plays before coming up with a hit in 1927 in Robert E. Sherwood's first stage work, *The Road to Rome*, which opened at the Playhouse in New York with Jane Cowl and Philip Merivale in the leading roles. As a team, Wiman and Brady produced 23 plays, including *The Command To Love* (1927), *A Most Immoral Lady* (1928), and *The Little Show* (1929), the first of three similarly titled musicals personally directed by Wiman.

Since Brady was not interested in musicals, in which field Wiman did his greatest work, the partnership was ended on friendly terms. Following the split, except for three years during World War II when Wiman served as director of entertainment for the American Red Cross in the British Isles, he produced his own shows.

His first independent offering was Paul Osborn's comedy, *The Vinegar Tree*, which ran the length of the 1930-'31 season. Among the works that followed were *The Gay Divorcee* (1932), *On Your Toes* (1936), *Babes In Arms* (1937), *On Borrowed Time* and *I Married An Angel* (1938), *Stars in Your Eyes* (1939), *Old Acquaintance* (1940), *By Jupiter* (1942), and the musical revival of *Street Scene* (1949). Many actors and directors gained fame under his sponsorship, among them Ray Bolger and Joshua Logan.

Wiman was a member of both The Players and The Lambs organizations in New York.

Boudinot Boosted To General Agent On Ringling Staff

Veteran Advance Man Moved Up From Assistant G. A. Assignment

SARASOTA, Fla., Jan. 27.—F. A. (Babe) Boudinot, previously assistant general agent and traffic manager, was named general



F. A. (BABE) BOUDINOT

agent of Ringling Bros. and Barnum & Bailey Circus here this week. He succeeds the late Waldo T. Tupper, who died last week.

Boudinot arrived here Saturday (20) and conferred with R-B execs

Ernie Young Inks West Canadian's "A" Fair Circuit

WINNIPEG, Jan. 27.—Ernie Young of the Chicago booking office bearing his name, Tuesday (23) was awarded the grandstand contract for the Western Canadian Class "A" Fair Circuit.

The award was made at the end of an eight-hour closed session of the circuit in the Fort Garry Hotel. Member fairs are Brandon, Calgary, Edmonton, Saskatoon and Regina.

Other bidders were F. H. Kressman, of Barnes-Carruthers Theatrical Enterprises; George B. Flint, Boyle Woolfolk Agency, and L. N. Fleckles, Voorhees-Fleckles Fair Booking Association, all of Chicago.

The Young contract calls for eight acts, a 16-gal line and four production numbers. Five of the acts are to be comedy numbers.

Young last provided the circuit's grandstand attractions in 1948. He also made the route in 1946.

Horan, Conto Sign Up Plums

NEW YORK, Jan. 27.—Irish Horan and Bob Conto, reps of the Irish Horan Lucky Hell Drivers thrill show, were at the Pennsylvania Association of County Fairs meeting this week. While there they added New Jersey State Fair, Trenton; the Frederick and Hagerstown (Md.) fairs and others in Selinsgrove and Bedford, Pa., and Gouverneur, N. Y. Previously signed were three-day dates at Indiana State Fair, New York State Fair and Erie County (N. Y.) Fair, among others.

Commenting on a reported territorial dispute, Horan said that the misunderstanding has been corrected and that he had "severed his relationship with J. F. Irish Horan, Inc." (see other story).

New 1951 Dodge convertibles and trucks are being moved into the show's winter quarters, and clown cars are in the process of building. The cannon is being revamped to throw the car in the act higher and farther. Other "firsts" are being planned in the program, according to Horan.

Spitzbart Quits As Oregon State Fair Manager

SALEM, Ore., Jan. 27.—Reinstated to his job as manager of Oregon State Fair here Thursday (25), Leo Spitzbart immediately submitted his resignation to become effective at the discretion of E. L. Peterson, director of the State Department of Agriculture.

Spitzbart was dismissed recently from his State fair post of nearly 15 years by Peterson, who, by virtue of his office, has jurisdiction over the annual. Immediately upon receiving his walking papers, Spitzbart appealed to the Civil Service Commission and a hearing on Peterson's charges that the fair manager was inefficient and uncooperative was set for February 13.

Friends of Spitzbart's said that his main objection to the notice was that it was a dismissal and not a request for his resignation. The move that he would resign once vindicated of the charges was rumored at the outset. Spitzbart is a well-heeled rancher.

The situation has created many rumors. One that persisted a few days before Spitzbart was reinstated was that Peterson would resign his post as head of the agricultural department. This was vigorously denied. It also was reported that a move is on foot to remove the fair from the jurisdiction of the agricultural department and place it under a fair board's direction.

O. Lawmakers May Ban Night Harness Races

COLUMBUS, O., Jan. 27.—Ohio fairs will have another stumbling block thrown in their way if a bill introduced into the Legislature this week to ban night harness racing becomes law. Night running races already are banned. Recently the Ohio Racing Commission ruled that race promoters will have to pay for a saliva test to the winner of each harness race at tracks where the daily pari-mutuel handles averages less than \$15,000. That affects most Ohio fairs.

Rep. John F. O'Brien, Cleveland, and Cuyahoga County Rep. James J. McGettrick authored the bill to ban night harness racing. The latter claims that night standard-bred horse racing is practically commercial gambling and says it no longer is a "gentleman's sport."

Under present law night harness races are permitted between 12 noon and 12 midnight. The new bill would set the time for all races between noon and 7 p.m.

Sweeney-White Ink Six Races At Sedalia, Mo.

TAMPA, Jan. 27.—Al Sweeney, who with Gaylord White heads up National Speedways, Inc., is handling the advance campaign for the four days of auto racing that the org will stage at the Florida State Fair here.

On his arrival, Sweeney announced the addition of six race dates at the Missouri State Fair, Sedalia, four to be held during the fair and two still dates.

During the Sedalia fair, the Sweeney-White org will present motorcycle races opening day, big cars the first Sunday and the following Saturday and will wind up with a 100-lap stock car event on the final Sunday.

Other dates announced here by Sweeney includes one day of big car races at the Ozark Empire Fair, Springfield, Mo., and one day each of big cars and stocks at the Northeast Missouri State Fair, Bethany, Mo.

through Monday (22) before returning to Ringling's Chicago office. He also will handle traffic manager duties on the show.

No other changes in the Ringling staff were made at the conference. Theo Forestall, treasurer of the show, went to the West Coast to complete business arrangements begun by Tupper and to represent the circus at the Tupper funeral services Tuesday (16) at Los Angeles.

Boudinot began his circus career with Hagenbeck-Wallace in 1912 and remained there until moving to the Ringling Bros. show in 1915. He remained with the Ringling organization thru the combination with Barnum & Bailey in 1919. During all of his early seasons he was with opposition brigades.

From 1938 thru 1941 he was manager of the No. 2 advertising car, and in 1942 was manager of the No. 1 car. He was named assistant general agent in 1943. The past season was his first as traffic manager.

Boudinot is regarded as an expert in railroading shows, and he credits Arthur Hopper, former Ringling general agent, for his training. During the Tupper administration, Boudinot handled much of the show's railroad work.

Boudinot and his wife live in Chicago. He is a member of the Showmen's League of America, Miami Showmen's Association, stagehands' union and Masonic Lodge.

Discrimination Law Weighed By Pa. Senate

HARRISBURG, Pa., Jan. 27.—Legislation providing for the suspension of all State and municipal licenses of public amusement places on a third anti-discrimination offense has been introduced in the Pennsylvania Senate.

Under terms of the proposed law, a license suspension of 60 days would be meted out to all operators who for the third time within a year are convicted of violating equal rights legislation. In providing "civil and administrative remedies for discrimination in places of public accommodation," the bill specifically lists bath houses, swimming pools, air-dromes, race courses, skating rinks, recreation parks, fairs, bowling alleys and shooting galleries.

Bill provides for court orders to end alleged discrimination because of race, color, religion, ancestry or national origin. These court orders would be requested by the State Attorney General.

Bill is under study by the Judiciary General Committee of the State Senate.

Winkley Inks 72 Race Dates

WINNIPEG, Jan. 27.—Auto Racing, Inc., has signed contracts to present 72 days of auto racing during 1951 and expects to add at least 25 more before the season starts, Frank Winkley, general manager, announced at the Western Canadian fair meeting here this week.

Recent additions to the org's route includes two still dates and two fair dates at Kansas State Fair, Hutchinson, and one date at the Crawford County Fair, Dennison, Ia.

Minnesota annuals signed include stock car sprints at Alexandria and Wadena, two days of big cars at Hutchinson, one day of big cars at Madison, and one day each of big cars and stocks at the New Ulm and Hibbing fairs.

EDITORIAL

Fit the Suit to the Cloth

The proposal for a federation of outdoor showmen's clubs appears to be a step forward. In operation it might be something else.

The degree to which it could be effective depends largely on what specific things it would propose and on its ability to execute a definite program.

There is no doubt that a federation would be of value if for no other reason, perhaps, than that a membership card in one club would be honored in the clubrooms of another member-club.

Even this, too, has some hazards. There is considerable duplication of membership among existing clubs. Reciprocation of club privileges conceivably might cause some persons to drop their memberships in all but one club. This, however, is one of the minor hazards. The major danger lies in the bigger projects which might be undertaken.

Obviously, a federation, provided its member clubs are strong financially, could effect a savings and facilitate aid to needy members of all clubs. To illustrate, assuming a needy member of a club in one section of the country died in another section, then the club in the latter section could quickly handle the situation at a saving in money and time. Even now, without a federation, some clubs operate on that basis.

Solvency Needed

To establish such a practice as a federation policy, all clubs would have to be on a solvent basis, or else the federation might be required to come up with the money. Unfortunately, not all clubs are financially sound. In some instances—rare, to be sure—some clubs have made commitments which they could not or did not choose to keep. When these incidents occur, the blame is on the offending club. However, if such commitments were made by one club in behalf of the federation, the onus would be on the federation and all its member clubs.

There are those who think a federation of outdoor showmen's clubs would prove an instrument by which outdoor show business could protect itself against possible harmful and unwarranted legislation. They maintain that the sum total of the membership of all the clubs would be an impressive figure in talking to legislators.

Events of the past year disprove such thinking. The most effective work combating legislation of this type has been done by small groups within the industry, concerned with legislation that would have unjustly affected their particular operations. These groups worked effectively to present their case and generally were successful. Even in these cases, however, they found it difficult to have others in the business, who would be affected by the legislation, to pay their share of the expense involved.

Finance a Problem

If the federation were set up to function as a watchdog of legislation, it would find itself saddled with a problem on how to finance such a program. That would, indeed, be a difficult problem, for membership of clubs is broad and rarely would the entire membership be affected by any single piece of legislation.

There is one field in which the federation could fill a definite, vital need. That is in public relations, not so much on behalf of the clubs but for outdoor show business in which club members live and make their livelihood.

Most industries long ago recognized the value of good public relations. In this respect outdoor show business which, ironically, set the pattern for much of present-day advertising, has lagged woefully. While the industry has been taking the blame for occasional isolated incidents, it has not been getting the recognition it deserves, not only for its contribution to the American way of life but for its many charitable deeds.

Public Relations Emphasized

More than ever before, present conditions emphasize the need for a strong public relations program by the industry. Moreover, this need may be pointed up in the near future.

Representatives of various clubs will meet February 6 to explore further the wisdom of organizing a federation and to draft a preliminary plan by which such an organization would operate and how it would be started. It is sincerely hoped that the suit be patterned to the cloth.

ARENAS AND AUDITORIA:

Portland, Me., Goes Strong For Tabloid Water Show

By DAPHNE (DEE) POLI

PORTLAND, Me., Jan. 27.—Sam Snyder's *Water Follies and Stage Revue* opened the first of four performances at the Exposition Building under the auspices of the Portland Lodge of Elks, with a Saturday matinee (0) to less than 500 persons. However, the other three performances played to near-capacity and show grossed \$10,000. Prices were \$2.50, \$1.80 and \$1.20. Building seated 2,600 for this show, having extra audience chair seats in center floor, bleachers around three sides and one row in a four-sided balcony.

This was the first water unit ever to play here and audiences liked the general quality of the show which was strong on vaude but weak on aquatic entertainment. This was due to the fact that only one small swim tank was used for diving acts. Snyder's usual big tank and the ballet routines were not used. Various reasons were given such as the hall's floor was not strong enough to carry the weight of two tanks without bracing and that use of two tanks would require killing too many orchestra seats.

The management admitted that audiences were disappointed by the lack of water acts. Of a sched-

uled 22 programed numbers, eight were missing.

Show carried three fancy diving and comedy acts by Emile Hotte, Jimmy Martin, Eddie Mullance and Roger Nadeau, and Eddie Rose, comedy. This made up the aquatic end of the show.

On the stage were Martha Ann Bently, ballerina; Gloria French, a local girl, singer; Jack Martin, impersonations; Hart and Edwards, (Continued on page 60)

Gladewater Rodeo Names Directors, Sets 1951 Dates

GLADEWATER, Tex., Jan. 27.—L. A. Walker and C. O. (Bud) Weiser, both of this city, were elected directors of the Gladewater Round-Up Association at a recent meeting of the group here. Howard B. Walker and Dale Brooking were both re-elected to the board.

Rodeo is skedded for June 12-15 this year and the dairy show here, which is co-sponsored by the Round-Up Association and the Chamber of Commerce, is set for May 3. Rodeo purse of \$3,000 has been approved by the Rodeo Cowboys' Association.

Out in the Open

Many Jack Kochman thrill show staffers and stunt men are wintering in Miami. Bill Bonner, stunter, joined the Miami Police Department and is currently attending the police academy. He plans to take a leave of absence from the police force during the outdoor season to go out with Kochman. Neil Hamilton, Kochman driver, is skedded for an early arrival in Miami. He will enter the hot-rod races at Opa Locka, Fla. Len Wilson also is wintering in Miami and Kochman himself spent the Christmas holidays in that city and gifted all of his staffers with 15-pound turkeys.

Frank Moore, of rodeo fame, and his wife, Mary, spent a few weeks in Fort Lauderdale, Fla., before heading for New York, where Frank picked up the make-ready work for the Madison Square Garden rodeo. . . . Lee Conoro and Charley Cohen are in Miami, running a snipe plant. Conoro again will handle the opposition for the Ringling-Barnum circus. . . . J. B. Schliefer is back in Miami, along with Red Goehman, also running a snipe plant. . . . Troup Brothers plan to stage the Southern States championship at their Indiantown, Fla., ranch this year, instead of in Miami's Orange Bowl. Buddy Mefford and Vic Blackstone will head up the Troup staff.

William T. (Tommie) Randolph, one of the directors of the Glade-water (Tex.) Round-Up Association, visited with many of his friends at the annual meeting of the Louisiana Association of Fairs, in Shreveport, Sunday (21).

Sam J. Levy, top man in Barnes-Carruthers Theatrical Enterprises, Chicago, accompanied by Mrs. Levy, left recently for a three-week Miami vacation. . . . Fred Beardsley, manager of the Lucky Lott Hell Drivers, was uninjured when he overturned a new car while en route from the Detroit fair meeting to the Springfield, Ill., confab. The car, which he had just picked up at the factory, was sold as junk for \$130. The

Lott org has announced that Yolande Betbeze, Miss America of 1951, will make personal appearances with the thrill show at its major fair dates.

Pat Ford, concession manager of the Arkansas Livestock Show, Little Rock, was a visitor at the recent Illinois fair meeting, Springfield.

A. Joseph Geist, president of Rockaways' (N. Y.) Playland, and his wife are expected back in New York this week from a trip to Puerto Rico. . . . J. Raymond Morris, billposter, entered Mt. Auburn Hospital, Cambridge, Mass., January 31 for surgery on a leg injured in a Wisconsin auto accident.

Proposed trip to the Mediterranean by Canadian National Exhibition midway impresario J. W. (Patty) Conklin has been canceled due to the current world situation. Patty was to sail on the S. S. Independence from New York, February 10, but last week decided to stick to this side of the water. He had intended the trip as a combination of business and pleasure. To stay busy he is setting up a Klondike Night at the Toronto Press Club, in addition to supervising some of the redecorating of the club. . . . Irving Rosenthal, co-owner of Palisades (N. J.) Park, recently returned from a lengthy stay in Miami, to take a more active hand in readying his spot for the season.

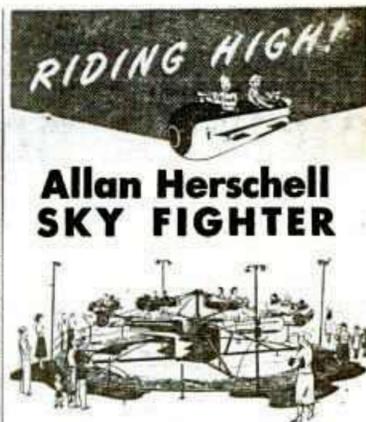
Memphis Annual Names Seelbinder Temporary Mgr.

MEMPHIS, Jan. 27. — Arthur Seelbinder was appointed temporary manager of the Mid-South Fair and Livestock Show here at a meeting of the board this week. Seelbinder will hold the post until a permanent manager is appointed.

N. Y. Park Trades in Unruly Bull

NEW YORK, Jan. 27.—Chang, 25-year-old elephant that has become too unruly for safety at Central Park Zoo here, will be used as a \$500 trade-in, along with \$7,000, for two baby elephants and a llama, according to an arrangement approved this week by the city's Board of Estimate.

Two new elephants, three-year-old females, and the llama will be supplied by Henry Trefflich, local importer. He quoted a price of \$3,500 each for the pachyderms and \$500 for the llama, which is not yet in town. He said the trade-in was acceptable to him, but noted that the sale was not yet definite. The park department said the purchase would be made soon.



ALLAN HERSHELL SKY FIGHTER

You'll be "riding high" with a new Allan Herschell Sky Fighter! It's the hottest thing ever built for small fry. Combination of hydraulic system and fluid drive lifts cars, sets them in motion like real planes in flight. Kids go wild to operate realistic machine guns. Write, wire or phone for descriptive literature, production schedule and price.

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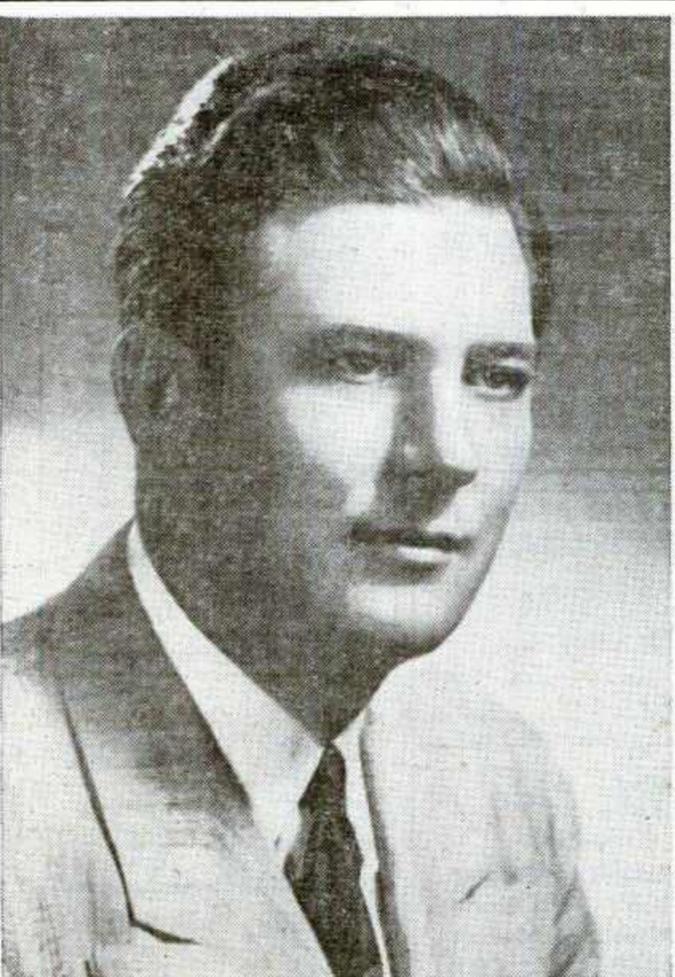
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REG. U. S. PAT. OFF.

will still be America's Favorite Skill Game.

Of course production will be limited, but you are assured of receiving the same quality materials and fine workmanship as before, with no substitutions or replacements.

The Alleys can now be equipped with either a 5¢ or 10¢ coin slot. The popular colored plastic balls are standard.

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We are also taking orders for a limited number of Fun House and Dark Ride Stunts for Spring delivery

Coaster Cars and Replacement Parts for Coasters are in fair supply. The order of the day is—"Don't Delay"—Get your order in now.

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EYERLY AIRCRAFT COMPANY has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a century—

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Passenger controlled thrills, speed loading, proven popularity. Salem Oregon

Originators and manufacturers of the
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LOOK! PARKER DOES IT AGAIN

Mr. James D. Carpenter, of Omaha, Nebraska, writes: "I thought perhaps you might like to know just how pleased I am with the Parker Baby 'Q' that we bought from you last spring. I credit it with being a real factor in the success of our Kiddieland and only regret that its capacity is limited. But the kids don't seem to mind waiting, sometimes an hour and more, for rides. We have ridden some 150,000 over the past two seasons and the machine still looks as good as the day we set it up. Prices start at \$5,750.00 for a Teen-Ager-Adult machine.

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

CLOSE-UPS: AUSTYN SWENSON

Nickname 'Aut' Misses by 'O' Reflecting 30 Years in Biz

By **CHARLIE BYRNES**

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

IF WHOEVER pinned the nickname Aut on Austyn Swenson had been able to foresee the future, he probably would have made it Auto, as Swenson for more than 30 of his 50 years has been identified prominently with automobile racing or stunting.

In fact, Aut's affinity for speed and thrills goes back more than 30 years. In 1913, when he was 12, he entered a Minneapolis pushmobile contest, forerunner of today's soap-box derby. That early taste of competition led to a varied career in the realm of automobile speed and thrills, with Aut becoming a driver-builder of race cars, then an auto race promoter, and in more recent years a thrill show operator.

Born in Minneapolis in 1901, Swenson's first test at professional auto racing came at 18 while he was still a mechanical engineering student at the University of Minnesota. He made his debut in a hopped-up Model T Ford on Minnesota dirt tracks and by 1921 was one of the outstanding local drivers, acclaimed as the only licensed school boy driver in the nation. That same year Aut lived up to his press notices by winning the Northwest dirt track championship at the Minnesota State Fair mile track.

Flair for Promotion

His flair for management and promotion first showed up at the age of 20 when he was named secretary of the Northwest Auto Racing Association, a group of a



AUSTYN SWENSON

dozen or so race car owners and drivers. His duties with this organization were varied and provided him with a good basic training for future years. Aut booked the tracks, laid out the advertising, supervised posting, handled publicity, conditioned the track, handled the program, supervised the line-up of officials and in addition drove his own race car in the contests.

Aut received his first big break in 1924 when the late Alex J. Sloan contacted the Minnesota race association to muster enough cars and drivers to run at the St. Paul fair track. Working thru Aut, the needed drivers and cars were ob-

(Continued on page 59)

The New D-140 Eli Power Unit

You get the most for your money in an economical, trouble-free ELI Power Unit. This Power Unit will deliver dependable service year after year with just ordinary care. Ask the man who owns one.

25 H.P. Valve-in-Head Engine, heavy duty for long carefree service.

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Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction.

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FOR SALE MECHANICAL KIDDY ELEPHANT RIDE

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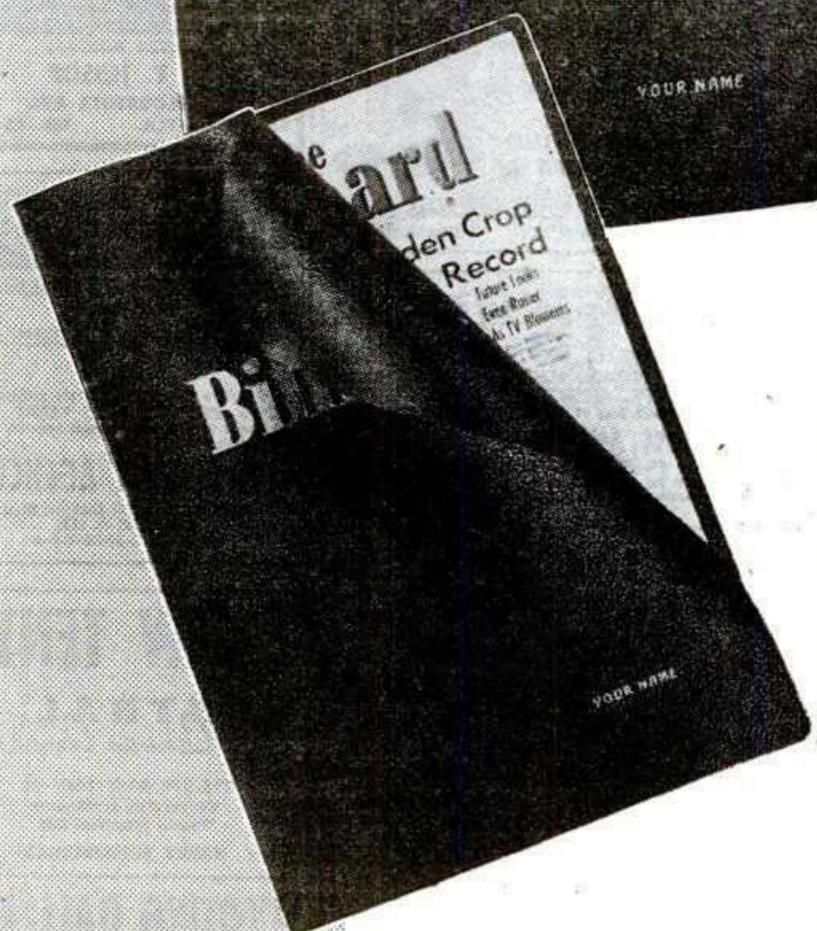
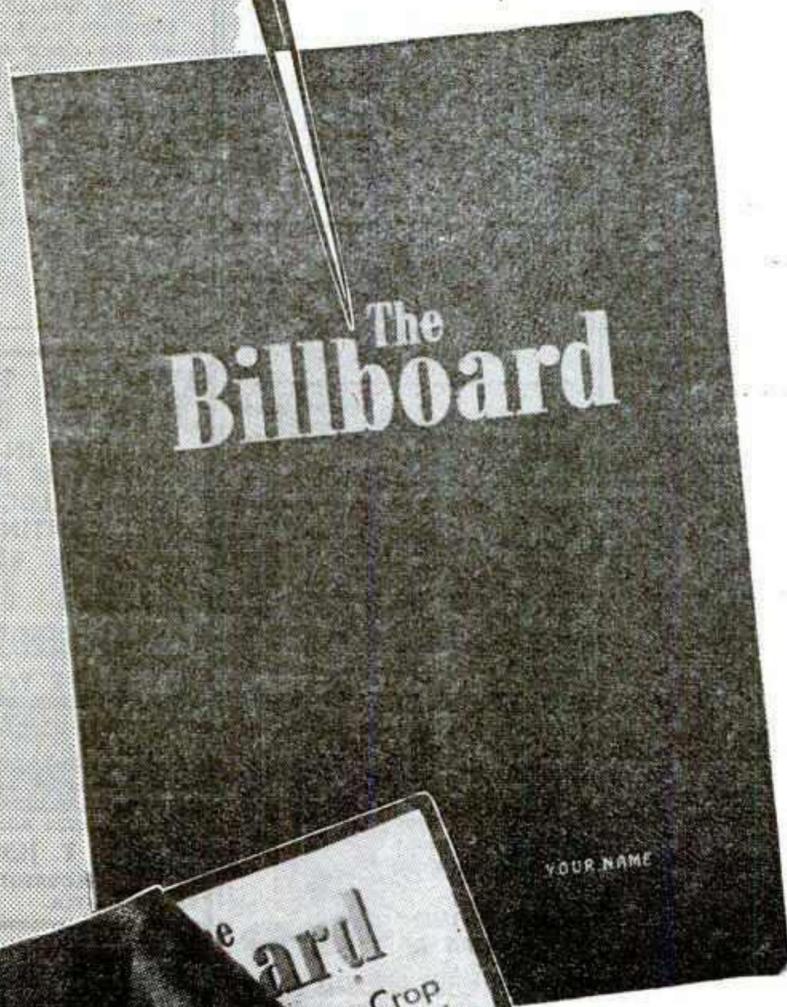
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GEIST EYES NATION

Rockaways' Playland Striving Toward Wider Flack, Promotion

NEW YORK, Jan. 27.—Management of Rockaways' Playland here is as sensitive to publicity and promotional opportunities as a barometer is to weather, and with a National Broadcasting Company-Rockaways' Playland tie-up already accomplished, park pilots have their eyes fixed even more on wider flack and promotional goals.

The juncture with the radio and television outlet was cemented late last year. Under terms of the pact the spot obtains the services of some of the network's top talent in exchange for advertising plugs by the park. In part, this consists of plugging NBC over the park's elaborate public address system and fixing the network's enlarged call letters on a mast conspicuously spotted in the park. Exact dates for talent appearances

are now being arranged between NBC and Rockaways' executives.

In the matter of keeping the park constantly in the local and national public's eye Rockaways scored a repeat when a shot of bathers in front of the park during a freak warm spell hit the front page of *The New York Daily News*. The same type picture was used in the same spot a year ago

by the same paper, which has a circulation in the millions. This year's picture also was widely used by wire services. Aiding considerably in the park's pitch for publicity is the enlarging of darkroom facilities and addition of a permanent staff photographer which enables faster servicing of prints for local sheets.

Behind this drive is management's belief that national publicity pays off in out-of-town trade it draws. Yet another angle is the interest such flack may arouse in national concerns to effect tie-ups with the park.

In this vein, Universal-International (U-I) film makers will start shooting footage of Rockaways' Playland in May or June for use in shorts. A Joseph Geist, president of the park, also has been dickering with other film concerns to follow suit. However, he stipulates that park management is interested only in having color films made.

A local brewing concern and a national soft drink firm are now negotiating with the management to ante the cash required for Rockaways' presentation of fireworks and free acts. In ex-

(Continued on page 66)

Hart Now Alone At Fort Wayne; Sets Expansion

FORT WAYNE, Ind., Jan. 27.—H. E. Hart, owner of the Court Theater, Auburn, Ind., became sole owner of West Swinney Park here January 15 when a working agreement between him and Cliff Thomas, Indianapolis, was dissolved.

Following dissolution, Hart said that he will devote more of his time and money to park improvements. He plans the addition of rides to the kiddieland and plans other facilities to give the park a better chance at booking industrial picnics.

On December 6, 1949, Hart signed a five-year lease for the park with the local board of park commissioners. Shortly thereafter he purchased all assets of the Ennis Bros. Corporation, consisting of a Merry-Go-Round, Roller Coaster, Whip, Swing, dance hall, restaurant, refreshment stands and concession buildings.

Later, Hart and Thomas formed a working agreement, pending formation of a corporation, under which the latter brought to the park a group of rides, all of which operated in 1950. Thomas will devote his time to park interests in Indianapolis and Flint, Mich.

Motor City Opening Set For Easter

DETROIT, Jan. 27.—Construction program started at Motor City Park here last fall is nearing completion and Owner-Manager Vic Horwitz has set March 25, Easter Sunday, as the opening date of the new season. The bow probably will be the earliest in this area.

The park started as a miniature operation appealing to children and, following plans made last year, is swinging to adult trade. Size, however, will necessarily remain restricted.

Major item of construction is a 40 by 60-foot building for a new Dodgem, which was completed recently. The miniature railroad was relocated to make room for it and 18 new cars have been installed.

A new Penny Arcade and several new concession stands are under construction and will be completed in time for the opening, Horwitz stated.

More Rides Set By Toledo Beach

TOLEDO, Jan. 27.—Toledo Beach will offer more rides this season than last year, its first of major operation. Manager Harlin L. Walter said a Pretzel is being installed on a lease basis by the Pretzel Ride Amusement Company and that D. Wyble, of this city, former operator of Hiawatha Shows, is leasing his Merry-Go-Round and Spitfire for installation.

T. J. Bacho, St. Petersburg, Fla., speedboat operator, is installing a fleet of speed boats to operate from a dock on the Lake Erie shore. Bacho also will have a flotilla of canoes in the numerous lagoons within the park area.

Principal plant improvements will be the clearing of trees and the construction of a hard-surfaced, 700-car parking lot. Local funspot continues under ownership of Virgil A. and Nelson W. Gladieux, Toledo Sports Arena operators.

Atlantic City Bank Deposits Rise 8 1/2%

ATLANTIC CITY, Jan. 27.—Despite the many gripes expressed here about 1950 business, a check of local bank deposits revealed that in cash figures the take was about 8.5 per cent better than in 1949.

Figures as of the close of the year's biz from five banks listed a total of \$86,716,889 on deposits, as compared with 1949's total of \$80,190,985. All bankers expressed gratification over their year's business and all were optimistic over 1951.

Along similar lines, Finance Director Bader disclosed that tax collections for the resort during 1950 exceeded 1949 by about \$100,000.

Two Rocky Glen Spots United by Sterlings

MOOSIC, Pa., Jan. 27.—Ben and Mae Sterling, owners of Sterling's Rocky Glen here, have purchased Rocky Glen Park owned by the Nallin-Jennings Park Company. The funspots are adjacent.

Originally a single park, the spot was divided some years ago when disagreement on operation developed between the Sterlings and Nallin-Jennings. At that time Sterling erected a fence around his portion of the original park and began separate operation.

Sterling stated that duplicate rides and other attractions in the twin parks will be disposed of under new operating plans.

The Northeastern Pennsylvania park was started by Arthur Frothingham and later was operated by Tony Duffy, Esslinger and Murphy, and E. S. Williams before Nallin-Jennings and the Sterlings took over.

Sterling's portion has 15 major and 6 kiddie rides, beach, ballroom and other facilities. The Nallin-Jennings portion has 9 major and 3 kiddie rides, Funhouse, beach and restaurants as well as other attractions. Manager for Nallin-Jennings was Joseph P. Jennings. The spot is midway between Scranton and Wilkes-Barre, Pa.

Rocky Glen Park

Now One Management

Have Merry-Go-Round and 18 Dodgem Cars for Sale.

Have openings for stable concessionaires on dancing, roller skating and games.

Park has been successful money-maker for past 50 years.

Apply

BEN STERLING

ROCKY GLEN PARK, Moosic, Pa.

AMERICAN LEGION PARK

More Rides Wanted—Will place Tilt, Whip, Looper, Hay Dey, Waltzer, Octopus, Rock-o-Plane, Roll-o-Plane, Fly-o-Plane—30% of Gross. We pay all Lights, License and Location.

Want—Well-framed Arcade, Fun House, Glass House, Dark Rides, Shows of all kinds, Drugs, Iron Lung, Lord's Supper, Mechanical Circus, Working World, Motor Dome—30%. We pay all Lights, License and Location. Sammy Lowery, answer.

Concessions—Hanky Panks of all kinds, Low Rates, Custard, Jewelry, Long and Short Galleries, Pop Corn, Candy Floss, Candy Apples, Sno Cone, Ball Games, Pitch Til Wins, good proposition to A-1 Bingo. Time is short, this park opens Feb. 10, 1951, with three divisions of soldiers being released from quarantine Feb. 9. One of the largest Bar-B-Q in the park, Saturday, Feb. 10, at 2 p.m. for entire personnel of City, County and Army Camp. Auto Races being held on newly constructed one-mile track, each Sunday; Track in rear of Midway.

Free kiddie matinees Tuesday, Thursday and Saturday, until May 1, then matinees each afternoon. This is not a promotion, but the real thing. Address all replies to

JOHN J. CARUSO, Director, or RICHMOND FLOWERS, Commander and Manager-Attorney, AMERICAN LEGION PARK, Dothan, Alabama.

WE CHALLENGE YOU TO COMPARE THE

★ DESIGN ★ ENGINEERING ★ CONSTRUCTION ★ BEAUTY ★ CAPACITY ★ MAINTENANCE & OPERATING COSTS ★ RIDER APPEAL ★ AND SAFETY of the **MT MINIATURE TRAINS** with all others!

Write for Free Catalog Describing the MT Miniature Trains.



MINIATURE TRAIN CO.
RENSSELAER, INDIANA

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

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17 nearly new life-size figures with hair and glass eyes, well costumed and real leather boots and shoes. Roosevelt, Churchill, Stalin, Colin Kelly; Generals Eisenhower, MacArthur, De Gaulle; Clark Gable, Joe Louis, Max Schmeling, Frank Sinatra and Swooning Bobby-Soxer. Mussolini, his aid and Claretta, Petta, Hitler, Hirohito, Yamashita and Chun Kai Shek. Over 25 older museum figures—Generals Pershing and Custer, Buffalo Bill, the Dalton Gang, Belle Star, Cherokee Bill, Jesse James, Wild Bill Hickock, Pinkerton, Rube Burroughs, the Younger Bros., Geronimo, Teddy Roosevelt, Abe Lincoln, John L. Sullivan, Rudolph Valentino, Criminals, etc. Price \$3,000.00, with stands and green floor covering and new netting to hang in front of figures; also camoufage covering for back walls to set off the figures. Ready to set up and exhibit without further expense. Door man and uniform signs with story of each figure. Can be seen now at

AL NICHOLS' SPOOKY-WOODS MUSEUM, R. F. D. #1, NASHUA, N. H.

LALLE'S NEW AMUSEMENT PARK, INC.

ANGOLA ON THE LAKE, ANGOLA, N. Y.

Booking for 1951 season—Ball Games, Fish Pond, Pitch Till You Win, Cork Gallery and Games not conflicting. Call or write

MICHAEL GUZZETTA

Angola, N. Y.

Phone: Angola 172.

MINIATURE TRAIN FOR SALE

Steam type, gas driven, 1/4 size, 60 ft. long, 3 cars, 5 seats each, 1200 ft. of track, 8 lb. rail. Complete in detail. Smoke whistle, air brakes. Used one season. For information and pictures write

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The custom built to order line. Steam, Diesel gas, Amusement and industrial types. Track gauges 12" to 36"; portable, permanent. Up to 300 passenger cap. Light rail. Trade-ins accepted. Substantial inquiries solicited.

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Practically New. Capacity approximately 1500. Excellent Buy.
SO. JERSEY STATE FAIR
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For Amusement Park Ops, Arcade Developers, Exhibitors, Ballroom Operators, all to one op or individual sale or lease immediately; North Florida's only year round Amusement and Recreation Center, offering two Ocean Front Apartment Hotels, forty-six and twenty-six units, Cocktail Lounge and Ballroom, exclusive Beverage License, Dining Room capacity two hundred fifty; all completely equipped. Four large concession spaces (7632 sq. ft.) for Exhibits, Skill Game Concessions; adequate outdoor space for any expansion. See in person, write, telegraph or phone

ELMER DAVIS
St. Augustine Beach, Florida.

FOR SALE

16 NATIONAL SKEE ROLL ALLEYS—16 14' long, first class condition. For information write or call
Bert Amusement Co.
(Montgomery County)
Box 208, Willow Grove, Pa.
Willow Grove 1343

WANTED—USED BAZOOKAS

(Guns)—New Type
Contact Edgewater Park
23500 W. Seven Mile Rd.
Detroit 19, Mich.
Phone: Kenwood 1-2660

Millers Sked Early Opener In Chi Suburb

LYONS, Ill., Jan. 27.—Richard Miller's Fairyland, Chicago suburban Kiddieland, will open Easter Sunday, its traditional date, this year but because Easter is early, March 25, some phases of operation may be delayed until about May 6.

Al Miller, general manager of the park, said this week that the first major promotional event will be an annual tie-in event with a Berwyn, Ill., newspaper, scheduled for late spring.

A crew is at work in the Miller warehouse in preparation for the opening. Al Miller said rides are being repaired and painted. Richard Miller will leave soon for Florida where he will combine a vacation and search for new rides.

Late last fall the spot installed a monorail kiddie train, the first of its type installed outdoors. Because of the late-season installation, the Millers state its first real testing will come with the season's opening.

DERBY RACE GAMES

A few Original Units available in 1951.

Greatly Improved

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Write—Wire—Phone

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1910 6TH AVE., LOS ANGELES 16, CALIF.

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May 19-Sept. 10th

300,000 LAST YEAR

40 Miles From New York City

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Want up to sixty unit COIN ARCADE. Now have exclusive Drive In Theatre, Hotel, Ocean Pier, Bowling, Dancing, Skating, Miniature Golf and others; one thousand car free parking area; rent 25 per cent will split license; thirty to forty additional coin spots if desired ON GROUNDS. See

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4-Camel Act Tops Strong Talent List On Polack Western

Animals Predominate in Unit's New Edition; Flying Act Clicks

By TOM PARKINSON

HAMMOND, Ind., Jan. 27.—Polack Bros.' Circus opened its Western Unit here this week, unveiling a program peaked by two rarities in show history and backed by a skillfully assembled line-up of acts which provides a change of pace over last year's version. The much-heralded camel act, trained and presented by Jack Joyce, caught the eye of first-nighters and undoubtedly will be the attention-getter all along the line. Ward-Bell Flyers have come up with a nine-person, triple flying-return act that is a sure-fire hit.

Change in the unit's presentation centers around the assortment of animal acts used this year by Louis Stern, managing director. It's a balanced program but Stern has given it an Al G. Barnes twist thru use of camels, seals, bears, dogs, horses and elephants. He described it as his most costly show; it also is one of the best and should sidetrack most doubts about how long the org can maintain the level set for itself.

Biz Looks Good

Business here was expected to be ahead of last year's. Night house Monday (22), opening show, was moderate, but promotion and advance sales were up and attendance was certain to reach the full-house stage. Date closes here Sunday (28).

In the unit's tradition, a clown prolog starts the activity. It included separate come-in bits by Gene Randow, Sherman Brothers and the Georgetties on the first night.

Opener is the Hargus Troupe (Ward-Bell) of 12 persons. They make a flashy entry in attractive wardrobe and move into a snappy teeterboard turn featuring a triple to a chair. Incidental tumbling is worked in, and the clan winds up with ribbon-twirling.

Don Dorsey, making his first Polack appearance since a fall with the unit a couple of seasons ago.

Barker Bros. Skeds Opener For April 30

ALEXANDRIA, La., Jan. 27.—Bill Blomberg's Barker Bros.' Circus in quarters here, will open its regular season April 30 at the Birmingham Stock Show and plans to play fair dates. Some Liberty and pony acts will be booked as separate attractions. A smaller circus unit will open January 30 for sponsored indoor dates.

Staff for the coming season includes Blomberg, general manager; Don Bealle, assistant manager; Mrs. Blomberg, treasurer, and George T. McCarthy, director of booking, advertising and promotion.

Blomberg said new horses were purchased recently and that the org will have three Liberty acts this season. Three pony drills also are being worked, as are 10 jumping horses and 12 trick riding horses. Trainers are Blomberg, Jimmie Thompson, Leon Snyder, Don Bealle and Jimmy Gaither. Charles Berry is expected to arrive soon.

Eddie Hendricks is working here with his riding act. Noble Hemiter is breaking his baby bull to new routines. Helene Hendricks, Betty Hamiter, Ginger Moody and Kittie Snyder are working in quarters.

Blomberg reported he and Jimmie Thompson, owner of the JWT Ranch at Colfax, La., plan to book rodeo stock at Southern fairs and rodeos. He also announced plans to build permanent quarters at the Thompson Arena here.

HILDRETH SEES NO TRANSPORT BAN ON SHOWS

WASHINGTON, Jan. 27.—Melvin D. Hildreth, former CFA president and a Washington attorney who frequently has been retained by circuses, said this week he saw no imminent danger of severe travel curbs for shows under defense regulations.

Hildreth predicted that the government would move slowly in this area so as not to disrupt civilian and mobilization economy. He noted, however, that the situation could change if a formal war were declared.

The attorney, who staged inaugural ceremonies for Presidents Roosevelt and Truman and who is an executive in the Sesquicentennial here, said it appeared that a manpower shortage will strike circuses harder than other results of the defense program.

O. Davenport Tabs Full Ones At G. Rapids

Org Skeds Special Move by Trucks, Bus to Saginaw

GRAND RAPIDS, Mich., Jan. 27.—Orrin Davenport's indoor circus scored strong attendance for its stand under Shrine auspices here this week. Attendance thru Thursday (25) was ahead of last year.

Monday (22) and Wednesday (24) matinees were turnaways and night houses were capacities. Special trains were operated from surrounding towns to bring children here for matinees.

Plans call for staging three shows on Saturday, final day, to accommodate ticket buyers. The show will move by special trucks and bus Saturday night in order to make its opening at Saginaw, Mich., Sunday (28) where it plays thru next week.

Schreiber Bull Dies in Fla.

SARASOTA, Fla., Jan. 27.—One of two elephants in the Baptiste Schreiber act died here Sunday after catching a cold while with the Ringling-Barnum unit in Cuba recently. The act also was with Ringling last season.

Schreiber came to this country shortly after slipping himself and two elephants across the Russian control line in Berlin. Previously the elephant act had been taken over by Russian authorities in Czechoslovakia and had been routed to circuses in the Balkans.

In the act one bull struck a teeterboard to flip Schreiber to the head of the second animal.

clicked with jazz-time work on the trapeze and with heel and knee catches.

Joyce's camels have the third spot. If circus goers have seen anything comparable, it was a long time ago. Four camels are decked out in red plastic trappings; a pony comes in later. First phase of the turn is similar to a Liberty act, while in the second phase the camels approximate an elephant routine.

There is an intriguing rhythm about the act as the camels lope thru a precision military drill. Joyce adds to the novel timing by cues that are like the formal gestures of a head waiter.

Single camels are pulled out to walk on their knees and do a Merry-Go-Round routine on a pedestal. All four mount tubs in a tableau. With each camel's forefeet on tubs, the pony weaves around them. The camels kneel and the pony leaps over them as it circles the ring.

First Appearance

The camels loop the ring in pairs, while the pony follows and counter-marches in another drill. Then the pony leads the procession as the animals leap over a fence. Here again, the camels come up with a novel pace. In the act's finale, the camels are aligned head to neck and the pony rears.

Monday's performance was this act's first public appearance. Joyce said the camels had not been exposed to lights, band or crowds before. Twice the camels stepped out of the ring, but they quickly returned. As it stands, Joyce keeps the act on until the camels have done each bit correctly. Even so, the act is not overlong and there are no lags. It is planned to be a 10-minute turn.

Fourth in the program on Monday were the Sing Lee Sings, (3) Chinese contortion acros, who worked under disadvantages they won't have in some other buildings. They do a bar act, a balance turn on a stack of chairs and finally a dive thru a ring of knives.

Sikorskas Held Over

Clowns come on for an atomic reducing gag. The Sikorskas (Melitta and Wicons) are in for their teeth-suspension aerial act featuring an iron-jaw spin. Duo is the only holdover from last season's show except for the amended Ward-Bell flying act.

Arwood's Acro K-9 Antics is a combination dog and acrobatic act, with dogs and people working together in some of the acro turns. A dog does a forefoot stand on a tower of bricks and another balances on Arwood's chin as parts of the routine.

Francis Brun and his sister, Lotti, who also is in the billing, present their rapid-fire juggling with excellent results. Brun maintains his speed and the act

(Continued on page 51)

BEATTY SETS OPENER, AIDS SHRINERS' SHOW

SHREVEPORT, La., Jan. 27.—Clyde Beatty Circus has set a tentative opening date of March 16, and the rail show will be under local auspices, it was reported this week. Meanwhile some Beatty acts were playing the Shreveport Shrine show this week.

Bill Moore, general agent; Glen Booth, car manager, and Edward Howe, press chief, conferred in Los Angeles recently.

The Beatty show probably will move on 15 cars again. However, some consideration reportedly is being given to addition of rail cars. No final decision has been made.

Beatty equipment has been kept busy in downtown Shreveport recent weeks. A ticket wagon was borrowed by the separate Shrine show for downtown sales. One cage containing a lion was in town on the day the Lions Club

collected for the March of Dimes. Two elephants and two cages were used to bally the introduction of a new model automobile at a local agency. All events were covered by new papers.

The show also came in for press attention with the tiger half of Beatty's tiger-elephant act. The animal has been under treatment for an ulcerated leg and is given large doses of penicillin and sulphur regularly.

In the Shreveport Shrine show, produced locally, are ponies, horses, elephants (3) and a Liberty act from the Beatty show. Other acts include Plunkett's seal, the Boginos, Great Herberto, Pape and Renee, Los Latinos, Medinas, El Donas, and clowns. Beatty ring curbs, rigging and a few sections of grandstand also were borrowed.

POLACK EASTERN BIZ STARTS BIG

Hyped Talent Line-Up Unwrapped At Flint as Unit Opens Season

FLINT, Mich., Jan. 27.—Polack Bros.' Eastern Unit opened its season to turnaways and full houses here this week with a program believed to be the strongest in unit's history.

Opening matinee Sunday (21) was a turnaway and the night show drew a full house. Monday (22) matinee was full but the night biz was lighter. By Tuesday night (23) business picked up and matinee crowds continued big. Advance sale was reported at 25 per cent above 1950.

The performance, caught Tuesday (23), moved rapidly and revealed a steady procession of first-class circus talent. The over-all effect is one of balance and variety, stressing pure big top work plus a touch of novelty thrillers. Program is new to the unit, with only a few performers being held over from 1950.

Spec Leads

Leading off is a spec produced and narrated by Miriam MacDonald, of Chicago, titled *Alice in Wonderland*. Two huge clown figures are raised in the arena to set the theme, and Valerie Antalek appears as Alice. Performing personnel files past in costumes based on the story-book characters.

George Keller's mixed cat group starts the regular part of the show in outstanding form. The professor greets incoming cats with the traditional roar and thunder but guides them thru their routines in a quieter manner and usually without gun or whip. The lions, tigers, jaguars, pumas and black panther are a healthy looking lot. Keller and assistants are neatly uniformed. His arena props are attractive and the line-up of six cross-cages, complete with wood carving, adds much circus flash.

Ed Raymond, producing clown, brings his contingent in for a walk-around in the second spot. This is followed by the Hanel,

four-person casting act on the Mills org last season. Sasha, Hanel dwarf, is a hard worker who registers with good comedy. Others in the troupe work well and finish their turn with a neat inverted half flip from bar to catcher. Act is fast and well costumed.

Four girls work a web act which turns into an introduction for Lalage. On the webs are June Kochoic, Jo Madison, Lona Antalek and Francis Otari. Lalage drew applause with her Roman

(Continued on page 51)

Mills Org Buys Power Plants; Tent on Sked

COLUMBUS, O., Jan. 27.—Two Diesel light plants were purchased for Mills Bros.' Circus this week by Jake Mills, who has been on a buying expedition that included a stop at Dailey Bros.' quarters at Gonzales, Tex. The two 90-kw. plants and an aluminum semi-trailer were received at Mills' quarters at the State fairgrounds here.

Word has been received by Mills Bros. that the new big top, a 130 with three 40's, will be completed and delivered by United States Tent & Awning Company by early March. The circus plans an April 14 opening here.

Jack Mills said this week that promotion work for the opening stand at Columbus is running ahead of last year. Larry Lawrence is in charge of the crew. Mills said four other crews have started work on dates booked by General Agent H. W. Ahrhart. Other crews will be added soon.

Forty-two men are at quarters where work is under way on trucks and other equipment.

RB Preps WQ For Filming; Stars Arrive

SARASOTA, Fla., Jan. 27.—Ringling-Barnum winter quarters activity here this week was aimed toward the scheduled arrival of motion picture stars who will be on hand to start filming *The Greatest Show on Earth* next week.

Several wagons are being converted into dressing rooms and a top has been erected for use as a cookhouse by film personnel. Included in the film will be Betty Hutton, Dorothy Lamour and James Stewart. Antoinette Concello spent about a month on the West Coast training the actresses in circus routines for their movie parts. Movie gossip columns in newspapers have carried frequent references to the stars' circus practice.

Frank Braden, Ringling press man, arrived this week to start about six weeks' work for Paramount in connection with the picture.

Church Fire Causes Royal To Miss Show

BOKCHITO, Okla., Jan. 27.—Royal Circus lost the matinee scheduled here Friday (19) because a church burned near the school where the show was playing. Trailers and trucks were parked near the church and were moved hurriedly. Show property was removed from the school when the fire threatened to spread. However, the school was not damaged and the night show was presented on schedule. Part of the proceeds were donated to the church.

Dores Miller is in charge of the show, which is playing Southeastern Oklahoma dates.

Wirtz May Buy Boyd's Share In Cole Bros.

LOS ANGELES, Jan. 27.—Bill (Hopalong Cassidy) Boyd and Arthur M. Wirtz, of Chicago, are negotiating for the sale of Boyd's interest in Cole Bros.' Circus to Wirtz.

Boyd, together with Robert Stabler, his manager, owns one-third of the circus and last season was its featured attraction. Stabler is a vice-president of the circus. The cowboy star recently acquired an interest in Venice Lake Park near here to be renamed Hoppyland.

In Chicago the Cole Bros.' Circus office had no comment on the report. Wirtz and his partner, James Norris, own the majority interest in Cole Bros.

Duggan Sets Opening Date

DE LAND, Fla., Jan. 27.—Opening date for Hagan-Wallace Circus, owned by Dud Duggan, has been set for the last of March. Work in quarters is progressing well, and George Usher has completed most of the painting. Ten men are in quarters and more are being added.

Word has been received, Duggan said, that the new big top and Side Show top will be delivered about March 1 by Central Canvas Company, Kansas City, Mo.

Duggan, son of the late W. F. Duggan, show operator, said he has completed most of the business of his father's estate and has begun active planning for the coming season.

Polack Western Unit

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has lost nothing in transferring indoors. It came to Polack from Ringling-Barnum.

Bulls Work Fast

Clowns in Oriental garb work a snake dance gag, and they are followed by the Packs' Elephants. Peggy and Mack MacDonald put Tom Packs' four young charges thru a perfected military drill. The bulls move with the union of a precision chorus line and the MacDonalds add to the fast act. A steady background of military marches hype the effect. Altho the fifth and smallest elephant is on the show, it didn't work.

Scheduled to close the first half of the show is the Ibarro Brothers bar act. However, they were unable to work during early performances because their rigging had not arrived from Mexico.

Ostermaier's Horses (2) open the second phase and are worked by Jack Joyce. Albert Ostermaier was taken into the Army after the act was contracted and Joyce agreed to present it. One of the horses was out of the show with a cold for the first couple of days. The other is a beautiful animal, well trained and presented, and the act undoubtedly will be more outstanding when both horses are used.

Mandos Return

The Mandos Sisters (2) are back after not having appeared in this country for a few years. Using an anchor-shaped device, they turn in a series of aerial feats, and follow dual standing revolutions on a bar. Topping the act is their two-high revolution on the bar.

Clowns come in again. On opening night the gag here failed to click and Stern said it would be changed. Otherwise, this year's turns were above average and brought some good laughs.

Klauser's Bears, former Ringling act, is billed as Goldilocks and the Three Bears. Blonde Herte Klauser works with the animals. Actually there were five bears; two cubs which Klauser has been breaking were added to the act and their

antics were well received. All the animals are fitted with clown hats and collars which enhance the act, and their routine is marked by variety. The cubs and a third small bear do a teeterboard bit, the big ones perform on large globes, while Herte duplicates their work. In the finale, bruins ride wagons, bikes, skates and a motorcycle.

Wiswell, Natal Move

Ernie Wiswell's comedy Ford, moved over from the 1950 Eastern unit, is a tradition that the folks liked here, and the act seems destined to be popular as long as anyone remembers Model-T days. At Tuesday's matinee the turn was omitted in order to speed the show after a late start.

Melitta and Wicons make a second appearance to give their perch act, which holds interest thruout. They work up to a turn using a 7-shaped apparatus, with Melitta walking upside down on the extension.

Natal, the Monkey Man, was next on opening night but was skedded for a different spot thereafter. Set-up in the Civic Center here provided a good chance to show his act by scampering along the balcony railing. He was on the other unit last year.

Seal Act Pleases

Armand's Seals (3) continue the animal theme of this Polack presentation and offer a good routine of balancing and horn blowing accompanied by the ever-popular flipper clapping. Act is set off with marine-styled props, including an illuminated lighthouse which one seal noses.

A clown walkaround introduces the Georgetti Brothers' dog and gate gag. The Goetschis (3) cycle turn follows and registers well, with cycle balance work atop a globe and on pedestals. The brothers move along quickly to their three-high stand on a unicycle and a two-high foot-to-head stand with the top-mounter playing a violin.

Clowns come in for a Scotch band entry and break down to stage the Georgetties' burlesque boxing match, using Swiss bells to play Sweet Sue. This clown turn displays more than the average amount of effort and it pays off with the audience.

The Ward-Bell flying act, increased this year to nine people, makes a dramatic entry in keeping with the quality of their act. Wardrobe is superior; rigging and even the net are red to add a final touch.

Expert Timing Shown

The six men and three women work in three adjacent acts. The entire presentation is outstanding but there are two points at which the audience is made aware of expert timing and form. One comes with three leaps which are timed in stair-step fashion to give a bing-bing-bing effect.

The other is the triple passing leap, performed in perfect unison. With six people between trapezes at the same time the air seems full of flying forms, and the unscrambling is impressive.

It takes time for nine persons to make individual drops to the net, and the audience has started from its seats before the act can take its bow. Consequently, part of its applause may necessarily be lost. Despite this, the audience recognizes the turn as outstanding and lets the act know about it.

The triple set-up allows for continuous action. While one portion of the routine is underway, the others are preparing for their turns. The usual lags are overcome.

Most Staffers Return

Bee Carsey again holds the baton over the Polack band. Arthur Springer and Jack Kline share announcing and equestrian director duties for another season. Wally Newbury is back as organist. Included in clown alley are Gene Randow, producer; Georgetti Brothers, Harry Dann, Sherman Brothers, Henry Boers and Denis Stevens.

Staff for the unit includes Mrs. Bessie Polack and Louis Stern, co-owners; Stern, managing director; Ross Paul, assistant manager; Ethel Robinson, booking agent; T. Dwight Pepple, general agent; Justus Edwards, press; George Paige, concession manager, and Barney (Soldier) Longsdorf, master rigger. Joe O'Donnell handled the Hammond promotion.

The show carries more animals than any previous edition, making transportation a greater undertaking. Elephants, horses and camels will move by baggage car. Bear, seal and dog acts use their own transportation.

R-B SETS HIGH FOR WQ SHOWS

SARASOTA, Fla., Jan. 27.—A record attendance for winter shows at the Ringling-Barnum quarters here was set Sunday (21) when 5,000 persons were on hand for the open-air circus. Biz also has been good on week days this winter, it was reported. Talent used in the show is changed often and includes many Ringling acts wintering here.

H. Williams Dies in England

LONDON, Jan. 27.—Harry Williams, well-known owner of one of Germany's big circuses, succumbed last week to injuries received early this month when he was thrown to the hippodrome track while competing in a chariot race during a performance of Tom Arnold's Mammoth Circus at the Harringay Arena.

Williams, a native of England, spent most of his life in Germany. After appearing as a jockey with various German circuses, Williams married into the Althoff circus clan and held executive posts with the Circus Althoff until he launched his own org.

For several years Williams presented his Circus Williams under canvas and in the indoor Circus Williams arena at Cologne, Germany, where his permanent quarters were located. Williams, with the Circus Althoff, played the Christmas season of 1937 at the Agricultural Hall in London. He and the circus were booked by Stanley Wathon for a return engagement, which was stymied by the outbreak of war in 1939.

Cole '49 Creditors Notified of Meeting

INDIANAPOLIS, Jan. 27.—Creditors of the company which operated Cole Bros.' Circus in 1949 have been notified that the trustee in bankruptcy, Ben F. Hatfield Jr., has asked for authority to abandon the company's accounts receivable.

Those accounts amount to \$74,374.96, he reported. The total includes \$66,057.74 due from the Hoosier Circus Corporation, an allied company. The first company was Cole Bros.' Circus, Inc.

A meeting of creditors was to be held here this week to consider the trustee's request.

Neither of the companies involved in the bankruptcy are connected with the present operators of Cole Bros. The present operators acquired the show in 1950.

Under the Marquee

Cosetta Cristiani, member of the family of circus riders, will be interviewed February 1 by legit stage star Lilli Palmer on the latter's WCBS-TV show. . . Snell brothers were unable to play several indoor dates due to the illness of one of the boys. They will be back on the road when the circus season opens. . . Reuben Norman, who was with the John Robinson, Hagenbeck-Wallace, Sells-Floto, Sparks, Cole Bros. and the Ringling shows, is a patient at the Veterans' Hospital, Fresno, Calif., being confined there for the past eight months. Letters from friends will be appreciated.

Three bulls owned by Miller Bros. Circus paid a brief visit while en route to Camden, N. J., to the Middletown, Conn., home of Win Partello, org's general manager, whose wife handles animals in the show. Incident rated hefty plugs in local sheets.

Miss Loni, foot juggler; Great Rodolphos, equilibrist; Three Hemadas, aerialists, and the Four Maxellos, comedy acros, all R-B personnel, are in the floorshow at the John Ringling Hotel, Sarasota, Fla.

Rube Wilburn, formerly of Union, S. C., and now an oil prospector in Texas and Oklahoma, visited Bert and Marie Pettus recently in the Clyde Bros.' Circus winter quarters in Perry, Okla. (Continued on page 60)

Polack Eastern Unit

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ring stint and a big hand after clicking off 81 plunges.

Harold Gautier's Excess Baggage, dog act, is a stand-out. Act's frequent television appearances made it known to many in the audience and the result was beneficial. Gautier appears as a baggage handler; Alma Michael is the traveler with the stack of luggage, each piece housing a dog. The canines include a sheep dog and four poodles, all matched. Comedy in the rapid act is good. Cues are invisible and the dogs don't miss as they befuddle the would-be baggage handler.

Raymond mobilizes the joey's for a Superman piece that's well done. Slivers and Jo Madison bring Whitbeck's three elephants in next. They were with the Western Unit, and the MGM tag again is used in billing the bulls. They work well and their best is a Merry-Go-Round routine. Frenchy Durant is the assistant.

Shyrettos Shine

Tenth on the program are Miss Ninon, traps and iron jaw, and the Koloman Duo (Antaleks), double traps with a break-away finish. Climaxing the first half of the show is the Shyretto cycle act (3). Their jive dance on high unicycles is perfectly co-ordinated. It's followed by comedy on various size cycles.

Opening the second half is Welde's bear act, using two big bruins and an assortment of vehicles. Two girls dress the act, while Welde puts the bears thru energetic paces. His ride in a prop car, with one bear as the driver and the other pushing, is unusual, as is the bears' tandem bike jaunt. Another clown walk-around follows.

Billy Ward, James Olson and Mickey King comprise the flying return act. It's highlighted by good showmanship, with the finale being a leap with both flier and catcher blindfolded. Act is billed here as the Flying Kings and probably will be the Flying Duwards later. It came into the show as replacement for a French flying act which has not arrived.

Antaleks Substitute

Another replacement but second to none are the Five Antaleks, high perch, finishing with three girls on the pole. Three of the Hanel's return as the Sashas for a clown boxing act that is boosted several notches by the work of the little fellow. His posturing, dancing and boxing are good comedy.

Francine Volante, petite miss who has previously appeared in the East, opens with single trap and cloud swing turns and finishes with a leap from a high platform toward a trapeze. The break-away finale, with firecrackers to sharpen the effect, leaves lots of hearts out of place.

Back on the floor, Bill Busch-bom's eight Palominos work in a well-disciplined and speedy Liberty drill. It's followed by the last clown bit, and Aida, "The Girl in the Moon," works show's final number. The IMA Auditorium here was particularly suited to this act. Rigging was extra high and the building aided lighting effects. Aida's toe and one-handed bits on the revolving rigging's single trap are corkers.

Kyes, Lewis Back

Henry Kyes directs the band and opens with a new and original overture which combines swing

and circus rhythm. Permanent musicians in his group are Neal Boyd, drums, and Edythe Boyd, organ.

Nate Lewis, veteran in the Polack org, handles announcing and equestrian director duties. He staged this year's performance, which runs 2 hours and 45 minutes.

In clown alley are Raymond, Kenneth Waite, Billy Griffin, Mickey McDonald, George LaSalle and Mac (Red) Carter.

Staff includes Mrs. Bessie Polack, Sam T. Polack and Louis Stern, co-owners; Mrs. Polack and Sam Polack, managing directors; Chris Krenkle, assistant manager; Ethel Robinson, booking agent; T. Dwight Pepple, general agent; Bill Green, press; Fred Proper, concession manager; Bobby Harrison, master rigger; A. E. Howell, premiums, and Betty Proper, secretary. Henry Barrett handled promotion of the Flint date, which closed Saturday (27).

Org moves next to Lansing, traveling this season by one baggage and one sleeping car plus trucks and trailers.

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Pa. Assn. Favors Pari-Mutuel Bill; Parker Re-Elected

Swoyer Suggests Committee To Prepare Betting Measure

HARRISBURG, Pa., Jan. 27.—The Pennsylvania State Association of County Fairs, meeting at the Penn Harris Hotel here Wednesday thru Friday (24-26), again went on record as favoring a pari-mutuel betting bill. Secretary Charles W. Swoyer sparked the movement with a recommendation contained in his annual report. He suggests the appointment of a committee that would prepare a bill to be presented at the current legislative session. He indicated that its passage would prove beneficial to every fair, to the school districts, and help finance the paying of a veteran's bonus.

Swoyer pointed out that, in 1949, the State failed to pass a large enough appropriation to pay annuals all of the State aid to which they were entitled in 1949 and 1950. At present there is a deficiency of about \$30,000 for those two years. Swoyer also suggested, and was later backed up by Miles Horst, secretary of agriculture, that the legislature be asked to increase the bi-annual appropriation from the present \$100,000 to at least \$150,000.

Walter B. Parker, Stoneboro, was re-elected president. Paul D. Jacobs, Bloomsburg, was elected a vice-president to succeed Frank B. Diel, Leighton. R. W. Gammell, Honesdale, and A. C. Brice, Bedford, were re-elected vice-presidents. Charles Swoyer, Reading, was re-elected secretary-treasurer.

The entire executive committee was re-elected. Its members are Harry B. Correll, Bloomsburg; John S. Giles, Reading; Robert G. Leavy, Clearfield; B. S. Swartz, Carlisle; R. W. Gammell, Honesdale; Elton B. Edkin, Hughesville; H. D. Holcombe, Troy; A. J. Richard, Butler; Dr. W. H. Turner, New Hope; Warren Farrer, Mansfield; Joseph M. McGraw, Washington; Frank R. Diehl, Leighton; Ira E.

Danziger Hits Bill Abolishing Mass. Ag Fund

NORTHAMPTON, Mass., Jan. 27.—Agricultural annuals held in this State were urged Wednesday (24) at the final session of the Massachusetts Agricultural Fairs Association meeting here to defeat a bill filed for consideration by the State Legislature which would eliminate the agricultural purposes fund if adopted.

Milton Danziger, principal speaker at the final session and general manager of the Weymouth Fair, disclosed that the bill would abolish the agricultural purposes fund and funnel receipts from county fairs conducting pari-mutuel racing into the State treasury. He explained that the fund is made up of taxes levied on the pari-mutuel handles at Massachusetts fairs. The sum collected is distributed in premium awards to all fairs in the State, he said.

Last year the fund amounted to \$75,000, collected principally from the taxation of the handle at the Three County Fair here and the Great Barrington annual. All fairs and agricultural exhibits in Massachusetts benefited from the fund, Danziger said. He asserted that adoption of the proposed bill "would be a serious blow to all fairs and exhibitions" and might prove fatal to many. He urged that the fair association take vigorous steps to oppose the measure.

John L. Banner, secretary of the Three County Fair and new president of the State association, presided at the closing session. Stanley N. Gaunt, extension dairyman at the University of Massachusetts, and Earle S. Carpenter, also of the university, were additional speakers.

Fasnacht, Ephrata; John B. Bloom, Ebensburg; Ralph Bard, Kutztown; William Brice Jr., Bedford, and Howard Singmaster, Allentown.

Secretary Horst, while acknowledging that he had frequently been approached on the subject of insufficient State aid, reminded the group that the granting of additional moneys rested wholly with the Legislature. He said that the present limit of \$2,000 to any one county and \$1,000 to any single fair was inadequate, and said that he would again recommend to the Legislature that the total bi-annual allotment be raised from the present \$100,000 limit to at least \$150,000. He said that the State's fairs were doing a vital job for agriculture, and credited the group with some of the success of the farm show which drew an attendance of over 5,000,000 here just a few weeks ago.

Few Midway Complaints

C. M. Wilhelm, commissioner of the Pennsylvania State Police, said that his department had fewer complaints relating to midway operations in 1950 than ever before. He noted the improvement in midways over the offerings he knew many years ago. Speaking of midway shows, he said a more tolerant attitude was justified today than existed many years ago. At most such offerings he said, the display of feminine pulchritude was equal only to what could be seen on the nation's sidewalks and beaches. He did caution against any lapse toward indecency, which he said caused the loss of favor with the public, and said that gambling concessions were a thing of the past.

Bligh Dodds, manager of the Gouverneur (N. Y.) Fair, outlined the part the New York State association played in fostering the passage of a pari-mutuel betting bill, and told of its specific advantages which currently total approximately \$500,000 in State aid annually. He said that the association would seriously consider asking for a bigger share when the current critical international situation clears, and since the State's earnings now total approximately

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BILL WOULD OK IA. STILL DATES

DES MOINES, Jan. 27.—Sen. Stanley Hart, Republican, Keokuk, has introduced a bill in the Iowa Legislature which would permit a county or district fair to make contracts in between fairs for use of the grounds or equipment.

All-Iowa Fair, Cedar Rapids, last year was involved in a suit brought by a Cedar Rapids promoter for leasing the grounds for midget auto races. The lower court held the fair board could not lease the grounds and the case was appealed to the Iowa Supreme Court.

H. H. Chindgren Is Re-Elected Oregon Pilot

Gains 15th Term, 1st Time in Face Of Opposition

PORTLAND, Ore., Jan. 27.—Herman H. Chindgren was re-elected to head the Oregon Fairs Association for his 24th term as the organization closed its 23d annual three-day session here Saturday (20). Vote was 15 to 4 over Vernon DeLong of Union County, and marked the first time in 15 years that Chindgren had been opposed. Leon Davis, Washington County, was named vice-president without opposition.

When the nominating committee submitted its report with DeLong heading the ticket, it seemed certain that he would head the OFA for 1951. With the nominations held open, Harold Rankin, Umatilla County, proposed Chindgren for re-election. He urged support on the basis of the doubtful future and the fact that he resided on "the west side of the mountains." Location of residence in this State is an important matter, for Salem, the capital, is in the western portion.

Service Rule Change

Chindgren will serve one year only. A resolution passed at the 1950 session prohibits a president from serving more than two one-year terms consecutively.

The election ended the final day

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Lafargue Re-Elected La. Assn. President

Tells State Convention International Situation Won't Affect 1951 Operations

SHREVEPORT, Jan. 27.—Dr. A. H. Lafargue was re-elected president of the Louisiana Association of Fairs for the third term here this week. His election came Tuesday (23) at the close of the association's two-day annual convention in the Washington-Youree Hotel.

In addressing the delegates, Dr. Lafargue said that in his opinion Louisiana's 50 or more fairs and festivals will not be affected this year by the international situation.

John A. Smith, of New Orleans, was re-elected vice-president for the third year. Adolph Nutter, Donaldson, was named secretary-treasurer.

Wilson Memorial

The two-day convention, which ended Tuesday (23), was marked by a memorial service for the late Harry D. Wilson, Louisiana's commissioner of agriculture for over 30 years.

Monday night's banquet, with Dolph Frantz, editor of *The Shreveport Journal* as toastmaster, drew the largest attendance in association history. Frantz paid high tribute to William R. Hirsch, veteran secretary-manager of Louisiana State fairs.

Gov. Earl K. Long, principal banquet speaker, said his administration in 1946 and again in 1950

greatly increased appropriations for fairs, reforestation, drainage and charity hospitals programs.

Youth Building

Thad Andrews, vice-president, Louisiana State Fair, told delegates that he hoped the completion of the youth building at the State fairgrounds here would not be far off. When completed the structure will house about 1,500 youngsters, Andrews pointed out. He said that only the foundation has been laid and that an additional appropriation is needed to complete the building, the initial appropriation of \$500,000 made some years ago being insufficient.

W. E. Anderson, Louisiana commissioner of agriculture and immigration, reported that the State is placing more emphasis on fairs and festivals than ever before.

Other speakers and their subjects were H. C. Sanders, director of Extension Service, Louisiana State University, *What Do Fairs Mean to Your Organization*; J. M. Gilfoill, secretary, Louisiana Delta Fair Association, *Tallahula, Promotion of Livestock Industry Thru Fairs*, and J. W. Parent, supervisor of Agricultural Education, State Department of Education, *Education by Fairs and Festivals*.

Va. Officials Plan To Ask Legislation Governing Annuals

Promoted Events, Future State Aid Spur Bid for State Control

By JIM McHUGH

RICHMOND, Va., Jan. 27.—Virginia Association of Fairs members are seeking State legislation that will bring their annuals under full department of agriculture control. Move was brought into the open at the association's 34th annual meeting in the John Marshall Hotel here Sunday thru Tuesday (21-23) when Parke C. Brinkley, agriculture department commissioner, attended as a guest speaker.

Fairmen want the legislation for two reasons. First, they hope it will eliminate competition now offered by promoted highway events. Second, they hope it will eventually lead to State aid.

Brinkley, who pleaded a lack of knowledge about fair business, presided at an open forum. He said that he had an open mind and offered to work with the association's legislative committee toward any end that would be beneficial for all concerned. Brinkley warned delegates to consider their aims carefully and cautioned them to be certain that they wanted the regulations which would be a necessary part of a legislative act.

N. C. Law Model

Fairmen indicated they would approve of legislation modeled after North Carolina law. Norman Y. Chambliss, of Rocky Mount,

N. C., outlined the law in his State which he was instrumental in having passed a year ago. It limits the use of the word "fair" to bona fide agricultural events, under supervision of the agriculture department, and dictates the amount of premiums to be paid. North Carolina fairmen regarded the law as a necessary aid to survival since their State had become over-run by a number of promoted events which consisted of a carnival only.

Meeting was the best attended and interest was higher than at any other session in recent years. West Virginia and North Carolina were represented.

L. F. Altaffer, Warsaw, was re-elected president, and J. A. Mitchell, Richmond, was elected vice-president. Also re-elected vice-presidents were Donald Garman, Woodstock; C. T. Sydenstricker, Lewisburg, W. Va., and J. I. Palmer, Galax. Charles B. Ralston, Stanton, was re-elected secretary-treasurer.

Chambliss Speaks

Norman Y. Chambliss, manager, Rocky Mount (N. C.) Fair, warned officials not to allow sub-standard attractions the use of their grounds for still date purposes. He said the small rentals involved were not worth it.

Garland Moss, Chase City, said his association budgeted 5 per cent of its estimated gross revenue for advertising purposes. J. C. Rickert spoke in favor of radio as an advertising-publicity medium, and George A. Hamid Jr told officials to take full advantage of the assistance offered by most show groups.

George A. Hamid said that fairs are as popular today as they ever were. He said that many fairmen had been relying too much on show people for the success of their events and he said that no progress could be made with that operating formula.

George C. Rawlings Jr. told of re-establishing the Fredericksburg (Va.) Fair in 1949. In one year premiums were increased from \$1,700 to \$4,500.

About 150 attended the banquet.

CCEA Growth Sought by Dr. Armstrong

OTTAWA, Jan. 27.—Large-scale development and expansion of Lansdowne Park facilities and buildings was called for Wednesday (17) by Dr. W. R. Armstrong, president, Central Canada Exhibition Association, in his annual report to the group.

Armstrong described the exhibition as "bursting at the seams" for lack of accommodation. The CCEA press said the association must consider without delay the provision of additional buildings and facilities and lose no time in undertaking construction as quickly as funds and necessary materials are available. The 1951 edition is set for August 20-25.

He underlined the following as minimum requirements: More space for exhibitors, a building for art and cultural exhibits, accommodation for housing junior farm girls, and quarters for the display and judging of junior department exhibits.

CCEA authorities hope that an International Building may be established at Lansdowne Park, Armstrong said. He noted that attendance of New York Gov. Thomas E. Dewey at last year's annual

(Continued on page 54)

Pick Nye Wilson As Cow Palace Secy.-Manager

SAN FRANCISCO, Jan. 27.—Nye Wilson has been named secretary-manager of the Cow Palace here to fill the post vacated recently by Carl L. Garrison, who resigned last year to accept the managership of a large agricultural interest.

For the past two years Wilson has been administrative assistant to Garrison. D. W. Danielson, former livestock superintendent, was named assistant manager.

Use Caution In '51 Plans, Neb. Reps Told

LINCOLN, Neb., Jan. 27.—Nebraska county fairs this week were urged to go ahead with plans for their 1951 annuals but also received a recommendation to proceed with caution. This advice was given by two different speakers at the Nebraska Association of Fair Managers' 42d annual meeting in Hotel Cornhusker here Tuesday and Wednesday (23-24).

Advice to continue plans for 1951 came from Monte Kiffin, association's out-going president, who also told the 275 delegates from 80 of the State's fairs to raise funds during the next few years for needed buildings so that the money will be on hand when materials again are available.

Sounds Caution

The note of caution was raised by Chet G. Marshall, president of the Nebraska State Fair, who told fair reps to "move with caution because we may have our plans changed considerably if conditions continue to grow more tense."

The benefit derived by fairs from working closely with their local radio stations was outlined by William McDonald, of KFAB, Omaha. He also explained and displayed techniques used in broadcasting from fairgrounds.

L. E. Watson, Humboldt, was elected president of the association for 1951; D. Thompson, McCook, was named vice-president, and H. C. McClelland, Arlington, was re-elected secretary-treasurer.

W. CANADIANS ELECT

A's Name Alex McPhail; B's Pick J. G. Wilkinson

WINNIPEG, Jan. 27.—J. G. Wilkinson, Moose Jaw, Sask., was elected president of the Western Canada Fairs Association January 24 at org's 28th annual meeting in Fort Garry Hotel here. He succeeds W. H. Wilkinson, of Yorkton, Sask.

WCFA represents the 14 fairs on the Class B Circuit in Manitoba, Alberta and Saskatchewan.

Vice-presidents are John Wilson, of Carman, Man.; George K. Ross, Lloydminster, and S. L. Small, Prince Albert.

Secretary-treasurer for his 19th term is Keith Stewart, Portage La Prairie, Man.

C. E. Parry, Lethbridge, Alta., reported that a committee named to investigate the possibility of two B circuits had made little progress. The investigation will continue. Parry also heads a three-man committee to study junior work activities this summer with a view to finding new youth projects and expanding youth activities.

Favors Standard Pact

Dan Kelly, Prince Albert, Sask., manager, spoke in favor of a standard concessions contract for the circuit rather than individual contracts as at present. It was decided to accept the Prince Albert contract as standard.

J. P. (Jimmy) Sullivan, owner of Wallace Bros.' Shows, which this season play their third engagement of a five-year contract, outlined the attractions to be carried by that organization. Irving Grossman, of Grossman - Sun Agency, reviewed the nine-act grandstand program he will present. Grossman was contracted at a circuit meeting in Moose Jaw last October.

Grossman, Frank R. Winkley, of Auto Racing, Inc.; Doug N. Lott, of Lucky Lott's Hell Drivers; George B. Flint, Boyle Woolfolk Agency; Joe Godin, Interstate Fireworks Company, Ltd., and W. R. Hand, of T. W. Hand Fireworks Company, offered added attractions. Frank Consentine, new co-owner of Crescent Canadian Shows, New Westminster, B. C., extended greetings.

"B" Circuit Dates

B circuit dates are: Lethbridge, June 25-27; Weyburn, June 29-30; Estevan, July 2-3; Moose Jaw, July 4-7; Portage La Prairie, July 9-11; Carman, July 12-14; Yorkton, July 16-18; Melfort, July 19-21; Lloydminster, July 23-25; Vermilion, July 26-28; Vegreville, July 30-August 1; Red Deer, August 2-4; North Battleford, August 6-8; Prince Albert, August 9-11.

Honorary president of the WCFA and dean of Agriculture at the University of Manitoba, J. W. G. MacEwan was given a wrist watch in recognition of his services to the circuit over the years and his recent book on fairs, *Agriculture on Parade*. Presentation on behalf of the association was made by Matt Alsager, president of Lloydminster Exhibition.

Urges Improvements

MacEwan told delegates he was convinced fairs have a definite job to do in encouraging agriculture, but he reminded patterns had changed and classes that were timely in 1935 might not be timely in 1951. He urged fairmen to keep in touch with Canadian life and trends and to work for improvements.

"As a result of the fairs efforts, wheat and livestock were vastly improved," he said. "Let us go to work on other phases of Western Canadian life." He suggested that there were all the arts and cultures found in Canadian life to consider, even to the revival of square dancing.

Reading Board Selects Moyer

READING, Pa., Jan. 27.—Agricultural and Horticultural Association of Berks County, operating body of the Reading Fair, has named its veteran publicist, Russ Moyer, to a directorship on its new board.

Moyer, who has been in charge of publicity and advertising for the annual since 1936, was among the 19 directors elected at the group's annual reorganization. Six officers were re-elected without opposition.

Officers chosen included John

WINNIPEG, Jan. 27.—Alex McPhail, Brandon, was named president of Western Canada Association of Exhibitors Wednesday (24) at the final meeting of org's three-day convention in the Fort Garry Hotel here.

McPhail, last year's vice-president, succeeds D. A. R. McCannel, Regina. New vice-president is George Edworthy, vice-president of the Calgary Exhibition and Stampede. Mrs. Letta Walsh, Saskatoon, was retained as secretary-treasurer, and Dean J. W. G. MacEwan, University of Manitoba, Winnipeg, was named honorary president, a new post.

McPhail is a breeder of Yorkshire swine. He has been president of the Manitoba Provincial Exhibition, Brandon, for three years and vice-president of the Manitoba Winter Fair, Brandon, for two years.

40 Delegates Attend

Convention attracted 40 delegates from the five exhibitions on the Class A Fair Circuit—Brandon, Calgary, Edmonton, Saskatoon and Regina.

A resolution at the closing session urged Canadian railroads to reconsider their action in cancelling special rates for exhibition livestock. Livestock entries at all Class A fairs, except Brandon, were down about 40 per cent in 1950 because special rail rates were canceled. Delegates indicated that livestock shows would deteriorate under the present rates and that they might be relegated to the status of regional events and not be able to bring in the midway, attractions and exhibits they present.

Class A dates are: Brandon, July 2-6; Calgary, July 9-14; Edmonton, July 16-21; Saskatoon, July 23-28, and Regina, July 30-August 4.

Circuit will use coin-operated admission machines at main gates this season. Five will be bought at a cost of \$2,500, each fair contributing equally, and all five machines will be moved from fair to fair.

Midsummer meeting of the association will be held in Regina August 2.

Lincoln, Neb., Pays All Debts, Nets \$49,446

LINCOLN, Neb., Jan. 27.—Nebraska State Fair wound up its 1950 operations out of the red and with \$49,446.55 in the bank, Ed Schultz, secretary, announced here this week.

Total receipts were \$547,180.64, with expenses aggregating \$498,440.07. Payments during the year included \$15,000 owing on grandstand bonds, \$15,000 in notes at the bank and a number of other unpaid bills. Part of the improved financial condition, Schultz said, was due to increased grandstand income which totaled \$113,000 in 1950 compared with \$79,000 in 1949.

Chet G. Marshall, Arlington, was re-elected fair president; Henry F. Brandt Sr., Beatrice, first vice-president; Ed Baumann, West Point, second vice-president; Ed Schultz, secretary for his sixth consecutive term, and E. S. Schiefelbein, Wahoo, treasurer.

Renamed to the board were Herman Ebers, Seward; Floyd Pohlman, Auburn; Irving McArdle, Elk City; Henry Kuhl, Plainview; Albert Carlberg, Fremont; Al Bahe, Wayne; Don Thompson, McCook; Earl Neubauer, Orleans; C. Alvin Olson, York; Mervin Peterson, Minden; Ralph Hill, Hebron; R. Clare Clement, Ord; Frank Gue, Crawford, and A. B. Holmburg, Shelton.

S. Giles, for his 19th term as president; Chester W. Brumbach, first vice-president; H. J. Schad, second vice-president; Charles W. Swoyer, secretary; Paul H. Esterly, assistant secretary, and Albert L. Swoyer, treasurer. In addition to Moyer, other new board members are Ralph S. De Turk, Heber Ermentrout, Newton W. Geiss, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, W. Arthur Morris, Robert P. Riegel, George L. Roller, Dr. H. B. Roshon, George W. Schuler and J. George Zerr.

Winter Fairs

ARIZONA

Mesa—Maricopa Co. Fair, Feb. 22-March 4. Marcel Delporte, Phoenix, Ariz.

CALIFORNIA

Imperial—California Mid-Winter Fair, Feb. 24-March 4. D. V. Stewart. Indio—Riverside Co. Fair & Nat'l Date Festival, Feb. 16-22. R. M. C. Fullenwider.

FLORIDA

Cocoa—Indian River Orange Jubilee, March 6-12. Mrs. Marion Oxford. Daytona Beach—Hallfax Fair, First week in March. Turner Scott. Delray Beach—South Fla. Gladstola Festival-Fair, Feb. 19-24. Mike Machek. Eustis—Florida Sportsmen's Expo-Lake Co. Fair, March 19-24. Karl Lehmann Tavares. Fort Lauderdale—Broward Co. Fair, Feb. 22-March 3. Lew Duncan. Fort Myers—Southwest Fla. Fair, Feb. 5-10. R. V. Lee. Miami—Dade Co. Fair, March 8-17. Robert C. Booth. Orlando—Central Fla. Expo, Feb. 19-24. Crawford T. Bickford. Plant City—Florida Strawberry Festival, March 5-10. G. R. Patten. Tampa—Florida State Fair, Jan. 30-Feb. 10. P. T. Strieder. West Palm Beach—Palm Beach Co. Expo, Feb. 16-25. W. Karl Lattions. Winter Haven—Florida Citrus Expo, Feb. 12-17. Phil E. Lucey.

LOUISIANA

St. Francisville—W. Feliciana Fair, Feb. 22-24. C. L. Flowers.

TEXAS

Houston—Houston Fair Stock Show & Livestock Expo, Jan. 31-Feb. 11. Herman Engel.

Maine Assn. Seeks Slice Of Horse \$\$

Running Track Operation Seen Hurting Annuals

PORTLAND, Me., Jan. 27.—Restriction of Scarborough Downs to daytime operation and assessment of the running race plant for support of fairs will be sought at the current session of the State Legislature by the Maine Association of Agricultural Fairs. The fair operators met at the Falmouth Hotel here Thursday (11), elected Gordon W. Drew president and named Roy E. Symons, Skowhegan, as first executive secretary.

Symons said a fair committee will appeal to the Legislature for a half of 1 per cent assessment against pari-mutuel betting on running horse racing to be earmarked for agricultural fairs. Scarborough Downs is the only licensed running track in Maine. A similar appeal was refused by the Legislature a year ago.

Symons Hits Running Track

A reduction in pari-mutuel betting caused a drop in the stipend fund from \$31,651.61 in 1949 to \$19,794.65 last year. Symons said a large part of the reduction can be charged to operation of the running track.

The running track cut into the attendance and hence the pari-mutuel take at Southern Maine harness tracks, Symons said. "We depend on these tracks to keep a lot of the horses in Maine until the fairs begin," he said. Scarborough Downs operated during the day early in 1950, but switched to night racing to bolster attendance.

Group Seeks Racing Rep

The association also will ask that a member of the fair group be named to the State Racing Commission. It also was voted to allot 1 per cent of the stipend fund to lobbyists and business with the Legislature. In conjunction with the association meeting, Harry B. McKenney, member of the State Racing Commission, announced the program for 12 agricultural fairs and four overcoat meets.

Other officers elected were Dr. E. E. Russell, Farmington, first vice-president; Parker S. Adams, Topsham, second vice-president, and Earl R. Hayes, Windsor, treasurer. President Drew succeeds Arthur Lawson, Cumberland, who presided over Thursday's sessions.

The schedule for 12 agricultural fairs follows: Presque Isle, July 30-August 4; Bangor, August 6-11; Skowhegan, August 13-18; Union, August 20-25; Windsor, August 27-September 3; Lewiston, September 3-8; Norway-South Paris, September 10-15; Farmington, September 17-22; Cumberland, September 24-29; Fryeburg, October 1-6; Topsham, October 8-13, and New Gloucester, October 15-20.

State \$\$ Loom To Erase Deficits Of Illinois Annuals

Association Renames Officers; 1,100 Attend Annual Banquet

SPRINGFIELD, Ill., Jan. 27.—An additional State appropriation of \$68,410 to erase the deficits of the past two years of some Illinois fairs was seen as virtually assured at the 41st annual meeting of Illinois Association of Agricultural Fairs in St. Nicholas Hotel here Sunday thru Tuesday (21-23).

Clyde Lee, organization president, and W. B. Westbrook, Harrisburg, members of the State House of Representatives, told delegates that House Bill 46, which seeks the additional payment, was introduced Monday (22) and was proceeding without opposition. The deficiency in aid payments was incurred despite a record payment of \$1,650,000 during the 1949-'51 biennium.

Conservative Note

A conservative note on 1951 fair prospects was struck by C. S. Peck, of Peck Amusement Company, who addressed the fair delegates on *Predictions for 1951*. Peck took issue with the view that the return to a war economy would bring back lush days. He maintained congressional action would stop any inflationary trend.

First day of the confab was devoted to meetings of horsemen and included the annual luncheon and floorshow.

Lee Presides

Regular association sessions were presided over by President Lee. Speakers and their topics included an address of welcome by Springfield's mayor, Harry A. Eielson; a report on the annual meeting of the International Association of Fairs and Expositions, by Clifford C. Hunter, secretary-treasurer of the Illinois association; *Horse and Mule Pulling Contests*, Jack Stumpe, Pinckneyville; *Good Will Between Exhibitors and Fair Associations*, Paul Millar,

Metropolis; *My Visits With the 1950 Illinois Fairs*, John P. Stout, assistant director of agriculture; *Illinois Cutting Horse Classes*, Larry J. Davidson, Godfrey, and *What Harness Racing Means to County Fairs*, E. J. Hayes, Du Quoin.

Others on the program included Frank Rye, of the Division of Foods and Dairies; VOLLIE NEWKIRK, who spoke on *Co-Operation Between the Fair and the State Inspector*; M. K. Lingle, Division of Highways, *Safety Driving—How the Fairs Can Co-Operate*; Mrs. Gretchen Schumacher, *The Value of Better Women's Departments*, and A. F. Ferchow, Department of Internal Revenue, *Taxes in Relation to Fairs*. Roy Yung, director of agriculture, and Hubert W. Elliott, manager of the Illinois State Fair, reviewed 1950 activities.

Open Forums

General discussions were conducted on proposed rules and regulations for future State aid, public liability and workmen's compensation, Social Security, exhibitors and concessions.

All association officers were re-elected for 1951, with Clyde Lee renamed president; Jack Stumpe, Pinckneyville, vice-president, and Clifford C. Hunter, Taylorville, secretary-treasurer. Directors also re-elected included Paul Powell, Vienna; Burch Lee, Hartsburg; Dewey Wheeler, Kansas; J. Fred Raker, Princeton; T. T. Dewey, Greenville, and Hilding L. Johnson, Galesburg.

Over 1,100 attended the annual banquet at the State Armory Tuesday night (23) to hear Gov. Adlai Stevenson give the keynote address. Other speakers included Lee and Yung.

A floorshow, staged by various booking agencies, was presented. Ernie Helman emceed, and talent included Charles Dykeman and his trained horse; Marsha, trapeze; Peter Ray, dance; Lou Morgan, bicycles; Two Jolly Frauds, comedy; Shirley Ann Crouch, acrobatics; Harrison and Shor, comedy dance, and Ernie Helman and Arlene, acro-magic. Classina Hinton Harvey accompanied on the Hammond organ.

B-C Adds Six At Ill. Meet; Kochman Three

SPRINGFIELD, Ill., Jan. 27.—Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, added six new fairs and two new celebrations to its '51 line-up of night grandstand bookings at the Illinois meeting of fairs here this week. Annuals inked include Fairfield, Kankakee, Newton, August, Highland and Albion. Celebrations are the Hoopston, Ill., American Legion event, July 4, and the Olney, Ill., Legion celebration July 2-5. Three Indiana fair grandstands, new to the agency, were also reported, Valparaiso, Goshorn and Bicknell. Billy Senior, Sam J. Levy Jr. and Randolph Avery represented the office here.

The Jack Kochman Hell Drivers, represented here by Art Hoard, announced the addition of three new Illinois annuals to its route. Browntown, Metropolis and Carrollton. Hoard also signed for repeat performances at Vienna and Mount Vernon.

Wrestling Lure

Professional wrestling will be a new attraction at two Illinois fairs this year. Tommy Sacco, Chicago booker, signed to provide one night of wrestling in front of the grandstand at the Jerseyville and Shelbyville annuals. Contract for five other fairs are pending, according to Sacco.

Buck Kidd, auto race promoter, announced signing to again provide auto and motorcycle races at the DuQuoin, Ill., fair. Kidd will stage a 100-mile AAA big car meet September 1; AMA-sanctioned motorcycle events, September 2, and a 200-mile AAA big-car championship race on Labor Day.

Joie Chitwood Auto Daredevils, represented here by Mr. and Mrs. Earl Newberry, added two new Illinois dates, signing to provide

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WANT CARNIVAL To play the American Legion-Franklin County Fair, Rocky Mount, Virginia, either last week in August, 1951, or any week in September, 1951. Contact JAMES S. MARSHALL, Sec.
WANT RIDES For 4-H Fair, July 18-19-20-21. Merry-Go-Round, Ferris Wheel and Kiddie Ride. No Carnival Free Gate. AUGUST MASON 122 S. Grove St. Oakland City, Ind.

McElroy Reveals \$312,587 Gross On '50 CCEA Run

Statement Shows Net Profit Of 8G on All Assn. Activities

OTTAWA, Jan. 27. — Financial statement presented by H. H. McElroy, general manager, Central Canada Exhibition Association at the association's annual meeting here Wednesday (17) revealed that returns from the 1950 exhibition accounted for \$312,587 or 78 per cent of the CCEA's \$399,775 gross revenue.

Total 1950 CCEA expenditures were listed at \$391,776, leaving the association with a net revenue of \$7,998. Exhibition expenses were set at \$195,240, giving the group a return of \$117,347 on that portion of association activities.

Armstrong Re-Elected CCEA Prexy

OTTAWA, Jan. 27.—In the selection of Central Canada Exhibition Association executives and officers held at Lansdowne Park Wednesday (17), Dr. W. A. Armstrong was returned as president. L. L. Coulter was named first vice-president and S. F. Dadson was chosen second vice-president.

CCEA directors elected to the agricultural and general sections were E. A. Borque, W. J. Cairns, George A. Rich, William Henry and A. R. Dawson. The first three replace Harry J. Clark, Gerald M. Geldert and Finley McRae. Seventeen candidates ran in the election for eight directors of the general section. Elected to the posts in order of votes received, were George Pingle, Don B. Reid, Omar G. Armstrong, S. F. Dadson, George A. Rich, Frank O. Plant, W. J. Cairns and E. A. Borque.

Armstrong Heads Ag Winners

In the agricultural section there were 11 candidates for the eight vacancies. Headed by Armstrong, the other seven winners were D. M. Stewart, Clarke Mansfield, M. C. McPhail, Fraser Hurdman, W. E. Burton, William Henry and A. R. Dawson.

Top four candidates in both the general and agricultural sections were elected to two-year terms. The other elected directors come up for election again next year. Armstrong said that a tie vote between McPhail and Hurdman would be discussed later.

Finance Committee Chosen

Elected to the power-wielding advisory and finance committee were D. M. Stewart, Clarke Mansfield, George Pingle, Frank O. Plant, David McMillan and John Powers. Armstrong, Dadson and Coulter also are members of this committee and are empowered to name chairmen to various exhibition committees.

The City Council section named these eight directors: Mayor Grenville Goodwin, L. L. Coulter, David McMillan, Charles Parker, Eric Query, Wilbert Hamilton, M. M. Walsh and John Powers.

Welcomed as a new CCEA executive was Dr. E. F. Johnston, warden of Carleton County. Also on the executive roster is Dr. George Hooper, president, Ottawa Winter Fair, and these life directors: D. Roy Campbell, Sam Crooks, A. H. Fitzsimmons, Dr. G. M. Geldert, H. Stanley Hignman, Frank O. Plant and E. A. Band.

Laredo Air Base Reactivat'n Looms; Fair Cancels Out

LAREDO, Tex., Jan. 27. — Imminent re-activation of the Laredo Air Base which was to be the site of the International Fair and Livestock Show here February 17-March 4 has caused the cancellation of that event.

An alternative site was advanced. Study, however, revealed the cost of preparing it would not be warranted. The event, a new one, was to be held under the sponsorship of the Chamber of Commerce and supported by financial aid from Webb County.

Lansdowne Park operation had an income of \$82,239, but expenditures of \$157,577 resulted in a deficit of \$75,337 for the year. Additions to the park, improvements, repairs and general operating expenses accounted for \$157,577. General administration cost \$38,958.

McElroy saw promise of a bright future for Lansdowne Park center. He noted that International League baseball would be played at the park this season and said this had been made possible only thru renovation of the grandstand and grounds by the CCEA. He added that CCEA would place steel seats in the grandstand's center section.

1950 Run Broken Down

Breaking down last year's exhibition run, the figures were: Gates, \$14,110; grandstand performance, \$59,691; midway, \$44,638; dance, \$3,369; horse show, \$5,233, and dog show, \$465. Further figures reveal that \$103,745 was gained by advance sale tickets, with expenses on this item pegged at \$23,145. Other exhibition week revenue included concessions, \$38,500, entry fees, \$6,234; grants, \$7,016 and membership fees, \$4,460.

For the exhibition week CCEA paid out \$34,642 in prize money, \$30,144 on wages, repairs and upkeep; \$39,207 on attractions, \$17,450 on salaries of temporary staffs and \$27,028 in administrative and general expenses.

Coliseum Yields \$26,283

Main revenue derived from Lansdowne Park was accounted for by rentals, with \$26,283 from the Coliseum, \$26,691 from the grandstand and stadium and \$19,340 from the assembly and convention halls. In the expenditure column for Lansdowne Park operations were \$41,838 for the Coliseum; \$30,655, assembly hall; \$39,739, grandstand and other items, for a total of \$163,075. Permanent staff salaries were \$10,942 and other expenses came to \$16,058.

Shown among CCEA assets were \$71,918 in cash and \$163,716 in bonds. Also listed were substantial reserve accounts, including \$50,000 for improvements and major repairs and \$75,000 for contingencies.

Akron Shifts To Rubber Bowl

AKRON, Jan. 27. — Summit County Fair here this year will be held in the city's Rubber Bowl. Last year, when the annual was revived after a 23-year lapse, the event was held at Ascot Park, horse race track.

Shift to the 33,000-capacity Rubber Bowl will lessen the need for construction and at the same time provide better transportation facilities. Adjacent airport parking grounds, too, will permit ample room for the midway attractions. Al Wagner's Cavalcade of Amusements again have been signed for the midway.

William Griffith and Associates, local promotion org, which sparked the '50 event, again head up the promotion.

N. Y. State Sets Dates

SYRACUSE, N. Y., Jan. 27. — Saturday, September 1, thru Saturday (8) are the dates for 1951 New York State Fair here, State Agricultural Commissioner C. Chester DuMond announced.

DuMond said the dates were fixed after conferences with State Fair Director Harold L. Creal, Assistant Commissioner Earl C. Foster and farm and industrial leaders. Dates correspond to those which proved good in 1950, the commissioner said, allowing the event to get into smooth operation for two days before accommodating Labor Day throngs.

Fair Assn. Meetings

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, February 2. J. A. Theobald, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, February 3. Carlton J. Larson, Dunkirk, president.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 7-9. J. A. Carroll, Parliament Building, Toronto, secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 16. G. B. Boyd, Springfield, Mo., president.

Mass. Events Will Oppose State Taxation

Proposed Levy On ESE Opening Gun, Brooks Says

NORTHAMPTON, Mass., Jan. 27.—Efforts of Massachusetts Tax Commissioner Henry F. Long to impose taxes on agricultural fairs will be sharply opposed by all annuals, it was indicated here Tuesday (23) at the opening sessions of the Massachusetts Agricultural Fairs Association.

J. Loring Brooks, president of the Eastern States Exposition in West Springfield, disclosed that the tax commissioner is seeking to impose levies on the annual. Fair representatives from all State organizations were warned that taxation of the event would be the wedge for imposition of taxes on fairs thruout Massachusetts, if activities were not restricted to agricultural exhibits and promotion. The possibility of taxation of agricultural fairs, the majority of which are non-profit organizations, was the chief topic of conversation among the nearly 300 fair men, concessionaires and exhibitors attending the meeting here.

Social Security Bite

James C. Auth, of the Holyoke field office of the Federal Security Agency, revealed that effective January 1 this year all employees of Massachusetts annuals are in the compulsory Social Security bracket except those earning less than \$50. Fair representatives felt that Social Security payments in the next year will add substantially to operating costs.

Reporting on 1950 events in the State, Leo F. Doherty, director of the division fairs of the State Department of Agriculture, disclosed that the seven fairs conducting pari-mutuel racing contributed \$63,563.40 to the State from a handle of \$3,515,709. He predicted that there would be no war this year and that Massachusetts annuals would enjoy a big season.

Assn. Officers Chosen

Western Massachusetts county fair men won top offices in the annual election of the association. John L. Banner, secretary of the Three County Fair, Northampton, was elected president, and Edward J. Carroll, president and manager of the Great Barrington Fair, was elected first vice-president. Others chosen were Paul Corson, of the Topsfield Fair, second vice-president; Edward Reynolds, of the Weymouth Fair, third vice-president, and A. W. Lombard, agricultural director of the Great Barrington Fair, was re-elected secretary-treasurer.

Named to the executive committee were retiring president Howard Stanton, Horace Keene, Willard Pease, Lee Wyman, Frank Kingman, Fred Dole and Charles Nash, general manager of the Eastern States Exposition.

Racing Problems Discussed

Problems confronting Massachusetts fairs which conduct pari-mutuel racing in conjunction with annual exhibitions were discussed behind closed doors preceding the main business meeting. Representatives of the fairs comprising the Massachusetts Fairs Racing Association met in executive session, but the nature of the discussion

Prospects Termed Good For N. D. 1951 Annuals

MINOT, N. D., Jan. 27.—Prospects for a successful 1951 fair season in North Dakota were termed good by three show business representatives who addressed the annual meeting of the North Dakota Association of Fairs, which wound up its three-day confab in the Clarence Parker Hotel here today.

William T. Collins, of the shows bearing his name; George B. Flint, Boyle Woolfolk Agency, Chicago, and Arthur Briese, Thearle-Duffield Fireworks, Inc., Chicago, were unanimous in their predictions for good business during the coming season.

A snowstorm of blizzard proportions delayed the arrival of some of the showmen and, as a result, indications were that booking would not be completed before late today.

Other timely topics discussed at the meeting included *How War Efforts May Affect Our Fairs*, by Newman Power, of the James B. McCawley Publicity Agency; *Promotional Advertising of Fairs*, Ralph Lynch; *Progress of County Fairs During the Past Half-Century*, by W. W. Felson, and *Harness Horse Racing at Fairs*.

Other high points were the address of welcome by the mayor of Minot, response by W. W. Felson; introduction of fair representatives by Dick Forkner and reports of all committees.

Carnival, booker and show supply representatives present included Gladys Lee, Williams &

Texas Association Names Baxter Prez, Carl Blasig, Veep

DALLAS, Jan. 27.—Rex Baxter, manager of Tri-State Fair, Amarillo, was elected president of the Texas Association of Fairs and Expositions for 1951 at the recent association convention here.

Other officers elected were Carl Blasig, Rio Grande Valley Livestock Show, vice-president, and C. R. Heaton, East Texas Fair, Tyler, secretary-treasurer.

Directors for 1951 are D. B. Jeffries, Abilene, George H. Lee, Rosenberg, C. O. Miller, Palestine, and Earl C. Cogburn, Mesquite.

Outgoing officers are M. D. Fanning, San Angelo, president; R. C. Tompkins, Rio Grande City, vice-president, and Maurice E. Turner, Huntsville, secretary-treasurer.

B-C Adds Six

shows at Albion and Rushville fairs.

Other bookers and show suppliers present included:

Lee Lott, Lucky Lott Hell Drivers; Mrs. Ernie Young and Ruby Rouse, Ernie Young Agency, Chicago; Jack Duffield, Thearle-Duffield Fireworks, Inc., Chicago; Aut Swenson and Jack Kaplan, Swenson Thrillcade; Reginald Voorhees, Voorhees-Fleckles Fair Booking Association, Chicago; Sunny Bernet and Toby Wells, White Horse Troupe; Ned Torti, Wisconsin DeLuxe Co., Milwaukee; Boyle Woolfolk and Ben Young, Boyle Woolfolk Agency, Chicago; Wally Baptist Sound Systems, Jacksonville, Ill.; Harry Crim, tents and chairs; Mount Vernon, Ill.; M. M. Dunn, Joe Smith Amusement Services; Emil C. Goldensof Jr. and Kurt Kuehn, Regalia Mfg. Co., Rock Island, Ill.; Paul Hennessey and A. E. Strayer, Peoria (Ill.) Tent-Awning Co.; H. A. Larson, Johnson Sound Service, Aurora, Ill.; Dick Kurtze and George Ferguson, WLS Artists Bureau, Chicago; W. R. Lashbrook, tents, Mount Vernon, Ill.; John Lempert, show supplies; Joe Porcheddu, Illinois Fireworks Co., Danville, Ill.; Robert Tucker and Mike Zablo, Wabash Valley Tent & Awning Co., Terre Haute, Ind.; Bob Sumner and Johnny Bruce, Am-Art Agency, Champaign, Ill.; Paul Wilson, Terre Haute (Ind.) Tent & Awning Co.; Edna Deal and Ray Shute, Edna Deal-Ray Shute Attractions; Sidney Belmont, St. Louis; Charles and Jack Zemater, Charles Zemater Agency, Chicago.

Gus Sun Jr., Rusty Bader and Glenn Jacobs, Gus Sun Booking Agency, Columbus, O.; Bill Reed, White Horse Troupe and Auto Thrill Show; Amos Selby, Diamond Horseshoe Rodeo; W. E. Mahaffey, Mahaffey Bros. Tent & Awning Co., Memphis; Charles Dykeman, trained horse; Port De Prates, Port's Promotions, Springfield, Ill.; Ken Lee and C. L. Batman, Fair Publishing House, New London, O.; Ken Bowman, Bowman's Sound Service; Marshall Lines, E. G. Staats Co., and Al Kauffman, merchandise sales.

was not disclosed. It was learned that some of the fairs which have conducted running race meets extended the suggestion that fairs turn to harness racing with pari-mutuel wagering.

At the annual banquet Tuesday night Willard Munson, of the University of Massachusetts staff, was presented with a plaque by Doherty in recognition of 45 years of service in promoting agriculture and agricultural fairs in the State.

Lee, St. Paul; Frank Winkley; Jack Vomberg, Badger State Shows; Aut Swenson, Swenson Thrillcade; Fred H. Kressman and Ernest (Rube) Liebman, Barnes-Carruthers Theatrical Enterprises, Inc., Chicago; Lynn Lucia, Bodart Shows; DeWaldo, DeWaldo's Attractions; Leo Overland, Joie Chitwood Auto Daredevils; Marian Marlo, Marlo Show Productions; Mike Smith, Northern Exposition Shows; Bill Ear, Northwest Booking Agency; William Lindemann, Regalia Manufacturing Company, Rock Island, Ill.; Al Martin, 20th Century Shows; Charles (Chuck) Zemater Jr., Charles Zemater Agency, Chicago; Irving Grossman, Gus Sun-Irving Grossman Agency, Des Moines; Chris Rich, Rich Bros. Fireworks Company; Charles Carroll, Veteran's United Shows; Clarence Smith, Clarence Smith Theatrical Agency, and L. N. Fleckles, Voorhees-Fleckles Fair Booking Association, Chicago.

Re-Elect Chindgren

Continued from page 52

of convention in the Multnomah Hotel and the schedule included a report on classification of fairs by Howard G. Smith, Tillamook, secretary. Smith pointed out the work done in California and Washington on classifying their annuals. Oregon fairs are supported by three-fifths of the racing money and also by a 1/20 of a mill property tax. Some of the fairs need funds while others were reported having surpluses. The OFA, thru classification, hopes for a more equitable distribution of State funds. Following the secretary's talk it was moved that Chindgren name a committee to study the proposed classification.

John McMurray, of Western Washington Fair, Puyallup, also was a speaker. He advised that fairs that kept their plants up to date thru improvements would have little to worry them because of the restricted building regulations.

A tribute was paid to A. H. Lea, long-time manager of the Multnomah County Fair Gresham.

Session Highlights

The association hopes to accomplish many of its aims in 1951 and one of the highlights of this session was the increase in dues. The annual levy had been \$25 for all fairs, regardless of size and it voted that in the future fairs pay 1 per cent of the money received from the State thru the racing fund, but not less than \$50. On the basis of the money dispersed in 1950, the county fairs will pay \$67.50 dues. Pacific International Livestock Exposition and Oregon State Fair will pay \$350 on the basis of their \$35,000 grants, a set figure with these two events and eight others getting set amounts before the residue is divided among the county fairs. The Spring Lamb and Dairy Show and Oregon State Corn Show, each getting \$2,500, and the Pacific Coast Turkey Exhibit with \$2,400 will pay the minimum dues of \$50 annually.

Perry Roper, of Myrtle Point, and A. A. Ceer, Salem, will serve three years as directors with Kenneth Fridley named to the board to fill the unexpired term of Davis for one year.

CCEA Growth

Continued from page 52

annual had given the run an international flavor. Armstrong suggested that governments of other countries may eventually consider erection of an International Building at Lansdowne Park where meetings could be held and displays seen the year round.

Last year's exhibition set records all along the line, Armstrong reported, with an attendance of 451,771 topping all previous marks. There also were more entries in all departments, Armstrong said. He noted that during the past year substantial improvements were made to Lansdowne Park buildings. These included new grandstand seats, an addition to the assembly hall, new lighting and ventilation in the Coliseum, road improvements, exterior pylon lighting system and establishment of a curling rink in the Horticultural Building. He also mentioned the expansion of Lansdowne Park facilities as a community recreation center.

ENDY AWARDED BLOOMSBURG, PA.

Railroad Op, Courted Out, Revives To Snatch Top Money Annual

HARRISBURG, Pa., Jan. 27.—Altho carnival brethren had held appropriate lobby memorial services for him at earlier Eastern fair meetings, Dave Endy showed up here to snatch the coveted 1951 midway contract for the choice Bloomsburg, Pa., Fair, one of the State's big four.

Dave, operator of Endy Bros.' Shows, a railroad unit, ended his 1950 season at Savannah in a week of bad luck that matched many of his earlier seasonal efforts. As a result, many friends and acquaintances went into mourning for a career in the railroad league which they felt had ended with the year's trek.

When Endy failed to show at the Dixie confabs, where it was conceded he would have his best chance to start anew the job of lining up a fair route, the burial was regarded as complete. Despite the advent of the Cavalcade of Amusements into the Southern field, the territory was still short one railroader, with the result that truck orgs divided up a number of former railroad dates.

Keen Competition

Coming into the Pennsylvania Association of County Fairs meeting here this week, consensus was that Bloomsburg would wind up

James H. Drew 1951 Route Set

SPRINGFIELD, Ill., Jan. 27.—James H. Drew, owner of the shows bearing his name, said here this week that his 1951 route is complete and will include 18 fairs and celebrations in Georgia, West Virginia, Indiana, Ohio, Kentucky and Tennessee.

During the Illinois fair meeting here, Drew closed contracts by telephone for Buchanan, W. Va., Strawberry Festival, May 7-12, a new date for the org. Other dates recently signed include fairs at Lavonia and Dublin, Ga., and celebrations in Silvertown and Loveland, O.

Shows recently took delivery on two new trucks and trailers and has ordered all new canvas, including a new Merry-Go-Round top from Allan Herschell Company, Inc.

Ernie Evans has signed as superintendent of rides and transportation. Ralph Ryan booked his bingo for the season.

Evelyn Kleider Elected Prez By Tampa Ladies' Auxiliary

TAMPA, Jan. 27.—Evelyn Kleider was elected president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association at the club's annual election here Wednesday (24). Mrs. Kleider will succeed Mrs. C. J. Sedlmayr Jr.

Dolly Young was named first vice-president; Bette Rodgers second vice-president; Virginia McGee, third vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Elected to the board of governors were June Boyles, Hazel Maddox, Dena Berni, Evelyn Clain, Gertrude Weiss, Nell King, Mary Pasterczyk, Effie K. Thompson, Kittie Burkhardt, Geraldine

Gooding Runs Train During Winter Months

COLUMBUS, O., Jan. 27.—Floyd E. Gooding, ride operator, is currently operating his new Miniature Train in the Columbus area under sponsorship of the Ohio State Journal.

Gooding, who bought the first train to be manufactured by the Miniature Train Company, Rensselaer, Ind., recently took delivery on this latest addition to his ride line-up.

with a truckie for the first time in years, rail shows routed in the territory couldn't make the date. A number of truck show owners and agents were ready to fire their biggest guns in an effort to snag the annual that would mean both prestige and a big gross. Endy's presence diminished their hopefulness, but they continued their efforts and, at meeting's end, they still weren't sure how they had lost out.

There are several answers to Dave's success. The appeal of a railroad show is hard to beat. Having Jimmie Strates, operator of the biggie bearing his name, in his corner, helped considerably. Dave played Bloomsburg last year, and apparently the fair execs like to help out a friend when they can.

Leighton Signed

Dave also announced the signing of Leighton on a fence-to-fence contract. The spot, which includes Labor Day, will be playing a railroad show for perhaps the first time. Dave is expected to attend the New York meeting in Albany next month in search of annuals to supplement his fair route. Strates is the only railroad show reported routed thru New York, and since his dates are regarded as secure, it can be expected that Dave will be pitching for some of the better spots normally held by the truckies.

The State's top annuals were contracted before the meeting, as were many of the lesser dates. World of Mirth will return to Allentown and Cetlin & Wilson will be back at Reading. Strates will repeat at York and Clearfield. There was a measure of contention for the latter date, with several truck shows making a bid.

The meeting here was the best attended of the Eastern confabs to date.

VA. PREXY SEEKS CURE

Boycotts Urged To Keep Shows, Annuals in Line

RICHMOND, Va., Jan. 27.—L. T. Altaffer, president of Virginia Association of Fairs, told that group's members that closer relationship was needed between fairmen and showmen at the annual association meeting here Sunday-Tuesday (21-23).

Altaffer said that the fair organization had not been functioning properly since shows continue to

participate in promotional events which run in competition with established county fairs and cause their ruin. The constantly increasing competition resulted in the association going on record as being in favor of a legislative act which would put all annuals under department of agriculture control.

Saying that it was not the showman's job to promote fairs, Altaffer called on association members to boycott any show operator who participated in competitive promotional events.

Altaffer also acknowledged a principal fault attributed to many annuals when he said that showmen ought to be allied so that they, in turn, could boycott any fair which sought to bleed them to death by setting exorbitant costs for their midways.

Committee Reports

At the regular meeting of the group held the same day all committee chairmen gave their annual reports as follows: Arlene Cooper, finance; Clover Fogle, welfare; Betty Hartwick, sick; Marie Caughey, press; Kittie Burkhardt and Martha Sutrain, house; Evelyn Kleider, hostess; June Boyles, ways and means; Geraldine Gaughn and Betty Rodgers, library; Esther Young, entertainment; Rosie Hunter and Betty Reynolds, refreshments; Evelyn Clain, membership; Dena Berni, garden club, and Lois Turov, sports.

Outgoing President Sedlmayr in her report to the club announced that there are 390 members in good standing, of which 133 joined during 1950. She also announced that no meetings would be held during the Florida State Fair here, with the next meeting skedded for February 18.

13TH TIME FOR RAS

Sedlmayr Org Unopposed For W. Canadian Circuit

WINNIPEG, Jan. 27.—For the 13th time since 1934, Carl J. Sedlmayr's Royal American Shows will tour the Western Canada Class A Fair Circuit—Brandon, Man.; Calgary and Edmonton, Alta., and Saskatoon and Regina, Sask.

The 40-odd delegates to the Western Canada Association of Exhibitions three-day convention in Fort Garry Hotel here were unanimous in their decision Monday (22) to again give the contract to RAS. There wasn't much choice. There were no other bidders.

Meeting at the same time, the Western Canada Fairs Association had no midway decision to make. J. P. (Jimmy) Sullivan's Wallace Bros.' Shows of Toronto this season will fulfill their third year of a five-year contract.

No "Name" Act

With no competition in the Class A bidding, highlights of the meeting were Sedlmayr's announcement that he would have no name attraction such as Sally

Rand, Gypsy Rose Lee or Bonnie Baker, and the circuit's ban on candy salesmen in midway shows and limitations on ding shows.

In place of a name, RAS will feature a revue-type show produced by Leon Miller. Titled *Moulin Rouge*, it will have three production numbers and several vaudeville acts.

Donation shows will be limited to two in number and turnstiles will not be allowed on them. There will be no suggestion as to the size. Donation should be money and given on an entirely voluntary basis, the delegates unanimously agreed.

McCaffrey Greetings

J. C. McCaffrey, Amusement Corporation of America, extended greetings and indicated he would bid in 1952. J. W. (Patty) Conklin appeared briefly to explain why he didn't take his planned 53-day vacation in the Mediterranean.

Fireworks presentations were made by J. Godin and W. R. Hand. Doug N. Lott extended

greetings on behalf of Lucky Lott's Hell Drivers, and Frank R. Winkley, Auto Racing, Inc., offered auto races and stock-car races.

Royal American Shows played the Class A Circuit from 1934 to 1940 and has been back continuously since 1946.

Eunice, La., Midway to Alamo Expo

EUNICE, La., Jan. 27.—Midway contract for the 1951 Southwestern Louisiana Fair here was awarded to Alamo Exposition Shows, a truck org, Monday (22). Fair is new to Alamo's route. In recent years it has been played by railroad shows.

General Agent J. A. Schneck closed the contract for Alamo. Actual signing occurred during the annual Louisiana Association of Fairs convention at Shreveport.

Burkhart, Gem City Add Two

SPRINGFIELD, Ill., Jan. 27.—Gem City Shows added one new celebration and two fairs to its route at the Illinois fair meeting here this week, Tom Hickey, org's owner, announced. Shows will provide the midway for the first time at the Soldiers' and Sailors' Reunion, Salem, Ill., and inked repeat stands at the Urbana-Champaign and Kankakee fairs. Hickey also announced signing the Lawrenceburg, Tenn., and Florence, Ala., fairs, both new for Gem City. W. J. Williams also repped the shows here.

Burkhart Shows and Amusements, in its first visit to the confab here and in its first pitch for fairs, inked two Illinois annuals, Augusta and Stronghurst. Owner Carl Burkhardt reported the org has rebuilt its Tilt-a-Whirl, which was damaged by fire last year.

Signs 2 New Shows

Danny Arnett and Wendell R. Pierce, owner and general agent for the American Eagle Shows, (Continued on page 57)

Pioneer Preps April 20 Bow

WAVERLY, N. Y., Jan. 27.—Mickey Percell's Pioneer Shows have scheduled the season's opener for Friday, April 20, at the South Waverly show grounds, with the year's route stressing defense industry communities. Equipment is being readied for the bow.

Albert Bydairk has booked five rides and concessions, and Mrs. Percell will have bingo, race track and toy and ham wheels. Mr. and Mrs. Eddie O'Brien have placed three stands. Mrs. O'Brien will handle advance promotion. Mr. and Mrs. Joe LaMarche will be back with a few new stands. Duke and Ann Duran are framing a new trailer cookhouse.

Va. Greater Inks 6 Fairs

RICHMOND, Va., Jan. 27.—William C. Murray, general agent, and Rocco Massucci, owner-operator of Virginia Greater Shows, announced the signing of six fairs at Virginia Association of Fairs meeting here Sunday-Tuesday (21-23).

Dates are Louisburg, Spring Hope, Warrenton and Edenton, N. C.; Keller and West Point, Va. The last named four are new to org's route.

Officers Installed By NSA Auxiliary

NEW YORK, Jan. 27.—With Mrs. Celia Forman presiding, the 13th installation of officers of the Ladies' Auxiliary, National Showmen's Association, was held recently at Resoff's Hotel here. Because of the death of President Ethel Shapiro's husband shortly before the ceremony, she was unable to attend. Past President Queenie Van Vleit acted as proxy so that the installation could be completed.

Rae Gruberg and Lillian Lorusso were pages who escorted officers elect to the installing officer, Blanche Kassow. All officers were being chosen for the second time, with the exception of Midge Cohen and Frances Simmons, chairman and vice-chairman, respectively, of the board of governors. Following installation, corsages were presented by Helene Rothenstein.

The program opened with the singing of the national anthem by Past President Dorothy Packtman, accompanied by Pete Kopelson and Jack Roth, followed by the invocation by Chaplain Lydia Nall.

The address of welcome which was to have been delivered by Past President Anna Halpin was delegated to Bess Hamid. Next came a toast to the auxiliary by Jean Grey Torres. Lighting of candles of friendship was presided over by Dorothy Packtman Goldberg, with Bess Hamid, Pearl Memers, Frances Simmons, Blanche Henderson, Elizabeth Solti, Dolly McCormick, Lillian Elkins, Lillian Lorusso and Edna Unger Fayne, assisting.

There followed a tribute to the 13 organizers of the auxiliary, the highlight being the presentation of life membership cards to all organizers not already in that category. Gifts from the auxiliary were presented to Secretary Ann Brown by Teresa Janpol, Recording Secretary Jeanette Finkel by Sylvia Stern, and to Treasurer Sidone Silver by Veronica Zucchi. The Dorothy Packtman award for the member bringing in the most new (Continued on page 57)

Jack Vomberg Contracts Six N. D. Annuals

MINOT, N. D., Jan. 27.—Badger State Shows will provide the midway attraction at six North Dakota fairs as the result of pacts signed here this week at the annual meeting of the North Dakota Association of Fairs.

Org, repped here by Owner Jack Vomberg, will play the following six annuals: Flaxton, Crosby, Battineau, Cando, Rollo and Rugby.

Fonda, N.Y., to Coleman

MIDDLETOWN, Conn., Jan. 27.—Richard J. Coleman, manager of the Coleman Bros.' Shows, in winter quarters here, announces that the shows have been awarded the contract for the Montgomery County Fair, Fonda, N. Y., September 1-5, making it the third consecutive year for the Coleman org on the date.

LAWRENCE GREATER SHOWS

WANT WANT WANT
FOR THE TOP MONEY ROUTE IN 1951

State Fair of Delaware, Harrington
Doylestown, Pa.
Carlisle, Pa.
State Fair of West Virginia, Ronceverte
Woodstock, Va.
State Fair of Virginia, Staunton

Petersburg, Va.
Elizabeth City, N. C.
Lynchburg, Va.
Mount Airy, N. C.
Rocky Mount, N. C.
Lexington, N. C.
Greenville, N. C.
Statesville, N. C.
Western Carolina Fair, Winston-Salem

Plus Proven Celebrations and Still Dates

RIDES: Octopus, Tilt-a-Whirl, Scooter, Live Ponies, Dark Ride.

SHOWS: Motordrome operator, with or without equipment. Speedy Sayres, answer. Man to handle Monkey Show. We have the finest group of performing monkeys on the road. Want Glass House, Wild Life, and operator for Atomic Show, and Fun House. Louis Samms, answer. Also want Midget Show. Useful people for Sideshow, Life Show and Snake Show get in touch with Earl Meyers. Want organized Revue and Posing Show.

CONCESSIONS: Cook House and Grab, Age and Scales, Long and Short Range, Hanky Panks, French Fries, Ball Games, Six Cats and Buckets.

HELP: Useful help for quarters, Painters, Builders, A-1 Mechanic and Helper, Foremen for Fly-o-Plane, Ride-o-Caterpillar and Roll-o-Plane. Duke Wright and Benny Wells, answer. Can always place Second Men who drive Semis. Also Concession Help and Agents for Hanky Panks.

WINTER QUARTERS OPEN AT MOULTRIE, GA., FEBRUARY 10
ALL PERSONNEL REPORT

See our representative, **RALPH CLAWSON**, at the Tampa Fair or contact **SAM LEVY**, Suite 7-J, 333 West 57th St., New York 19, N. Y. COLUMBUS 5-5242.

Bobby Kline Shirley & Sam Levy Ralph Clawson
GENERAL AGENT OWNERS-OPERATORS MANAGER

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT

FOR SEASON 1951

SHOWS: Hig class entertaining shows catering to Ladies, Gentlemen and Children. Monkey Circus, Side Show, Law and Outlaw, Midgets, Society Circus.

MOTORDROME: Want Manager with Riders and personnel to take complete charge of one of the nicest Dromes on the road.

CONCESSIONS: Can place strictly legitimate Merchandise-Concessions of all kinds; Photos, Long and Short Range Galleries, Jewelry, Pronto Pups, etc.

RIDE HELP: Foreman for Twin Ferris Wheels, Roll-o-Plane and second men on all rides; top salaries paid to competent and reliable help.

FOR SALE: 1947 Model Fly-o-Plane in first class condition. This ride has been thoroughly overhauled, painted and ready to go. Will sell with or without Trailer. One Evans Devil's Bowling Alley.

All Address

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Notice: John T. Tinsley and Tommy Thompson will be at Tampa Fair, Feb. 1st, 2nd and 3rd. Winter quarters, Idle Hour Park, Phoenix City, Ala. Phone: 86694.

CANADIAN CRESCENT SHOWS

(15 CAR RAILROAD SHOW)

WANT CONCESSIONS OF ALL KINDS, SIDE SHOWS THAT DO NOT CONFLICT. GENERAL AGENT WITH CAR WHO KNOWS WESTERN CANADA. AND CAN PRODUCE, BOOZERS, SAVE STAMPS.

1951 WILL BE A BANNER YEAR

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WANT KIDDIE RIDES FOR SEASON. CAN USE RIDE FOREMAN WHO CAN WELD ACETYLENE AND ELECTRIC. RIDE FOREMAN AND HELPERS WHO CAN DRIVE SEMIS.

Address: **BOX 468, DANVILLE, ILL.**

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WANT WANT

ST. FRANCISVILLE, LOUISIANA, FEB. 21-24
Can place Stock Concessions of all kinds; also Popcorn, Floss, Jewelry, Diggers, Ball Games, Pan Game, clean Grab, Photos. One good Grind Show, Fun House. Will book Major Rides for this spot. What have you? Space is limited, contact at once.
FLOYD O. KILE SHOWS, P. O. Box 85, Baton Rouge, La.
P.S.: Floyd Smith, Tony, can place all of you for this date. Let me know Feb. 3rd.

STOCK TICKETS

10 Rolls ... \$ 5.00
50 Rolls ... 19.00
100 Rolls ... 37.00
Rolls are 2,000 each, Size 1 1/2" x 2"
Double Coupons,
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10,000 ... \$ 8.50
30,000 ... 14.00
50,000 ... 17.00
100,000 ... 28.00

Midway Confab

Recent visitors to Pioneer Shows' quarters at Waverly, N. Y., included Mr. and Mrs. Lew Farrell, Mr. and Mrs. Monty Cannon, Johnny Farnum, Harry Axel, Bill Lowry and Frank Lynch. Show manager **Mickey Percell** will attend New York and Pennsylvania fair meetings.

Rita Raye has booked her girl revue with the Royal Exposition Shows. . . . **A. C. Hill** has placed his concession with the James H. Drew Shows for the 1951 season. Manager **J. H. Drew Jr.** has returned to Dunbar, W. Va., quarters after attending the Atlanta fair meeting. . . . **Col. Lew Alter** is attending Southern fair meetings, accompanied by his secretary and driver, **Ruby Neal**. He and Mrs. Alter plan to visit the Tampa fair. . . . **Coleman Bros.** Shows have been signed to furnish the midway at 1951 Rochester (N. J.) Fair, September 16-22. This will be the 20th year the show has played the fair, says **Richard J. Coleman**.

Wes P. Rambo, of St. Louis, who is seriously ill in Marion (O.) City Hospital, would like to hear from friends. . . . **Francis (Pat) Flynn** reports he has severed connections with the J & B Shows. . . . **Paula Paul**, last year with the Doc Jones Side Show, and **Jerry Watson**, who are wintering in Miami, leave in February for a trip to the West Coast. Paula's Christmas present from Watson was a 32-foot trailer.

William X. Reno has left Chicago to join the American Eagle Shows which open February 10 in Pascagoula, Miss. He will again manage concessions for **H. G. Hockett**. . . . **George Gaines**, kiddie ride owner on the Floyd O. Kile Shows, is in Ward 8, Veterans' Hospital, Dayton, O.

A. (Dutch) Wilson, legal adjuster with Lone Star Shows, who has been wintering in Macon, Ga., left Sunday (21) for Fort Worth, where he will make the Fat Stock show. He expects to be back in Macon around February 15. . . . **F. E. (Red) Kelly**, legal adjuster of **J. P. Bolt's** Royal Exposition Shows, spent several days in Macon, Ga., recently en route from North Carolina to join the shows in Florida. . . . **Earl D. Backer**, general agent, was another recent Macon visitor looking over territory for spring dates. Backer is doing some advancing for **Johnny Denton's** Gold Medal Shows.

Flash White was in Richmond, Va., last week to get his new Motordrome stowed away in World of Mirth Shows' quarters. He and his wife, **Terry**, who is also a drome rider, are wintering in Colorado where Flash is using his trucks to haul freight. . . . **Glenn Porter**, World of Mirth Side Show operator, will take a unit to Caracas, Venezuela, for about six weeks. Deal was set by **Leo Grund**, New York talent representative. . . . **Louise Kane**, cook-house operator, attended fair meetings at Raleigh, N. C.; Richmond, Va., and Harrisburg, Pa.

Louie operates independent units at many of the top events in the East. . . . **A. Hymes**, novelty concessionaire, reports that the national defense effort is causing cancellation of many indoor events scheduled for armories. Increased activity on the part of National Guard units makes it difficult to set show dates, he said.

George L. Patrice, of the Patrice Amusement Company, Sacramento, is confined to Veterans Hospital, Oakland, Calif., and would like to hear from friends. Patrice expects to be confined for about two months. Upon his release he plans to go out with **Copeland Shows**, newly framed org.

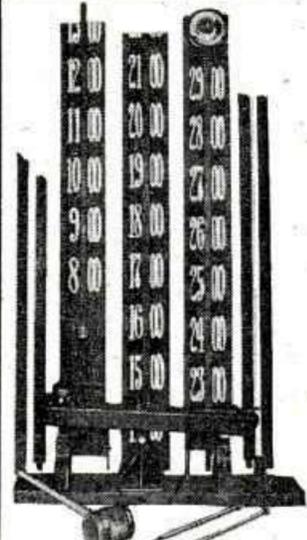
Earl Purfle writes from Richmond, Va., that he recently purchased two kiddie rides and will shortly add two more, one of them custom-built, in preparation for the coming season.

While in Dallas to attend the funeral of **Edward (Red) McFarlin**, **Wylene Smith**, of San Antonio, was the house guest of **Margaret Pugh**. . . . **Mr. and Mrs. Jack Woody**, of Chicago, recent guests of **Mr. and Mrs. Joe Murphy** in their new home in Dallas, have left for the West Coast. . . . **George J. Gill** is at his home, 7000 E New 40 Highway, Kansas City, Mo., recuperating from a recent bout with pneumonia and would like to read letters from friends.

Show reps in attendance at the recent Shreveport convention of the Louisiana Association of Fairs included **Mr. and Mrs. F. O. Kile**, **Floyd O. Kile Shows**; **William Motorstock**, **Harry Burke Shows**; **Joe Greene**, **Snapp Greater Shows**; **Eddie Moran**, **Southern Valley Shows**; **Carl Amstead**, **Grovers Greater Shows**; **R. Dun**, **Buff Hot-tle Shows**, and **Jack Ruback** and **J. A. Schneck**, **Alamo Exposition**. Greater Dixieland Exposition also was repped. **Fred Herrin Jr.**, **Paramount Fireworks Company**, Tulsa, Okla., was among the attraction suppliers on hand.

C. V. (Mack) House reports he is organizing the **Lucky Strike Shows**, to consist of 5 office-owned rides, 4 shows and 35 concessions and open in March in Alabama. A free act will be carried. . . . After vacationing in New York with **Kitty Andre** and **Linda LeRay**, **Jimmie Lambert**, last year with the **J. A. Gentsch Shows**, is in **McComb, Miss.**, awaiting February army induction. . . . **Buster and Penny Odle**, who have been wintering in Milton, Fla., plan a February 14 return to the West Coast Shows to resume operation of the "Follies," which they managed last year. . . . After a Florida vacation, **Speed Williams** is back in Rochester, N. Y., to prepare for the new season.

William (Bibs) Malang is once more a visitor to the National Showmen's Association's New York clubrooms after undergoing an operation recently in that city.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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Ride Help for Wheel, Merry-Go-Round, Chair Swing; Top Wages; no drunks; must be semi drivers. Shows: Wild Life, Monkey, Snake, Mechanical or what have you. Concessions: Legitimate; no grift. Can use French Fries, Mug Jolt, Long Range Lead Gallery, Cork Gallery, Age and Weight, Coke Bottle, Custard, Novelties, Jewelry, Cigarette Pitch, Penny Pitch, Country Store, Hoop La, Huckleby Buck, Add Em Up Dart, Devil's Bowling Alley or any other Grind Store. Write

George Grant, Route #3, Venango Co., Pa.

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Until February 10th my address will be
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BERNIE MENDELSON

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This Beautiful Zircon 3-Stone Men's Ring

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To Play at Livingston County Volunteer Firemen Convention at Dansville, New York. Sponsored by Dansville Fire Department. During week of July 2 thru 7th. For further information, please contact immediately:

IRVING BLAKE
Convention Chairman
Dansville, New York

NOW BOOKING 1951 SEASON

Concessions of All Kinds
OPENING MARCH 10

Contact Winter Quarters
Magic Empire Shows
Andalusia, Ala

WANT CARNIVAL

For SIXTH ANNUAL EXCHANGE CLUB'S HARVEST FESTIVAL
Week of August 13

Contact **GEORGE W. DAVIS**, President
Roanoke Rapids Exchange Club
931 Hamilton St. Roanoke Rapids, N. C.

WANT A First-Class Carnival

For two weeks; prefer any two weeks in the month of June or August. Benefit of Holy Assumption Church, Roebling, N. J. Can accommodate (area) any size show. Write or phone **STEPHEN GHANDT**, Secy.
132 6th Ave. Roebling, N. J.

POP CORN

Altho there is a very limited supply of many items this year, you, Mr. Operator, need have no fear, because we take care of our regular customers and have for 26 years Hybrid Yellow, White Hullless and supplies.

INDIANA POP CORN CO.
Muncie, Indiana

Producing America's Best Carnival and Circus Side Show

BANNERS
SNAP WYATT STUDIOS
RT. 3, BOX 1180 TAMPA, FLA.
Phone, Write or Wire

Burkhart, Gem City

Continued from page 55

announced signing two new spots for the org, the Rushville, Ill., July 4 celebration and the Flora, Ill., fair.

Cetlin & Wilson Shows were represented here for the first time, with R. C. McCarter, general agent, appearing for the org. Other railroad show reps here included E. W. (Slim) Wells, Hennies Bros. Shows, and Louis Berger, Cavalcade of Amusements.

Ken Garman, owner of Sunset Amusement Company, announced signing the Morrison, Ill., fair for the 17th consecutive year and the Oregon, Ill., annual for the 12th consecutive year. Garman, who was accompanied here by Mrs. Garman, also reported inking four Missouri fairs, Cape Girardeur, Lamar, Warrensburg and Columbia, the latter three new to the org's route.

Carnival Reps

Other carnival representatives here included:

Clark and Johanna Biggers, Cavalcade of Fun; Jack Downs, Wallace Bros. Shows; Mickey Stark, Gold Bond Shows; Cash Wiltsie, Gold Medal Shows; Esther L. Sperone, Midway of Mirth; Jack Moore, Moore's Modern Shows; C. S. Peck, Peck Amusement Company; Mr. and Mrs. Cecil Turner, Mr. and Mrs. Ray Turner and J. T. (Whitey) Richards, Turner Bros. Shows; James H. Drew, James H. Drew Shows; Mr. and Mrs. B. B. Nessler and Mr. and Mrs. Joe Stoneman, Nessler's Greater Shows; Sam Fidler, Fidler's United Shows; Mr. and Mrs. William Gullette, Mr. and Mrs. E. L. Winrod, Mr. and Mrs. Hub Luehr and Mr. and Mrs. William Davies, Imperial Shows; Buff Hottle, J. P. Murphy, Euby Cobb and John Gallagan, Buff Hottle Shows; Bill Collins, Tivoli Exposition Shows; Jay Gould and Elmer Brown, Jay Gould Circus.

NSA Installs

Continued from page 55

members during the past year was presented to Zyne Hamid Caloca. This cash award, in turn, was presented to the Bess Sunshine Fund.

Congratulations Received

Flowers and telegrams were received from auxiliaries of the Showmen's League of America, Michigan Showmen's Association, Tampa Showmen's Club, Miami Showmen's Association, Missouri Showwomen's Club, National Association, Fred Murray, Frank Rappaport, Martha Weiss, Mr. and Mrs. Phillip Shindler and wires from all organizers not present.

Entertainment was provided by Mildred Ford, Ann Brown, Dolly McCormick, Pete Kopelson and Jack Roth. Telegrams and announcements were read by Ann Brown.

SIDE SHOW PEOPLE WANTED

Acts of all kinds that can entertain: Sword Swallower, Novelty Musician, Knife Thrower, Good Freak, etc. Girls for bally and illusion: Ticket Sellers licensed to drive semi-trailer, general help. Meals, transportation furnished. State lowest in first letter and what you do.

CARL J. LAUTHER
MILLERS TAVERN, VIRGINIA.

1947 SPITFIRE FOR SALE

Ride in good running condition, can be seen in operation at Orlando Fair, Feb. 19-24. No reasonable offer refused.

D. E. TRUAX JR.
Little Village Trailer Court
Orange Blossom Trail, Orlando, Fla.

GOING OUT OF FOOD CONCESSION BUSINESS

Have everything an outdoor concessionaire needs. Coleman 2 and 4 burner stoves in catering boxes; coffee stands, 20x40 griddles, dishes, coffee pots, collapsible popcorn machine, bun warmer, plus many other items. Will sacrifice. Come and see it.
Phone: Uptown 8-1320 before 3 p.m. or Longbeach 1-5784.

Ask for Mr. Kean

FOR SALE

16x24 Bingo, Anchor 2-pole top, seats 64, built last year. 14x10x9 Blue Top and Frame, one 36" Ray Oakes Wheel with counter and upright post. 1 Basketball Game, complete; 2 Evans Sets, 2 Buckets, 27 ft. Carter Trailer and 40 Int. Tractor. '49 1-Ton Chev. Panel. Contact me.

Roy Hawkins Cafe
Natchez, Miss.

PENNSY MEETING NOTES

Horan, Kochman Set New Territory Pact

HARRISBURG, Pa., Jan. 27.—Irish Horan and Jack Kochman settled the difficulties which had kept them at odds during the early part of the booking season at the meeting of the Pennsylvania Association of County Fairs here this week (see other story this issue). With George A. Hamid acting as mediator, it was agreed that Irish would continue to book and operate in the East, notwithstanding a contrary announcement signed by an officer of the J. F. (Irish) Horan Lucky Hell Drivers Corporation, which formerly employed Irish, and of which Kochman is an officer.

Irish is understood to be on his own now and working in harmony with Kochman, who also heads a hell-driving unit bearing his name, and both have the blessing of the Hamid office, as in the past. Irish has snagged a number of lucrative dates, including Bedford, Pa., and a prize Monday night shot at Allentown which paid B. Ward Beam handsomely last year. Kochman bagged Clearfield, Hatfield, Hone-dale and Reading, Pa., and Harrington, Del.

Kochman is again operating stock car races on Saturday nights at Kingsbridge Armory, Bronx, New York. Jack reports the first three shows drew good crowds at a \$2 top.

Jimmy Strates, owner of the shows bearing his name, is building a new diner at Binghamton, N. Y. Jimmy says the costly unit will always keep him from going hungry.

Swoyer Re-Elected

Charlie Swoyer, secretary of the the Reading Fair, was re-elected a director of the United States Trotting Association, overcoming the only competition he has faced in a reported 26 years. Charlie's friends among the fair and show-folks spent much of their time in getting out the vote, with the result that he won by a handy margin.

Fred C. Murray, general manager of the International Fire-works Company, took a night train for New York after the banquet here Thursday (25) in order to be on time for an important early-morning business confab. Arthur Campfield, representing the New York canvas firm bearing his name, concluded his business in a few hours and returned home.

Carl Fleckenstein, an official of the Bloomsburg Fair for many years, has a daughter who is a pediatrician in Allentown, Pa. Dr. Fleckenstein has the son of Louie Kane, cookhouse operator, among her patients. Louie, who operates knig-size eateries at many of the major Eastern fairs, is a former politician. He held down a choice lobby seat and greeted all of the State officers in sight by their first names.

WOM Plans New Unit

Frank Bergen, general manager of World of Mirth, missed the Pennsy confab because of a cold. However, his emissaries, Bucky Allen, concession manager, and Gerald Snellens, representative, were on hand to watch over the org's interests. They reported that a new Side Show unit will replace the one operated for several seasons by Glenn Porter. Future policy bans the use of a half-and-half annex attraction, they reported.

Sam Burgdorf was busy plugging his several fairs, including South Jersey State Fair and Exposition, which will be staged at Camden, N. J., next spring. The

Camden event, which has an honorary board of directors containing the names of many of the State's top figures, promises to set records as a spring event, Burgdorf, and Max Gruberg and associate, reported.

Bligh Dodds, manager of the Gouveneur (N. Y.) Fair, killed two birds with one stone by breaking a jump to attend a political meeting in Washington to speak before the Pennsylvania fairmen. Mrs. Dodds, who normally accompanies Bligh on his numerous travels, was scheduled to join him in New York.

Hamid's Switch

George A. Hamid Sr., who for years has had a number of lieutenants lining up committees for him to sell, was gleeful when his son and junior member of the firm sat him in a chair outside of a meeting room to watch for and grab any elusive group. The Hamids headed for their Atlantic City home for a week-end of rest after three weeks on the road.

Ben S. Allen reported that his Posters, Inc., plant at Philadelphia may shortly be humming along with a printing job for a South American government that will require two shifts.

Sam E. Prell arrived here in the wee hours of the morning as the result of a plane flight cancellation in Florida. However, Sam was well protected since his son, Joe, was on hand to report the merits of Prell's Broadway Shows. Bennie Weiss, bingo operator, also planned in from Florida. Bennie was seated on the dais at the Pennsy banquet. The toastmaster, after examining his qualifications, decided to label Bennie as a director of all showmen's clubs. While that covers a big field, Bennie perhaps comes closer to filling the bill than anyone else.

Pete Wambly, columnist on *The Harrisburg Patriot*, visited with Shirley and Sam Levy and a host of other showfolk with whom he is acquainted. Pete wanted a group for participation in his afternoon radio show, but the pursuit of dates was so hectic that many had to forego the privilege.

Johnson Has Deal

Edward K. Johnson, Cetlin & Wilson Shows representative, is working a nifty off-season deal, consisting of promoting watch sales thru drugstores in leading towns. Eddie reports a handsome profit resulting from surprisingly brisk sales. The activity is perfect, since it has the approval of business groups, Eddie says.

Russ Moyer, publicity director and a director of the Reading Fair, has been named press representative of Reading's civil defense program. Russ and frau Mary will journey to Florida next month for a two-week vacation.

Rumor had it that Bill Jones, bingo op, will have a unit with the Lawrence Greater Shows next season. Lawrence org has a route of 15 fairs, including three State annuals.

A capacity crowd attended the annual banquet of the Pennsylvania association. Talent included Bill Behney's Holiday Girls, Dave Monhan, Harris and Anders, Baro and Rogers, Reg Kehoe and Company, presented by the George A. Hamid & Son Agency; Fredericks and Collis, Chief Night Son, Lew Myers and the 101 Ranch Boys, presented by Cook & Rose; Bomb Busters, presented by Gus Sun; Glenn Mason, Tumbling Nemos, presented by Mel Sober, and the Blue Mountain Jiggers, presented by the Nunnemaker Agency.



WANTED WANTED

SOUTHWEST FLORIDA, LEE COUNTY FAIR, FORT MYERS, FEBRUARY 5-10
FORT PIERCE, FEBRUARY 12-17
AND 5 MORE FLORIDA FAIRS TO FOLLOW
RIDES — SHOWS — CONCESSIONS

Can use Ride Help—Semi Truck Drivers preferred. Eat and Drink Stands and all kinds of Hanky Panks. All address:

SAM E. PRELL
RIVIERA BEACH, FLORIDA

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36th National Orange Show San Bernardino

11-Big Days and Nights-11 March 8 to 18th incl.

Annual Attendance 300,000

Now Booking Shows and Legitimate Concessions-No Flats

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CRAFTS Plays All the Major Fairs in the West

LUCKY STRIKE SHOWS

Opening March 3rd Uptown Large Industrial City North Alabama.

Proven Route To Follow.

RIDES: We own five, will book any not conflicting at low p. c. Want especially set of Kiddie Rides; low p. c.
HELP: Foremen and second men on Parker Baby Q Merry-Go-Round, Ferris Wheel, Octopus, Chairplane; must be sober, first class riders and drive semis; pay no object if you can and will produce; can report to quarters soon. BILL HOSY answer, also EDDIE HODGE; we open rides in two weeks.
ELECTRICIAN: No Plants; first class ground cable and transformers; HARRY MORRIS, can use you, call me collect.
CONCESSIONS: Will book flashy Bingo, Cook House, Popcorn, Candy Apples, Sno Cone, Frozen Custard, French Fries, Fish Pond, Pitch Tilt U Win, Shooting Gallery, and all other Merchandise Concessions, at live and let live rates. Some p. c. open; will consider two Camps. HOBE COLE, call me; GEORGE KELLY, can use all your stuff. Agents for pet shop.
SHOWS: Have complete outfits for Side Show, Girl Show, etc., need man with at least two high class girls for girl show; very best territory for you; will book all other shows at low p. c. HARRY HARRIS, phone me, will have territory that you will like. Lights 24 hours for trailers. This show is well financed and we know the territory.
Address all mail to

C. V. "MACK" HOUSE
OWNER AND MANAGER

PERMANENT ADDRESS: 305 BYNUM ST., ATTALLA, ALA.

PHONE: 2182

INTERSTATE SHOWS

Featuring THE GREAT EUGENE, The Hobo King of the High Wire
NOW BOOKING FOR OUR 1951 SEASON

Opening early March in Alabama with a very good spring route, one of the best Fourth of July Celebrations in the State of Virginia, 17 Bona Fide Fairs (watch the next issue for our list of fairs)—36 week season.

SHOWS: Want Side Show, will furnish 20x120 ft. top and 150 ft. banner line if you have something to put in it. Want Girl Show Operator with 3 or 4 girls; will furnish new wagon 80 ft. long. Want Riders for Motordrome. Will book Wildlife, Monkey Show, Fun House, Glass House or any Grind Show. RIDE HELP: Want Foremen and Second Men for Merry-Go-Round, Twin Ferris Wheels, Octopus, Rolloplane, Chairplane; also Foreman for 4 Kiddie Rides. CONCESSIONS: All Hanky Panks open. Will book Penny Arcade, Frozen Custard, French Fries, Diggers, Rotaries, Short and Long Range Gallery, Popcorn, Candy Apples, Floss. Want large, flashy Bingo for the entire season. HELP: Want Man and Wife to take charge of Cook House who know how and will cater to show people. Want Billposter with truck who knows how to paste paper and will. Want A-1 Mechanic with own tools to join on wire. Must furnish reference. Want Carnival Electrician who is capable of wiring 12-Ride Show and getting ready for opening Monday night. Must drive electric truck and take care of electrical equipment. Want Scenic Painter to join on wire. Want Show Builder and Carpenter to join on wire. Can place Useful Help in all departments. Winterquarters now open, serving three meals each day with pay. Blackie Null, come to winter quarters.

All replies to H. B. ROSEN, Elba, Alabama

Don FRANKLIN Shows

Want for SAN ANTONIO LIVESTOCK EXPOSITION, February 16 thru 25.

All Paved Midway—Two Children's Days. ALICE, TEXAS, FAIR, March 1-2-3, follows.

Place SHOWS not conflicting. Want Monkey, Mechanical, Freak Animals, Big Snakes, Glass House, No Girl Shows. CONCESSIONS—Place legitimate Stock Concessions, Long Range, Hi Striker, Darts, Fish Pond, Glass Pitch, Hoop-La, etc. Jewelry sales open, also Custard, Chocolate Dip, a few pitch items open. We have exclusive all outside Concessions. Locations available and will be on Coliseum grounds starting Sunday, February 11. All replies:

DON FRANKLIN, Mgr., Boerne, Texas

WANT SIDE SHOW FOR

WORLD OF MIRTH

THE LARGEST MIDWAY ON EARTH

For its entire season, including its outstanding Fair Route. A half-and-half attraction will not be acceptable.

FRANK BERGEN, Gen. Mgr.

WORLD OF MIRTH SHOW, William Byrd Hotel, Richmond, Virginia.

VIRGINIA GREATER SHOWS

Winter Quarters Open February 10th at The White County Fairgrounds, Suffolk, Va.

WANT FOR 1951 SEASON

Legitimate Concessions, Home of Hanky Panks; no Glass Pitches wanted; Want High Striker, Hoopla, Pitch Tilt Win, Fishpond, Long and Short Range Lead Gallery, Ball Games, Cotton Candy, French Fries, Devil's Bowling Alley, Age and Scales, Novelties. Want Side Show Manager with working acts for Side Show; we have complete top and outfit and wagon to load same. Want Girl Show Manager with Girls and must have wardrobe for one or two Girl Shows. Want Monkey Show, Motordrome, Animal Show, Funhouse, Wild Life Show or any other good Grind Show of merit. All our old ride boys who can drive semis come on. All address: WM. C. (BILLY) MURRAY, P. O. Box 461, Suffolk, Virginia.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Jan. 27.—Newly elected president P. W. Siebrand officiated at the January 22 meeting. Also on the rostrum were Norman Prather, first veep, and Louis Block, second veep.

Visitors included Mrs. Hank Carlile and Mrs. Billingsly. Hank Carlile, club's first president in 1945, was appointed to determine the cost of having the by-laws printed.

Committee for jinks party, to be held in the clubrooms February 5, reported arrangements already made and extended an invitation to all show people in the vicinity to attend. Committee members are Mrs. Norman Prather, Mrs. Betty Wilson, Mrs. Billie Hicks, Mrs. Janelle Siebrand and Louis Wald.

President Siebrand appointed the following 1951 committees:

Board of directors: Lloyd Wilson, chairman; H. Siebrand, Paul Pesicka, Hank Carlile, Louis Block, Melvin Gallamore, C. F. Zeiger, Larry Nolan, J. Stone, Harry Lucas, Don Hanna, Charles Denny, P. W. Siebrand, Louis Wald, C. E. Gallamore, Charles Thompson, Tony Sprig, Joe Divino, D. W. Yeakle, Tom Wheelwright, H. L. Gordon, Albert Wells, Frank Merrow, John Steffen, John Miller, Walter Towers, Norman Prather and W. E. Saunders.

Finance committee: Harold Dwyer, chairman; Don Hanna, William Gallamore, C. F. Zeiger, Lloyd Wilson, Joe Divino, Larry Nolan, Dinty Moore, Kenny Burke and S. J. Carroll.

By-laws: H. Carlile, chairman; Louis Block, Melvin Gallamore, Larry Nolan, Paul Pesicka and Francis Wilson.

Ways and means committee: Betty Wilson, chairman; Inga Siebrand, Francis Pesicka, Rose Merrow, Marion Prather, Cora Ritter, Janelle Siebrand, Inez Carroll, Betty Wells, Virgie Waier, Margaret Stone, Eddie Yates, Madeline Nolan, Elizabeth Towers, Polly Gallamore, Marie Gallamore, Marie Berki, Don Hanna, Henry Harmon, Mary Stevens, Marcia Burke, and Ed Lundgren.

House committee: L. S. Uelton, chairman; Walter Towers, John Miller, Charles Thompson, Louis Wald, H. L. Gordon, Joe Stevens, Pete Merrow, Don Hanna, Betty Wilson, Rose Merrow and Inga Siebrand.

Cemetery committee: D. W. Yeakle, chairman; Louis Block, Don Hanna, Harry Lucas, H. Siebrand and W. E. Siebrand.

Entertainment committee: Walter Towers, chairman; Betty Wilson, Marion Prather, Rose Merrow, Mrs. Joe Divino, W. J. Siebrand, Don Hanna, Janelle Siebrand and Billie Hicks.

Membership committee: Rose Merrow, chairman; Margaret Stone, Cora Ritter, Betty Wells, Polly Gallamore, Joe Steinberg, Mary Stevens, Wilbur Hooper, Ruby Freeman, Madeline Nolan, Billie Hicks, Norman Lansdowne, James Hale, Mrs. Patrick, Francis Pesicka, Tony Shruggs, Charles Thompson and James Lundgren.

Publicity committee: Madeline Nolan, chairman; H. L. Gordon, and W. E. Saunders.

Sick and relief: D. W. Yeakle, chairman; Don Hanna, Louis Wald, Walter Towers, and Mrs. Patrick.

Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Jan. 27.—Charles Zemater subbed for President Lou Keller at the regular meeting Thursday (25), assisted by Walter F. Driver, treasurer; Joe Streibich, secretary; George W. Johnson and Robert Seery.

Final papers for the purchase of \$3,500 in Canadian government bonds were presented, as were certificates for five shares of Eastman Kodak stock.

Mel Harris was at the meeting but will enter the hospital soon for surgery. Roy Barrett entered Hines Hospital. Morris Lipsky and Jack Tavlin were recent visitors. Sam J. Solomon and Jack Benjamin left for Florida and Bob Seery returned from Miami and then headed for Tampa.

Maury Krieger was back after a long absence. Tom Jones attended his first meeting. Other callers included Jack Kaplan, R. C. McCarter, Charles Levine, Harry Cherniak, Richard Pronath, Chester Barker, Delbert Rohr, Cecil and William Meyers, Henry F. Thode, Al Kaufman, Rev. Marcel Lavoy, Louie Berger, Eric Phillip, James Malwin and James Campbell.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 27.—Installation dinner was January 18 in the Steamboat Room, Mark Twain Hotel, with Jane Bunting as mistress of ceremonies. Officers installed were Estelle Regan, president; Jeanette Hart, first vice-president; Teresa Sidenberg, second vice-president; Clara Campbell, third vice-president; Norma Lange, treasurer; Verna Schantz, secretary; Babe Weinstien, social secretary; Rose Brown, chaplain, and Gertrude Donnelly, sergeant at arms. Arlene Sidenberg and Mary Russo were usherettes.

Members of the board of governors and past presidents introduced included Goldie Fisher, Ida McCoy, Gertrude Lange, Leonora Gdynia, Elizabeth Megar, Lela Graber, Lotis Francis, Lee Belmont, Harriet Maher, Daisy Davis, Margaret Lohmar, Elsie Wear, Minnie Quillon and Peggy Grimm. Clubs represented by the lighting of candles included Caravans, Inc., Chicago; NSA Ladies' Auxiliary; SLA Ladies' Auxiliary; GTSA Auxiliary, Tampa; Lone Star and MSA auxiliaries, and Regular Associated Troupers.

Flowers and telegrams were received from numerous friends and other organizations.

Memorial services for members who have died in the past year were conducted.

Lotis Francis, Verna Schantz and Norma Lange were in charge of the dinner reception committee. Ed Schantz and assistants served a buffet lunch, and an orchestra furnished music.

Buff Hottle, president of the International Association of Showmen, extended an invitation to that club's regular Saturday dances.

Lone Star Showmen's Club

3105 Forest Avenue, Dallas

DALLAS, Jan. 27.—Regular meeting saw President Millie Cepak presiding. Members voted to remodel the clubhouse and Hattie Longchart was named chairman of that committee.

Members regretted the passing of Edward (Red) McFarlin and Margaret Thorp, daughter-in-law of Mabel Welshman. Both were buried in Lone Star Showmen's Rest. Junior Shaffer, of Shaffer Shows, is still on the sick list.

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs

HOT SPRINGS, Jan. 27.—All officers were present for the second meeting held January 18 in the club's new home. Seven applicants were voted into the organization. Visiting showmen, including Jack Ruback, were called on for talks. There will be a hard time dance and tacky party in the clubrooms tonight. Buffet lunch will be served by the auxiliary.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 27.—Despite the many members and officers visiting fair sessions, the meeting held Wednesday night (24) was well attended. Present were Harry Rosen, treasurer; John S. Weisman, assistant treasurer; Dan Thaler, secretary; Max Hofmann, counselor, and Dr. Jacob Cohen. Conducting both the board of governors and regular assemblies was John S. Weisman.

Annual report given by our accountant, Herbert H. Levens, showed the organization to be in good shape financially. David Brown, chairman of the entertainment committee, announced that he and his group were progressing with plans to hold a barn dance Saturday, March 17.

Contributions to the Shut-In Fund were received from John S. Weisman, Morris Batalsky, Sam Peterson, Harry Rosen, Frank Rappaport and Richard Nemeck. Still on the sick list are Henry Fein at Welfare Island, N. Y., greatly improved; Sam (Peanuts) Weissner at Kingsbridge Veterans' Hospital, New York; George D. Hensley at Bellevue Hospital, New York; Stanley W. Wathon, now recovering at home from pneumonia and William (Bibs) Malang, who will be discharged from the hospital soon.

President Bernard (Bucky) Allen has appointed the following additional members for the hospitalization and sick committee: Louis D. King, Gerald Snellens, Harry Rosen, David Brown, John S. Weisman and Jack Alfred. Max Tonkin was recently elected president of the Yonkers Retail Jewellers' Association for 1951.

Among recent visitors were Abe Fabricant, just in from California; Richard Nemeck, Morris Gurtov, Sidney Hernert, David Ricci, Ward Graves, Jack Siegel, Sam and James Peterson, Morris Batalsky and Louis Nusskind. The next regular meeting will be held February 14.

Ladies' Auxiliary

Regular meeting of Wednesday (10) was canceled in respect to the late Sam Shapiro, husband of President Ethel Shapiro.

Vice-chairman of the board of governors, Frances Simmons, and her husband, D. D. Simmons, are enjoying a visit to California. Former Secretary Fay Goldman is preparing for her annual vacation at Miami Beach, Fla. Shirley Lawrence Levy is off to fair meetings, but will return shortly as her father is seriously ill at Park West Hospital, New York.

Past President Anna Halpin has been on the sick list, but now is able to be back at her office. Vice-President Margaret McKee and her husband, Joe, celebrated their 38th wedding anniversary.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Jan. 27.—January 15 meeting was called to order by President Fred Weidmann. Invited to the rostrum to fill in for Vice-Presidents Masseth and Helwig, who were absent, were Mike Krekos, Eddie Burke and Charlotte Porter.

Letters were read from the Missouri Show Women's Club, Ed Brown; Joy Irwin, in thanks for flowers at the death of her brother, Chester Nicholls, and Gean Berni. Letters of thanks were sent to Bill Kindel, chairman of the banquet and ball committee; William Wachter, maitre d' of the Fairmont Hotel, and William (Hopalong Cassidy) Boyd, who appeared at the ball. Ruby Lennon was elected to membership.

Board of directors voted Harry Seber, executive secretary, an increase in salary, with the understanding he monitor the conduct of the clubrooms and bar. Winner of the pot of gold was Red Hafford. President Weidmann named Harry Seber chairman of the special events committee, with Al Rodin as co-chairman. Special entertainment has been skedded each Monday night, with a special party set for March 5 under chairmanship of Bill Kindel. Whitey Monette is co-chairman. President Weidmann announced that he would retain his advisory committee.

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs

HOT SPRINGS, Jan. 27.—Nearly 300 showfolk attended club's open house here recently. Honored guests included Mayor Floyd Hously, City Clerk Emmett Jackson, Chief of Detectives Jerry Watkins, Judge Richard Ryan and Sheriff William Lowe.

Those attending included Mr. and Mrs. Lou Keller, Mr. and Mrs. Kenneth Klapp, Mr. and Mrs. Ned Davis, Mr. and Mrs. Jack McKunkins, Mr. and Mrs. Bill Wilcox, Mr. and Mrs. Charles T. Goss, Daisy Hennies, Mary Olsen, B. C. Kelly, Mr. and Mrs. R. Dunn, Blanch Francis, Grover O'Day, Paul Vilcho, Mr. and Mrs. Clint Shufford, Mr. and Mrs. Fritz, Mr. and Mrs. Sam Blake, Mr. and Mrs. J. Wellington, Mr. and Mrs. Dwight Bazinet, Mr. and Mrs. Max Friedman, R. Merrick, Mr. and Mrs. Woody Gaither, Mr. and Mrs. Jim Dunlap, Mr. and Mrs. Clayton Holt, Mr. and Mrs. Staley.

Mr. and Mrs. Jack Ogle, Mr. and Mrs. Fred Sorensen, Jo Campagna, Mr. and Mrs. Dink Dwyer, John Hoops, Mr. and Mrs. Lyle Reynolds, Mr. and Mrs. Harry Zimdars, Mr. and Mrs. Charles Weaver, Walter Eble, Mr. and Mrs. Hugo Mollman, Earl Deglopper, Moe Eberstein, Mr. and Mrs. Keith Chapman, Mr. and Mrs. Roy Goldstone, Mr. and Mrs. Noble C. Fairly, Mrs. Pearl Weydt, Doc O. Kelly, Mr. and Mrs. Boots Cutler, Mr. and Mrs. Louie Cutler, Mr. and Mrs. Rodney McEachern, Steve Mandriek, Jack Ruback.

Mr. and Mrs. George Reader, Mr. and Mrs. Robert Jones, Mr. and Mrs. George Powell, Mr. and Mrs. Spike (Malone) Donoflio, Etta Meltz, Toney Karsten, Martha Pickett, Mr. and Mrs. W. E. Beal, Mr. and Mrs. H. P. McDonald, Jimmy Ferron, Guy Smuck, Bertha Dutcher, Mr. and Mrs. Carl Bohn, Dick Bayes, Al Hartman, Mr. and Mrs. Bob Fanelle, Mr. and Mrs. Jimmy Bybee, Mrs. B. Head, Doris Tunberg, B. Binkson, Mr. and Mrs. Dutch Waldron, Joyce Haney, Jack Morgan, Mr. and Mrs. William (Bill) Crow, Mr. and Mrs. J. D. Prager, Lavina Planet, Mr. and Mrs. V. J. Asimos, Howard Cramer, Mrs. Jo and Violet Howe.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Jan. 27.—President Harry Stahl presided at the January 22 meeting. Also on the rostrum were William Zakoor, third vice-president.

Sick list includes Sam Gold, Sam Fishman, Nat Golden and Leo Lipka, who is recovering from an operation in Mount Carmel Hospital.

Recent visitors included Al Wagner, John Reid, John Quinn, Charles Lee, Roscoe and W. G. Wade, Cameron Murray, Charles Figy, H. C. McCarter, Douglas Wade, F. E. Gooding, John Enright, John Pollie, Earl Fisher and Melvin Williams.

Letters were received from Gean Berni, Nat Golden, Ray Ellis, R. A. Nathanson and Ben Landis.

Hugo Showmen's Club

Hugo, Okla.

HUGO, Okla., Jan. 27.—Club's entertainment activities are in full swing. On January 13 color movies of Cole & Walters, Kelly-Miller and Stevens Bros.' circuses, wintering here, were shown by D. R. Miller. A buffet supper, served by personnel of the Cole & Walters org, followed. On January 20 Frank Francois, steward of the Kelly-Miller Circus, presented his magic and card manipulations. Members were guests at a lunch served by Wayne Sanquin, club's secretary-treasurer.

Recent visitors included Harry Craig, Heart of Texas Shows; Mr. and Mrs. Ray Morrison, who have contracted the concessions on Stevens Bros. for 1951; Mr. and Mrs. Bob Couson, who also will be with Stevens Bros. in 1951; Doc Ellington, Mr. and Mrs. Cunningham, Johnny Kline, Wingy Winters, Mrs. Art Miller and daughter, Mrs. Charles Roark, and Jose, armless wonder.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Jan. 27.—President Bessie Mossman presided at meeting held January 23. Officers at the table were Claire Sopenar, first vice-president; Lillian Lawrence, second vice-president; Irene Coffey, financial secretary, and Wanda Derpa, treasurer. Edith Streibich, chaplain, gave the invocation.

Letters were read by Josephine Glickman (who pro-temmed as corresponding secretary in absence of P. P. Jeanette Wall) from Ruth Martone, Ruth Bernauer, Jeanette Hart, Yvonne Bailey, and Heart of America Show Women's Club of Missouri. The National Showmen's Association Auxiliary sent telegram reporting the death of the husband of Ethel Shapiro. Rose Mary Wegner sent thanks for silver spoon given her son, Frank Michael. A similar gift was given to Dorothy Golz's daughter, Cynthia Claire.

Isabel Brantman cards from her home, Youngstown, O., that Phoebe Carsky with daughter, Lynn, is in Miami. Myrtle Hutt is demonstrating in the big Newberry store in San Francisco. Josephine Glickman and husband motored to Cleveland for celebration of the golden wedding anniversary of his parents. Welfare chairman, Ann Sleyster, reported members on sick list include Jeanette Wall, who suffered a heart attack, and Marguerite Shapiro, who has a virus infection.

It was suggested that Ann Roth represent Caravans at the installation of the Greater Tampa Showmen's Association Auxiliary. Frances Berger attended meeting after a brief illness. Spring party is scheduled early in April. Helen Wettour will be general chairman and accept all donations. Evening award, donated by Bessie Mossman, went to Lillian Lawrence and Edith Streibich. President Mossman also furnished refreshments, served after the meeting. Elizabeth Jacks and club mother, Katie Owens, will be hostesses at the next social, January 30, with Edith Streibich assisting.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 27.—Capt. E. H. Hugo presided at the regular meeting, assisted by George Carpenter, treasurer, and Al C. Wilson, secretary. Total of 35 attended.

Banquet and ball committee reported signing to again hold the annual New Year's Eve party at the Hotel Continental. Club will start its annual membership drive July 1 and will continue thru October.

Saturday night jamborees are skedded for the rest of the winter and will feature square and round dancing and refreshments, the latter served by the Ladies' Auxiliary.

FOR SALE

One Caterpillar Ride, complete bought brand new from Allan Herschell late 1947. Make offer.

ALSO FOR SALE

One 40x60 foot Portable Ice Rink, consisting of Cellotex Insulation, Coils and two model war 2000 Compressors. The Compressors have two 20 H.P. alternating current 3 phase, 60 cycle, 220 volt 40° motors, both being mounted on a 20 inch by 10 foot 9 inch long shell and tube condenser, mounted, portable. Wire Ed Fern, Honolulu, T. H., or write E. K. Fernandez, P. O. Box 175, Honolulu, T. H.

FOR SALE—CHEAP

Smith & Smith Chairplane, 22 Ft. Tower, all steel, 200 Lights, New Ticket Box and Arch, Steel Fence, \$500.00. Two Good Trucks with Trailers, one Open Job, One Van, \$400.00 each. One Office Trailer, \$500.00. Come see this equipment and you will buy it.

F. M. SUTTON SR.
Osceola, Arkansas.

FOR SALE—\$1,200

Electric Kiddie Train and two-ton Int. Panel Truck, complete with fences, ticket box, switches, cable and lights; all in first-class condition. Can be seen at

Sparrowhawk Trailer Mfg. Plant
6100 Nebraska Ave. TAMPA, FLA.

FOR SALE

3 1950 Model Kiddie Rides, like new; 1 Allan Herschell Auto, 1 Pony Cart Buggy Ride; 1 Miniature Train, King Am. Co. make, 3 coaches, electric. Must sell, not a give-away. These rides must be as stated, used five weeks only. Will guarantee factory condition. All communications to RAY HARRIS, Box 824, Houma, La. Ph. 5155.

P.S.: Pete Hendrix, contact your brother.

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33,000 actual paid admissions last year.

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PHONE MEN

Want experienced Phonemen—U.P.C., Banners, Special Block Tickets—Mills Bros. Circus deals. Steady work now to November, no lost time between deals. Pay every day. Grace, Jack Hamilton, Tripp, others I know, come in.

Wire—Write

EDDIE DEBOLD

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Carnival or Circus. Can handle any detail.

MACK McMANUS

Phone: Tampa 35-4444. Mail and Wires, 11650 Nebraska Ave., Trailer Village, Tampa, Fla.

FOR SALE—On account of ill health I am offering for sale my LARGE PYTHON which I have had for 22 years. Also late 1949 International ¾-Ton Truck with 4 speeds, Cage, 18x20 Tent, Stakes, Poles, Wiring, Banners, Lights and House Trailer. Must see this Snake to appreciate. All particulars furnished. Books open for inspection. If interested see J. C. "DOC" WALZ, 224 Centerville, Hot Springs, Ark.

Winter Quarters

Gayland

CALGARY, Alta., Jan. 27.—Org will play practically the same route as last year, thru this province, Saskatchewan and British Columbia. Owner James A. Greenway, recently released from a hospital after an auto accident last April, is improving.

New front will be built for the Girl Show, featuring Princess Juelianne Revue. Other fronts will be repainted and remodeled. Rides and rolling equipment will be painted and ready for opening here May 3, under auspices of the local zoological society.

Star Amusement Co.

CAMDEN, Ark., Jan. 27.—Work starts soon in quarters at Judsonia, Ark. B. E. Miller again will be manager. Owner Robert Choate visited Mr. and Mrs. B. E. Miller, who are spending the winter in Camden. Org is scheduled to carry 8 rides, 3 shows and about 30 concessions. A small unit will open in Southern Arkansas early in March.—B. E. MILLER.

S. E. Theater Tour Gives Nat Mercy Unit Good Grosses

MACON, Ga., Jan. 27. — Nat Mercy, Girl Show operator, has his troupe racking up good grosses in theaters in the Southeast. Titled *Continental Varieties*, Mercy's unit played a two-day date at Grand Theater here, ending Saturday (20), to hefty matinee crowds and capacity nights.

Mercy had the Girl Show on Johnny J. Jones Exposition last season and before that was with World of Mirth, Endy Bros., and many others. He states he has a full winter's work on the Kemp time, mostly in the South.

Sharing top comedy honors with Mercy is Slim (Deacon) Williams, blackface. Nat's wife, Dorothy, is featured in a rolling globe number. Other principals include Elaine Adair, exotic dancer; Joan Shields, tap; Monty Navarro, table balancing, and Mitch Trotter, vocalist. Show also carries a five-piece orchestra and six chorus girls.

SLA Legion Post Seeks Blood Donors

CHICAGO, Jan. 27.—An appeal to show business for the donation of blood to the Red Cross blood bank was made by Max B. Brantman, commander of the Al Sopenar Showmen's League of America Legion Post, at a recent meeting.

Donations to the March of Dimes and the American Legion's annual toy drive were voted with the veterans sending 200 toys.

In addition to the officers, Past Commanders Lou Keller and Charles Owens attended the meeting.

WANT

Clean, classy Carnival, 7 to 10 Rides, 20 to 30 Concessions, and want to book Free Acts or open for suggestions for 26TH ANNUAL STREET CELEBRATION between August 1-10, 1951.

CHAMBER OF COMMERCE, Ravenna, Nebr.

WANT

Rides, Concessions and Shows for American Legion Twentieth Annual Homecoming, mid-July date if possible.

P. S. ROCKEFELLER
Antwerp, Ohio

WANT TO BOOK

4 or 5 Concessions, including Wheel, Buckets and Raffle, on reliable major show, or can handle all Concessions for office. All mail will be answered and strictly confidential.

L. GLOTH
397 North St. Pittsfield, Mass.

HEART OF ILLINOIS FAIR

DATE CHANGED TO AUGUST 21-26

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Gullette Org Inks 8 Fairs

ASHLAND, Ill., Jan. 27.—Imperial Shows will play a total of eight Illinois fairs this year, William Gullette, owner-manager, said here this week on his return to winter quarters from the State fair meeting at Springfield, Ill.

Annuals are Mendota, Fairbury, Aledo, Carrollton, Mount Sterling, LeRoy, Knoxville and Warren.

In addition to Mr. and Mrs. Gullette, other personnel at the Springfield meeting included Mr. and Mrs. E. L. Winrod, Mr. and Mrs. Hub Luehr and Mr. and Mrs. William Davies.

Harrison Inks 11 Annuals

RICHMOND, Va., Jan. 27.—Frank Harrison, owner-operator of Harrison's Greater Shows, announced a route of 11 fairs at the annual Virginia Association of Fairs meeting here this week.

They are Tazely, Va.; Franklin, Smithfield, Durham (Colored), Whittaker, Bethel, Shelby (Colored) and Goldsboro, all in North Carolina; Orangeburg (Colored), Dillon and Walterboro, all in South Carolina.

Consentine Heads Canadian Crescent Make-Ready Work

NEW WESTMINSTER, B. C., Jan. 27. — Frank Consentine arrived here recently to supervise the new winter quarters of Canadian Crescent Shows, of which he and F. M. Finrow are co-owners. Consentine came here from Seattle.

Consentine said the shows will travel on 15 railroad cars and carry about 10 rides, 3 shows and 30 concessions. Shows were purchased last spring by Consentine and Finrow from Henry Meyerhoff.

Stanley To Tour Mosser Crimer

CINCINNATI, Jan. 27.—Charles Stanley, Crime Show operator, has lined up a pictorial account of the recent Carl Mosser family massacre in Atwood, Ill., and will take it on a tour of theaters beginning February 4. Titled, *Bill Cook, Ozark Butcher Boy*, Stanley's newest crime documentary will present pix of the extricating of the five slain members of the Mosser family from a well into which they had been thrown by Cook, confessed murderer; scenes from the mass funeral and burial and other pictorials attendant to the crime.

The documentary will be supplemented by other crime subjects owned by Stanley. He opens with a two-day stand at Dickinson Theater, Quincy, Ill., February 4-5, then moves to the Dickinson Theater, Macon, Mo., February 6, with subsequent theater dates set for Moberly, Mo., Wednesday (7); St. Joseph, Mo., Thursday (8); Joplin, Mo., Friday (9), and Springfield, Mo., Saturday (10). All bookings are to be handled by Tom Drake, Kansas City, Mo.

Following those dates, the show is signed to play Fox theaters on the West Coast out of St. Louis before hitting theaters in Kansas and returning to Missouri spots. Stanley has had crime shows on various carnivals, including Henries Bros. and Cetlin & Wilson shows, Johnny J. Jones Exposition and Cavalcade of America. For the past several seasons his Crime Show has been a feature at Coney Island here.

K. C. Prez Party Draws Over 150

KANSAS CITY, Mo., Jan. 27.—More than 150 members of the Heart of America Showmen's Club and the Ladies Auxiliary were present at the former organization's annual President's Dinner here Friday (12).

Following a roast turkey dinner, Capt. E. H. Hugo, president, took charge of the regular meeting. He was assisted by George Carpenter, treasurer, and Al C. Wilson, secretary.

F. W. Warfield was appointed to the board to fill the unexpired term of Captain Hugo and H. S. Clark was named a pro tem member during the absence of George A. Dean who is out of the city.

Nickname 'Aut' Misses by 'O' Reflecting 30 Years in Biz

Continued from page 46

tained, but the long conference between the two also ended with Swenson going to work for Sloan.

The thrill specialist figured he'd ask Sloan for a then whopping \$75 per week guarantee against 5 per cent of the gross. To his surprise, Sloan assented. Each year until 1937, when Sloan died, Aut spent at least part of every season with the Sloan organization.

Gets Big Break

The biggest personal publicity break Aut garnered as a driver came in his first year with Sloan. While leading a 30-mile heat, Aut's car threw a connecting rod with less than a lap to go. He jumped out of the car and pushed the little racer across the finish line, thus duplicating the feat at Indianapolis in 1915, when Ralph DePalma pulled the same trick. Although officially ruled out as a winner, newspapers called Aut a second DePalma.

The year 1925 saw Aut's first venture into the thrill show business when he went out with a troupe that combined auto races with airplane stunting, auto polo and auto pushball. By the end of the season he had enough money to branch out for himself.

Austyn's Greater Flying Circus was framed the following season, with Swenson sinking all his funds into the operation. The unit boasted three airplanes, motorcycles, auto polo and pushball but Lady Luck deserted the youthful show owner and rain washed out more than half of his dates.

Sticks in Biz

Altho this left the Swenson bank roll at a new low, the young promoter remained in business. In 1927 he went out as advance man for Clarence Hinck's Flying Circus, finishing up the fair season with the Sloan organization as a driver and promotion assistant.

Following Sloan's death, Aut remained with the junior Sloan, John, until 1942, when, falling back on a trade he had learned during his early thrill show days, he was appointed a civilian air force instructor. Aut now holds a commercial pilot's license, with an instructor's rating, and has flying time running in four figures.

In addition to his instructing, Aut successfully entered the real estate business in Tampa to sell over a million dollars' worth of property, a good percentage to his friends in show business.

Organizes Thrill Unit

In 1945, with restrictions on auto racing and stunting eased, Aut, along with Frank Winkley and Jerry Marlatt, organized the All-American Thrill Divers, a combination thrill show and midget auto racing unit, and enjoyed an okay year. At the season's end, Aut sold his share to Winkley. He spent the following three years with the Jimmie Lynch Death Dodgers, handling promotion and bookings for Earl Newberry and Jimmie Van Cise.

In 1949 Aut again went out on his own, this time as manager of a Joie Chitwood thrill unit that

Rogers Bros. Set For May Opener

PELICAN RAPIDS, Minn., Jan. 27.—Rogers Bros.' Shows will launch the new season here the middle of May, with 10 office-owned rides, 5 shows and upwards of 30 concessions. D. C. Rogers, co-manager, announced at the org's winter base here.

Two new kid rides, an airplane and train have been added to the line-up.

The org has signed contracts for the Pine City, Minn., fair, new on its route and will repeat at six other Minnesota annuals, Mora, Pine River, Glenwood, Princeton, Farmington and Two Harbors.

Manning Names Lewis Bus. Mgr.

RICHMOND, Va., Jan. 27.—Willie Lewis has joined Ross Manning Shows as business manager, it was announced here this week. Lewis served for a number of years with John H. Marks and W. C. Kaus shows.

Manning, who is invading southern territory for the first time, attended fair meetings here and at Columbia, S. C., and Raleigh, N. C.

chalked up excellent business. The following year he again took out the Chitwood unit as owner, paying royalties for the name, cars and equipment.

Aut is a member of the Showmen's League of America, Greater Miami Showmen's Association, Tampa Showmen's Association, Mahi Shrine, Elks and Sigma Nu Fraternity.

In October of last year the Swenson name was again raised over a thrill show, when Aut framed the Swenson Thrillcade. It played a few Southwestern still dates and the Louisiana State Fair, Shreveport, before the close of 1950. It is this show which he continues to own and book.

Aut's wife, Justine, whom he met while both were with the Sloan organization, has played an important part in his business dealings. With their 11-year-old daughter, Carol, the Swensons make their home in Springfield, Mo. A second daughter, Patsy, is now Mrs. William Robinson, of Miami.

Ripley Exhibit Does Solid Biz

ST. AUGUSTINE, Fla., Jan. 27.—Ripley Museum of Oddities, recently opened here and featuring objects from the collection of the late Robert L. (Believe It or Not) Ripley, has been doing solid business, according to Manager Ed Douglas.

The exhibit has drawn 600 people or better daily, Douglas said, with prices set at 75 cents for adults and 35 cents for children. At present the exhibit is confined to two floors of the building, but Douglas says he expects to employ a third floor.

Mass. Group Asks Mon. Celebration Of All Holidays

BOSTON, Jan. 27.—Associated Industries of Massachusetts has filed a bill for the incoming 1951 Massachusetts State Legislature providing that when holidays fall on a day other than Monday, they be celebrated on the nearest Monday to the date.

Holidays to be affected are February 22, April 19, May 30, July 4, October 12 and November 11. Thanksgiving Day would be celebrated on the last Monday of November under terms of the bill.

Magic Empire Inks Four Ala. Annuals

ANDALUSIA, Ala., Jan. 27.—Magic Empire Shows, in the past 10 days, closed contracts to provide midways at four Alabama fairs, it was announced this week by Marion (Paul) Boyette, shows' general agent, who represented the org in the negotiations.

Pacted are Alexander City, which will be held October 15-20, and Covington County Fair, Andalusia. Both were on the shows' 1950 route. New dates are fairs to be held in Ozark and Geneva, Ala. Boyette said that the shows will open March 10 and that a 39-week season is contemplated.

MAD GODY GLEMING

SOME BIGGER • NONE BETTER

Will buy 2 or 3 abreast Merry-Go-Round; must be right for cash; for park. Also will buy Single 0 Wire Cable, Junction Boxes. For Sale—Fire Truck Kid Ride, run less than 500 miles. Want capable Man to take charge of Cookhouse. Will want Working Men for Rides in park and on the show. Season opens April 30; park, May 15.

Address Paradise Park, Ruskin, Florida

CACTUS STATE SHOWS

NOW CONTRACTING FOR 1951

SHOWS, RIDES AND CONCESSIONS; OPENING IN FEBRUARY IN ARIZONA, THEN GOOD SPRING ROUTE TO FOLLOW.

CHARLES THOMPSON
2828 W. PIMA PHOENIX, ARIZ.

WANT

Carnival and Special Feature for Anniversary Celebration, June 18-19, 1951.

Sponsored by

BUTTE COMMERCIAL CLUB
Butte, North Dakota

100% LOCATION FOR KIDDLAND

Hartford, Conn.
Half million population within ten miles. No Amusement Parks within twenty miles. Located next to two Drive-In Theatres on Main Highway. Can book Two-Abreast Merry-Go-Round; the rest all Kiddie Rides. Will book on percentage or lease them or will buy interest. If interested, write ROBERT GLOTH, 2548 Berlin Turn Pike, Newington 11, Conn., or P. O. Box 24, Newington, Conn.

FOR SALE

EMERSON IRON LUNG, 1949

On account of death
Mobile unit ready to operate; neon lights; microphone; make offer.
Can be seen, 1161 N.W. 39th St., Miami, Florida. Phone 841249.
Mrs. Carl Baker

TREMONT ANNUAL HOMECOMING

TREMONT, SCHUYLKILL CO., PENNA.
JULY 2 TO 7, 1951, INCLUSIVE
Wanted—Concessions, Rides all kinds. Interested in good clean Carnival.
Apply AL KUTZER, Chairman
Tremont, Pa.

DRIVE YOURSELF TO LOS ANGELES, CALIF.

In a 1951 model car, share expenses.
Belmont 5-4040.
Mr. Brady
CHICAGO

WANTED TO BUY UNUSUAL ATTRACTION

Mechanical, gangster cars, midget animals, deep sea, wax, Barnum's museum, or what have you? Prefer something that can be or is framed on semi. No junk. Cash waiting.
JAMES E. MILLER
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1946 Chev. 1 1/2-Ton Truck, A-1 condition, including Glass Pitch, with \$150.00 in stock; also 12' Center Outfit, used for one dice; also Nail Game with plenty stock and flash; also small Trailer with new bed. \$1250 takes all.
GABE NEWMAN
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Now contracting for 1951
SHOWS—RIDES—CONCESSIONS
Opening in April. Vicinity of Detroit
JOHN QUINN, Owner
6923 Calhoun St. Dearborn, Mich.

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For Carnival, etc.; lot size 150 ft. by 150 ft., on Main Highway between Elmira, N. Y., and Horseheads, N. Y.—Route No. 13. Traffic count, 10,000 daily. (More space available if necessary. Inquire
C. KLINE
222 E. 14th St. Elmira Heights, N. Y.

ROYAL MID-WEST

OPEN IN APRIL
Booking Concessions of all kinds. Sell X on Grab, Popcorn, Bingo, Mitt. Rides—will book one more Major.
ROXIE HARRIS
Box 142 Findlay, Ohio

L. J. HETH SHOWS

NOW BOOKING 1951 SEASON
Shows, Rides, Concessions,
North Birmingham, Alabama.

RAYMOND HENDERSON

Formerly of Houston, Texas, call collect
MR. FRANK
at Mulberry 0808, Baltimore, Md.

Under the Marquee

Continued from page 51

The January 11 Portsmouth (O.) Times devoted a full page of pictures and text to the model circus built by William R. Brinley, of Meriden, Conn. . . . Zora Blaire, annex attraction, is at winter quarters of the Cole & Walters Circus and will go out with the show this spring. She and Mid-night, mentalist, are creating costumes for Ted Milligan, Side Show manager. Patricia Milligan will be a feature.

Mrs. Herbert Walters, Mrs. Overt Miller and Mr. and Mrs. Ross McKay are taking a two-week vacation on the West Coast. . . . Louis Stern, co-owner of Polack Bros.' Circuses, caught the Eastern Unit's opening at Flint, Mich., Sunday (21) and was on hand in Hammond, Ind., for the Western Unit's bow Monday (22). Mickey Blue, promotional director for the Western Unit's Chicago date, and Ethel Robinson, booking agent for Polack shows, caught the opener at Hammond.

Paul M. Conaway, Macon, Ga., attorney, recently visited in Sarasota, Fla. He reports a check for \$4,000 recently was presented by the Macon Shrine to the crippled children's fund. Money was part of the Shrine's profit from the circus last fall.

James F. Baker, formerly with Downie, Russell and Seils-Sterling shows, is opening a second hand store at Seekonk, Mass., and plans a circusesiana department. . . . Charles Brunk, circus biller, is in St. Francis Hospital, Wichita, Kan. His wife reports he is recovering satisfactorily from an operation.

Wyatt Davis, clown, is in New Orleans visiting Ward Hall and Harry Lenard. . . . A. L. (Tommy) Thompson and wife, Sylvia, agents of the Famous Georgia Minstrels the past several seasons, recently inked a contract with the Kelly-Miller circus. Tommy will contract the feed and gasoline, in addition to hustling tickets on the Side Show and assisting on the front door. Sylvia will be on tickets. The Thompsons' Dog Stars on Parade will not go out

the coming season. . . . Clyde (Duke) Patterson, Cincinnati, has signed to clown with King Bros. Circus.

Jack Lehr, of the Tom Packs organization, was in Hammond, Ind., Monday (22) for opening of the Polack Western Unit. He returned to St. Louis after bringing Packs' bulls to the Polack org for the season. . . . Burt Wilson, Chicago circus fan, reports he expects to make his regular trip thru the Southwest earlier than usual this year. He'll leave Chicago about March 1. Wilson was on hand for the Polack show at Hammond on Tuesday (23).

R. M. Harvey was in Chicago recently and returned to his Perry, Ia., home. He expects to be back in Chicago next week. . . . Paul Van Pool, Joplin, Mo., circus fan, is en route thru the South and Southwest to visit circus winter quarters. He has stopped off at Kelly-Miller, Capell and Dailey Bros. home bases.

Mills Bros.' Circus is distributing an attractive 20-page promotional booklet which includes pictures, letters and the route and program for 1951. . . . Friends magazine for February includes a story about the students' circus at Florida State University. . . . Sunday crowds at quarters of King Bros.' Circus, Macon, Ga., have been so large that traffic officers have been stationed nearby to direct visitors.

Berni Miller, clown, worked a show staged in Chicago last week by an auto agency which was introducing its new models. . . . Ralph Miller and Ed Riley, of Memphis, and Edward Doyle and his parents, Little Rock, were recent visitors at the Hot Springs home of Bill and Babe Woodcock.

Jimmy Lutler, for years a popcorn man for the Ringling-Barnum circus, is reported doing okay in Sarasota (Fla.) Hospital following a gallstone operation. His visitors have included Jack Harris, Joe Villa, Mr. and Mrs. L. Gusto, Robert Doner, R. Gillette and G. V. Winter.

COMING EVENTS

ARIZONA

Flagstaff—Thunderbird Ski Meet. Feb. 17-18. Al Masmoen.
Phoenix—Electric & Home Show. Feb. 21-25.
Tucson—Tucson Rodeo. Feb. 22-25.
Yuma—Silver Spur Rodeo. Feb. 10-11.

CALIFORNIA

Cloverdale—Citrus Fair. Feb. 21-25. E. J. Groom, Box 334.
San Francisco—Western Gift Show. Feb. 4-7. Kay Leber, 1355 Market St.

FLORIDA

Fort Myers—Edison Pageant of Light. Feb. 11-13. P. N. Streit, Box 731.
Quincy—Fat Cattle Show & Sale. Feb. 6-8. A. G. Driggers.

ILLINOIS

Chicago—Merchandise Fair. Feb. 5-9. W. J. Kenney, 200 Fifth Ave., New York.
Chicago—Chicago Outdoors Show. Feb. 16-25. F. W. (Nick) Kahler, 127 N. Dearborn St.
Chicago—Chicago Gift Show. Feb. 5-16. George F. Little, 220 Fifth Ave., New York.

LOUISIANA

Delhi—Livestock Show. Feb. 27-March 2. W. H. Farmer.

MASSACHUSETTS

Boston—N. E. Sportsmen's Show. Feb. 3-11. Phillip D. Perkins, 332 Park Sq. Bldg.

MICHIGAN

Alpena—Thunder Bay Winter Carnival. Feb. 18-19. Frank Catto, Chamber of Commerce.
Detroit—Shrine Circus. Feb. 19-March 4. T. E. Stinson, 434 Temple Ave.
Negaunee—Snow Frolics. Feb. 12-17. Edward C. Stevens, City Hall.

MINNESOTA

St. Paul—Winter Carnival. Jan. 27-Feb. 4. D. K. (Doug) Baldwin.

NEW JERSEY

Trenton—Farmers Week (Educational Meetings). Jan. 29-Feb. 3. Fred W. Jackson, Dept. of Agriculture.

NEW YORK

New York—National Sportsmen's Show. Feb. 17-25. Phillip D. Perkins, 332 Park Sq. Bldg., Boston.
New York—New York Gift Show. Feb. 26-March 1. William E. Little, 220 Fifth Ave.

OHIO

Cleveland—Grotto Circus. Feb. 5-17. Wm. C. Schmidt, Hotel Statler.

OREGON

Portland—Portland Gift Show. Feb. 18-21. Kay Leber, 1355 Market St., San Francisco.

TENNESSEE

Memphis—Shrine Circus. Feb. 10-16. Herbert Waterbury, Box 146.

TEXAS

Amarillo—Fat Stock Expo. Feb. 26-March 2. Wm. Gouldy, Box 586.
Brownsville—Charro Days. Jan. 27-Feb. 4.
Brownsville—Charro Days. Feb. 1-4. H. C. Appleton, Chamber of Commerce.
El Paso—Livestock Show & Rodeo. Feb. 14-18. W. W. Wilson, 310 San Francisco Street.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 26-Feb. 4. W. R. Watt.
Houston—Fat Stock Show. Jan. 31-Feb. 11. W. O. Cox.
Laredo—Washington Birthday Celebration. Feb. 17-24.
San Antonio—Livestock Expo. & Rodeo. Feb. 16-25. James F. Grote, Box 1746.

VERMONT

Barre—Farm Products Show. Jan. 30-Feb. 2. H. A. Dwinell, Montpelier, Vt.

WASHINGTON

Seattle—Pacific Northwest Gift Show. Feb. 11-15. Kay Leber, 1355 Market St., San Francisco.

Canandaigua Re-Elects

CANANDAIGUA, N. Y., Jan. 27.—Officers who took over leadership of indebted Ontario County Agricultural Society in 1950 and revived interest in the organization and its fair were re-elected recently. They are Charles E. Converse, Phelps, president; Everett Blazey, Farmington, first vice-president; James E. Repard, Holcomb, second vice-president; Fred J. Howes, Ionia, secretary, and Basil T. Elmer, Canandaigua, treasurer.

Chillicothe Inks Gooding

CHILLICOTHE, O., Jan. 27.—F. E. Gooding Amusement Company has been contracted to supply midway attractions at 1951 Ross County Fair here August 21-24. The fair will run four days this year, in contract to five last year, to give exhibitors here a chance to move on to Ohio State Fair, Columbus, which opens on the 25th. Treasurer J. Kenneth Rudell was elected a member of the board, succeeding William Kramer, resigned.

Arenas and Auditoria

trampoline; three Marino Sisters, acro and tumbling trio, and Lenny Laden, emcee, who teamed with Eddie Rose in comedy, song and pantomime.
Show went to Bangor and Lewiston, Me., from here.

Roller Show Shifts

PORTLAND, Me.—Skating Vanities of 1951 goes to Albany, N. Y., the week of February 20-24 instead of Waterville, Me., as originally planned. Management found that the Waterville Community Center was not adequate in facilities to support as large a company, properties and scenery as the Skating Vanities, tho it is adequate for smaller type arena show. Skating Vanities will play the Washington Avenue Armory, Albany, immediately following a week-stand in County Center, White Plains, N. Y. After Albany, show plays Portland's Expo Building and Lewiston Armory, Maine—then sails for Europe.

Boston Gets Shipstad

BOSTON—Roy Shipstad called from Cleveland with news that he and Alice Quessy will exhibit their Skaters Waltz number at the 16th annual Record-American-Advertiser Silver Skates Derby, Sunday January 28 at Boston Gardens. Included with the various contests will be the Queen of the Silver Skates contest. To the winner goes a signed contract for a year of skating with Ice Capades.
Shipstad will lead a supporting cast of 10 featured performers. More than 600 New England speed skaters will race for Silver Skates Derby titles. Karl Rohde Ice Carnival Orchestra, which has played the past 15 derbies, again will supply the music. Rohde soared into prominence in New England after playing the fi t derby and his ork is rated widely as the best ice carnival music.

Flashbacks

25 Years Ago

Pacific Coast Showmen's Association elected the following officers: M. Lee Barnes, president; Walter B. Hunsaker, first vice-president; Frank A. McLain; secretary-treasurer; B. R. Bircher, sergeant at arms. . . . Capt. Richard Ricardo, animal trainer after a half-century in show business, retired. . . . Woody Cook, performer, was seriously ill in a Detroit hospital. . . . John Hoffmann, wild animal trainer, again signed with Christy Bros.

Merle Evans and his band opened in Mira Mar Park, Sarasota, Fla. . . . Frank E. Hall changed title of his show from Hall Bros. to Vanderburg Bros.' Trained Wild Animal Shows. . . . Clown Horace Laird was re-engaged by Sells-Floto Circus. . . . James Shropshire was re-engaged as Side Show manager of the Walter L. Main Circus. . . . Joe H. Nicholas, who was with Gentry-Patterson, joined the "Hello, Dixie" company. . . . Rex Clarkson, who was with Gollmar Bros., joined the Mysterious Smith Company.

Ray Thompson opened a riding academy in Louisville. . . . Vic Graham was re-inked as musical director with the Bob Morton Circus. . . . Jack Phillips, bandmaster, celebrated his 25th wedding anniversary. . . . C. Frank Stillman was building Paradise Park at Rutherford, N. J. . . . J. P. Mailand was elected president and H. M. Ofelt secretary of the Burlington (Ia.) Fair. . . . M. B. (Duke) Golden signed with West's World's Wonder Shows. . . . Lester M. Brophy signed Walter B. Kemp's Autodrome for D. D. Murphy Shows. . . . Jack V. Lyles signed as general representative and traffic manager of Nat Reiss Shows.

Elsie Calvert signed with the Morris & Castle Shows. . . . Roscoe Weiman signed with W. G. Wade Shows, booking his Fountain of Youth and Electorium attractions. . . . William F. Hogle, 85, well-known circus performer, died at the Masonic Home, Utica, N. Y. . . . John (Moxie) Moxham, widely known concessionaire, died at Jewish Hospital, Cincinnati, December 11. . . . James R. (Dad) Williams, who was with the 101 Ranch Show, died at St. Mary's Hospital, Ponca City, Okla. . . . Ward (Dad) Dunbar, of Greater Sheesley Shows, was behind the desk of the new Tyler Hotel, Elkhart, Ind. . . . Paul Smith, Fred Hawkins and Edward G. Everett were wintering at Huntington, W. Va.

10 Years Ago

Barney H. Kern, car manager, was killed in an auto accident at Vincennes, Ind. . . . Louis Goebel bought O. H. Hilderbrand's two elephants and two black leopards that Terrell Jacobs had at Treasure Island at the San Francisco Fair. . . . Robert E. Hickey, former circus publicity man, underwent a gall-bladder operation at Augustana Hospital, Chicago.

Harry Mack, former press agent, was at the Hotel Milner, Macon, Ga. . . . More building was being done at Riverside Park, Agawam, Mass., by Owner Edward J. Carroll. . . . Mrs. Midge Cohen was re-elected president of the Ladies' Auxiliary, National Showmen's Association. . . . J. F. Sparks added four rides to his shows. . . . O. M. Becker was re-engaged as general agent of the O. J. Bach Shows.

Sam Gluskin, agent and director of events, joined the advance staff of the Johnny J. Jones Exposition, working with General Representative J. C. (Tommy) Thomas. . . . Mrs. Mabel Collins was in St. Vincent's Hospital, Jacksonville, Fla. . . . Bill Dilliard was in Veterans' Hospital, Bay Pines, Fla. . . . Frank LaBarr was with the Floridan Exposition Shows. . . . Parada Shows moved into their own quarters at Caney, Kan.

Gus F. Taylor was re-elected president of East Texas Fair Association, Tyler, Tex., for his fourth term. V. F. Fitzhugh was named secretary-manager. . . . Porter Shuck was elected president of Hancock County Agricultural Society, Findlay, O. Orvall Crates was named secretary. . . . Coshocton County Agricultural Society, Coshocton, O., re-elected Leslie Porteus, president, and C. V. Croy, secretary. . . . Trempealeau County Agricultural Association, Galesville, Wis., re-elected Alfred Ravnum, president, and Frank M. Smith, secretary. . . . Fillmore County Agricultural Society, Preston, Minn., elected James O'Hara, president, and C. H. Utley, secretary.

Talent Topics

Continued from page 48

from a sequence he made for a Swedish motion picture while in Norway.

Miss Gabrielle, who has been performing with her high-school horse, Silhouette, on the Gran Circo Norte Americana in South America, recently terminated her contract with that org and will again be one of the featured acts at the Montevideo, Uruguay, holiday festival which starts March 18. Lou Nelson, manager of the Gabrielle act, will direct the show at this year's event.

Mr. and Mrs. Charlie Berry, known as the Flying Berrys, roller skating, recently added a new wrinkle to their act. While they go thru their routine, Marion Berry, their daughter, gives with a vocal accompaniment.

Santa Ana, Calif., Ups Edwards to Prez

SANTA ANA, Calif., Jan. 27.—Roy N. Edwards, vice-president, was elevated to the presidency of the 32d District Agricultural Association and Orange County Fair, succeeding H. Clay Kellogg, who resigned after eight years on the board, the last four as president.
Edwards is president of the First National Bank of Orange. W. F. Crodde, of this city, and R. M. C. Fullenwider, secretary-treasurer, will serve with him on the reorganized board. Fullenwider is also secretary-manager of the Riverside County Fair and National Date Festival in Indio.

Cancels Laredo Event

LAREDO, Tex., Jan. 27.—Cancellation of the first International Fair and Exposition here, February 17-March 18, because of the national emergency, was announced by Alvin Hansen, president of the sponsoring Chamber of Commerce. The cancellation does not affect the city's 54th annual Washington's Birthday Celebration, February 19-22, for which the J. George Loos Greater United Shows have been booked.

ROYAL

Exposition Shows

WANT FOR DAYTONA BEACH, FLORIDA, COLORED FAIR, FEB. 5-10
Location, Bethune-Cookman Park, in the heart of 10,000 colored people. Can use Minstrel Show with own outfit and transportation. Animal Show, several Kiddie Rides, Octopus and Rolloplane.
WANT Legitimate Hanky Pank Concessions of all kinds.
5 more weeks of fairs to follow. All address:
J. P. BOLT, Gen. Mgr., Titusville, Fla., this week

WANT WANT
For EDISON PAGEANT OF LIGHT
FT. MYERS, FLA., ON THE STREET
FEBRUARY 12 THRU 17
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SEBRING, FLA., FEBRUARY 19 THRU 24

MAJOR RIDES and SHOWS with own outfits, not conflicting with what we have. CONCESSIONS of all kind and Street Sales. No Grift. NEED GOOD MINSTREL SHOW.

SUNSHINE SHOWS 2105 E. CHELSEA ST. TAMPA, FLA.

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OPEN LATTER PART OF APRIL
WANT
Ball Games, Fish Pond, Duck Pond, Darts, Six Cats, Hoopla, Glass Pitch, Photos, American Palmist, Buckets, Swinger, Slum Spindle, Penny Pitch, Penny Arcade, Custard.

WANTED—Side Show, Girl Show, Snake Show, Monkey Show. Will book Spitfire, Tilt, Pony Ride. (Phone 4557J) All replies to George Clyde Smith Shows, P. O. Box 521, Cumberland, Md.

UNITED EXPOSITION SHOWS

OPENING THE MIDDLE OF FEBRUARY
15 RIDES 8 SHOWS 50 CONCESSIONS
WANT WANT WANT
COOKHOUSE THAT CATERES TO SHOW PEOPLE. This is the best Cookhouse Show of its size on the road. (Red, that was with Imperial Shows, wire.) SIDE SHOW WITH PEOPLE. Have new top and bannerline. What have you? Or will hook your complete Side Show for the season. ATHLETIC SHOW MANAGER that can and will have talent. Have complete frame-up. WANT MECHANIC AND ELECTRICIAN. GOOD PROPOSITION. RIDE HELP that drive semis. Have never missed a pay day in 29 years. This show is booked solid with Celebrations and Fairs from July 1 to November 1. Spring Stock Shows and Rodeo Shows pending.
Write C. A. Vernon, Mgr., P. O. Box 265
or wire c/o Seawall Hotel, Galveston, Texas

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IDA E. COHEN
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Allan Herschell 3-Abreast Carousel

A-1 Condition. Needs Paint. Must vacate premises. Price \$3,500 with Organ and Electrical Drum Switch Control. Also 5 Kiddie Rides for sale.

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Money-Getting Bargain

FOR SALE

Complete Unborn Show, consisting of 36 real specimens, 81-foot pictorial and descriptive panel front, also six lovely banners for same. Show is framed to bally and lecture with live models. Also framed for feature. Inside of tent is lined with deep red plush, also specimen tables. Any person with just a little experience can get a lot of money with this show. It grossed thirty grand last season. Also two amplifiers, complete. Price \$2,000.00. Wire c/o Western Union or write c/o Gen. Del., Mobile, Ala.

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FOR SALE

34' Parker 2-Abreast Merry-Go-Round. 24 horses, new International motor, top and side walls very good, \$3500.00; King Kiddie Electric Train, like new, used twice, \$1400.00. Must sell.

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HAVE 3 Major and 3 Kiddie Rides open for bookings. Open dates in April, May, June and September. All Rides are like new. Also have Concessions if desired. Contact

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Mirror sides, body and wheels overhauled and painted—18 ft. This wagon ready to go.

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- MAIL ON HAND AT CINCINNATI OFFICE**
2160 Patterson St. Cincinnati 22, O.
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|-------------------------|---------------------------------|
| Anderson, John E. 7c | Parter, C. J. 48c |
| Johnson, Mrs. O. D. 17c | Stephens, Reece 17c |
| Moore, Gene 15c | Zuniga, Mrs. Jo Anne (JoJo) 17c |
| Norvelle, Louis 15c | |
- Ables, Eugene**
Abrams, John Calvin
Adams, Geo.
Airs, Viola & James
Albert, Larry
Alkon, Harry
Allard Maurice
Allen, D. V.
Allen, H. S.
Allen, Mrs. Juanita
Amburn, Karl
Amburn, A. L.
Anderson, Mrs. Norman
Annin, Ralph J.
Anthony, Milo
Ard, John
Arland, Little-Head
Arthur, John B.
Asberry, Bethel Chester
Atkins, Mrs. Beatrice
Austin, Frank
Avalon, Fay (Tramp Clown)
- Hailey, Dollie**
Hailey, Frieda
Hailey, Jack Earl
Hailey, James Roy
Ballow, Willie
Baker, Bert
Baraski, Sally
Barker, Jerry
Barley, Fred
Barman, Charley
- Barnes, Melvin**
Barr, Mrs. Gertrude
Barrickman, Floyd N.
Bass, Al
Bauer, Mr. Gene
Bauer, Geo. H.
Beall, Mrs. Hiram
Becm, John H.
Benenley, Elaine
Bennett, Thos. (Slim Kelly)
- Bergman, Mrs. Lila S.**
Bergstrom, Donald
Betzold, Edw.
Reyers, Frank
Bibbs, J.
Bible, Roy
Bills, Larry
Birdell, Marion
Birdsall, Geo.
Bishop, Clyde
Blakely, John
Blakely, Tom
Blank, Ted R.
Blash, Sr., J. A.
Blodier, W. R.
Bluma, Chas. H.
Boone, Geo. Wm.
Bordman, Ernie
Borner, David
Bornton, Blackie
Brady, Hardy M.
Brady, Lorraine
Brancham, Eileen
Branson, John T.
Bratton, Bill
Brewer, Chas. W.
Brewer, Joe Lee
Brewer, James C.
Brewington, Henry
Briggs, John
Briggs, Len
Britt, E. D. L.
Britt, James Dewey
Brown, Robt C. (Blackie)
- Bruner, Wm. C.**
Brunnett, Mrs. Sally
Bruton, Robt.
Brutyan, Louis John
Bryant, Wm. Franklin
Buchanan, John
Buffington, V. R.
Bullis, Howard
Bungard, Arthur
Burch, Ernie (Clown)
Burger, Lloyd A.
Burger, Clyde Leon
Burkhardt, Mrs. Ellen
Burns, Joe
Burns, Mousie K.
Burrroughs, T. O. Jack
Butler, August Perry
Butter, Donald
Butters, Mertice
Byrd, Nolan L.
Caldwell, Geo.
Callahan, Hubert
Campbell, M. M.
- Carmln, Derrel**
Carruo, Paul
Carter, Clifford
Carter, John
Carter, Raymond L.
Cast, James Oliver
Cazier, Clyde
Cerrone, Vita
Chalmers, Edw.
Chapman, Lawrence
- Charity, A. L. (Al)**
Charnick, Felix
Chase, Frank & Mildred
Chase, Jerry
Cherokee Bill
Chichester, Arthur
Chilcott, Ed
Chitwood, Guy
Christensen, Geo. A.
Church, Chris
Churchwell, Bill
Clarke, John James
- Clifton, John Cray**
Comfort, Ted
Cooper, James
Corbett, Ray Thos.
Covin, Jay Arthur
Coriell, Vernell
Costello, James J.
Courillard, Raymond
Courtright, Arthur
Couture, R. J.
Cowden, John Thos.
Cox, Ed. F.
Cox, Walter B.
Coz, Wm. & Ida Mae
Crabtree, J. F.
Craig, Mrs. Al
Cridler, Robt. Loran
Crowley, Katherine
Curtis, C. E.
Curtis, Date & Fay
Cutter, Adrian F.
Dale's Circus
Dalton, Carl
Davenport, Clifton
Davidson, Geo. & Evelyn
- Davis, Albert H.**
Davis, Everette Lee
Davis, Fred Omer
Davis, Harry
Davis, Herman E.
Davis, 2nd Lt. Jack W.
Davis, Jimmie & Boots
Davis, Joseph
Davis, Louis E.
Davis, Louise R.
DeCampa, Raymond
- DeMoss, Mrs. Luana**
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Deffazio, Frank A.
Derott, John
Detwiler, Bryan A. & A. C.
Dexter, Alvah Barnes
Dillman, Slimmy (Robt.)
Donner, Rosemary
Doran, Harry
D'orsay, Miss Dara
Doss, B. F.
Downing, Harry H.
Dreger, Carl
Drogmiller, Earnest
Duchene, Levy
Duffy, Jr., Harry Wm.
Dunn, Chester A.
Duran, Ralph L.
Durbin, Ted J.
Dustin, Wm. T.
Dvorsky, Herman
Eastbill, Capt. Don
Eastdale, John D.
Edwards, L. K.
Edwards, A. B.
Edwards, Bert
Elder, Charlie
Elles, Frank
Engler, Harold
Eriar, Carl
Evans, Bessie (Electric)
Evans, Tom
Evans, Wando
Eyd, Vini
Feldman, B.
Feutz, Edw.
Filey, Mary
- Finch, Harry L.**
Finto, Tony
Fish, James
Fishback, John
Fisher, Earl
Fisher, Mabel
Fleming, David
Fleming Jack
Fondenberger, Chas. Leo
Forbus, Jos. L.
Ford, Richard H.
Ford, Richard M.
Fordham, Mrs. Mary
Fowler, Merlin H.
- Fowler, Shirley**
Fowler, Whitey
Fox, Benny (Skiy Dancer)
Francis, Earl
Frazier, David
Freeman, Robt. Foster
Friend, Don
Frumkin, Sam
Fuoci, Gary
Fulgons, Louis G.
Fuller, Robt. X.
Furgerson, Billy
Furr, Clarence
- Gafey, Mr. Lou**
Gaffney, John
Gagner, Wilfred E.
Galt, Florence
Garrett, Bob
Garvey, Bill
Garvey, Frederick
Gaskilla, Wm.
Gaskins, Frank
Gayer, Archie & F.
Geer, Frank
Geraghty, Wm. P.
Gibbeut, Chas.
Gibson, Earle M.
Gibson, Glen
Gifford, Fred
Gilbert, Allen
Gilbert, Arthur R.
Gilleo, Jr., Marvin
Gilmour, Prentice
Giorgio, Jos. Anthony
Girard, Thos. J.
Giles, Morris
Giffrey, Ernest
Gombone, Felix
Gombone, Felice
Gomez, Torabio
Gowdy, M. A.
Graedel Greater Show
Grant, Barbara
Grant, Victor Benl
Grantham, B. O.
Grantham, June
Graves, Johnny & Cleo
Green, Carl M.
Green, Delbert
Green, Kenneth
Green, Russell
Green, Silas
- Greziol, Marco & Dollie**
Gritzinger, Harry
Griegs, Chas
Grish, Johnnie
Gronow, Alexander
Guinn, John C.
Guthrie, Lloyd D.
Hagen, Robt.
Hagen, Jack
Haggerty, Leo
Hall, Evan Harding
Halloran, Martin
Hamman, John W.
Handley, Lawrence
- Haney, Ott**
Haney, Mrs. Ruby
Hanson, Arthur
Harding, Mr. Aubrey
Harlow, Hubert L. & Nora
Harman, John Wm.
Harnett, Beverly
Harper, Edw. Lewis
Hartel, Bozo (Clown)
Harran, Harry James
Harris, Al
Harris, Geo. Raymond
Harris, Jeff R.
Harris, Olen Willie
Harris, Walter
Harrison, Frank (Harrison Greater Show)
- Hart, James**
Hartisel, John (Flying Hartsels)
Hartman, Ralph
Harwood, Norman John
- Havens, Jerry**
Hayes, Wm. James
Healey, Bill
Hebert, Frank
Henson, Carl
Herrick, Mrs. Carl Lee
Hershey, Mrs. Erma
Hicks, Howard P.
Hilburn, Marvin Wm
Hill, Eddie
Hill, J. E.
Hines, Eddie
- Hodges, Chas.**
Hodges, Virgil Delbert
Hoeffick, Lawrence
Holden, Edw.
Holden, Tommy
Holliday, Lodia Veell
Holmes, Benl. A.
Holmes, Eather
Holmes, Happy
Holt, Robt. Lee
Hoop, Richard
Hopper, W. A.
Horne, Freddie & Mrs. Hos, Lee
Hosberg, Glen
Houser, Elmer
Houston, John
Howe, Chas.
Hoxie, Bill
Huffman, Lucille H.
Hughes, Marie
Hukert, Geo.
Huth, Lester
Hyatt, Edgar Emmett
Incles, Glenn
Irish, Walter Lester
Irwin, Dodie
Jackson, Joe E.
Jackson, Wyman
- Jacobs, Lou (Clown)**
Jacobs, John & Gladys
Jefferson, Albert
Jenkins, Brownie
Jett, C. C.
Joblouski, Francis A.
Joe, Skippy
John, Miller J.
Johnson, Aleata
Johnson, B. A.
Johnson, Cecil W.
Johnson, Dallas H.
Johnson, Ernest Harry
Johnson, Mike
Johnson, Lighting
Johnson, Roy
Johnson, Russell
Johnson, Wm.
Jolin, Jeanette
Jones, James F.
Jones, Leo
Kaber, Richard
Kader, Zaira
Kalbaugh, Wm. D.
Kaumerich
- Kauffman, Paul Hencel**
Ray, Robert
Kearns, Slim
Keating, Jr., Robert J.
Kehe, Richard
Kellbach, Harold
Kelley, Mr. & Mrs. David
- Kellogg, James M.**
Kelnholka, Sunny
Kelly, Robert
Kendall, Chas. L.
Kephart, Victor George
Kerby, E. N.
Ki-Gor, Prince
Kilmer, William
Kilmer, Raymond Joe
King, Jerry
King, Larry
King, Mildred Howell
King, R. H.
Kirschman, Bill
Kishko, Glenn
Knight, Dennis
Knighton, Albert Leroy
Knox, Clifford R. & Gussie
- Kortea, Peter**
Koster, Chas. A. "Kid"
Kramer, Jacob
Kruess, F. H. (Dutch)
Kuberack, John (Kokomo)
Kummelbne, Donald R.
Kyer, John L.
LaMon, Harry
LaVerne, Chi-Chi
Lambert, Barbara
Lamon, Harry
Landry, Pauline
Lane, Edith C.
Langley, Maynard A.
Lanza, Lexi
Lashley, Charles
Lathabee, Rubyatte
Latham, Charles
Laughlin, John J.
Laurence, Wilfred Olive
Laws, William
Lawson, Norma
Lee, Albert
Lee, Amy
Lee, Patrick
Lefter, Caroline H.
Lesinski, Leo
Lestie, B.
Levinas, Ernest Hurley
Lewis, A. G.
Lewis, Mr. & Mrs. Jimmie
Lewis, Robert L.

(Continued on page 65)

ALL the News!

EVERY Week!

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ON TIME!!!

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Please enter my subscription to The NEW Billboard for 52 issues ONLY \$10.

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Address

City Zone State

Occupation

COLEMAN BROS.' SHOWS

Opening in April

Want Shows—Sideshow, Monkey Show, Mechanical Show or Grind Show. Ride Help on all Rides; prefer drivers.

RICHARD J. COLEMAN
P. O. BOX 886 MIDDLETOWN, CONN.

WANT DROME RIDERS

Trick and straight for Palisades Park in N. J. Permanent location and Ceflin & Wilson Show traveling. Men—Women—Ernie Phillips—Cookie—Latour and others contact

EARL PURTLE, 7612 Sweet Briar Rd., Richmond, Va.
P. S. Will attend Tampa Fair.

W.G. WADE Shows

NEVER BEFORE A SEASON LIKE THIS!!!

1. Opening latter part of April in Ohio.
2. Indiana is next.
3. Our usual good route of Still Dates in Lower Peninsula of Michigan.
4. First in—starting in June, six excellent towns in Upper Peninsula of Michigan.
5. THEN!—3 Great New Fairs—
Added to our early fair route—
Rochester, Minn.
Wausau, Wis.
Escanaba, Mich. (U. P. Michigan State Fair).
6. Back into our old faithful route of Lower Michigan Fairs (including Kalamazoo Fair, etc.)

WANT FOR THIS EXCITING ROUTE—

SHOWS of merit, including Penny Arcade, Glass House, Illusion Show, Motordrome, Minstrel Show, Freak Animal, Snake.

CONCESSIONS—Legitimate of all kinds. (We will not overload with any one type.) Also Selling Privileges of all kinds.

Address
W. G. Wade Shows, G.P.O. Box 1488, Detroit 31, Mich.

L. J. HETH Shows

cleanest show on earth

Now Booking for 1951

WANT: Organized girl show. Have beautiful wagon-type front.

WILL BOOK: Side Show with own equipment on low percentage. Monkey Show, Big Snake Show and Minstrel Show (James Ayres, answer). Penny Arcade, long and short range shooting galleries. Also any other show of merit which does not conflict.

ALSO WANT: First class Cookhouse, bingo or corn game, ball games, American palimstry, candy apples, or any other legitimate concession.

CONTACT: Joe Fontana, Floridian Hotel, Tampa, Fla., starting February 3, or

L. J. Heth Shows, North Birmingham, Ala., Phone Birmingham 5-41343.

ANCHOR TENTS

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

Order now while we have ample stocks of quality materials. Prompt shipment.

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THE GEORGIA AMUSEMENT CO.

YES, OPENING IN MARCH—WILL TOUR

In 1951 carrying six Rides, three Shows and twenty Concessions. Will book legitimate Concessions of all kind. Will sell exclusive on the following: Bingo, Mitt Camp, Custard, Cook House, Snow, Popcorn, Candy Apples, Diggers, Six Cat, Swinger, Shows—Book all kind except Girl Show. Want A-1 Wheel Foreman, also Second Man for same. Swing Foreman and Man to handle two Kiddie Rides. Second Man on Herschell-Spillman Merry-Go-Round. Following get in touch at once: George Prather, Leroy Brown, J. G. Kirby, Mr. Tanner, Van Lawler, A. J. Shorty, Harold Whitmarsh, Miller, John C. Rice, Kenneth Dantzier, Ray Johnson, Earl Miller. I have plenty of parking space here at winter quarters, 7 miles out of Toccoa, Ga., near Camp Toccoa, but we have no phone.

Address all mail to Aversville, Ga. Wires: Toccoa, Ga.

CONKLIN SHOWS

"The World's Finest"

WILL SELL EXCLUSIVE NOVELTY, SCALES AND GUESS YOUR AGE CONCESSIONS AT EASTERN CANADA'S BEST FAIRS. CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS.

Belleville, Ontario, Aug. 13th-16th	Renfrew, Sept. 10th-15th
Three Rivers, Que., Aug. 17th-24th	Lindsay, Sept. 17th-22nd
Sherbrooke, Que., Aug. 25th-31st	Leamington, Sept. 24th-29th
Quebec City, Sept. 1st-9th	

GREAT WESTERN FAIR, LONDON, Sept. 10th to 15th

Address Frank R. Conklin, P. O. Box 31, Brantford, Can.

AMERICAN BEAUTY SHOWS

NOW BOOKING FOR 1951

OPENING DATE, APRIL 14. DE SOTO, MO.

Want Concessions: Short Range, Custard, Scales, Cork Gallery, Watch-La, Hoop-La, Snow Cones, Slum Blower, Candy Floss, Candy Apples.

Shows: Funhouse, Mechanical Show, 5-In-1, Illusion Ride Help: Tilt and Spitfire Foreman, second man on all Rides.

Have good "still" Route and following Fairs: Kahoka, Mo.; Oskaloosa, Ia.; Bloomfield, Ia.; Eldon, Ia.; Webster City, Ia.; Audubon, Ia.; Russellville, Ark.; with 2 more pending. Have for Sale: 16 Car Allan Herschell Kiddie Ride, new top and sidewall, fair condition, \$550.00. Can be seen at Uniontown, Mo. Call Old Appleton 2110 or see H. W. Bartholmen. No set joints or P. C. Will book Little Train.

AMERICAN BEAUTY SHOWS, BOX 29, PERRYVILLE, MO.

STOCK TICKETS	Wealth is not his that has it, but his that enjoys it. — Benjamin Franklin.	SPECIAL PRINTED
One Roll \$ 1.50	Manufacturers of	Cash With Order Prices:
Five Rolls 4.00	TICKETS	2,000 \$ 6.90
Ten Rolls 6.00	of every description	4,000 7.80
Fifty Rolls 20.00	THE TOLEDO TICKET COMPANY	6,000 8.70
100 Rolls 38.00	114-16 Erie St.	8,000 9.60
ROLLS 2,000 EACH	Toledo (Ticket City) 2, Ohio	10,000 10.50
Double Coupons		20,000 15.50
Double Prices		50,000 20.50
No C. O. D. Orders		100,000 33.00
Size: Single Tkt., 1x2		500,000 133.00
		1,000,000 258.00

Double Coupons, Double Price

LOW PRICES—While Stocks Last!

In spite of rising markets, we will not raise prices while our stocks on hand lasts!!

Popular Styled LIGHTERS



Best Quality
**CAMERA
STYLE
LIGHTER**
With
Compass

Camera style
with compass
on front. Trip-
od and release
can be removed
for use as a
pocket lighter.
Each in box.

No. BB83J822
Dozen
\$12.00

PISTOL LIGHTERS

Small size. Imitation mother-of-pearl
insert on handle. Highly polished
chrome. 2x1 1/4 inches, including base.
Each in box.

No. BB83J861
Dozen
\$5.00

Small size. Highly polished chrome
plated with black trim on handle.
2 1/4 x 2 1/4 inches overall. Individually
boxed.

No. BB83J832
Dozen
\$6.75

Large size. Highly polished, chrome
plated with black trim on handle.
3 1/4 x 2 1/4 inches overall. Individually
boxed.

No. BB83J852
Dozen
\$9.00

PEARL HANDLE PISTOL LIGHTER

Highly polished chrome plate with
mother-of-pearl handle. 2x2 1/4
inches overall. Individually boxed.

No. BB83J851
Dozen
\$12.00

17 Jewel Waterproof Wrist Watch

INCABLOC MOVEMENT
Radium Dial
Sweep Second Hand

Chrome plate case with
stainless steel back. Chrome
finish expansion band.
Each in gift box.

No. BB5W161
EACH ONLY
\$13.50



SPECIAL BUY!!

Imported Expansion Bracelet

For men's watches. Heavy duty flexible
bracelet in chrome finish.

No. BB27W105
DOZEN **\$4.00**



HAMMOND ELECTRIC ALARM CLOCK

FANTASY ALARM. Moulded plastic marbled
ivory color case with 3 1/2" ivory color dial. Gift
finish metal bezel. Slow speed, synchronous move-
ment, with alarm. Size: 4 1/2 x 4 1/4 x 1 3/4 inches.

RETAIL \$5.50 PLUS TAX
NO. BB62W742
EACH **\$3.23**

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET
CHICAGO 6, ILLINOIS

ELGIN • BULOVA • BENRUS

Watches for Big Profits

Brand new 1951 model
cases for gents and
ladies. Rebuilt move-
ments, guaranteed
like new.

15-Jewel \$12.45
17-Jewel \$14.45
21-Jewel \$18.95
● Gold Plated Stretch Band, 95¢ add.
● R. G. P. Combination Band, \$1.50 add.
● Leatherette Gift Box, 65¢ add.

7-Jewel \$9.95
25¢ Cash or stamps
brings you
our 72-page
new 1951
wholesale
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credited to your first
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Copies of \$75
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ast. colored
radium dials,
genuine leath-
er strap. White
cases. In-
dividual
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Lots of 4
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Rose colored
case. Lots of 4,
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Copies of ex-
pensive \$200 &
\$300 watches.
Rebuilt move-
ments guaran-
teed like new.
7 Jewel—
\$9.95
17-Jewel, \$12.95

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PLAIN DIALS

MIDWEST WATCH CO. 5 S. WABASH AVE.
CHICAGO 3, ILL.

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IS NOW AVAILABLE
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Our general catalog illustrates
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Electrical Appliances, Glassware, Aluminu-
mware, Clocks, Lamps, Toys, Dolls and hun-
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MINNEAPOLIS 1, MINN.

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A Market Place for Buyers and Sellers

RATE: 12¢ A WORD—MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

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FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS MA-
terial for any act; 1951 catalog free.
Kleinman, 11202 Oxnard St., North Holly-
wood, Calif. mh10

ARRANGING FOR BAND, ORCHESTRA-
Piano Vocals; manuscripts corrected and
prepared for publication; school songs; send
manuscript for estimate; prompt service.
Val's Arranging Studio, P. O. Box 2169,
Daytona Beach, Fla. fe3

COMICS—TOPICAL DRAFT ROUTINE, \$2;
Hecklers, \$1; dime books sample and list
Schulder, 1613 E. 29 St., Brooklyn 29, N. Y.

"EMCEE" MAGAZINE—CONTAINING
Band Novelties, Parodies, Monologues, Com-
edies, Jokes; subscription, \$2; add \$1 for
four gag-packed back issues. Emcee-B, P. O.
Box 983, Chicago 90.

PARODIES, GAGS, SPECIAL SONGS, SPE-
cial Material, Guitar Solos, Piano Arrange-
ments, Orchestration, etc.; list free.
Butler Publications, 600 Beaman St., Clinton,
N. C. ap21

SENSATIONAL, TIMELY PATTERN! OVER
100 "Circles, Reminders and Replies," \$1.
Edmund Bodians, Metro, Box 5556, Los
Angeles 55, Calif. fe3

AGENTS & DISTRIBUTORS

ABCO BARGAINS—NEW MATCHLESS
beautif. Kodachrome; five dollars for
three dozen; cash advance. Box 46, Man-
boro, Md. fe3

ADULT COMIC CARDS—LARGE ASST. \$1;
confidential; no samples. Jerry
Tupier, 5854 Hollywood Blvd., Hollywood,
Calif.

ADVERTISING BARGAINS—ADVERTISE
in 100 newspapers for total cost of \$8;
many other bargains; nation-wide coverage;
send for free booklet. Tri-State Service,
1420-E Investment Bldg., Pittsburgh 22, Pa. fe10

AGENTS AND DISTRIBUTORS—RED HOT!
Laugh Provoking! Everyone buys! Sell to
clubs, bars, night clubs, premium
dealers, etc. The "Fountain of Youth"
animated action lamp. Send \$5 for express
prepaid sample. A real money maker!
Econolite Corporation, 3517 W. Washington
Bldg., Los Angeles 18, California. fe17

AGENTS, DEALERS—ART STEREO SLIDES
and Viewer at prices where we all can
make money; also other Art Products. Send
\$2 for price list and sample. Harwood, Box
116, Dabel, Dayton, O. fe24

AMAZING NEW TALKING VALENTINE
Card; Terrific, mystifying! Says "Hello,
Sweetheart" in loud, clear voice; 1/2 second
demonstration sells like wildfire. "Happy
Birthday" and "Get Well Quick" also avail-
able. Sample, 25¢; dozen, \$1.20; gross, \$12.
Allied Sales, 311 N. Desplaines, Chicago, 6. fe3

AMAZING NEW NOVELTY—TALKING
Valentine Cards that actually say "Hello
Sweetheart" in clear voice; hot seller; sam-
ple, 25¢; doz., \$1.20; gross, \$12. Hansen
Sales, 2851 Madison, Chicago 12.

ART STUDIES—FOR ARTISTS, PHOTOG-
raphers; beautiful and alluring models;
12 glossy 4x5 photos to set; sample set, \$1;
12 sets (all different), \$7.20; free gift and
novelty list. Hansen Sales, 2851 Madison,
Chicago 12.

ASSORTED "HECKLERS" EVERYDAY
Comic Cartoon Greeting Cards; fast time
retailers; dealer price 60 cents dozen of
one kind with envelopes; usable samples 14
subjects, \$1 postpaid. Treffele La Senay
Studios 355 Santa Clara Ave., Oakland,
Calif. fe10

BARGAINS!—SAVE UP TO 50% HOSEBURY,
Lingerie, Toys, School Supplies, Blades,
Novelties, Card Games, Dry Goods, Cos-
metics, Stationery, Jewelry, Notions, Per-
fume, Soaps, etc.; send 10¢ for illustrated
1,000 Bargain Catalog; valuable Surprise Gift
Form with first order. Reliable Jobbers,
311-H North DesPlaines, Chicago 6.

BUY NYLONS DIRECT FROM MILL—
Right for Jobbers; prices. Joy Hose-
line, Deslauriers 8, N. Y. mh10

BUY THOUSANDS OF NATIONALLY AD-
vertised direct from manufac-
turers and distributors; write for "Buy
Direct and Save" Service Publishing, 1420-F
Investment Bldg., Pittsburgh 22, Pa. fe24

COMPLETE LINE OF PLASTICS—SCAL-
loped Table Cloths and Scarfs to match.
Aprons, Drapes, Curtains, Quilted Spreads
and other novelties; lowest prices; free lit-
erature. Samuel Rosenzweig Access. Co.,
8 Herzl St., Brooklyn 12, N. Y.

DOLLARS DAILY! DISTRIBUTING CON-
fidential cards; no talking; no selling;
start at once. Write: Hollywood Service,
P. O. Box 12153, Los Angeles 28.

DO YOU NEED MONEY? \$40 IS YOURS
for selling only 50 boxes of our 200
Greeting Card line; and this can be done
in a single day; free samples; other leading
boxes on approval; many surprise items;
experience unnecessary; free samples. Pa-
sonalized Stationery, Napkins; write today;
it costs nothing to try. Cheerful Card Co.,
76 White Plains, N. Y. fe24

EXTRA CASH—EASY! SELL FRIENDS
newest design 21 for \$1; Dark Card.
Novelty All-Occasion Greeting Card assort-
ments, gift wraps, animated books. Profit to
50¢ per \$1 box; special offers; bonus;
prompt service; experience unnecessary.
Write today for free samples; name im-
printed Scented Stationery, Napkins, Book
Matches, feature assortments on approval,
free catalogues. Elvira Greeting
Card Co., 2220 Elmira, N. Y.

FAST SELLING TIMELY PATRIOTIC ITEM
for homes, factories, restaurants, tap-
rooms, beauty parlors; send quarter, coin
or stamps, refundable deposit. Barr's
Service, Box 133-A, Shamokin, Pa.

FREE FOLIO—700 MONEY MAKING
Deals; Plans, Formulas, Supply Sources;
Unusual Items. Kolamite-A, Box 572, Day-
ton, O. fe3

FREE SAMPLES—BIG PROFITS SHOWING
house numbers, pictures, plastic novelties,
ashtrays, keyholders, religious and nursery
objects, etc. Madison Plastics, 303 Fourth
Ave., New York 10, N. Y. np

GAG SENSATION—SMILE AND SELL "EM!
25¢ brings sample postpaid. F. Krebs,
Box 147, Port Washington, O.

GIRL PHOTOS, MODELS, SHOW GIRLS—
The most beautiful spectacular collection;
300 miniature glossy photographs, on 3x5
prints, all different, \$1 postpaid, with
wholesale price. Cosmo Service, 370 Beach
St., West Haven 16, Conn., Dept. (BB10).
fe3

GIRL PICTURES—BEAUTIFUL POSES; 25
assorted, \$1. Fred G. Hin, 1314 Douglas
St., Dept. N.M., Omaha, Neb. fe10

HULA HULA, SHADOW DANCER—THE
famous popular fast selling novelty for
men; retails 5¢ to 10¢ each; sample order,
50¢ for \$1 postpaid. Cosmo Service, 370
Beach St., West Haven 16, Conn., Dept.
(BSD4). fe10

ILLUSTRATED COMIC CARTOON AND
Joke Booklets, Illustrated Comic Post-
cards, Party Paper, Fun Novelties for men;
big assortment, \$1 postpaid, with wholesale
price. Cosmo Service, 370 Beach St., West
Haven 16, Conn. Dept. BB-CB-9. fe24

LADIES, LOOK! NYLONS AT WHOLESALE.
Ladies' full fashioned, all shades and
size; first quality; sample, 3 pair, \$3.25;
dozen, \$12; first grade sample, \$3 pairs;
dozen, \$8.50; 2d grade sample, 3 pair,
\$2; dozen, \$7. A. Barth, Route 1, Spokane
16, Wash. fe10

LADIES' FULL FASHIONED NYLONS—
Converters #1 grade, \$6.50 per dozen;
#2's, \$3.50; #3's, \$1.50 per dozen; #1's and
#2's, 5¢ each; #3's, 2¢ each; 2 pairs to the
box; #3's banded 12 pair to the box; sam-
ple of 3 pair #1's, 3 pair #2's and 12 pair
#3's for \$4 postpaid; satisfaction guaran-
teed. United Sales Co., 118 Main St.,
Chattanooga, Tenn.

LET "PORT OF OPPORTUNITIES" SHOW
you the most profitable things to sell!
Hundred new products monthly. Publishers
Gardenville 12, N. Y. fe10

MAKE \$200 FIRST WEEK WITH OUR NEON
Ad Clock or return it for a full refund
exclusive territory to good men; no experi-
ence needed. Electric Ad Clock Co., 22-
North Jefferson St., Chicago 6. mh31

MEXICAN CLAY NOVELTIES—TURTLES,
Armadillos, Alligators, assorted, \$7 gross;
Black Spiders (Tarantulas), wiggly, \$8 gross,
\$1.75 doz.; Walking Cane, 36", \$12 doz.;
Mexican leather hand-made small Curio
Horse, Saddles, \$36 gross, \$4 doz. General
Mercantile Co., Laredo, Tex.

MEXICAN DESERT RESURRECTION
Plants, special for making money, \$20
thousand; \$2.50 hundred; ten samples, 60¢.
General Mercantile Co., Laredo, Tex.

MEXICAN JUMPING BEANS, THE LAST
curio for making money, \$10 thousand;
\$2 hundred; 50 samples, \$1 postpaid.
General Mercantile Co., Laredo, Tex.

MISS LOLA—THE BUBBLE DANCER;
shocking novelty; 50¢ wholesale, prices
included. Tupier Bros., 216 W. Jackson,
Chicago. fe10

NEW "SPONGE" WALL CLEANER—
Erases dirt like magic; wallpaper, painted
walls, ceilings; save redecorating; lightning
seller; samples sent on trial. Kristee 123,
Akron, O.

NOTHING LIKE IT! TREMENDOUS PROF-
it; fast selling gift item just in time for
Valentine's Day; sells all year round; ex-
quisite perfume packed in talking gift box
that actually says "Hello Sweetheart"; it's
amazing! Rush \$1 for postpaid sample;
dozen, \$4.80, plus postage. Lanette Products,
2937 Summerdale, Chicago. fe3

OUR AGENTS MAKE BIG MONEY SELL-
ing all-occasion Greeting Cards; terrific
box of 21 only \$1; over 75 other boxes;
profits to 100% plus bonus; free samples;
sent on approval. Regal Greetings, Hazel
Park 35, Mich.

RFD SALESMEN—MAKE EASY EARNINGS
with America's leading, fastest selling
poultry magazine; maximum commission
plus bonus; unlimited opportunities. Poultry
Tribune, Box 100, Mount Morris, Ill. mh31

RED HOT MONEY MAKER—SELLS FOR
\$1; 1000 cost you \$6; \$994 profit; sample,
instructions, \$1. Worldwide Sales, Everts,
Ky.

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new and novel; varied line that sells on
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LARGE DISCOUNTS In Case Lots of 40 Doz. Large Walking Bear w/fish \$7.20 Large Walking Circus Elephant \$7.20 Mechanical Hopping Squirrel \$7.20 Large Walking Chimpanzee \$7.20 Stop & Walk Bear \$7.20 Hula Hula Dancer \$5.50 Fur Jumping Rabbit \$5.50 Fur Jumping Dog \$5.50 Small Walking Bear \$5.50 Walking Wire Dog \$5.50 25% deposit with order, balance of order sent C.O.D. Rated accounts sent open. WHOLESALE OUTLET CO. 545 Fifth Ave., New York 17, N. Y.

NEW CUTE DOG Walks—Shakes Bone—Good Action. We are first to have this number. DOZEN, \$8.00; SAMPLE, \$1.00 CASE LOTS OF 40 DOZEN, \$7.20 DOZ. No. 3097

Table with 3 columns: NO, ITEM, DOZEN. Lists various items like walking bear, baby tortoise, cowboy on horse, auto, mouse, dancing couple, wading duck, pecking bird, begging dog, rollover cat, harlem sport, stop & walk bear, small bear, circus elephant, jumping fur dog, sharpshooter, santa on sled, singing bird, angora rabbit, camel w/ rider, cute dog w/ bone, small walking bear, walking elephant.

MECHANICAL TOYS (Occupied Japan) LARGE CLEVER WALKING BEAR \$7.20 Doz. All Numbers in Stock for Imme-diate Shipping. First Come—First Served. 25% Deposit, Bal. C. O. D. WISCONSIN DELUXE CO. 1902 No Third St. Milwaukee 12, Wis. Phone: Locust 25431

FREE! FREE! WHOLESALE CATALOG MONEY-MAKING OPPORTUNITY! Agents - Distributors - Salesmen! Deal direct with nationally known whole-sale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today! Novelties • Jewelry • Carnival M'dse • Leather Goods • Toys • Premiums GEM SALES 533 Woodward Detroit 26, Mich.

THE NU-LOOK All Plastic Bingo Blower Suspicion Proof—Durable (Patent Pending) Cards—Markers—Flash—Boards Agents Wanted. V. E. SUPPLY CO. 282 W. Market St. Akron 3, Ohio. Po 1217—HE 1521

VALENTINES! PRICE LIST READY WRITE FOR COPY CELEBRATION GOODS N4079—Balloon Asst. Cr. \$2.35 N5101—Adult Paper Hats. Cr. 4.80 N6308—Min. Met. Hats. Cr. 4.80 N102—6 1/2 In. Paper Horn. Cr. 5.50 N7201—3 In. Tin Horn. Cr. 8.50 N9005—Serpentine Confetti, Ass'd colors, 50 rolls in box (800' streamers.) Box 2.75 N9000—Bulk Confetti, 50 Lb. Bag 6.25 N9004—Pkg'd Confetti, 100 Pkgs. for 2.75 Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA SOMETHING NEW! 1. Unpainted Home "Television Bar." 2. Travelette Electric Bingo Blower. Priced so you can buy today! LIPKA MFG. CO. 617 East 11th St. New York 17, N. Y. Spring 7-2327

FAN BLADES MAKES FRIENDS

... opens the door to more sales, repeat business and larger profits for you. No other razor blade offers as much for the money!



DOUBLE OR SINGLE EDGE

Write for details and sample order.

FAN BLADE CO. 32 Green St., Newark 2, N. J.

FIREWORKS

Right now is the time to line up for some big, fast profits.

DEALERS-SALESMEN WAGON-JOBBERS

Deal direct with manufacturer. Write today for catalog of hundreds and hundreds of items and details of best deal ever. We will drop ship for you.

ACME FIREWORKS COMPANY Dept. 4 River Grove, Ill.

Advertisement for jewelry including cuff bracelets, sport pendants, and holy year crosses. Price: \$675 doz.

Advertisement for 'YOU CAN'T LOSE!' featuring a dollar for two dandy sample ties.

Advertisement for 'Send \$1 today to TIMELY PRODUCTS' from Kansas City, Mo.

Advertisement for 'Profit Making SPECIAL SENSATIONALLY PRICED' featuring an electric shaver.

Advertisement for 'A TERRIFIC TRICK' featuring 'MYSTIC PILLS'.

MISCELLANEOUS

'BELLY TANKS'—\$9.95; STEEL, SIX OR ten foot size, for picture, Buck's Auto Parts, 1625 W. 17th, Merced, Calif. fe17
DOLLAR GIFT FOR WIFE, DAUGHTER or Sweetheart; send 50¢ coin or stamps. Behm, 3635A Roosevelt, Chicago 24. fe17
ELECTRIC PENCIL—WRITES, ENGRAVES all metals; 110 volts; \$2.95; battery model, \$1. Reb Industries, 265-JJ, Elmhurst, Ill. fe17
GENUINE DIAMOND-LIKE ZIRCONS—Wear them for good luck, good looks, good style; brilliant, perfect half carat, sample \$1; or one carat, \$3. Field Bros. Importers, 39-R South State, Chicago 3, Illinois. fe3
MALLS—16 LB. WOOD, LAMINATED Hardwood, solid Hickory Handle, \$1.85 ea.; L. H. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10
MEXICAN JUMPING BEANS—A WONDER of nature; 50¢ for package of 25 beans; \$1 for hundred; 55¢ per thousand; postage paid; send cash or m. o. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10
ONE-WAY GLASS—THE AMAZING PHANTOM Transparent Mirror; 3x4 size only 97¢. Magglass Co., 7154-C Linsdale, Detroit 4.
PAINT—50¢ GALL. IN 5 GAL CANS. MFG. by M. J. Merkins Co., Inc. Color: Black or Earth Brown; mixes with mineral spirits, gasoline or water. (L. O. B.) Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10
RAZOR BLADES—1¢ EACH IN LOTS OF 100; postage paid; made of highest quality steel; double edge; every blade guaranteed. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10
SIDEWALL—WATERPROOF AND MILDEW proofed complete with grommets and rope; Green or Khaki, approximately 8 oz. 6x100" \$62.74; 7x100" \$72.50; 8x100" \$82.25; 9x100" \$92; 10x100" \$101.75; made in any length at above rate, per running foot; 25% deposit; satisfaction guaranteed. Canvas Products, 417 W. Jefferson, Detroit 26, Mich. Phone: CADillac 5691. fe17
SILVER PLATING LIQUID—SILVER plates copper, brass, bronze, silverware, etc.; simply apply genuine silver; bottle \$1 postpaid. Reb Industries, 265-JJ, Elmhurst, Ill.
SPARK PLUGS—29¢ EA. POSTAGE PAID in lots of 5 more; Champion, A.C. Auto Lite; guaranteed 10,000 miles; rebuilt; state year and model of car. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10
YOUR NAME IN BIG BLACK HEADLINES on a standard newspaper page; make us your own headline; three different; \$1; two lines, 18 letters per line; headline blanks, \$20 per thousand; postpaid P. O. Box 1351 Dept. 14, Hartford, Conn. fe10

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDION ALPHABET—NEW SYSTEM to overcome basses' trouble by temporarily coloring some accordion buttons, compiled by the former N. Y. City public school piano teacher, Frank Pinto, 752a Madison St., Brooklyn, N. Y. Short course of correspondence mail lessons given.
FOR SALE—WURLITZER AND ARTIZAN Band Organ Paris; bellows, pipes, chests; all as is; very cheap; Frank Organ Ser., 4948 Waveland Ave., Chicago 41, Ill.
HAMMOND ORGANISTS AND SKATING Rinks. Attention, I have for sale Hammond Consoles CV No. 14,000, BV No. 22,282, M No. 1211; excellent condition. Also 6 F-40 speakers for rinks; will buy anything you want to sell. Ken Thompson, 28 Enclewood, Waterbury 4, Conn. 4-4873.
VIRRA-HARP—DEAGAN, 30 TONES; Perfect condition; \$100. Box 612, Billboard, 1564 Broadway, N.Y.C.

PARTNERS WANTED

PERMANENT PARTNER WANTED WITH rigging; male, draft exempt; female; reliable and sober. Box A109, Billboard, 6000 Sunset, Hollywood 28, Calif.

PERSONALS

AT YOUR SERVICE—PERSONAL SHOPper! On the road, or desk in rehearsal? We'll shop for you. Modest fee. Simon Posna Co., 41 Union Square, NYC. Algonquin 5-6070. fe24
BUFFALO ADDRESS FOR YOUR BUSINESS and personal mail; also secretarial and phone service, \$5 month up. House of Vaude, 499 Fargo Ave., Buffalo 13, New York. fe3
FREE—A NEW TESTAMENT FOR YOU; write, Showmen's Testament Fellowship, P. O. Box 1, Pontiac, Mich. fe3
FREE—HANDY LITTLE POCKET SIZE ALBUM with introductory offer; 50 superb, delight stamp size photos, reproduced from your favorite snapshot (returned), only \$1.25; personalized stationery, greeting cards, announcements, etc. R. Heavener, 110 Walnut, Colmar, Pa.
HAVE A CHICAGO MAIL ADDRESS—Business or personal; information free. Schultz House, 3116 N. Seminary, Chicago. fe24

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts, Photo Novelties; DP Cameras bought, sold. Miller Supplies 1535 Franklin, St. Louis 6, Mo. mh24
DIME PHOTO OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. fe24
DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, frames, Backgrounds, Comic Foregrounds; Cameras for indoor and outdoor; Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. fe24
DIRECT POSITIVE OPERATORS—WE have the new Eastman Direct Positive paper, chemicals, backgrounds, comic foregrounds, folders, glass and metal frames; write for new catalog. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. fe3
FOR SALE—DOUBLE PHOTO BOOTH, 14 and 2 1/4, reasonable. Write William Bland, 31 Overbrook Rd., Rochester 18, N. Y.
THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. fe24
YOUR FILMS CAREFULLY DEVELOPED and photos enlarged to 3 1/4x4 1/4; faster, finer quality service; only \$1.25 for 36 exposures; 85¢ for 24; for eight; send films or write today for free mailers. Post Photo Services, 475 Fifth Ave., New York 17, N. Y.
35MM. DeVRY STREET SNAPPING CAMERA; excellent condition, \$150. H. Helman, 708 Oakton St., Evanston, Ill.

PRINTING

ALWAYS LOWEST PRICES! QUALITY 3-color 14x22 and 17x26 non-bending Window Cards for sale; write for prices, samples; specify same as write Tribune Press, Earl Park, Ind. mh3
ATTRACTIVE PRINTING AT REASONABLE prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$6. Apartment 305, 513 Firty-Third Ave., Hyattsville, Md. fe3
ATTRACTIVE 175 8 1/4x11 LETTERHEADS and 6 1/2 Envelopes, five lines copy, \$2 postpaid; samples. Atlantic Printing, Box 224, Clifton, N. J.

ATTRACTIVE 100 8 1/4x11 LETTERHEADS and 6 1/2 Envelopes, Hammermill bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. fe10
LOW-COST FOLDERS—3x5, \$3.10; WRITE free samples, prices, other sizes. Penn Photomounts, 335 Woodland, Glenolden, Pa. fe24
RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid, Stamp Pads, 50¢; 1000 Business Cards, \$2.75. Smallwood Printery, 2715 Vine, Cincinnati, O. fe10
WINDOW CARDS, PROGRAMS, HERALDS: Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. fe24
\$1 POSTPAID—50 8 1/4x11 HAMMERMILL Letterheads with 50 6 1/2 Envelopes. Benneville Printing Service, Box 1931, Pittsburgh 30, Pa.
14X22 WINDOW CARDS, THE BELL PRESS, Winton, Pa. fe24
100 8 1/4x11 HAMMERMILL LETTERHEADS, \$1; 6 1/2 Bond Envelopes, same; samples, prices included. "Gem-Lite" Press, 12591 Charest, Detroit B12 Mich. fe10

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DP, Lincoln, Chicago.
MAK' MONEY WITH FAMOUS, EASY selling Boston Shirts; spare time, full time sideline; fabric; outfit free. Bostonian 89 Bickford Dept B-77, Boston 30, Mass. mh31
SALESMAN—VENDING MACHINES, FRANCHISE, or intangible experience; travel and car necessary; man accustomed earning \$15,000-\$20,000 yearly commissions. Write fully Box 419, care Billboard, 188 W. Randolph, Chicago 1, C. fe10

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St. Chicago, CA 6-2544. fe10

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

AERIALISTS—MALE AND FEMALE: LONG season; established high act; state all. photo Xcellos, 102 Gold, New Britain, Conn. fe10
AGENT TO RUN BALL GAME AND FISH pond; booked entire season on show; James Barber, 21802 Hesperian Blvd., Hayward, Calif.
BOOKER—OLD REDPATH-HORNER CHAUTAUQUA organization offers profitable permanent interesting field work with leaders of civic groups in smaller cities; advance \$100-\$150 weekly; with semi-monthly bonuses; need car. Write Director, 3419 Broadway, Kansas City, Mo. fe3
GIRL WANTED TO JOIN ACROBATIC ACT. will teach; not over 5.4 ft., 120 lbs.; send photo E. Snyder, LaTocha Trailer Villa, Fruitville Rd., Sarasota, Fla. fe3
GIRL FOR ACROBATIC ACT, WILL TEACH; also Specialty Dancer; send photo and measurements. Chester Daney, Box 971, Butler, Pa.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

ROLLER RINK OR THEATER MANAGER at liberty; first time in years; best of references; married, sober, go anywhere; can post bond; can start at once; have Fraxer car, Tommy Tompkins, Box 266, Lorain, O.
TENOR SAX AND CLARINET—OTHER doubles; experienced, reliable, draft exempt; union, Dixieland, travel or location. Musician, 2332 Riley, Memphis, Tenn.
TENOR SAX—READ, FAKE, MODERN; harmony or lead; desire location near by territory; also consider music as side line. Bob Coate, 105 S. 21st St., Richmond, Ind.
TROMBONIST, ALSO ARRANGE—AVAILABLE immediately; read, fake; sober, reliable; 5 years semi-name experience; 4-F; commercial band preferred. Write or call Joe Bramblet, 902 Broadway, Hannibal, Mo. Phone #7.
TRUMPET OR BASS MAN; SOME VOCALS, back ground with name; read or fake, also arrange; at present with name, available two weeks; write or wire. Billboard, Box #C-302, Cincinnati, O.

MISCELLANEOUS

MECHANIC—20 YEARS' EXPERIENCE ALL types of coin operated equipment; can also make your Aircons as dependable as any other photograph on the market; would like work as service and repair in Chicago. Box #C-287, c/o Billboard, Cincinnati, O. fe3
WELL-KNOWN ORIENTAL DANCER, ALSO international singer at liberty; club work, banquets, etc. Fay Altork, LU 8-5144. fe3

MUSICIANS

A-1 RINK ORGANIST—THOROLY experienced; dependable, full co-operation with operator and pro; prefer Eastern location. Box C-303, Billboard, Cincinnati, O.
ARRANGER FOR COMMERCIAL BANDS wants new contacts. Box #C-298, c/o Billboard, Cincinnati, O.
AVAILABLE IMMEDIATELY—TENOR Clarinet, Alto; hotel, commercial band, no jazz; wire or call WA 1181, Eddie Kish, 116 E. 17th, Indianapolis, Ind.
AVAILABLE—VIOLINIST WITH SYMPHONY, dance, radio, television experience; double on trombone; draft exempt, union. Musician, 713 W. 14th, Austin, Tex. Phone 25532.
BASS-PLAYER—DEPENDABLE, ALL-round experience; double violin; available January 30. R. Borbee, c/o K. C. Keathley (phone: 259-J-5), New Boston, Tex.
ORGANIST-PIANIST—EXPERIENCED radio, dance bands, shows; young, very commercial style; arrange. Organist, 312 1/2 Pine St., West Palm Beach, Fla.
PIANO PLAYER—GOOD RHYTHM, VOCAL for small combo; club work; Hammond, trailer sleeper; state all. Red Lee, Box 1305, Havre, Mont.
PIANO MAN, WIFE PLAYS ALTO SAX and clarinet; work on same band or same town; allow for two weeks' notice; read, play shows, good wardrobe. Box #C-299, c/o Billboard, Cincinnati, O.
PIANO AND SOLOVOX—ATTRACTIVE brunette; classical and popular music; no vocals; reasonable salary. Box C-304, care Billboard, Cincinnati, O.
PIANO MAN—WELL EXPERIENCED IN territory bands and combos; read, dependable, draft exempt; join immediately. Tex Catron, Woonsocket, S. D.
STRING BASS—READ, FAKE, CUT SHOWS, union; steady work; available Feb. 6. Norman Miller, 2501 N. Spaulding Ave., Chicago 47, Ill.

SIDE SHOW BANNERS, 8x10 FEET, \$34.75; artistic, painted on good cloth; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. fe24

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3 mh10
SECOND EDITION—TATTOOING THE World Over; just off the press; \$2; write for prices in quantities; new tattoo supplies; list free. Mill Zels, 728 Lesley, Rockford, Ill. sp21

WANTED TO BUY

CANDY, SANDWICH OR GUM MACHINES manufactured by Stoner; Model N Dugreier Gum Machines and Columbus Vendor 1 Nut Machines; state price and condition. P. O. Box 264, Columbus, O. fe24
MERRY-GO-ROUND, GALLOPING HORSES, Chairplane, Kiddie Car Ride, Miniature Train, 16 inch gauge, workable condition; cheap. Write, Chas. Jackson, 302 N. Jefferson, Ottumwa, Ia.
PERMANENT ROLLER RINK IN GOOD location, showing a profitable income; would consider a good lease on building suitable for skating or the purchase of same. Write: G. R. Guyton, Box 250, Green River, Wyo.
RICKSHAW WANTED—SEND DETAILS, photograph, price; also interested float or anything Oriental for advertising. Japanese Gardens, Box 1249, Clearwater, Fla.
SIDEWALL, GOOD CONDITION, NINE BY 125 130 feet, Campbell, Longview Amusement Park, Longview, Tex.
UNICYCLES, 20"x24"; ALSO JUGGLING Clubs, 12 oz.; any other Juggling Material. Box #C-300, c/o Billboard, Cincinnati, O.
USED PHONOGRAPH RECORDS—1930 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West 66th St., N. Y. C. fe10

MAKE MONEY with Joseph Bros. Merchandise. Elgin, Benrus, Bulova, Gruen, Waltham. 7-Jewel \$9.95. For men and women, new model watches, cases and dials. Reconditioned like new. Complete with leather straps.

25¢ will bring you our new 1951 wholesale catalog. Take credit of 25¢ on your first order, so you get this catalog FREE.

Wholesale only—\$1 additional for samples. 25% with order, balance C. O. D. 5-day money-back guarantee if not satisfied. Joseph Bros. 5 S. Wabash Ave. Dept. B-3 Chicago 3, Ill. "The Watch and Diamond House."

Shamrock Specials. Plain Shamrock Gr. \$1.00, Shamrock With Clay Pipe, Gr. 1.75, Shamrock With Clay Hat, Gr. \$1.75, Miniature Irish Flag, Gr. 1.00, Irish Style Clay Pipe, Box (3 Doz.) 2.40, Green Cellophane Carnations, Doz. 60¢; Per 100 \$4.50, Irish Paper Hat Candy Box (2"x3"), Doz. \$1.25; Gr. \$1.40, St. Patrick's Day Balloons, Gr. 4.75, St. Pat. Cake Party Hat, Gr. 4.50, Jointed Green Wiggle Snake, Doz. .85. Prices do not include shipping charges. INCLUDE EXTRA MONEY FOR POSTAGE WITH ORDER. 25% deposit required on C.O.D. orders. KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST., INDIANAPOLIS 23, IND.

AGENTS—JOBBER—WHOLESALE A Sensational New Profit-Maker for you! BE FIRST IN YOUR TERRITORY In-a-Purse Shopping Bag \$12.00 Doz. Sample \$1.25 postpaid. Full-size Shopping Bag, Fits conveniently into ladies' purse, Folds compactly into matching zippered case, Made of washable Celanese Rayon, Holds up to 100 lbs., Weighs only 3 lbs., Assorted colors. IMMEDIATE DELIVERY! 25% dep., bal. C.O.D., F.O.B. Chicago. DIVISION SALES COMPANY 3224 W. Roosevelt Rd., Chicago 24, Ill. Open Sundays. Phone: SACramento 2-0398

3 pc. boxed Pen Sets, \$3.50 doz. sets; Ball Pens, Gilt Cap, \$14.40 gr.; Cigarette Lighters, \$14.40 gr.; Chicken Lays Egg Novelty, plastic, \$14.40 gr.; Pearl Necklaces, 1 strand, \$1.50 dz.; 2 strand, \$3.00 dz.; 3 strand, \$4.25 dz.; Toy Banks, \$1.50 gr.; Coasters, 3e each; 7" Barber Combs, \$3.60 gr.; Pocket Combs, \$1.44 gr.; 2 cell Flashlights, metal, \$5.25 dz.; Plastic Hair Brushes, \$2.75 dz.; Wire Watch Bands, stainless steel, \$21.00 gr.; Windproof Cigarette Lighters, \$24.00 gr.; Atomizers, \$15.00 gr.; Shaving Brushes, regular \$1.00 retailers, \$3.00 dz.; Alarm Clocks, \$2.50 each; Razor Blades, \$2.25 per M up; Camera Shape Cigarette Lighters, \$7.50 dz.; Balloons, \$1.25 gr.; Pocket Knives, \$9.00 gr.; Zipper Wallets, \$4.00 dz.; 6000 other items, low prices, 25% deposit on all C.O.D. orders. PAUL COHEN CO., INC. 881 Broadway New York 3, N. Y.

WANT TO BUY! Large distributor of Sales boards, doing high volume business, seeks premium and novelty items for resale to Operator-Jobbers. Send literature and prices. BOX D-485 c/o THE BILLBOARD Cincinnati 22, O.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz. Each pair in beautiful cellophane envelopes. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D. GAINOR SALES CO. 414 Transportation Bldg., Detroit 26, Mich. Phone: WOODward 2-8015

JOBBER - DISTRIBUTORS
 PRICES STILL GOING UP—BE WISE
ORDER EASTER STUFFED TOYS NOW!

- #32-38" Hi-grade rayon plush begging rabbit, asstd. colors (Illustrated) \$37.50
- #50-Brand new 19" smartly dressed character bunny, with felt hat and vest. Quality plush \$21.00
- #82-12" REAL FUR White Begging Rabbit \$18.00
- #26-18" Plush begging rabbit, asstd. colors \$15.00
- #44R-Assorted 8" plush rabbits and chicks \$7.50

SEND \$17.50 AND RECEIVE 16 NUMBERS POSTPAID!
 (One dozen #44R SAMPLES of each of the other 4 numbers.)
 25% deposit required, balance C.O.D. if not noted.
 Send for FREE catalog and price list of our new Easter line and Jumbo Concession and Carnival numbers. Closeouts always on hand. Special Jobbers set-up. SALESMEN: Choice territories open.

ACE TOY MFG. CO. 122 W. 27 ST. NEW YORK 1, N. Y.

OUR CATALOG IS BRIMMING!

From cover to cover with elaborately boxed real money-making promotional items for store workers—Carnival and Fair workers—Punchboard and Mail Order House specializing in Boxed Pearls and jewelry Sets—Expansion Ident. Bracelets—Lighters—Men's and Ladies' Zircon and Cameo Rings in Gold Plate—Sterling and Gold filled.

● OUR CATALOG IS MAILED TO DEALERS ONLY
 ● STATE YOUR BUSINESS AND YOUR PERMANENT ADDRESS

McBRIDE JEWELRY CO. 19TH FLOOR 303 FIFTH AVENUE NEW YORK CITY

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Massocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP. 1111 South 12th St. Louis 4, Mo.

REINFORCED FOLDING CHAIRS
 Immediate Delivery

New, durable, roomy and reasonably priced. Made of tough, mixed Northern Hardwood

WRITE FOR LOWEST PRICES

MORRIS MANDELL, INC. 26 East 13th St. (Dept. B) New York 3, N. Y. Phone: ALgonquin 5-5912

All Extra Heavy Mountings

18 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold.

#B2200—1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal. Per Doz. \$18.75

#B2256—Genuine 1/30 14K R.G.P. 2 White Stones. Per Doz. \$6.00

NEW CATALOG Listing Complete Line. Sample Assortment—\$7.50, \$15.00, \$25.00, \$1 Per Doz. Deposit on all C.O.D. Orders.

DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa

FANETTE THE POCKET PEEP SHOW

She bumps, wiggles, nods her head. Just turn the crank and this little Blue-eyed Blonde comes to life. Made of soft flesh-like plastic in clear plastic "fish-bowl" box. Looks equally lifelike from front or back.

\$4.50 Doz. \$54.00 GROSS. Sensational Seller at \$1.00. 50% with ord.—Bal. C.O.D. Prepaid if check accompanies ord. Sample \$1

THE STANDWELL COMPANY 2709 So. Hill St., Los Angeles 7, Calif.

Close Out on Lighters

Pistol Lighter \$7.00 Doz.
 Globe Lighter 7.00 Doz.
 Radio Lighter 8.00 Doz.

Mechanical Toys

Walking Bear 4.20 Doz.
 Hopping Rabbit, Fur 6.20 Doz.
 Hopping Rabbit, Metal 4.90 Doz.
 Begging Squirrel, Plush 7.20 Doz.
 Fur Tail 7.20 Doz.
 Hopping Dog, Fur 6.50 Doz.

Send for new catalogue, 10c. \$1.00 for sample above merchandise.

TWIN STATES NOVELTY CO. 1033-35 Mission St. San Francisco 3, Calif.

MILITARY MERCHANDISE Priced Right!

OFFICIAL INSIGNIA (silver, acid test)
 STERLING RINGS (with divisionals, etc.)
 FRAT PINS (boxed)
 IDENT BRACELETS (sterling, brass, nickel, silver)
 CRESTS, FLATS
 SOFT GOODS: Ties, Belts, Pillow Tops, T Shirts, etc.

NOVELTY ITEMS
 Sample line on request. 25% deposit, balance C.O.D.

ABBEY AWARD & EMBLEM CO., INC. Manufacturers & Designers 80 Nassau St. N. Y. 7, N. Y. REctor 2-3914

BALL POINT PENS \$13.25 Per Gross

WITH METAL CAPS & CLIPS CHEAPER THAN REFILLS Full Pen Visible Ink Supply

25% deposit with order, balance C.O.D.

ARTHUR LEE CO., Dept. 2-3 16 Court St., Brooklyn 2, N. Y.

Television Lamps, \$3.50 ea. In lots of 6 or more. Sample \$4.00.

For television, desk or bedroom. Cast bronze Indian has sharp features and high polish. Shade and base are of solid copper-satin finished and lacquered. Lamp stands 12" high with 6" diameter shade. 25% deposit with order, balance C.O.D., F.O.B. Cincinnati.

HOUSE OF KIRK Box 1472, Cincinnati 1, Ohio

SENSATIONAL DISAPPEARING NICKEL-TRICK

MAKE NICKELS APPEAR, DISAPPEAR or CHANGE TO DIMES!

This mystifying trick novelty is the No. 1 seller of the year. Your friends will be amazed when you show it to them. 4 piece polished brass. Individually boxed. Everyone buys.

SAMPLE \$1.00
 1 doz. \$5.00—Jobbers, Distributors, Quantity Users, write for price quotations. ORDER NOW. Prices F.O.B. Chicago. 25% 10 days to rated firms, unrated firms 25% deposit, balance C.O.D.

Nickel Specialty Co. Old Post Office, Box 1361, Chicago 90, Ill.

BUY YOUR HOSIERY Direct From Mill

All gauges—51, 54 and 66, in 15 and 30 deniers; prices \$1.50 a dozen and up; also men's and ladies' Anklets, all sizes, colors and grades. Satisfaction guaranteed or money refunded.

Tennessee Valley Mfg. Co. 2400 Dayton Blvd., Chattanooga 5, Tenn.

"The book you must own!" DRAWINGS FROM HUMAN FIGURES!

For the artistically inclined! Contains HUNDREDS of Illustrations—Notes, Charts and other Details and Painted Information on every Part of the Body. Both male and female. Paced—in Repose and in Action. Priced \$1.00 specialty at.

WAVERLY BOOKS, 89 E. 11 St., Dept. 3-16 N. Y. 2, N. Y.

Merchandise Topics

New York:

There is no doubt that a new wave of war scare buying is on. During the past few weeks, local retail sales have increased 30 per cent over last year. Via full-page ads in major New York papers, Macy's department store has appealed to the public to cease its "fear buying." . . . In the meantime, reliable estimates indicate newspaper topped all media in terms of dollars investment for advertising. Magazines held the No. 2 slot, followed by radio and television.

Charles S. Loeb expects to sell wholesalers plenty of his St. Patrick's Day clay pipes. . . . To retail for 50 cents, Harmonic Reed Corporation has introduced its Mystery Maze puzzle. The plastic tilt puzzle, with clear top and standard beebie ball, has the unusual feature of a concealed section. Though unseen by the player, the ball must pass thru this section to reach the finish. However, if a mistake is made, the ball will not go farther and must be returned to the puzzle's starting point before another try at the concealed section can be made. . . . Rigid plastic handbags are attracting attention in local stores. By Hardy Plastics, the transparent and opaque shell bags are expected to be popular during the warm weather season. Camillus Cutlery has been producing luminous knife handles for its Glo pocket knives. The manufacturer claims the knife is easy to find if it's dropped at night.

For those who suffer from strong light glare, Bachmann Bros. recommends its deep blue-lensed sun glasses for maximum protection. . . . At 19 cents, Commonwealth Plastics offers a 3X pocket magnifier that's all plastic and won't break. . . . Toby Toys has brought forth its 1951 version of the plastic parasol. Retailing for 69 cents, the parasol features metal rib construction and heavy vinylite flowered sheeting. . . . Flips by Elmira Filter Tip Corporation, are inconspicuous cigarette holders. The plastic holder-filter has a paper-filter cartridge, good for an entire pack of cigarettes. After that, the entire unit is discarded. A box of eight filters sells for 25 cents. . . . No glue is required to mount snapshots in an album when they are enclosed in Kirk Plastics' photo protector. Each picture is inserted into a sleeve of clear plastic that has a hinge of black adhesive for album mounting. A dozen protectors retail for 50 cents. . . . Silver Rod Sales is offering tax-free cigarettes to be sent to service men overseas. Altho the company is pointing its sales effort toward consumers, it does guarantee delivery of popular brand cigarettes (held in bond) at considerably reduced prices.

Geist Eyes Nation
 • Continued from page 49

change the liquids will be plugged at the park. Al Martin Agency, which supplied talent for the park last year, will do so this season.

In the face of the tightening war situation, Rockaways is not worried about patronage, materials or help. Banking heavily on the NBC tie-up, park directors feel that a new segment of prospective park-goers will be reached and that once they are lured to the spot they can be counted on to repeat. As far as materials are concerned, management says that its stockpile level is equal to that of June, 1950, which marked the outbreak of the Korean war. Rockaways leans toward hiring older employees and does not feel it will have much trouble keeping help despite the draft and redirection of labor.

Rockaways also may benefit from the building boom which began in the area surrounding the spot immediately after the end of World War II and has only now begun to slow.

With costs increasing, Rockaways will raise its prices this season. The cheapest ride will be 9 cents for a kid device. The Carousel will cost 12 cents and other devices will range from 25 to 35 cents, with no-combination tickets involved. Management estimates that the average ride price increase will be a nickel.

The big-ride line-up will include: Roller Coaster, Rolloplane, Caterpillar, Funhouse, Tilt-a-Whirl, Rockoplane, Whip, Rocket, Looper, Scooter, Pretzel, Bubble Bounce and Carousel. In the kid department will be a Ferris Wheel, fire engine, Roto-Whip, water boat, sail boat, Jeep, jet plane, Sky Fighter, police car, pony cart, Century Flyer, Carousel and a racing car ride manufactured by Eyerly Aircraft. For the kids the park also will preem a replica of an early Western town, and management hopes to induce a top name in the Western talent field to take part in kick-off ceremonies at the start of this season.

Transportation firms servicing the park will include the Wilson Line, which will be the main excursion boat feeder, and three other excursion vessel systems. Two bus companies, the Long Island Railroad and the boat systems will tie up with Rockaways to the extent that purchasers of round trip tickets on any of the transit systems will get a free ride ducat at the park. In preparation for the coming season, the city government is building two new ships to accommodate excursion vessels, and both city and federal governments are dredging the channel leading to the ships.

Rockaways is going increasingly for female help. Its kiddie ride operatives are exclusively women. As it has done since 1940, the park will continue to offer servicemen a 50 per cent cut in ride prices.

RAKE TREATS YOU RIGHT!

COMPACT-CHOKER EARRING SET No. 504 Matching set beautifully packaged in lucite cover box. \$5.00 Ea.

JEWEL CHEST No. 610 Complete with 4-piece Choker, Earring set. Box features automatic lift shelf and is finished in exquisite cushioned leatherette with snap key and lock. \$6.95 Ea.

CERAMIC CHINA ELECTRIC CLOCKS No. 711 Superbly designed clocks available in assorted colors. Sessions movement. Sample, \$6.50. \$6.00 Ea. In Doz. Lots

Full cash with orders under \$10.00—others 1/3 Dep., Bal. C. O. D., F. O. B. Phila.

Write to Dept. M for Complete List of Premium & Novelty Merchandise

RAKE 609 Spring Garden St. Philadelphia 23, Pa. Lombard 3-2676

GREATEST FUR VALUE EVER OFFERED!

Brand New Luxurious Mink-Dyed Coney Cape Stole \$24.50 (each sample)

Send \$2—Balance \$22.50 C.O.D. Mink-Dyed Marmink Coats, Sample \$29.50 each. Write for FREE Wholesale Catalog of Complete Line.

ROSE FUR CO., DEPT. 23 20 W. 27th Street New York 1

MARVEL WHOLESALE WATCH CO. 211 N. 7th St. St. Louis 1, Mo.

PHOTO KNIFE

Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo.

1584BB \$3.90 Per Doz.

10 Doz. \$3.50 or More—Per Doz.

ROHDE SPENCER CO. 223-225 W. Madison St., Chicago 6, Ill.

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 8 18"x30" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS 624 4th St., South St. Petersburg, Fla.

ILLUSTRATED CARTOON BOOKLETS!

25¢, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS—50 COLORED CHARACTERS \$1.00, ALL DIFFERENT, \$1 POSTPAID \$5.00, NO POSTAL C.O.D.'S!

REGINALD SALES 1216-88 Park Row Bldg., New York 7, N. Y.

PITCHMEN! SALESMEN! HOT ITEMS WANTED FOR TV PITCHES

If you have a hot, fast-selling item . . . our PROFIT-SHARING DEAL can win you MORE MONEY . . . pitching on TV.

We FINANCE, PRODUCE, PACKAGE the complete deal . . . in a NATION-WIDE volume operation.

Our reputation is written in its own SUCCESS story . . . thru PROFIT-SHARING method.

Contact us IMMEDIATELY! Give full details. Replies confidential.

Television Advertising Associates, Inc.
913 Cathedral St., Baltimore 1, Md.

Pipes for Pitchmen

By BILL BAKER

EDDIE BENNETT . . . is wintering in Detroit and working as a stagehand in local theaters and at Jam Handy Motion Picture Studios.

PITCHDOM . . . seems to have been well represented in San Francisco during the past several months. Among the workers sighted there recently were Oklahoma Whitey, with balloons; Jack Mayo, hoops; Earl Moore, slicers, and Red Bennett, kitchen gadgets. All are reported to have acquired additional leaves for their lettuce rolls.

BUSTER HUGHES . . . is reported to have cleaned up with the long green as the result of pitching his own liquid cleaner at West Coast spots.

FRANK ROBERTS . . . is in Asheville, N. C., taking it easy after a good holiday run with wind-up tops.

HARRY R. DAY . . . comes thru with his annual pipe from Reidsville, N. C.: "I've been working in the Carolinas for the past 12 months and things are okay if you work clean. I opened several good towns and did well. Where are all the real pitchmen? I put my med show in Timmonsville, S. C., and met only three of the boys, Frank Curry; Sparks, sock king, and Johnny Riech, of soap note. The last named was suffering with a sprained shoulder. I plan to lay off another week and expect to take delivery on a car before hitting the road for the burley markets in the mountains of North Carolina and Tennessee. Let's have some pipes from Hank Flack, Billy and Ethel Beam and Blackie Cummings. I worked the old tobacco belt here to extra good results and during Christmas I broke all rules by working in front of the bank here. I had a mop-up week and all were satisfied. I've

also been working stock sales to good results when the weather permitted. Had the big trade day at Forest City, N. C., all to myself and I met Sachs, the sock man, there. Remember, fellas, the Carolinas are open to the pitch but you must work clean. Where is George Lunsford? This year marks my 37th in the pitch business."

MORRIS KAHNTROFF . . . who left the U. S. late in December, arrived in Capetown, South Africa, January 9 and then motored 1,000 miles to Johannesburg where he was greeted by five brothers and three sisters and their families, marking the first time he has seen his relatives in 52 years. Kahntroff has set up his pitch layout in the American Auction Shows there.

"I'M DOWN HERE . . ." in dear old Texas where the cowboys sing and the pitchmen pling," letters Big Al Wilson from Dallas. "I've been working spots around here when the weather permits. Nito Almenderez is in Mexico with his monkeys and is on his way up here. He says that he had a good month's business in Cuba with the monks, having worked in front of the Spanish Court House on Selma Street. I'm going with him when he sets up in store fronts." Wilson opened at the Fat Stock Show, Fort Worth, January 26.

GLENN HOSBERG . . . has a number of pitch enterprises going in Dallas to reported good returns.

GEORGE ROBERTS . . . has his Idle Hour Club clicking in Oklahoma City. He plans to return to the road in the spring.

"NOTED A QUERY . . ." in a recent issue about a few old-timers, including Myrtle Hutt," pens C. M. Halley from San Francisco. "Myrtle is a friend of mine of long standing and a few days ago I met her here for the first time in about 20 years. She's driving a new car and is loaded with merchandise and tells me she's booked indefinitely with one of the big chain stores on the West Coast. We also heard that the Ragan sisters, Madaline and Mary, have a big curio shop and trailer court down in Arkansas and in the chips. Over luncheon we wondered what had become of Shorty Marks, Ben Brown, Grace Anna Hubbel, Mickey Humphries, Ben Fried, Detroit Blackie, Pauline Novotony, Carl Leander, Frank Bush, Charlie McBride, George Negus, Al Sterling and Mr. and Mrs. Haskell, of San Antonio."

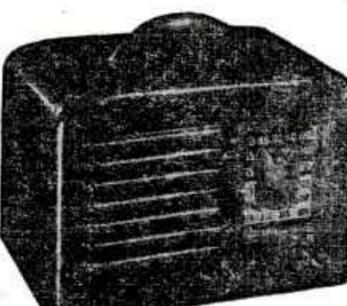


**POT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET**
54x72 Packed 30 to Case
\$3.40 EACH IN CASE LOTS OF 30
\$3.55 Each in Less Than Case Lots
\$4.00 for Sample Postpaid

Case lots of 30
No. 140 TOBAS . . . \$3.15
No. 144 Midway . . . 3.15
No. 145 Magnet . . . 4.05
No. 146 Mingo . . . 4.05
Less Than Case Lots, Add 10¢
Per Blanket.
For Sample Add 50¢ Per
Blanket.

Do you have our No. 60
Catalog? If not, write.
State nature of your business
in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

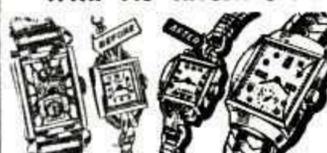


KENT RADIO
5-TUBE, AC-DC
\$13.95 Ea. Smartly designed dark plastic cabinet with contrasting ivory trim.

CEDAR CHEST
Richly embossed oval top Fancy Mirror, lock and key. Packed with special EASTER CANDY. \$3.00 Ea.

SYLVAN COMPANY
767 Milwaukee Ave. Chicago 22, Ill.

**MAKE BIG PROFITS
With No Investment**



**OLD WATCHES
MADE NEW**

Any Watch Rebuilt With

- New Case
- New Dial All for (Choice of latest styles) Only—
- New Crown
- New Hands
- New Crystal
- Watch cleaned, repaired and timed by our expert watch makers

\$8.95

**10-DAY SERVICE
ALL WORK GUARANTEED**
Write or Ship Your Old Watches to
JOSEPH BROS. Watch
Rebuilders
59 E. MADISON ST.
DEPT. B-31 CHICAGO 3, ILL.

**HAND DECORATED
FRUIT AND NUT
EASTER EGGS—Basket Box**
BOXED INDIVIDUALLY
IN ACETATE WINDOW
BASKET-TYPE BOX

As Low as **43¢**
Per Pound

22 1/2 Lb. EGGS—Basket Box
10 1/2 Lb. EGGS—Basket Box
3 1/2 Lb. EGGS—Mirror Box
1 1/2 Lb. EGG—Mirror Box

36 Eggs—TOTAL—30 Pounds

50 Deals \$12.90 Ea. Add 95¢ per deal
25 Deals 13.20 Ea. For 100 hole 5¢
10 to 24 13.50 Ea. Special Label
2 to 9 13.80 Ea. Bd. Net income
Sample \$15.00 \$50.00.

ALL MERCHANDISE GUARANTEED—SUPPLY LIMITED.
Subject to prior sale at these prices.

Terms: 25% Deposit, Balance C.O.D.
Samples, Full Cash With Order.
F.O.B. Columbus, Ohio.

THE YANKEE TRADER
515 N. Park St. Columbus 8, Ohio

**VALENTINE
Cabinet Assortments**

100 5c Cards Cost \$2.50
50 10c Cards Cost \$2.50
34 15c Cards Cost \$2.50
20 25c Cards Cost \$2.50

**FATIMA \$ 3.50 Doz.
\$37.50 Gross**
SENSATIONAL DANCING GIRL
Individually Boxed

25% with order, balance C. O. D.

HYMANS
405 Sixth Des Moines, Iowa

**Easy to MAKE MONEY
WITH FAMOUS
BOSTONIAN SHIRTS**

Thrilling new money-making opportunity— spare time. Full time, side-line with nationally known Bostonian Shirts. All styles, sizes, fabrics, colors. Dress and sport. Finest quality—sensational low prices. Also rainwear, slacks, underwear, women's wear, etc. No experience needed.

FREE SAMPLES
of fabrics and costly presentation. Just send name and address. See how easy it is to make exceptional money with old, reliable company. Send no money, but write NOW!

**BOSTONIAN MFG. CO., 89 Bickford,
Dept. B-34, BOSTON 30, MASS.**

Big Profits
Own your own business stamping key checks, name plates, social security plates. Sample with n. m. and address, 25¢.

Bart Mfg. Co.
303 Degraw St.
Brooklyn 2, N. Y.



**OAK-HYTEX
FLYING
SAUCER
BALLOON**

.. Red Hot
Pitch Item
Action! Noise! order
from your jobber

The OAK RUBBER CO.
RAVENNA OHIO.

Sell Ultra-Blue Stock Signs

**THANK YOU
CALL
AGAIN**

To stores, over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. **MAKE MONEY** on our fast selling signs!

COST 6¢—SELL 35¢

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
15 Samples Ultra-Blue Retail Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
15 Samples Clock Signs, 4x6 1.00
6 Samples Store-Hour Clock Signs, 7x11 1.00
6 Black Enamel Restaurant Signs, 7x11 1.00
8 Samples Paper Sales Streamers, 4 1/2x22 1.00
Sample Assortment of Pricing Tickets. . . 1.00
Above Samples Mailed Postpaid
100 Ultra-Blue Stock Signs, 7x11, 9¢. No COD's

L. Lowy, 812 B'way, N. Y. 3, N. Y., Dept. 609

JEWELRY SETS—REAL VALUES

24 Kt. G.P. highly styled Neck, Earring, Bracelet Set. Plush covered satin lined box, \$19.95 tag, \$24.00 doz. Popular Rhinestone Chain Sets, rhodium finish, will not tarnish. 16 ss stones neck, earring, bracelet to match. Plush covered satin lined box, \$25.00 tag, \$36.00 doz. BOTH samples \$5.00 prepaid. Satisfaction guaranteed.

RAY BAR CO.
862 Broad St. Providence, R. I.

ENGRAVERS
with it since 1907

phone: Bayport 1-5338
day and nite service

MILLER CREATIONS
7739 Avalon Ave., Chicago, Ill.

send for new 1951 CATALOG

BE FIRST WITH CERAMIC NOVELTIES

Due to scarcity of zinc, Metal Horses, Lamps, Horse Clocks and other Novelties will be temporarily curtailed. Consequently, to keep the novelty and carnival field supplied with premiums, we are now manufacturing CERAMIC Clocks, Horses, Lamps, Ash Trays and other Novelties. Write for catalog or sample order to acquaint yourself.

DIANCO PRODUCTS CO.
3128 Edgemont St. Philadelphia 34, Penna.

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY

8 x 10—5¢, Postcard—2¢
6 1/2 x 4—3¢, 5 x 7—4¢, 5 x 7—5¢
8 1/2 x 11—10¢, 10 x 14—15¢
NEW NATURAL COLOR PHOTOS
Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.
Write for FREE sample & list 88

MOSS PHOTO SERVICE 153 W. 46, N. Y. 19



Ask the Boys from World War II! They'll Tell You How These Bibles Saved Lives!

THE IDEAL GIFT FOR SON, HUSBAND, BROTHER, SWEETHEART

OVER 3 1/2 MILLION CARRIED DURING WORLD WAR II

TALKING VALENTINES

Pull thumb nail across plastic strip. Voice says HELLO, SWEETHEART. Complete with mailer and individually packed in cellophane. Also Birthday Cards. Voice says HAPPY BIRTHDAY.

\$1.80 PER DOZ.—\$12.50 PER 100

Samples, 25¢ each, postpaid.
Dealers, write for special Easter price lists. Complete line of plush and plastic Easter Toys and Easter Baskets.

NOWOTNY-BURRELL & CO.
907 ROOSEVELT AVE. SAN ANTONIO, TEXAS

ARMY AND NAVY RUBBER STAMPS

(MADE WHILE YOU WAIT)
Alex Freedman—Original Mfr.

GLOBE RUBBER STAMP CO.
5414 VICTORIA AVE. LOS ANGELES 43, CALIF.

NOW AVAILABLE AGAIN

The Sensational "Item" of World War II
**GENUINE MILITARY SIZE
BULLET-PROOF
HEART
SHIELD BIBLE**

(New Testaments or Bensingher Catholic Prayer Books)
THE ENGRAVED GOLD PLATED BULLET PROOF FRONT COVER ACTUALLY SAVE LIVES!

They Sold So Fast During the Last War That Nobody Could Keep Them in Stock!

ONE OF THE GREATEST MONEY MAKERS IN THE LAST 5 YEARS

If you can't sell these by the thousands then you'd better give up! This is Hot!

Every mother, wife, sister, sweetheart will want one of these bullet proof bibles to protect his heart. OVER 3 1/2 MILLION CARRIED DURING THE LAST WAR! The gold-plated, bullet proof cover has been subjected to target tests and 45-cal. service bullets shot at an angle have been deflected. Bayonet and shrapnel may be deflected just as easily. The more boys that go in the service, the greater the demand. Immediate delivery for those that ACT TODAY!

\$2.98 Retailer

\$18 doz. \$15 doz. in gross lots

SAMPLES—\$2.98 EA.
25% Deposit With Order, Balance C.O.D., F.O.B. St. Louis.
Packed in Ready To Mail Cartons.

**PROTECTO BIBLE CO., Dept. 3B,
315 N. 7th St. ST. LOUIS, MO.**

SALESBOARDS

Salesboard Sidelights

Michigan City Novelty Company, Michigan City, Ind., has news of upped demand for its jar tickets. Jackpot, coin, super giant hole and definite payout salesboards are also coming in for their share of sales attention, officials add.

The McNamara Company, Chicago, has its production sites geared to a rising volume of business in '51, according to production manager **Walter McNamara**. With constant addition of new insert pellet boards for its Color-Ado and Color-Ex frames, firm plans all-out play coverage. Some of the order-pulling boards now on the sales docket are Silver Spoon, Twenty-Hi, Son-o-Fun and Lucky Dimer, all 10-cent play, and nickel numbers Topper Tommy, Lucky Puff, Gold Seal Special and Full-o-Fives.

Muncie Novelty Company, Inc., Muncie, Ind., continues to put out a steady flow of carded deals, jar games, stapled tickets and punchboards. **H. M. Shoemaker** speaks of the high rate of orders that keep production lines busy. . . . **Nate Rake**, Rake Coin Machine Exchange, Philadelphia, has word of top interest for his line of Scanlan's Little Chief games. Display room reverberates with in-person callers demanding fast delivery on the 10-game line.

Superior Products, Inc., Chicago, is debuting three new dime play, 1,000 hole jumbo boards. Advertising manager **Ralph Cryer** talks up the releases as sure-fire boards on the profit firing line. They are Rabbit Foot, Easy Tens and Clover Queen. **Irving Sax**, general sales manager, has wound up an Eastern business jaunt; **Louis Kaufman** is in Chicago and took over Irv's duties on the home front while he was away. A Superior Products visitor recently was **Ted George**, T. G. Specialty, Massillon, O.

Dick Hitter, Carol Sales Company, Elmira, N. Y., has his order pad working full time these days as buyers ask for larger numbers of Universal ticket deals and Bee-Jay salesboards. **Dick** stresses

that a complete stock of all items is always kept on hand to make immediate shipments.

Marshall Maltz, Peerless Products, Inc., Chicago, has a forceful bit to add to the current better business tidings. But he says that a dubious factor in the board industry now is the tight paper supply; with orders 'way above the level of even a month or so ago, the big problem now is to keep output up to meet order demand. **Marshall** says Peerless is bringing out a complete new line of 200-hole quarter play and 600-hole dime play boards, a dozen in each series. Also, firm has a brand new Double or Nothin' nickel line set for early introduction. A second shift was added to the Peerless plant to hypo production.

Pennsy Assn.

Continued from page 52

\$25,000,000 annually, he strongly urged the Pennsylvania group to seek the passage of a similar bill.

Hungry Hay Burners

Dodds offered the opinion, based on his experience as manager of the New York State Fair in 1949 as compared to the presentation of that even last year, that harness racing at fairs could no longer draw crowds, or be made to pay, without pari-mutuel betting. In 1949, with top grandstand entertainment, the annual set records and earned its highest profit business. Last year with some of the highest purses in the country, a top field and good weather, the trotters failed to draw.

Other speakers included **George Pounder**, representing the National Needlecraft Bureau, Inc., sponsors of the nationwide crochet contest; **L. E. Livingston**, manager, agricultural extension division, E. I. du Pont de Nemours Company; **Paul Jacobs**, Bloomsburg, and **Jesse L. Craggs**, United States Trotting Association attorney.

It was noted to hold the 1952 meeting in Reading. A banquet and floorshow were presented Thursday night (25).

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? **Mac Postel**, 6416 N. Newgaud Ave., Chicago, Ill. fe10

A-1 UNEEDA CANDY MACHINES, \$40; Electro Popcorn, \$25. Wanted: Shipman Stamp Machines. U. S. P., 100 Grand, Waterbury (5), Conn. mh3

ARCADE FOR SALE, INCLUDING LATE Mutoscope, Photomatic, Recordio, Shooting Gallery, late Pinball Machines; also 15 old Pinballs. Arcade, 397 North St., Pittsfield, Mass. fe10

CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates, for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; ¼ deposit, bal. c.o.d. **King & Co.**, 2702 Lake St., Chicago 12, Ill. fe10

DIGGERS—ERIES IN SETS OF 8 OR 12 for Carnivals, without coin chute; Electro Hoists, Exhibit Rotary, Merchandisers, Digger Parts. National, 4243 Sansom, Philadelphia, Penna. fe10

FOR SALE OR OPERATING ARRANGEMENT: 21 "Zingo" Machines; 6 months old; similar in size and operation to Poken's. Pastime Amusement Co., 11 W. 42nd St., N.Y.C. fe10

FOR SALE—1 BALLY GOLD CUP, \$160. **Carrol Wheat**, 2155 Victoria, Wichita, Kan. fe10

FOR THE FINEST IN CIGARETTE AND CANDY MACHINES see Central; completely overhauled and refinished; buy now before further increase in prices; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. fe10

HOT NUT VENDORS—SEVERAL THREE unit Challengers, good condition, cheap; reducing route. **H. Engle**, Punksutawney 1, Penna. fe10

MILLS "ANIMATED" ESMERELDA Prediction Machine, 5¢; Wax Figure, perfect with new uniform, \$400; 3 Mutoscope Diggers, Roll Doors, Mahogany Cabinets; 2 Buckleys Diggers, Treasury Islands; 1 Exhibit Diggers, floor model, all 5¢ play, with three extra motors; make offer, all or part. **Primm Enterprises**, 217 Jessamine Blvd., Daytona Beach, Fla. fe3

NATIONAL CIGARETTE MACHINES, ALL in A-1 shape, ready for location; operating on straight silver quarters, equipped with National Quarter Rejectors; price, \$90 each. **General Vending Co.**, 1230 Purchase St., New Bedford, Mass. fe10

QUICK SALE—THREE STANDARD METAL Typers in good condition, \$500; one-half deposit, balance c.o.d. **W. A. Wolfington**, 1170 Jefferson Ave., Winston-Salem, N. C. fe10

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. **Schoenbach**, 1645 Bedford Ave., Brooklyn, N. Y. fe3

SILVER KINGS—5¢ VENDING, GOOD condition, \$7.95 each. **Richard McClenahan**, Lewistown, Pa., R. D. #3. fe10

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. **Veeco Sales Co.**, 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. fe3

USED PIN GAMES—CLEAN, READY FOR location, \$25 each; Caribbean, Triple Action, Treasure Chest, Humpty Dumpty, Shanghai, Sally, Mardi Gras and Wisconsin; used Super Shuffle Alleys, \$25; with Fly-Away Pins, \$75; **Wurlitzer Counter Model** stands, \$10 each. **Frank Guerrini**, Burnham, Pa. fe3

WANTED—NATIONAL CANDY MACHINES 9-18 and 6-18; state number, price and condition. For Sale—Six Penny Mutoscope Movie Machines, \$20 each or \$100 for lot. **J-A Automatic Sales**, 217 Harvard Street, Boston 24, Mass. fe3

WANTED—COIN-OPERATED RADIOS OR Television (new or used), complete information first letter. **Billboard**, Box #C-301, Cincinnati, O. fe10

WANTED—OLD ELECTRIC PIANOS, OR- gans, all makes; also Band Organ, Music Boxes, Orchestras, etc. **Ed Zellinsky**, 11 Jordan Ave., San Francisco 18, Calif. fe10

WANTED—RADIOS FOR HOTEL USE; (Crystalles preferred); write details. **Hogue** 418 Fidelity Bldg., Benton Harbor, Mich. fe10

WANTED—USED DRINK VENDORS; state quantity; best price; name and condition in first letter. **Automatic Enterprises**, 2307 W. Pico Blvd., Los Angeles 6, Calif. fe10

WANTED—USED ATLAS BANTAM NUT Vendors. **Davis & Middleton**, 811 Polk, Chillicothe, Mo. fe10

WANTED—ARCADE EQUIPMENT (PHOTO- matics), Games, Guns, etc.; Chicago Coin Basketball Champs, Seeburg Bear Guns; everything in Exhibit Machines; state condition and price. **Mike Munves**, 577 Tenth Ave., N. Y. C. fe10

6" KEENEY TEN PINS BOWLING MA- chines, used 2 months, best offer. **William Ambrunn**, 213 W. Passaic Ave., Bloomfield, N. J. Edison 8-9462. fe17

20 USED 1¢ COLUMBUS BALL GUM Vendors, \$4 each; cash with order. **Rochester Sales Service**, 135 Edgerton St., Rochester 7, N. Y. fe10

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SALESBOARDS

1000 25¢ Charley Prof. \$50.00 \$.85

1440 10¢ Barrel Board Prof. \$6.00 1.29

1400 5¢ Lulu, X Thick Prof. 18.90 1.79

1800 10¢ J.P. Ready Money Prof. \$50.00 \$1.48

1000 25¢ J.P. Charley, X Thick Prof. \$2.04 1.49

1200 25¢ Tex. Charley, Seal Prof. 102.00 1.49

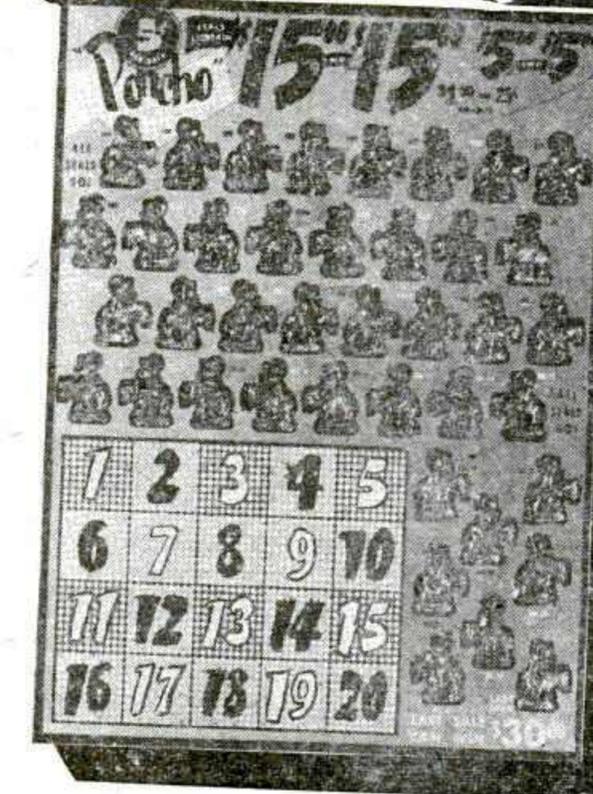
240 6 for 25¢ Giant Hole Bds. Prof. 32.00 1.95

1000 5¢ J.P. Girlie Bds. Avg. 28.00 2.18

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 ★ LITTLE CHIEF GAMES ★
 BLACK BEAUTY ★ TRIPLE PLAY ★ 1,000 WINNERS ★ SILVER BELL ★ CHROME BELL ★ EXTRA SILVER ★ GOLD FRONT ★ BUZZ BOX ★ LUCKY STREAK ★ CHARLEY'S RICH UNCLE
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SALESBOARDS—JAR TICKETS
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Holes	Play	Description	Def.	Profit	Net Price
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400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.90
1000	5¢	5¢ CHARLEY, THIN	Def.	17.00	1.25
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	1.55
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	2.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	2.25
1900	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	2.25
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.90	2.25
1300	10¢	TEN CENT SAW BUCKS	Avg.	45.00	2.25
1000	25¢	SIX TWO BITS	Avg.	114.28	2.25

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 NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS.
 10th year giving immediate delivery on finest boards.
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Calendar for Coinmen

January 30—Automatic Music Operators Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
 February 1—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.
 February 1—Summit County Music Operators Association (SCMOA), monthly meeting, Akron Hotel, Akron.
 February 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 February 6, 20—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 February 6, 20—Music Operators Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 February 7—Coin Machine Operators Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
 February 8—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.
 February 8—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 February 8—Michigan Automatic Phonograph Owners Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 February 13, 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
 February 14, 28—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 February 21—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.
 February 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 February 22—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
 February 26—Phonograph Owners Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 March 19-21—Music Operators of America (MOA), annual convention, exhibit, Palmer House, Chicago.
 (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Set 1st Regional Shuffle Tourney For 1951 Season

Motor City Assn. Opens Entries For Mixed Teams From 5 States

FLINT, Mich., Jan. 27.—The Motor City Shuffleboard Association (MCSA), thru Larry Tully and Bert Beggs, this week announced a five State open doubles tournament for March 3 thru April 1. Men and women players from Michigan, Indiana, Ohio, Illinois and Wisconsin will participate. First prize has been guaranteed at \$500 plus trophy.

Booming Beer Biz Brews Big Juke, Game Yr.

WASHINGTON, Jan. 27.—Soaring beer sales on a national level are indicative of actual and potential play hypos on music and coin game equipment in tavern and package store locations. Latest report of the United States Brewers' Foundation (USBF), based on tax-paid withdrawals of beer in the U. S., shows a 7.4 per cent increase in such sales which began last October, compared to the same month in 1949.

The increase was the biggest since May, 1949, when total withdrawals rose 12.1 per cent above those of May, 1948. Actual withdrawals, in barrels, amounted to 6,913,171 for October last year (Continued on page 86)

COIN-OPERATED TICKET TAKERS AT FIVE FAIRS

WINNIPEG, Jan. 27.—Coin-operated admission gates will be used for the first time this year at the five member fairs of the Canadian "A" circuit, it was announced at the loop's three-day convention in the Fort Garry Hotel here Monday thru Wednesday (22-24).
 Five machines will be purchased at \$2,500 each and will be moved from fair to fair. Members of the organization include fairs at Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Saskatoon, Sask., and Regina, Sask.

nounced a five State open doubles tournament for March 3 thru April 1. Men and women players from Michigan, Indiana, Ohio, Illinois and Wisconsin will participate. First prize has been guaranteed at \$500 plus trophy.

Sanctioned by American Shuffleboard Leagues, Inc. (ASLI), the meet also calls for 15 other prizes with the amounts for prize positions to be determined by the number of entries. Sponsor of the winning team will also receive \$50. Entry fee per team is \$5, which includes playing fees.

Tully and Beggs point out teams should write for entry blanks to Franklin Recreation, 2402 North Franklin Street, Flint. Entries close February 21. In filling out blanks, teams should specify their date preference. The playing dates are broken down into four week-end periods. They are: March 3-4, March 10-11, March 17-18 and March 24-25. Finals will be held Sunday, April 1.

Billboard Inaugurates Service Feature Covering Used Machines

CHICAGO, Jan. 27.—With this issue, *The Billboard* inaugurates a valuable reader service feature—an index of used coin machine prices designed to show the authentic prices at which all types of used coin machine equipment is being offered. In addition, the feature shows which machines are most active on the used machine market.

The index, which appears in the Coin Machine Section, lists all of the used coin machines advertised in the January 27 issue of *The Billboard*, with all of the prices at which each machine was offered. Only used equipment and prices advertised last week are included in the index.

Factors Governing Price
 Condition, age, time on location and related factors obviously determine the price of equipment and

New NPA Order Hits Use Of Nickel After March 1

Provides Two Months Grace Period For Venders, Games on Line

WASHINGTON, Jan. 27.—The National Production Authority (NPA) this week issued an order cracking down on use of nickel in automatic vending machines, pinball machines, gaming machines and scores of other items. The crackdown was the toughest measured out by NPA since the copper cutback order.

Under the order, March 1 is set as the effective date after which a wide range of products, including vending and related machines, may

not use nickel silver or nickel plate. April 1 is set as the effective date after which nickel bearing stainless steel or high content nickel alloys cannot be used in these products. A two-month period has been provided, however, to permit completion of articles started before the effective dates. Articles completed within this period or before, may be sold and used after the effective dates of the order.

Four Groups

The order defined four principal nickel classifications: Nickel silver, which is wrought or cast non-ferrous alloys containing 8 per cent or more nickel; nickel plating, which is all plating regardless of procedure of application; stainless steel, which is wrought or cast chromium-nickel iron base alloys containing 6 to 22 per cent nickel, and high content nickel alloys, defined as wrought or cast ferrous or non-ferrous alloys containing more than 22 per cent nickel.

NPA stated that all cases involving use of nickel not affected by this week's order will continue to be covered by the 65 per cent limitation of the original order. Provisions of the original order

have been extended to include nickel salts, chemicals and residues derived as a by-product of copper refining.

The non-essential products list affected by the crackdown covers more than 500 items. In the list affected by the ban on stainless steel nickel bearing are included (Continued on page 86)

Chi Coin Sets Sun Specialty Alta. Distrib

CHICAGO, Jan. 27.—Chicago Coin Machine Company has appointed the Sun Specialty Company, Ltd., distributors in Alberta and the adjoining Western territory, Owners Sam Wolberg and Sam Gensburg announced this week.

Sun Specialty is headed by W. Van Dusen and has headquarters at 10147 112th Street, Edmonton, Alta.

FAVORS BELLS

Wash. Union Stresses Aid To Charities

SPOKANE, Jan. 27.—Spokane labor has come to the defense of bell machines.

Three residents, including two ministers, recently secured a Superior Court order which has forced the prosecuting attorney of Spokane County to bring legal action against the city's leading private club. The club must show cause why it should not remove machines it is operating under a 1937 State legislative act. Constitutionality of the act is questioned.

Last week *The Labor World*, of (Continued on page 86)

AFL Sponsors 40-Hour Work Bill in Mass.

BOSTON, Jan. 27.—A new bill, introduced into the Massachusetts State Legislature under sponsorship of the American Federation of Labor, calling for time and one-half over 40 hours, would add thousands of dollars to pay rolls of the coin machine industry in Massachusetts if enacted.

It is the first specific bill calling for time and one-half over 40 hours by itself ever filed in the State, altho the proposal has been made as a part of other bills, defeated last year. The bill reads: "No employer shall employ an employee for more than 40 hours unless such employee receives compensation for his employment in excess of 40 hours at a rate not less than 1½ times the regular hourly rate of pay at which he is employed."

Most coin operations are not geared to a 40-hour week, and would have to stagger help, thus resulting in increased costs.

NO WELFARE FUND

Air Base Bells Gone, G.I. Free Entertainment, Too

CHANUTE FIELD, Ill., Jan. 27.—Since bell equipment was removed from enlisted men's and officers' clubs here six weeks ago, money formerly available for the post's recreational, welfare and educational funds has become a big question mark.

This was pointed out by Brig. Gen. Byron Gates, commander of Chanute Field Air Base, in showing why servicemen here are now being asked to pay for entertainment. Full impact of the situation was brought home when uniformed personnel of the field had to pay \$1.50 for shows given by Bob Hope, tho Hope appeared for free and even paid his own transportation from California and return.

General Gates explained the base has an Airmen's Club for enlisted men in the lower grades, an Infield Club for non-commissioned officers and an officers' club. When the Airmen's Club was built it was understood that bell equipment revenue would finance its upkeep. "The boys put their nickels in," the general said, "and they were taken right out and spent for their benefit."

6G Realized

Over 4,000 servicemen attended the Hope show and about \$6,000 was realized from the event. This money is to go to the base's wel-

fare fund. In the past this money would have resulted from field-operated bells. Hope found out there had been a charge for the show as he was making plans to return to the West Coast.

"When I was ready to leave the post somebody casually remarked (Continued on page 86)

DSA Hosts City Execs at First Installation

DETROIT, Jan. 27.—The first formal installation of officers of the Detroit Shuffleboard Association (DSA) was held Thursday (18) at the new Westwood Inn in Inkster with a delegation of the civic officials in attendance, as well as members, their wives and other guests. Fred W. Chlopan, executive secretary and president of the Table Shuffleboard Association of America, was master of ceremonies and installing officer.

Michael Benson, the new president, told the DSA: "We have brought a certain dignity to our business—something it has never had before. Let us keep up the high standards we have achieved."

Other officers installed were Barney Burke, vice-president; Charles Friedenber, secretary (Continued on page 86)

Springfield Solons Extend Ban on Pins

SPRINGFIELD, Mass., Jan. 27.—In a further tightening of restrictions on coin game operation, the Police Commission here has voted to ban pinballs from all business places licensed by that agency. The action is closely associated with that taken recently (*The Billboard*, January 20) in banning the novelty units from all locations under the control of the License Commission. Both regulations became effective Monday (15).

The Police Commission handles licenses for pool rooms, bowling alleys and similar places. Locations selling food and liquor come under the jurisdiction of the License Commission.

WURLITZER UNVEILS 1951 LINE IN NAT'L SHOWING

Includes New Jukes, Speakers, Wall Box; Retains 48 Selections

NORTH TONAWANDA, N. Y., Jan. 27.—Operators of music equipment throughout the United States will get their first look at two new Wurlitzer phonographs, Models 1400 and 1450, and a new line of remote equipment including two speakers, a wall box and a speaker-wall box combination, during Wurlitzer days tomorrow and Monday (28-29) to be celebrated in the showrooms of all Wurlitzer distributors.

Departing from its policy of presenting only a new phonograph model, which it has followed for the past few years, Wurlitzer this year is showing its complete new line of equipment, Ed Wurgler, general sales manager of the phonograph division, revealed. Spearheading the line are two phonographs, a deluxe and a custom model, which are identical with the exception of the external finish. Both retain the 48-selection mechanism of the Model 1250, with some added features. Model 1400, called the Deluxe, is finished in grained walnut, while the custom model, identified as 1450, is finished in textile leather, a scuff, water and alcohol proof finish which can be offered in a choice of grained mahogany, blue, blonde, red or brown.

Model 1400 will list at \$949.50, while the custom phonograph will carry a list price of \$914.50.

Dome—Speeds

Among the new features of the Wurlitzer phonos is the elimination of the adapter kit which was used with the 1250 to convert to the new speeds. The new models have a 30-second changeover which, with the movement of two small levers and the replacement of a slide-out idler wheel, makes it possible to play 78, 45 or 33½ r.p.m. records without delay and without the use of tools.

Both the 1400 and the 1450 feature a plexiglas transparent dome, with a welded steel frame, offering visibility of the complete record changer mechanism from three sides. This section is lighted by two hidden fluorescent fixtures which point up a musical fantasy design incorporated in the back panel of the dome.

Continuing a modern design in the new models, the selector panels are divided so that six program classifications may be used. A

(Continued on page 78)

Dime Pro-Con Fuss Stirs Gotham Ops

NEW YORK, Jan. 27.—A switch to dime operation is becoming the prime topic of conversation among music operators here, and has gained new urgency as word of the Detroit change-over circulated (see separate story).

However, while sentiment for dime-a-disk is spreading, those

close to the situation foresee no early switch, with estimates placing the change, should it actually come about, at least two months away. Meanwhile, pro and con arguments agitate the juke atmosphere wherever two or more operators congregate.

Even the most vocal protagonists of dime play look on the move as a "calculated risk." They view it as returning them to solid financial shape should it succeed and, at worst, they say, they can always go back to the nickel standard with little lost but the tab for conversion.

Some Fears

More timid operators fear that, if dime play flops, they might suffer irreparable harm. Besides creating ill-will for the industry among location owners and players, they see a possibility that a certain portion of juke patrons will lose the habit of playing coin phonographs and find other ways to spend loose change.

With most phonographs here

(Continued on page 72)

So. Automatic Moves Offices

INDIANAPOLIS, Jan. 27.—Southern Automatic Music Company will move into its new quarters at 129 West North Street February 10, according to Sam Weinberger. The new location is two blocks north of its present location.

There is ample parking space at the new location to accommodate all operators.

Detroit Music Ops Plan 10-Cent Tests

DETROIT, Jan. 27.—Dime-play for juke boxes, under discussion here for two or three years, appears headed for early adoption by a large percentage of local operators. Rising costs of machines, supplies and labor have made an increase over the nickel price here a necessity for operators. The "last straw," according to op reports, was the recent increase in the price of records.

Earlier discussion of increasing revenue centered around plans to increase the operator's percentage of the gross take, particularly with regard to minimums to be set, according to the nature of the location, before the percentage for the location was figured. However, this proved to bring only temporary relief after it was tested sometime back in this area.

Dime locations have been virtually unknown here, aside from a few choice spots, usually in the hideaway class. Recently, however, a few operators have experimented with a 10-cent play on machines in one or two selected

locations, and the reactions appear to be favorable, altho reports are still conflicting. Some large operators have conversion coin chutes for dime play on order, and are expected to place them on location in the near future. While the move will be made individually, it is expected that most operators will follow suit in all locations which will justify the increase.

The dime-play move took a sudden spurt over the week-end, with a sizable number of local operators upping the price on machines on location. Public acceptance at first appeared good, but there were indications that there would be a falling off in play, at least temporarily.

Prediction made by Roy Clason, executive director of Michigan Automatic Phonograph Owners' Association, was that about 75 per cent of the machines in the area would be converted.

TAKE ACTION AFTER APPEAL

DETROIT, Jan. 27.—Prior to announcing a general switch to dime operation, phonograph operators authorized the following letter to Michael V. DiSalle, Office of Price Administration, Washington.

"At a meeting of the board of trustees held on January 8, 1951, at the offices of Michigan Automatic Phonograph Owners' Association, and upon unanimous vote of the general membership, the following resolution was made and approved:

"Whereas, the Michigan Automatic Phonograph Owners' Association, and its members, have cooperated with the requests of your agency in holding prices, and

"Whereas, the manufacturers of phonograph records have increased their prices 12 per cent within the last 30 days, contrary to the request of your agency,

"This association is going on record and is requesting your office to censure and criticize the record manufacturers and further requests this agency to hold back prices of the records, which acts and conduct of increasing prices result in inflation, contrary to the best interests of the government and its people in this critical time.

"Very truly yours,
(Signed) M. A. Goldam,
President"

Merchandising Music

10-CENT PLAY . . . The growing necessity to increase the coin box grosses in juke boxes to meet the rising costs of doing business brought another expression in favor of 10-cent play last week. Leslie C. Boyd, Ace Distributing Company, New York, said: "I'm in favor of a 10-cent or three-for-a-quarter play—and I believe most location owners are too." Boyd wonders how long it will take operators to realize just how serious a continuation of play at a losing figure can be, and to remedy the situation. There are, however, those operators who maintain that nickel play can be accomplished at a profit.

The City Music Company, Suf-

folk, Va., along these lines, reported that while many of its locations were reporting business dropping off during the first two weeks of 1951, the firm had noted an increase in its phono play. This increase occurred after firm had blocked off the nickel chutes on all its jukeboxes. Thus patrons are dropping in dimes, and getting two plays, apparently with enough frequency to hypo the weekly grosses in the face of diminished patronage.

MIAMI MYSTERY . . . The Haller Amusement Company, Miami, reports it has been trying a mystery tune play promotion with good results. Firm found the

(Continued on page 78)

Chi Assn. To Test Two for Dime Play

CHICAGO, Jan. 27.—The Recorded Music Service Association (RMSA), local operator trade group, voted to try two plays for a dime, five for a quarter play at its annual election meeting here Tuesday (23). Under this set-up the nickel chute on music machines will be inoperative.

All RMSA officers were re-elected unanimously by the membership for another one-year term. They are Ray Cunliffe, president; Dan Palaggi, first vice-president; Dan Gaines, second vice-president; Phil Levin, secretary, and Joe Filitti, treasurer.

Cunliffe stated the association discussed the no-nickel play idea at great length before adopting it as a resolution. The test will involve all the equipment of the group's members and will be for a 30-day period. He explained the move was made necessary because of the high cost of equipment, servicing and records.

"Servicemen's salaries, equipment costs, records and transportation," Cunliffe said, "have increased more than 200 per cent

and squeezed all the profits from straight nickel play."

Meanwhile, in other key cities, dime play in various forms was undergoing tests (for information on New York and Detroit see separate stories in this issue).

WPOA To Hold Meeting Feb. 12

MILWAUKEE, Jan. 27.—The Wisconsin Phonograph Operators' Association (WPOA) has scheduled an important meeting February 12 at noon at the Eagles' Club, 2400 West Wisconsin Avenue, C. S. Pierce, president, announced this week.

All phonograph operators in the State have been invited to attend. Included on the agenda are discussions covering percentages, operating expenses, taxes, records and other problems facing the industry.

EXPERIENCE SPEAKS

20-Year Vet Believes Merchandising Pays \$

LOS ANGELES, Jan. 27.—After operating for 20 years, Jack Gutshall, San Luis Obispo operator, has come to the conclusion more strongly than ever that the secret of success is merchandising. Gutshall pondered his years in the business from his bed in St. Vincent's Hospital where he has been confined since an automobile accident December 21. During the past two decades his routes have included games and music, and he also spent several years in the jobbing and record distributing business, being a pioneer in the latter.

Gutshall moved into the field of coin-operated equipment in 1931 after running a small restaurant for a few months. His first game was placed in the establishment of a friend, who, in turn, aided him by giving him a list of

spots needing games. At the time, Gutshall purchased all of his equipment from William Nathanson, a jobber.

Adds Jukes

In 1935 the operator added music machines to his spots using games, and the route was in partnership with Jack Pfeffer. The association lasted for several years with the now San Luis Obispo in the recording business. In 1939 he was interested in a deal which involved the recording of Nat King Cole and Jo Stafford on Amor Records. The label folded because of the lack of distribution,

(Continued on page 78)

Trains Become Juke Locations

HOUSTON, Jan. 27.—A new, if limited, field of music operation was opened in this territory when Seeburg coin-operated phonographs recently installed in railroad club cars passed all tests with flying colors.

Two Seeburg 100 units with 45 r.p.m. records were first installed in club cars of two crack Southern Pacific trains out of Houston to Austin. The venture was completely successful from angles of finance, public approval, railroad authority satisfaction and smooth mechanical production of melody.

It was stated that the distortion naturally expected when records were played on a train traveling over uneven roadbeds and around curves, was completely eliminated by the vertical tone arm on the Seeburg phonograph.

Propose NYC Tax on Jukes

NEW YORK, Jan. 27.—The possibility that this city may impose a \$25 annual tax on coin-operated phonographs was seen here this week as part of a package tax rise to finance cost-of-living bonus payments to city employees.

Board of Estimate approved the bonus of \$250 to each employee Monday (22) and suggested new tax avenues to realize the \$30,000,000 required in additional revenue. The levy on jukeboxes, if acted upon favorably by city legislators, would become effective July 1.

MOA READIES SRO SIGN

Pre-Convention Registrations Indicate Record Op Turnout

OAKLAND, Calif., Jan. 27.—With less than two months to go, the Music Operators of America (MOA) convention is now expected to double both the attendance and the number of exhibitors at the 1951 meeting at the Palmer House in Chicago March 19-21. George Miller and Ray Cunliffe, national committeemen, said this week reservations from both ops and exhibitors are running considerably ahead of '50, and that large groups from State

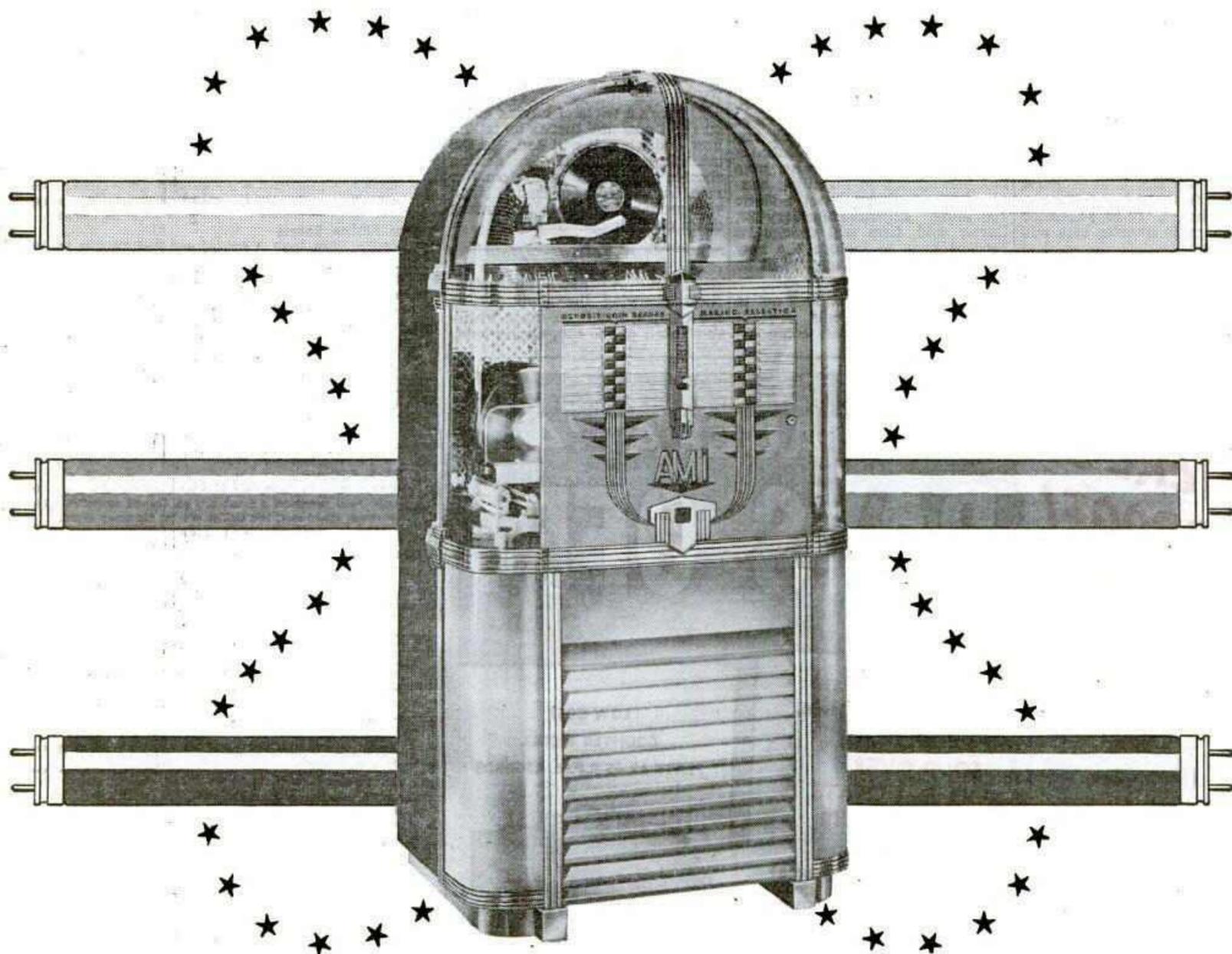
and city op orgs have advised they will be in attendance this year.

A strong program is being readied for the morning business sessions of the convention, Miller, who is national chairman of the MOA, said. Included will be addresses by manufacturers of music machines and representatives of recording firms. General discussions between the ops and the manufacturers and suppliers will again be a feature of the convention.

Miller said the Palmer House will be the headquarters for visiting operators during the three-day convention. As was the case at the 1950 convention, several State orgs plan to hold their own gatherings during the national meet.

Miller stressed the 1951 convention will be the last MOA national meet for the duration of the national emergency. If the international situation has eased by next year, plans for another convention will be ready.

Self-Renewing!



Everyone likes to change to a fresh suit once in a while. Makes you feel like a new man! Operators and locations get the same lift out of switching color lamps on the "C." In just a few seconds you get a stunning, entirely new effect! Colors to suit any mood of the location—a special event, a grand opening, an important celebration. That AMI mechanism underneath is always as good as new, too—sturdy, trouble-free, time-tested.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Dime Pro-Con Fuss Stirs N. Y.

Continued from page 70

now on income-split arrangements favoring the operator, dime-play revenue must rise considerably above present levels for the route owner to realize more cash. Only after the location's income equals his would the operator get a break on what is left. But, opine dime-play boosters, letting the proprietor earn more makes for better relations with the operator, and eventually split deals can be renegotiated.

Another segment of opinion has it that, should play halve after change-over, operator income would at the worst remain the same as at a nickel and he would gain in the long run thru reduced wear on records and equipment. This argument gains new weight with each rise in service costs.

Others point out that surveys have shown that collections in the average juke show 75 per cent of the total play at the single nickel level, with the remainder at two for a dime, or five or six for a quarter. With advocates of a switch plugging for one play for a dime and three for a quarter, the fear has been expressed that once the nickel slot is abandoned, very few dimes will find their way into cash boxes. It is suggested that the bargain quarter rate will discourage single-disk players, and not enough quarters will be attracted to make up for the loss.

Most agree that the change-over to a dime, should it ever come about, would best be undertaken

soon. The time will never be riper, they say. But the move must be a blanket one, and little hope for success is held out unless all operators follow suit. The reluctant ones, therefore, still must be convinced.

Among the questions still unanswered to the satisfaction of holdouts are: What will happen in teen-age spots where a dime means real money? How about locations in depressed neighborhoods? On what side will equipment manufacturers line up? What if the government orders price rollbacks?

Permo Intros Needle Tool

CHICAGO, Jan. 27.—Gail S. Carter, vice-president in charge of sales, Permo, Inc., this week announced the firm has developed a new applicator for use by juke box servicemen in installing needles in the Seeburg Select-o-Matic 100 units. Effective January 29, Carter said, firm will change its card-package to include the new tool, which will be included at no extra cost.

Operators were cautioned not to insert needles in the tools. A plant operation, needles will come al-

CSCA Prez Says Conn. Coin Biz Hit by Prices

HARTFORD, Conn., Jan. 27.—The current international situation is beginning to affect the prices of various items in the Connecticut coin machine field.

Abe Fish, owner of General Amusement Game Company of Hartford and president of the Connecticut State Coin Association, Inc. (CSCA), reports an unprecedented hike in costs of used coin machines, including pinballs and juke boxes.

Buying Wave

"I know of men in the field," he said, "who are paying \$60 and \$65 for a used machine which was selling for \$45 as recently as a few weeks ago."

"There's a wave of buying going on right now and there's no telling how and when it will end. In the meantime material is getting shorter and many of the smaller men in the coin operation field will probably have to start cutting down on their operations."

ready inserted and ready for installation. A new instruction sheet, showing the simplicity of the change, has been made available to all phono ops, Carter said.

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

ARTIST LABEL AND NO. TUNES COMMENT

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Continued from page 30

POPULAR

FRED ASTAIRE-JANE POWELL
How Could You Believe Me When I Said I Loved You When You Know I've Been a Liar All My Life? 87--89--86--86
MGM 30316—A soundtrack recording from "Royal Wedding," this clever material piece is crisply done by the stars; dinking could score heavily with promotional aid.
Too Late Now 75--77--75--72
(Jane Powell)
Another song from the same movie is done up from the track by the co-starred thrush; tune's attractive but Miss Powell's effort is on the uneven side.

LEE LAWRENCE-BRUCE CAMPBELL
Our Finest Hour 64--67--62--64
LONDON 200—Winston Churchill's noted phrase has been converted into a pretentious and rich theme for a love song. Lawrence sings it well.
With These Hands 68--70--68--67
The fine English singer administers a tender but rich warble of a fine new and "big" ballad.

CHUCK MURPHY
They Raided the Joint 84--84--84--84
BAMA 301—Warbler does an enthusiastic job, with an engaging up-tempo novelty blues, with a hard-hitting boogie piano and rhythm romping in back. Could hit in r. and b., c. and w. as well as pop quarters.
Blue Ribbon Boogie 81--82--80--82
Another novelty boogie is projected with wonderful drive and fervor. This one could also make noise in the three fields.

SY OLIVER
Cheatin' on Me 75--75--75--75
DECCA 27315—An effort to recreate the Lunceford band masterpiece fails to achieve the feathery swing of the original. Still a neat slicing of the Oliver arrangement.
By the River Sainte Marie 68--70--66--68
Leslie Scott turns in a virile vocal chorus on another Lunceford-style deal. Again fails to capture the old feel.

ANDREWS SISTERS
Between Two Trees 85--85--85--85
DECCA 27421—The girls are in top form for a fine slicing of a nostalgic waltz with a persuasive lilt. A winning performance of likely material which could step.
I Wish I Knew 89--90--89--89
With super salesmanship, the Andrews bring new life into a lovely oldie. Patti contributes a superb solo go. Over-all conception, with aid of chorus, should shove this etching into the big money circles.

JIMMY WAKELY (Les Baxter Ork)
Beautiful Brown Eyes 85--86--85--85
CAPITOL 1393—Another of those folksy verse-chorus repetition songs and a good one is done handsomely by Wakely with a fine Baxter ork-chorus assist. A potent platter.
At the Close of a Long, Long Day 82--82--81--82
Wakely turns to a nostalgic ditty to slice another likely etching.

LES PAUL-MARY FORD
Mockin' Bird Hill 89--90--89--89
CAPITOL 1373—An excellent lyric has been added to this instrumental hit and its effect should promote the song into contention. The Paul multi-guitar reading with the aid of several voices dubbed in by Mary Ford should move as a leader.
Chicken Reel 82--83--82--81
Another of those Paul instrumental jobs with a lilt and catchy melody accented in incisive style by the multiple guitar treatment.

LES BAXTER
Zing Zing—Zoom Zoom 69--70--68--70
CAPITOL 1390—This rendition of the Romberg piece fails to capture the spirit and full lilt of it. Adequate label coverage tho.
When You Return 79--80--78--78
A pretty current pop is done up in fine style by the Baxter ork and chorus. The Benjamin-Weiss song sets a deep mood and it's driven home in this rendition.

LES BAXTER (Vocal Group—Lindy Dougherty)
Roving Kind 72--75--70--72
CAPITOL 1381—Baxter's use of a trick beat thruout should give some added substance to this very late coverage of the folk ditty which has been drawing slowly but surely.
So Long 72--72--72--72
Hardly more than adequate coverage of the fast-breaking folk waltz ditty.

JAN GARBER (Roy Cordell and Quintet)
In Your Arms 87--88--86--87
CAPITOL 1384—One of Garber's very finest efforts is this persuasive dance orking of the promising adaptation from Offenbach's "Barcarolle" theme. Could be a big winner. Cordell's vocal is the plus factor.
If It Hadn't Been for You 75--77--74--74
Pleasant dance dinking of a not unattractive new ballad; aided by another neat Cordell warble.

SARAH VAUGHAN (Norman Leyden)
De Gas Pipe She Leaking, Joe 81--84--80--80
COLUMBIA 39124—An amusing calypso account of a guy bent on suicide is done persuasively by Sarah with a too heavy orking. Should at least attract spinner action.
I'll Know 74--77--74--72
The thrush, tho she executes a couple of her more daring tricks, falls short of the mark on this fine ballad from the "Guys and Dolls" score.

TONI ARDEN (Paul Weston)
My Man 82--86--82--78
COLUMBIA 39117—Miss Arden delivers a stirring reading of this stellar standard. Fine spinner stuff here. Should immeasurably aid the cause for the canary.
They're Playing Our Song 72--75--70--70
A sentimental ballad with at least an inspirational ancestor in "Music Maestro, Please" is sung with intensity and warmth by the thrush.

DORIS DAY (Frank Yankovic)
You Are My Sunshine 75--75--72--78
COLUMBIA 39143—A fine talent blend idea doesn't quite come off in this too quickly paced reading of the sturdy oldie. Tho it's not a particularly inspired side, it should pick up coin on name strength alone.
The Comb and Paper Polka 71--73--69--71
A somewhat contrived polka serves as the flip vehicle for a generally disappointing coupling.

FRANK SINATRA
Take My Love 75--78--74--72
COLUMBIA 39118—Frank turns in a warm job on this umpteenth and again unlikely adaptation from the Brahms Third Symphony theme.
Come Back to Sorrento 78--80--78--76
The crooner opens his tonsils full to turn in one of his more creditable recent jobs on this straight Italian warble of the fave. For Sinatra fans.

TINY HILL
Stingy 79--79--77--80
MERCURY 5582—Hill, apparently in an effort to come up with another "Angry," wishes up a lively cornball slicing. Could pick up some Midwestern coin.
Old Fashioned Love 81--82--78--82
A bright slicing of the oldie with the gusty country vocalizing of Hill featured could bring in coin where cornballs congregate. A good juke bet.

(Continued on page 83)

HERE'S PROOF!

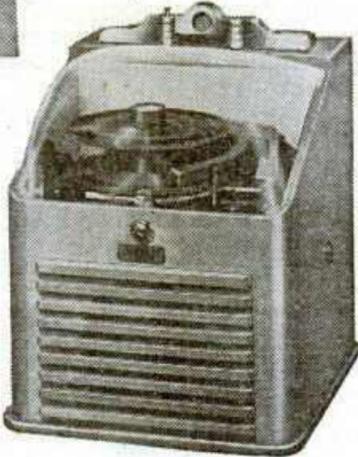
the RISTAUCRAT '45' PAYS OFF!



Forrest M. Bird & Assoc.
Portland, Oregon
SOLD OVER 500 RISTAUCRATS IN 3 1/2 MONTHS

Forrest M. Bird, Ristaucrat distributor, says: "In 15 weeks we've sold more than 500 Ristaucrat 45's that are now on location in both large and small spots. All machines are paying out above expectations. What impressed me most is that NOT ONCE IN 3 1/2 MONTHS have we had to make a service call on the Ristaucrats."

LOW COST COUNTER MODEL PLAYS 12 45 R.P.M. RECORDS



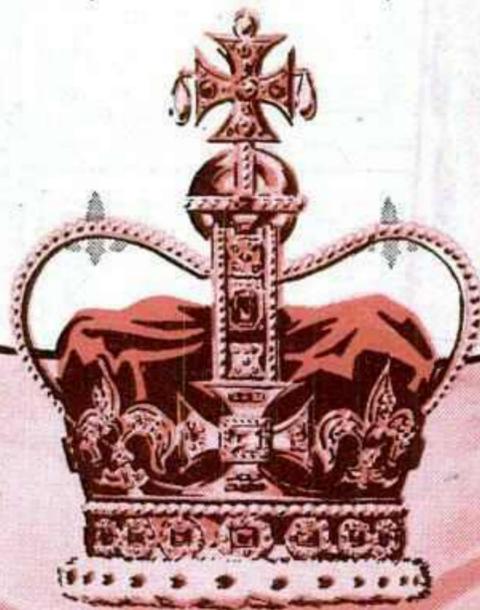
ONLY THE RISTAUCRAT '45' IS **PROVEN** ON LOCATION

Here's How the RISTAUCRAT PAYS OFF!

- 1 or 2 HIT TUNES FOR 5c—a Ristaucrat exclusive—a flick of the finger sets the play for any location.
- TROUBLE-FREE OPERATION—Ristaucrat machines stay in top operating condition—require the minimum of service.
- NATIONAL SLUG REJECTORS are standard equipment on all Ristaucrats.
- RISTAUCRAT TONE and CLARITY pays off on all locations—true sound reproduction means greater play.
- LOW COST—Ristaucrat's low cost means you can open more locations, get more profit per machine.

A Few Distributorships Still Available—Write for Information.

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis



WURLITZER
Presents A
CROWNING
ACHIEVEMENT
In
PHONOGRAPH
VALUES



The WURLITZER Fourteen Hundred

BRILLIANT NEW STYLING

RICH WALNUT CABINET

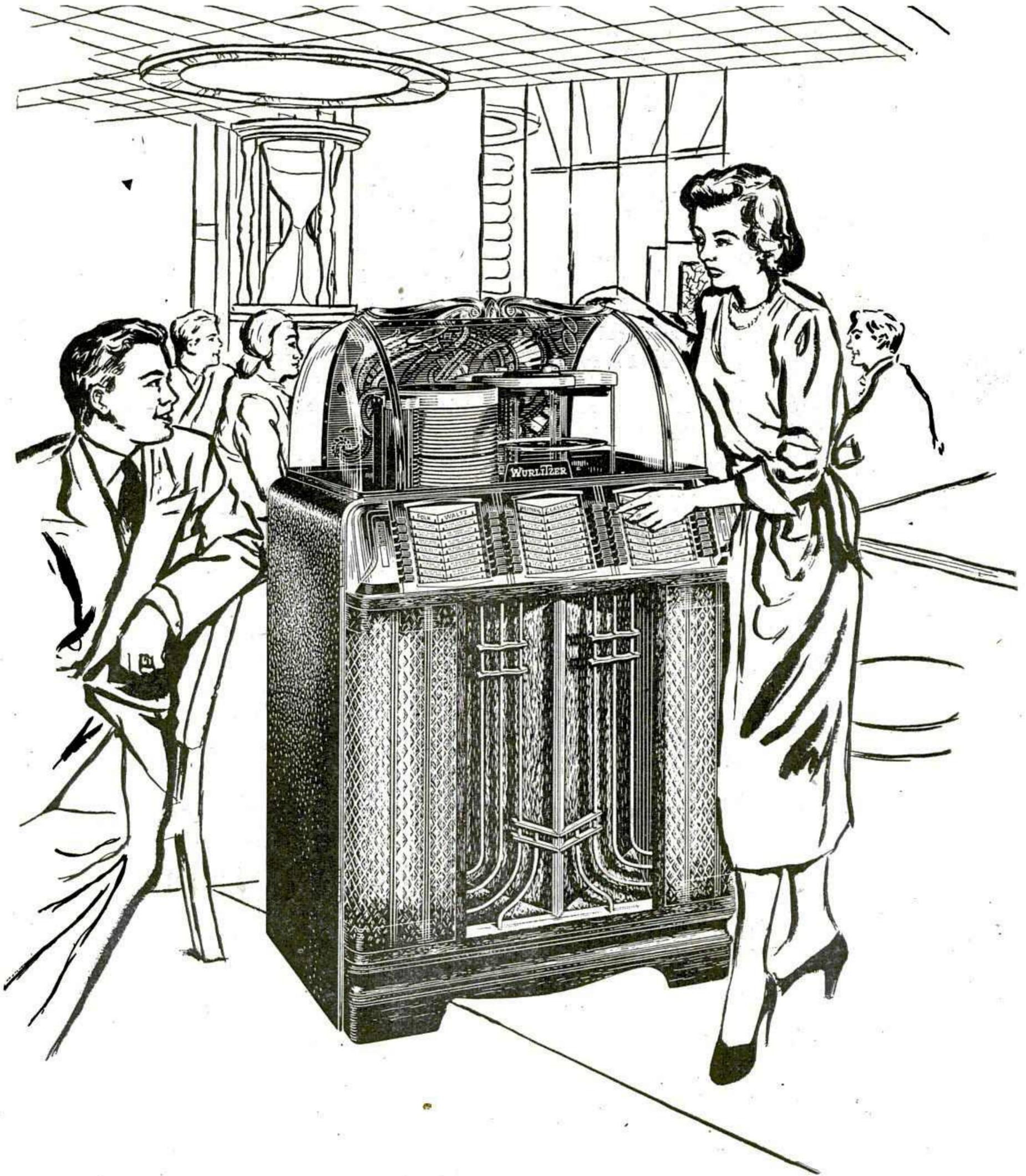
Here it is! As rich as a king's ransom in beauty. As colorful as a coronation ceremony. Wurlitzer's crowning achievement—the Wurlitzer Fourteen Hundred! Equipped with Zenith Cobra Pick-ups and the famed Dynatone Sound System, it retains Wurlitzer's profit-proven record complement—48 tunes on 24 records. It introduces a new and sensational example of Wurlitzer leadership . . . 30 second changeover from 78 RPM to 45 or 33-1/3 RPM records!

Feast your eyes on its completely visible, softly glowing, plexi-glass record changer compartment! The background gleams

with an iridescent eye-pleasing pattern of musical fantasy. Look at the brilliance of those pilasters! Illuminated color cylinders reflect their light through a pattern of molded diamonds to create a magical illusion of changing color. And to compliment it all—an exquisitely styled nicked metal grille facade backed by an indestructible perforated metal speaker screen.

Proudly Wurlitzer presents the Fourteen Hundred. Its regal splendor assures a royal reception that will mean greater profits for you! See and hear it at your Wurlitzer Distributors. A look and a listen will convince you it's the value of the year!

THE RUDOLPH WURLITZER COMPANY



The **WURLITZER** *Fourteen Fifty*
WITH TEXTILEATHER
COVERED CABINET

Queenly consort for the Wurlitzer Fourteen Hundred, pictured on the preceding page, the Fourteen Fifty plays any speed record — ten inch 78 RPM or 33-1/3 LP; seven inch 45 or 33-1/3 RPM. Now you can use them all, and *all* on one phonograph!

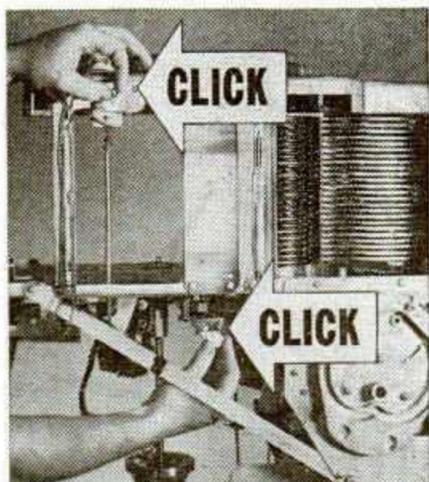
Identical, in appearance, to the Fourteen Hundred in every respect but one . . . the Fourteen Fifty is handsomely housed in a wooden cabinet covered with Textileather. One of the modern materials in the fine furniture field, Textileather is scuff proof, water proof and alcohol proof. Available in standard mahogany

or in blonde, blue and brown colors to compliment location interiors, tough, glamorous Textileather will last the life of the phonograph.

As in the Fourteen Hundred, this model incorporates Zenith Cobra Pick-ups and the Dynatone Sound System to bring out the glorious brilliance and the fine modulations of the micro-groove records, and to bring in the greatest flow of coins ever earned by any phonograph. A great new model with a sensational new feature — exclusive Textileather!

NORTH TONAWANDA, NEW YORK

The WURLITZER *Fourteen Hundred and Fourteen Fifty* Can be Changed Over in 30 Seconds from 78 RPM to 45 or 33 $\frac{1}{3}$ RPM Records



Think of it! A flick of two levers and the factory-adjusted tone arms of the 1400 and 1450 instantly and automatically shift from one size record to another.

Then, to change record speed, just swing out the idler wheel lever, slide out the old wheel, snap on the new. It takes but another second or two to slip the "45" record center

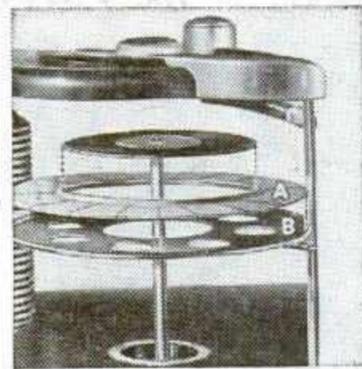
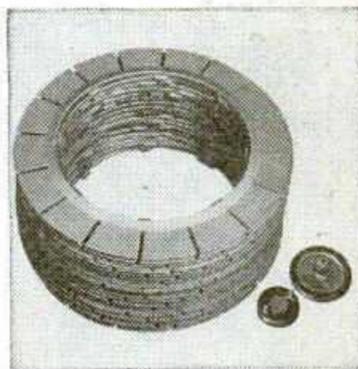
into the turntable. That's all there is to it.

30 seconds and these phenomenal phonographs are adjusted from any speed record to another—or back again. No obsolescence of your 78 RPM records. No question about the contribution this exclusive Wurlitzer feature makes to a crowning achievement in value.

CHANGEOVER KIT

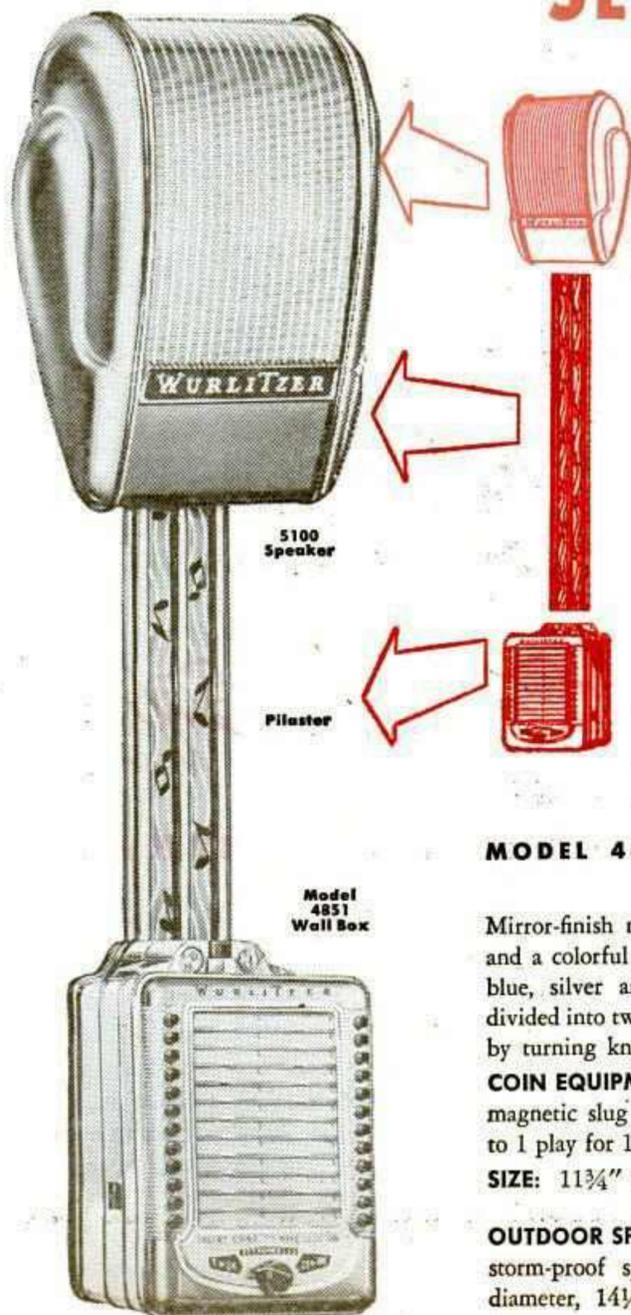
The Wurlitzer Record Speed Conversion Kit as illustrated here costs but \$8.75. It consists of new Idler, "45" Turntable Center and 24 Record Locating Spacers.

When a new phonograph is converted to play 45 or 33-1/3 RPM records, the changeover is a 30-second job because it requires no extra work to place 7" records in the spacers (A) and insert them in the trays (B).



SENSATIONAL REMOTE CONTROL FLEXIBILITY ECONOMY

NEW WURLITZER WALL BOXES AND SPEAKERS CAN
BE USED SEPARATELY OR AS A BEAUTIFUL COMBINATION



Wurlitzer's beautiful new model eight inch and twelve inch speakers and Wurlitzer's 4851 Wall Box can be used as separate units or the wall box and a speaker can be combined with an adjustable wall plaque into one beautiful Wall Box-Speaker unit, as shown by the illustration and diagram at the left.

MODEL 5100 8" Speaker (illustrated at upper left) is a companion design to the Model 5110 Speaker shown at lower right. It has a steel frame, iridescent powder blue plastic sides, nicked grille and trim. The speaker unit is 8" permanent magnet type, 3 $\frac{1}{2}$ ohm voice coil and has a terminal strip on the back which permits connecting voice coil directly to phonograph or through a 500 ohm matching transformer.

SIZE: 17 $\frac{1}{2}$ " high, 13 $\frac{1}{2}$ " wide, 7 $\frac{1}{4}$ " deep.

MODEL 4851 5-10-25¢ WALL BOX 48 Selections

Mirror-finish nicked case, red tenite push buttons and a colorful plexi-glass cover in iridescent powder blue, silver and red. Illuminated program holder divided into two listings of 24 selections each, changed by turning knob at the bottom.

COIN EQUIPMENT: Single 5-10-25¢ coin entry with magnetic slug rejector and accumulator—convertible to 1 play for 10¢, 3 plays for 25¢ or 6 plays for 25¢.

SIZE: 11 $\frac{3}{4}$ " high, 8 $\frac{7}{8}$ " wide, 5-11/16" deep.

OUTDOOR SPEAKER MODEL 241 (not illustrated)—A sturdy, storm-proof speaker with durable, weather-proof finish. 20" diameter, 14 $\frac{1}{2}$ " length. All steel non-corrosive. Replaceable

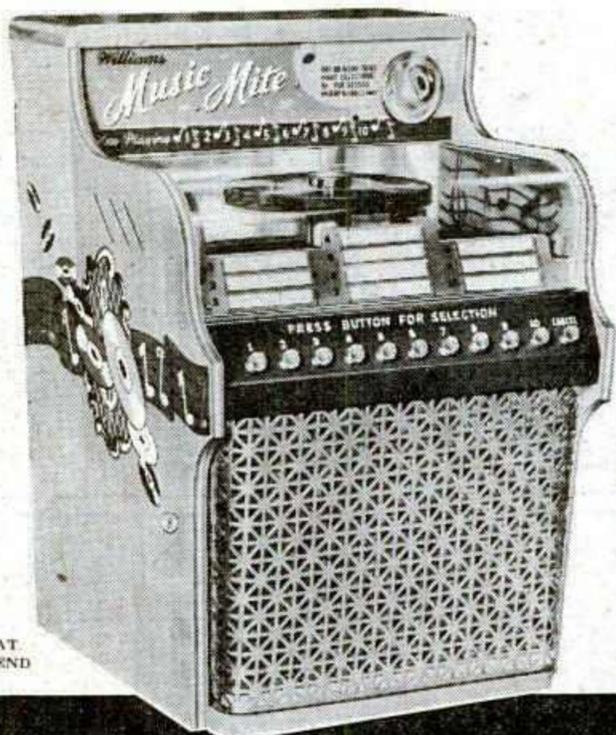
MODEL 5110 12" SPEAKER

Steel frame, shock resistant, pearl color, rubber-base plastic sides—won't crack or chip. Tarnish and stain proof perforated nicked metal grille.

Heavy duty, permanent magnet type speaker with 8 ohm voice coil. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 ohm matching transformer.

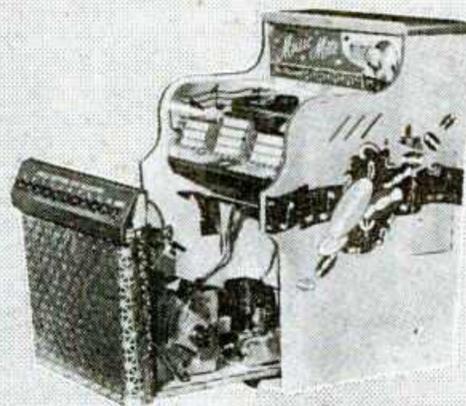
SIZE: 23 $\frac{1}{2}$ " high, 17 $\frac{1}{2}$ " wide, 8 $\frac{1}{2}$ " deep.

permanent magnet driver unit with 16 ohm voice coil. Connection provided for voice coil leads. Pivot-type mounting bracket.



PAT. PEND.

SELECTIVITY . . . including "Cancel" Button.
CREDIT UNIT . . . accepts up to 40 nickels at a time.
PROVED PERFORMANCE . . . incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, VOLUME CONTROL and the famous RCA record changing mechanism.

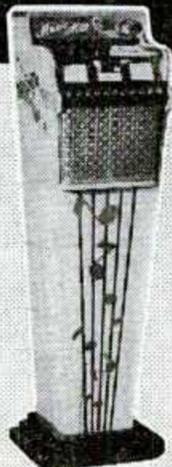


MUSIC MITE is SIMPLE TO SERVICE

Its easily understood mechanism requires no special knowledge and the exclusive "IN-A-DRAWER" feature permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light — weighs only 50 lbs. — and can be transported by car instead of a costly truck.

ONLY Music Mite OFFERS ALL THESE ADVANTAGES TO MUSIC OPERATORS

MUSIC MITE DOES EVERYTHING THE STANDARD SIZE PHONOGRAPH CAN DO — BUT COSTS LESS — MUCH LESS!



PEDESTAL STAND (Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-appealing unit that captures patron attention in any location.



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- (3) SCOTT-CROSSE CO. 1423 Spring Garden St. Philadelphia, Pa.
- (4) B. D. LAZAR CO. 1635 Fifth Ave. Pittsburgh, Pa.
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- (28) MODERN DISTRIBUTING CO. 1810 Welton St. Denver, Colorado
- (29) WESTERN DISTRIBUTORS 1226 S. W. 16th Ave. Portland 5, Oregon
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Williams Manufacturing Company
 4242 W. Fillmore Street
 Chicago 24, Illinois

Gentlemen:

Please send me complete information on the new MUSIC MITE Selective Phonograph.

Name.....
 Address.....
 City..... Zone..... State.....

PLEASE PRINT CLEARLY



CREATORS OF DEPENDABLE PLAY APPEAL!
 4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

Merchandising Pays Dollars

• Continued from page 70

with both of the artists going on to top fame in the platter business. "I wish I had known then what I know now," Gutshall sighs.

Disk Distrib

And there is reason for his statement. In 1942 Gutshall added a line of independent labels to his equipment jobbing business and built a national reputation for distributing these lines. At one time he had the national sales representation of 14 different labels. The business zoomed and continued its rising sales line until several of the manufacturers set up their own distributorships. Some of the platter companies, riding the crest of the war prosperity, went out of business.

"There is no formula for record picking," Gutshall declares at the end of his 20 years in the business. "In San Luis Obispo I try to put the hits on each and every machine and then complete the selections with old standards. The idea has worked well in the area, but I find that tunes are slower to catch on there."

Hits Winner

To back up his point, Gutshall points out that on a visit to Los Angeles he heard and bought Phil Harris's recording of *The Thing* for each of his machines. In a day or two after placing the platter on the machines, it was the

leading tune. But, this was expected, he revealed, on the basis of the performance other operators elsewhere were getting on the number.

But there are tunes that even Gutshall with his long experience can't size up. The tune in particular was *Love Bug Itch* made by Eddy Arnold. The operator stocked them and they went slowly, but only for a time. It wasn't long before it was one of the top money-makers on the machines. In this same category is *My Heart Cries for You*, which was bought, Gutshall declared, "against his better judgment." This one fooled him, for it caught on after a few days on the machines.

By using these top tunes and then completing the selections on his Seeburgs in his 60-machine route with standards, takes have been satisfactory, the operator told. Tunes like Bing Crosby's *Sweet Lelani* and Clyde McCoy's *Sugar Blues* appeal to those not looking for the toppers. The idea of buying as used in San Luis has worked out well, for this operator has been able to put all of his machines on location with a guarantee.

The reason behind the guarantee is that Gutshall has sold his service to the locations. He points out that music is necessary and that the music machine actually increases business.

"The average operator makes little or no effort to sell the idea that he is doing the location a favor by putting a machine in the place," Gutshall advised. "The last thing that should be done is to take the money out of the box. He should emphasize service. I've done it and have spent as much as \$5 trailing a record requested by one of my locations. Many's the time I've bought records retail in order to give the spot what it wanted."

In his music route, Gutshall has recently added several 45 r.p.m. Seeburgs. They have worked well for him and he plans to add more to those of this make bought during the past four years that he has operated.

Gutshall underwent surgery at the hospital Friday (12) on his injured knee cap and is willing away the time in the hospital making plans for his return home. This, he believes, will be in the next few days, for he is recovering rapidly. However, his first calls to his locations will be on crutches with his leg still in a cast. That doesn't matter.

"You've got to sell these guys and keep on selling them," he contends.

State Tax Calendar

Alabama
February 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber reports due.

February 20—Sales tax reports and payment due.

Arizona
February 15—Gross income tax reports and payment due.

Arkansas
February 15—Compensating (use) tax reports and payment due.
February 20—Gross receipts tax reports and payment due.

California
February 15—Personal income tax information reports and payment of amounts withheld due.

Colorado
February 14—Sales tax reports and payment due. Use tax reports and payment due.

February 15—Income information reports due.
February 28—Property tax first installment due.

District of Columbia
February 15—Income information reports due.

February 20—Sales tax reports and payment due. Use tax reports and payment due.

Florida
February 10—Seasonal store inventory tax due.
February 20—Admissions tax reports and payment due. Rental tax reports and payment due. Sales tax reports and payment due.

Georgia
February 10—Cigar and cigarette wholesale dealer reports due.

Illinois
February 15—Cigarette reports due. Sales tax reports and payment due.
February 28—Franchise tax statements due (last day).

Indiana
February 10—Cigarette distributor interstate business reports due.
February 15—Cigarette distributor drop-shipments reports due.

Kansas
February 20—Sales tax reports and payment due.

Kentucky
February 1—Income information reports of non-taxable distributions due.

February 20—Cigarette wholesaler reports due.
February 28—Amusement and entertainment reports and tax due.

Louisiana
February 1—Soft drinks reports due. Tobacco reports due.

February 15—Income information reports due. Soft drinks reports due. Tobacco reports due.
February 20—Sales tax reports and payment due.

Maryland
February 15—Income information reports due. Sales tax reports and payment due.

Massachusetts
February 10—Meals excise tax reports and payment due.
February 20—Cigarette tax reports and payment due.

Michigan
February 15—Sales tax reports and payment due.
February 20—Cigarette tax reports and payment due.

Minnesota
February 1—Royalty reports due.
February 20—Cigarette tax reports and payment due.

Mississippi
February 1—Property tax first semi-annual installment due.
February 10—Admissions tax reports and payment due.
February 15—Occupation (sales) tax reports and payment due. Tobacco manufacturer, distributor and wholesaler reports due.

Missouri
February 1—Personal property tax lists in first-class cities due.

Nebraska
February 10—Cigarette distributor reports due.

(Continued on page 83)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of *The Billboard* are:

NEW BALLY DRIVE ON PHONOS SEEN. Radio, tele and disk industries see rise as hedge against war measures (Music Department).

VICTOR TO WAX DURANTE DISKS. First pair of disks is with Metopera soprano Helen Traubel (General and Music departments).

VICTOR TO LAUNCH RECORD BALLY PUSH. Plans big hoopla in all fields (Music Department).

PHONO MAKERS RACK 52-MIL IN BANNER '50. Tax Bureau indicates year is \$12,000,000 over preceding year (General Department).

And other informative news stories as well as the *Honor Roll of Hits*, pop charts and the *TV-phono merchandising column* in music.

Wurlitzer Bows 1951 Line

• Continued from page 70

single push-button selector is used, as is a single coin entry on the right hand side of the cabinet. The coin chute will accept nickels, dimes and quarters. Below the selector panels, on both sides of the phonographs, are plastic columns thru which indirect lighting is projected from a color cylinder. The plastic columns are embossed in a diamond pattern and create an illusion of changing color.

Between the pilasters and covering the large dynatone speaker is a "V" made of metal and finished in silver, fronted by a nickle-grille of vertical modern design. The base of the units is made of sculptured wood and is protected by stainless steel strips.

Disk Handling

Records used in the new models are supported individually in metal trays and are raised by the tone table to playing position. Two pick-ups, equipped with Zenith Cobra tone arms for the top and bottom sides of the records speed up the playing cycle.

Wurlitzer has enlarged the playmeter on the new phonographs so that it will now register up to 60 plays on each record.

The dynatone sound system, used in the 1250, has been continued with some improvements. Firm has added more bass to the tone and allows for a wider range of adjustment thru two tone control knobs in the amplifier. Wurgler said the amplifier and junction box have been built in a compact combination, thus allowing more space in the cabinet to be used for auxiliary equipment.

Servicing

It is possible to remove the entire dome on the Wurlitzer Models 1400 and 1450. When on location the dome is hinged from either the front or the back and may be opened either way for service. Should it be desirable to do so, both sets of hinges may be released and the dome completely removed from the phonograph, giving accessibility to the record stack, the tone arms and the changer mechanism above the chassis shelf.

The entire front section of the phonograph including the selector panel, side pilasters and the grille is a door which slides open, permitting access to the coin mechanism, the new double-size coin box, amplified speaker, amplifier controls and the lower section of the record-changing mechanism.

The rear panel is one piece and is removable. It includes twin hand holds to assist in lifting the phonograph. Above this panel is a steel channel which is removable by two screws. Once this piece has been taken off, the entire chassis may be rolled out on tracks. All of the electrical components are accessible thru the rear of the phonograph and are equipped with detachable lock-ons which make it possible to remove and repair all major units with little effort.

New Speakers, Wall Boxes

Wurlitzer's new line of remote equipment includes two speakers which are a deviation from the firm's previous line. The speakers come in two sizes, Model 5110 being the 12-inch de luxe speaker and Model 5100 housing an eight-inch speaker. Both speakers incorporate new streamlining and are mounted on steel frames. The sides are pastel colored, rubber-base plastic which is shock resistant and will not crack or chip, Wurlitzer said. Both incorporate a perforated nickle metal grille which is tarnish and stain proof. The finish picks up and reflects light. Both speakers are provided with wall-mounting brackets and a terminal strip on the back which permits connecting the voice coil

direct to the phonograph or thru a 500-ohm matching transformer.

The new wall box has been designated Model 4851. It has a 5-10-25-cent coin opening and plays all 48 selections on the phonograph. It has a mirror-finish nickle case, red tenite push buttons and a plexiglas cover in iridescent powder blue, silver and red. Its "see deep" decorations and lettering give it a three dimensional appearance. The program holder is illuminated and divided into two listings of 24 selections each. The listings are changed by turning a knob at the bottom of the case.

A speaker-wall box combination has been made available thru an adjustable wall plaque which combines either of the new speaker models and the new wall box into a single unit for installations remote from the phonograph. With this plastic and steel pilaster, it is possible for operators to assemble their own wall box and speaker combination at a low cost, using an inexpensive kit consisting of rubbed walnut mounting plaques for the wall box and speaker, and the adjustable pilaster for connecting the two mounted units. The over-all can be adjusted from a minimum of 46 inches to a maximum of 57 inches to provide for specific location requirements.

No Obsolescence

"Altho we are offering a complete line of new remote equipment, the 1400 and 1450 phonographs will in no way obsolete the remote which we have previously built," Wurgler said. "All prewar wall boxes can be used to play the first 24 tunes on the phonograph and several can be converted to play all 48. Any current Wurlitzer speaker may be used in conjunction with these phonographs. This is a very fortunate situation in view of the material shortages which are being experienced within the industry, particularly in the shortage of cobalt, which, must of necessity, be used in speakers of the permanent magnet type. We are fortunate enough to be producing our new phonographs, but quantity production on the new remote is still a problem. The 4820 wall box which was designed for use with the 1250 is equally adaptable to our new line."

Merchandising Music

• Continued from page 70

gimmick created much interest in locations, and patrons proved themselves hep to most of the unidentified numbers. Haller believes more good records and tunes are needed at this time to help boost play on all phonographs.

Charles Henske, Jacksonville, Ill., operator, also takes records as his theme this week. Henske wants to know why the cost of records is now higher than it was during the war. He says that about the only thing left for a nickel these days is the price of a play on a juke box—and this is true in the face of the tremendously increased costs, not only at work, but at home.

WE BUY USED RECORDS

All types—as they come.

Our standing order granted year-round.

Jalen Amusement Co.

1200 Bolton St. Baltimore 17, Md.

Madison 10031

Wurlitzer Ind. Distrib. Opens Indpls. Office

INDIANAPOLIS, Jan. 27.—Cain-Cailhouette, Inc., has taken over the building formerly occupied by Midland Music Distributors, Inc., 409 North Noble Street, Indianapolis, and will distribute the Wurlitzer phonograph. The company headed by John F. Cailhouette, is the distributing agency for the Wurlitzer phonograph in Louisville and Nashville.

The local branch here will cover the Indiana and Eastern Illinois territory. Dick Wagner, who has been associated with the Wurlitzer distributorship for a number of years, has joined the new company. Operators in Indiana were invited to attend the National Wurlitzer Days at the new branch, January 28-29.



Play It Safe!

TO BE SURE OF

Long-Lasting Quality—
Long-Life Trouble Free Performance—
Long-Range Dependable Earning Power . . .

BE SURE IT'S **EVANS'**

20 RECORD, 40 SELECTION

CONSTELLATION

You can be sure it will see you through!

AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

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H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS PROFIT STIMULATORS ON PAGES 86-88-91

To Make Army Organs

NORTH TONAWANDA, N. Y., Jan. 27.—The Rudolph Wurlitzer Company has announced receipt of a government order for 100 electronic organs to be issued to the U. S. Army. Instruments will be placed in service chapels.

Ice Cream Meet Hears Vending Op, Cost Info

BOSTON, Jan. 27.—Vernon F. Hovey Jr., vice-president and general sales manager of General Ice Cream Corporation, Schenectady, N. Y., and guest speaker at the 41st annual meeting of the New England Association of Ice Cream Manufacturers at the Hotel Copley Plaza, January 17-18, said that ice cream vending machine operators can be placed in a serious position if prices spiral, and they have to go to 15 cents.

"Ice cream vending is still very new," he said, "and has been proving successful only in about the last four months." He said best ice cream vending cities so far were Philadelphia, New York, Pittsburgh, Cleveland and Chicago.

Milk vending, he stated, is a "new baby" and sales have been rocketing with the step-up in plant war production. He revealed that a new bulk milk vending machine is being readied for the market which will cut costs.

Supplies Up

Supplies are up about 18 per cent, he said, and butter fat has gone from 79 cents to 96½ cents a pound. There is about 6/10 butter fat to a gallon of ice cream, and the result has been close to a 12 cent per gallon price increase in the last few months.

He expressed the hope that vending machine operators will not have to go up in price, and said that there might be a possibility of cutting the size of the present 3-ounce chocolate coated ice cream bars to 2½ ounces, to stay at the 10 cent vending price.

Ice cream vending is new in New England, and one of the first operators to get into the field was Alfred Sharenow, of Automatic Merchants, Inc., 266 Salem St., Medford, Mass. He conferred with Hovey and H. S. Burkhardt, sales (Continued on page 82)

PENNIES, BARS IN SEVEN-CENT CANDY TRY-OUT

NEW YORK, Jan. 27.—Pennying for odd-cent sales is old stuff to cigarette operators, but at least one candy machine here is being operated at a dime while returning 3 cents in change to the patron with a standard-size bar.

In the test vender operated by Nat Shapiro, of Candymat Corporation, change pennies are inserted in a small glassine envelope which is then Scotch-taped to the candy wrap. All other machines in his substantial route continue for the time being at the nickel rate.

Shapiro would not hazard a guess as to how the experiment might work out. He anticipates a drop in volume but is hopeful that the increased unit income will more than cover the drop. He said the 7 cents was chosen, rather than 6 cents, to make up the extra cost of pennying. The test machine is in an industrial location.

Candy Ops Treading Lower Commission Path, Some Act

Average 10% Commish May Drop To 8%; Locations "Go Along"

CHICAGO, Jan. 27.—Candy operators are definitely thinking, and some are acting, along lower location commission lines. A spot survey by *The Billboard* has indicated that the new "face it" trend in commissions is building up as a result of rising supply and general overhead costs, which are now making the heretofore average 10 per cent and over schedule impractical.

Generally suggested high is 8 per cent, with many operators backing a straight 2½ per cent reduction, more if commissions were over 10 per cent level. Those who have taken action report that locations, particularly industrials, appear willing to go on the new schedule. Biggest kick comes from schools, while welfare and club spots turn thumbs down on any commission reduction. Latter

claim they need more dollars now and rely on coin equipment to furnish an important part of needed funds.

The big barrier to greater switch-over to a lower commission set-up is fear of competition. To do so arbitrarily is to invite a high location mortality, operators feel. But those who are going ahead to protect their business and maintain sensible profit levels are first approaching each location individually, in person, and attempting to justify the reduction by quoting soaring business costs.

Op Yardstick

Where locations threaten to change to another higher commission paying operator the usual counter questions are:

1. Does the firm (offering higher commission) carry insurance, for you, your customer and/or em-

ployee's protection?

2. Are the servicemen bonded?

3. Are proper storage facilities provided for candy?

Chicago operators have not swung one way or another, on the lower commission question, as a group. But while leading ops hint they would like to adopt the 8 per cent rate, they feel that paying 10 per cent or higher commission is the lesser of two evils. The second "evil" is the fear of (Continued on page 81)

DEPT. STORE COIN-CHUTE

Filene's Sons Expands Vender Operation, Gives 1st Break-Down

BOSTON, Jan. 27.—First break-down of any kind on William Filene's Sons Company operations in the automatic merchandising field was obtained exclusively by *The Billboard* this week, plus reports of a move toward expansion and opening of new locations before the emergency situation begins to cut into supplies and equipment.

With batteries of Glasco venders now at the Greyhound Bus Station and Logan International Airport, the company began experimentation with a reconverted electric

cigarette machine, vending jewelry and gadgets, at the airport, and has put in two new Vendomatic hosiery machines at the Back Bay railroad station.

SEEKS VENDER FOR GEM PAPER

NEW YORK, Jan. 27.—Any supplier with a vending machine that can dispense folded rectangles of paper at 10 cents each, might find a limited placement market in diamond clubs, establishments where gem dealers socialize, display their wares and transact business.

I. Kassoy, dealer in jewelers' supplies here, is looking for such a machine. He said it should be able to dispense diamond parcel paper, three-sheet wraps one folded to measure 1-11/16 by three inches and another size 1-15/16 by 3½ inches. An eight-column machine would be required so that four colors in each size could be stocked. The parcels are used to carry and display gems.

Major cities across the country are said to have diamond clubs.

New Mills Gum Vender \$27.50

CHICAGO, Jan. 27.—Mills Automatic Merchandising Corporation announced this week that the 1951 Mills Selective Display Gum Vender is now being sold direct to operators. Matt O. Blesius, executive vice-president, stated the stainless steel unit is priced at \$27.50.

Capacity is 315 penny pieces of American Chicle gum. Special inserts are available at no extra cost if Wrigley gum is vended. New features of the 1951 model include redesigned coin return cup and built-in rubber counter mounting pads. Weight of the vender is approximately 20 pounds.

Urges Support of Polio Fund Drive

NEW YORK, Jan. 27.—A plea that all persons connected with the vending machine industry support the current March of Dimes campaign was voiced this week by Robert Z. Greene, president of the Rowe Corporation. Greene has been named chairman of the coin and vending machine division of the polio organization's appeal in Greater New York.

"You can bet that there is something wrong with any locations, like South Station and North Station, that we are not in," said Stacey Holmes, public relations director of Filene's. By "something wrong," he meant too high a nut, closed locations, competition of concessionaires already in solid and not enough traffic, he explained.

Airport Biz Tops

Eugene Notkin and Al Stankus, assistants to William Bellamy, who is in charge of vending operations (Continued on page 80)

Multi-Item Cig Units Seen N. E. Op Trend

BOSTON, Jan. 27.—Ops are eyeing the introduction of converted cigarette machines in a new vending trend which is beginning to crop up in the New England area. The converted cigarette machines are being used experimentally for vending doughnuts, cookies and other pastry items, and for jewelry, pen and pencil sets and other merchandise items, which can be packaged to cigarette size.

Coffee Service Corporation, of Malden, operators of 15 500-cup Bert Mills coffee machines, are experimenting with a converted Rowe electric cigarette vender in one of their installations, vending packaged doughnuts and cake slices and cookies.

William Filene's Sons Company, which is pioneering automatic merchandising with Glasco and Vendomatic venders in the Greyhound Bus Station, Logan International Airport and the Back Bay Railroad Station in Boston, is using a converted Electro cigarette machine at the airport to vend jewelry and pen and pencil sets (see separate story). This new development is lead-

Silverman Steps Down as Indevco General Manager

NEW YORK, Jan. 27.—Arthur (Mike) Silverman, general manager of Indevco, Inc., will leave his post with the coffee machine manufacturing firm February 1. His resignation, by friendly agreement with the company officers, is said to have resulted from a change in Indevco policy.

While company officers declined to comment on the new policy, it was recalled that Silverman was hired originally to head up an (Continued on page 82)

Johnson Named Vendall Gen. Sales Manager

CHICAGO, Jan. 27.—Edward E. Johnson, formerly a merchandising executive with Montgomery Ward & Company and Butler Bros., has been appointed general sales manager of the Belvend Manufacturing Company's Vendall division. The appointment, effective this week, was announced by B. E. Hall, president of Belvend.

Johnson was formerly merchandise manager of 145 stores for Montgomery Ward; organizational manager for Butler Bros., Federated Stores, and managing director of the Great Universal Stores of London, England.

Hall said Johnson was brought into the firm because "the same basic factors that built the tremendous success for retail chain stores are the factors which when applied will guarantee greater success for the automatic merchandising operator."

Dr. Pepper Org Starts Court Action in Chi

CHICAGO, Jan. 27.—Chicago's Dr. Pepper Bottling Company charged this week that the Coca-Cola Company and its subsidiary, the Coca-Cola Bottling Company of Chicago, Inc., engaged in a conspiracy to gain a monopoly and set the retail price of Coke in the Chicago area.

Dr. Pepper made its charges in a \$750,000 anti-trust action filed Thursday (25) in Federal District Court here.

Attorneys for Pepper said Coca-Cola brought pressure on Chicago retailers to sell Coke for only a nickel by advertising that the price of soft drinks should be no higher than that. In most other regions, the Dr. Pepper attorneys charged, Coke is bottled by franchise holders who are free to set their own prices.

Since the Coca-Cola Company controls the bottling operations of its Chicago subsidiary, the attorneys charged, the price of Coke has been kept low—even below cost—in an effort to force other soft drink bottlers out of the market.

Dr. Pepper's complaint asks damages and an injunction to restrain Coca-Cola and its subsidiary from continuing the practices.

Candy Op Vends Two 5c Bars at Time for Dime

CLEVELAND, Jan. 27.—Industrial Candy Vending Company here reported this week that its adoption of a new approach to nickel bar sales may prove to be the answer to bettered profits without using odd-cent prices or going to a straight dime bar. The idea, conceived by Harry Golden, who with a brother, George, heads the company, is to vend two 5-cent bars at one time for 10 cents. The plan was put into effect three weeks ago and to date has resulted in a 40 per cent reduction in service trips, 25 per cent cut in service costs, plus a slight increase in over-all sales volume.

Industrial Candy has placed decals on 80 per cent of its equipment (which permits either two-nickel or dime operation) explaining the change-over. Message states that to keep operating costs down and at the same time continue to vend a nickel bar at a nickel, machine capacity was being doubled by placing two bars per vending pocket instead of one.

Location management went along with the idea, preferring it to odd-cent or dime candy, and customers have to date registered no complaints, Golden reports.

Want Variety

The only "unfavorable" patron reaction, he said, was a request to place two different type bars per pocket instead of two of the same kind as was at first done.

The dime venders are going over well in industrial and college installations, Golden declared. Firm's grade and high school spots, however, are kept at straight nickel operation and equipment not lending itself to dime or two-nickel conversion is being placed in such spots.

Before embarking on the program, the Golden brothers sent out detailed explanatory letters to all locations where the plan was to be tried. It was an alternative for either 6-cent, dime candy or lowered commissions, it was stressed, and as such won practically universal location approval. Golden said that with exception of only a few top selling bars, firm's Stoner equipment accommodates two 5-cent bars per pocket easily. This doubles machine capacity, upping the six-column 102 bar unit to a 204 bar machine and the eight-column 160 bar vender to 320 bars. Thus, locations formerly requiring six servicings per week now require four; those needing three were reduced to two, etc.

Canteen Dividend

CHICAGO, Jan. 27.—The board of directors of the Automatic Canteen Company of America Thursday (25) declared a regular quarterly dividend of 25 cents per share on common stock, and a quarterly dividend of 22½ cents per share on the 4½ per cent cumulative preferred.

Both, said Nathaniel Leverone, chairman of the board, are payable March 1 to stockholders of record February 15.

Portland Hits Proposed Ban Of Cig Units

PORTLAND, Ore., Jan. 27.—The local retail trade bureau went on record here as opposing a bill now in the State Legislature to ban cigarette machines.

At a meeting of the board of trustees the bill was opposed on the grounds it would be a prelude to abolition of other vending machines, that it would deprive cities of licensing revenues and that higher taxes and business costs make it "essential that those retailers who maintain cigarette vending machines be permitted to do so with proper supervision."

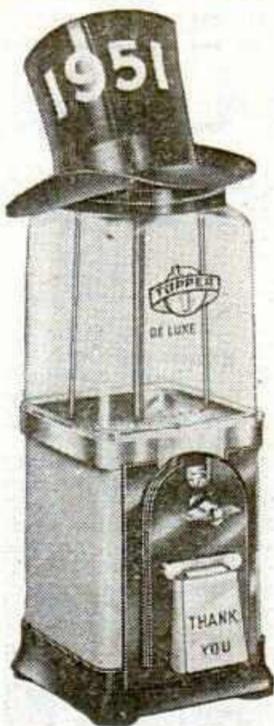
Halvah Pushed As Vender Bar

NEW YORK, Jan. 27.—Deeper penetration of the vending market is being planned by independent Halvah Candies, Inc., here, following successful machine-sale tests of its major nickel bar, Joyva Crowns.

Limited vender tests were begun about two years ago, but sales have built to the point where Automatic Canteen is moving as many as 50,000 pieces weekly in the New York area alone, according to Alex N. Radutzky, president.

Major ingredient of the chocolate-covered Joyva is sesame, a high-protein product similar in chemical composition to peanuts and soybeans. The bar, wrapped in cellophane with a cardboard stiffener, lists at 65 cents for a 24-count pack. Retail sales are heaviest during the cold months.

A family-run business, independent Halvah is managed by the Radutzky brothers, Harry, Mickey and Milton, in addition to Alex N. The vending department is headed by Rex Chait, candy broker.



The One for '51

VICTOR'S TOPPER DE LUXE NOW AVAILABLE!!!

with the ALL-PLASTIC GLOBE

Tops in Design . . .

Performance . . . Durability

Contact your VICTOR distributors or write direct for descriptive literature and price list on complete line.

VICTOR VENDING CORPORATION
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

NEW Northwestern '49 Special

1¢ or 5¢ Immediate Delivery!
Single \$17.35 EA.
25 to 100 \$17.15 EA.
100 or More \$16.95 EA.

Write for Charm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping.

1/3 Dep., Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.



Dept. Store Coin-Chute

Continued from page 79

at all installations, told *The Billboard* that airport volume has proven better than volume at the Greyhound Bus Station. They said this was because air travelers had more money to spend. Prices of items vended at both locations are in the same range.

The Logan International Airport installation went in under wraps the week of October 3, 1950, and the Greyhound Bus Station operation was unveiled in May, 1950.

Both locations had attendants, wearing change belts, to service customers for the nickel, dime and quarter operation to \$1.50, but this has been discontinued, Notkin said, and now the machine batteries have attendants only on week-ends and afternoon hours. These attendants carry change in their pockets—no change belts.

Cards have been placed in the machines reading: "Coins may be obtained from the newsstand or the ticket windows." It was found that "the machines do not need constant attendant supervision," Notkin said.

"We still don't know what makes one item click for weeks and then suddenly go dead," he revealed.

80¢ Item a Steady

So far, the one item which has held up since the opening of the first installation, billed as "the first automatic store in the world," is a six-in-one utility tool, retailing for 80 cents.

Christmas business was "very, very good," Notkin reported, and the venders were stocked with holiday cards and gift items, which were withdrawn for a winter line of merchandise.

Biggest seller in the new assortment, now running, has been women's rubbers at \$1. This rubber, designed in a plastic case, to fit all women's shoes, sells out everytime there is a snow flurry or a heavy rain, the attendants said.

Problems

Mechanical problems have been held down pretty well, Notkin said. No slug problems have been encountered, or vandalism. Machines are equipped with slug rejectors.

There is still a lot of curiosity buying, but it is beginning to fall off, Notkin and Stankus said. Coverage is only necessary during the busy hours. Few complaints have been received. Every item vended contains a green slip explaining where the customer may bring the merchandise (to Filene's main store) if defective.

Mull Conversions

The new experimentation with the reconverted Electro cigarette machine is being watched carefully at the airport. The console type electric machine has 10 trays and is now being used to vend small jewelry items and pen and pencil sets.

If this type of vending proves successful, it was indicated, reconverted Electros will be used in other installations for small items. The cost factor of the machines in comparison with the Glasco venders, made for Filene's by Glascock Bros.' Manufacturing Company, Muncie, Ind., which are said to run at \$400 each, plus the smaller space needed, are important points in view of the coming restricted economy, officials of the store stated.

Filene's now has 13 Glascos and two Vendomatics at the bus terminal; eight Glascos, two Vendomatics and one reconverted Electro, referred to as "the gadget machine" by Filene's staff, at the airport, and two Vendomatics (hosiery) at the Back Bay railroad station.

Women's hosiery is still the strongest vending item according to Notkin.

"It keeps running heavier and heavier," he said, "and purchasing of women's hosiery thru vending machines is now an accepted and proven method of merchandising in this area."

Breaking down sales by item, Notkin said the utility tool, pens and pencils, rubbers (dependent on weather), sundries, toys, stationery and apparel items follow in that order.

Some indication of what Filene's has found out about this new automatic merchandising field is shown by a listing of the three complete installations of items at the bus station since May.

New Offerings

Present new selection of items includes Tom Thumb playing cards, 40 cents; women's glove guards, \$1; three-color pens, \$1; argyle socks knit pack, \$1; miniature pen and pencil set, \$1; pigskin wallet, \$1; ladies' handkerchiefs, pure linen, imported, 35 cents; plastic key case and purse, 30 cents; women's rubbers, \$1; cuticle kit, \$1; address book, 49 cents; nail clipper, 25 cents; six-in-one utility tool, 80 cents; collapsible pencil, 50 cents; aluminum cigarette case, 35 cents; four action cards, 75 cents; whistling pup, 49 cents; "Howdy Doody" coloring set, 25 cents; plastic toy train, \$1; latex crying doll, \$1; six different puzzles, \$1; two canasta decks and tray, \$1; Golden Dram perfume atomizer for purse or dresser, \$1; men's all-wool ties in blue only, \$1; miniature cigarette lighter, \$1; Boston scene note paper and envelopes, \$1; hand-embroidered imported wool gloves, women's, in small, medium and large sizes (taking up three compartments), \$1; plastic women's wallet, \$1.20; perfume and lipstick, \$1.20; women's wallet, \$1.20; "mad" money purse fob, \$1.20; earrings, \$1.20; 13 charm bracelet, \$1.20.

(Note that only sized items now being vended are women's gloves. Sundries and toys comprise the largest number of items.)

Other Additions

Second offering in the machines comprised Currier & Ives Christmas cards with envelopes, \$1; 16 madonna cards with envelopes, 75 cents; 12 plastic backed Christmas cards with envelopes, 50 cents; Treasure Hunt game, 25 cents; silent butler ash trays, \$1; pocket-size women's plastic rubbers in plastic container, designed to fit any shoe, \$1; baby rattle and bib, 75 cents; compact with pettipoint design, \$1.20; three-color pen, \$1; goofy bird, 25 cents; four action toy cars, 75 cents; aluminum cigarette case, 35 cents; automatic pencil lighter, \$1; whistling rubber pup, 49 cents; plastic men's wallets, \$1.20; Midnight eau de cologne by Tussy, \$1.20; bubble bath set, \$1.20; 13-charm bracelet, \$1.20; women's purse fob, \$1.20; gift set of cologne, perfume and soap, \$1.10; sewing kit, \$1; bathing capsules, \$1.20; playing cards, 45 cents; ash trays with historical scenes, 75 cents; lucite brush set, 35 cents; twill neckties, \$1.50; women's green silk scarfs, 59 cents; French red leather purse, \$1.20.

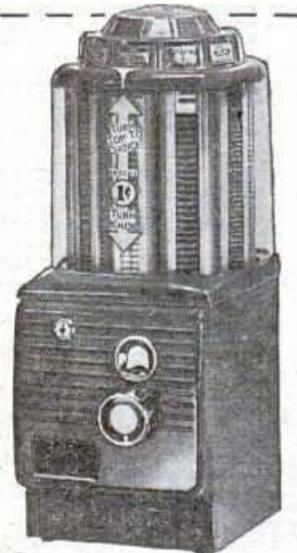
First offering included men's ties in solid blue, maroon and black, \$1; men's hose in black, sizes 11, 11½ and 12, 75 cents; T-shirts, in small, medium and large, \$1; men's shorts, sizes 34, 36, 38, \$1; women's nylon gloves, sizes 6½, 7, \$1; simulated pearl earrings and necklaces, \$1.20; women's nylon panties, \$1.65; baby pants, \$1; plastic rattles, 85 cents; Hopalong Cassidy wallets, \$1.20; plastic blocks, \$1; latex doll, \$1; canasta set, cards and tray, \$1.35; colored candles, 85 cents; note paper, \$1; two decks of cards, 90 cents; men's handkerchiefs, two for 50 cents; box of gift soap, three cakes, 50 cents; six-in-one utility tool, 80 cents; box of 20 notepaper cards, \$1.

Operation so far has disclosed that sized items are not as successful as unsized items which can be vended. Staple items, at a medium price, go best.

There was every indication that merchandise venders would be installed at a future date in the new Back Bay railroad station location, which now has only the two Vendomatic hosiery machines. Whether or not this was dependent on traffic or friction between Union News, which has the railroad terminal concessions pretty well tied up, was not apparent.

Filene's findings on volume, per item, is being carefully recorded, but no statistical breakdown is to be released until the operation is one year old, company spokes-

OPERATORS -HERE IT IS!



Northwestern

SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor . . . big capacity . . . fast servicing . . . simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

VICTOR'S AMAZING NEW

TOPPER

Sold 4 to a Case \$48.00

Sample \$12.75

PISTACHIOS

25 lb. carton, Small, 55¢ lb. Vender's Mix-ture, 58¢ lb. Large, 62¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

Plastic Auto-graphed Foot-balls, \$4.25 per M. Metal Plated, \$6.00 per M.



RAIN-BLO GUM, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200¢ or more with freight prepaid, 26¢ lb. less 2%.

COLOR GUM - All Sizes 25¢ or 40¢ carton, 26¢ lb., 160¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER.

Write for our FREE Complete Charm List
1/3 Deposit F.O.B. Brooklyn, N. Y. Balance C. O. D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

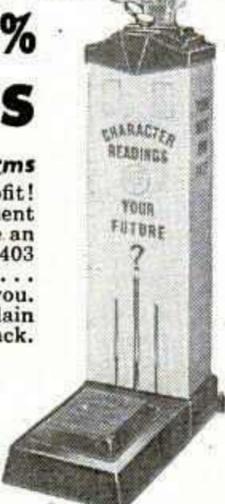
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble



Yours for Only \$25 DEPOSIT

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.



1¢ & 5¢ mechanism slides into place—no screws!

Eye-Stopping Money-Maker

DISTRIBUTORS!
Choice Territories Still Open—Write, Wire, Phone!
East & Midwest
M. J. Abelson, gen. sales mgr.
1349 5th Ave., Pittsburgh AT 1-6478
Pacific Coast Distributor
Operators Vending Machine Supply
1023 Grand Ave., Los Angeles

HAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

Conn. Canteen Ups Servicemen Wages

BRIDGEPORT, Conn., Jan. 27.—Under terms of an agreement reached this week, the Canteen Company here granted pay raises to its servicemen and hourly workers.

According to Secretary-Treasurer Joseph P. Cleary, of the AFL Teamsters' Union Local 145, the servicemen will be given \$5 weekly boosts and other workers will get increases of 12½ cents an hour.

The employees will be given an additional holiday, bringing the total to eight, \$55 a week guaranteed and a 45-hour work week with time and one-half for over 40

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

TOP VALUE-LOW PRICE!!

A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.

4 or more \$12.00 each
100 or more \$11.25 each
ROY TORR
LANSDOWNE, PA.

FRENCH BOY POPCORN

SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2½ peck glassine bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.
3441 W. North Ave. CHICAGO 47

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 72 Bar Size, Each . . . \$27.50
CIGARETTE MACHINES
Write for low prices all makes
COUNTER MODEL . . . \$22.50
Half Deposit. Phone: EA. 9-0664
HARRIS VENDING
3111 N. Rock Ave. Philadelphia 12, Pa.

RAKE EQUIPMENT
is
GUARANTEED PERFECT!

Immediate Delivery!
NEW Northwestern '49 Special

Cuts Costs and Servicing Time in Half

Less Than 25...\$17.35
Less Than 100...\$17.15
Over 100...\$16.95

AVAILABLE IN 1c OR 5c PLAY. PLEASE SPECIFY WHEN ORDERING.

"RAKE" 24 PAY PLAN ON VENDING MACHINES
WRITE FOR COMPLETE DETAILS Specify What Machines You Are Interested in Purchasing.

RECORD. VENDORS

Columbus 46Z, 1c Bulk	7.50
Columbus 46ZB, 5c Bulk	8.00
SK 1c or 5c Bulk	8.00
NW Deluxe 1c & 5c	12.50
NW Model 39, 1c Bulk	7.50
Shipman Stamp, 1c & 3c	22.50
NW Model 33 Ball Gum	7.50
SK Ball Gum	7.50
Atlas Bantam, 5c	7.50
Victor Model V	8.50
Lucky Boy, 1c Bulk, new	9.75
N. Y. Stamp, 1c & 3c	12.50
Exhibit Card Vendors, 1c	15.00
Adams Gum, 6 Cols., 1c	14.50

RECORD. COUNTER GAMES

ABT Challenger, 1c	19.50
Elec. Shockers, 1c	15.00
SK Target Kings, 1c	19.50
SK Hunters, 1c	19.50
Whirl-a-Ball, 1c	19.50
Bat-a-Ball, 1c	19.50
Hit-a-Homer, 1c	19.50
Victory, 1c	19.50
Kicker & Catcher, 1c	22.50

RECORD. CIG. & CANDY MACHS.

DuGrenier Model W, 9 Cols.	\$89.50
DuGrenier Model S, 7 Cols.	69.50
U-Need-a-Pak Model E, 8 Cols.	79.50
U-Need-a-Pak Model A, 8 Cols.	89.50
National 9-30, 9 Cols.	89.50
Rowe Imperial, 6 Cols.	69.50

Above Machines, 25¢ Operation.

DuGrenier Candy Man, 5c...\$59.50
Stoner Univendor, 6 Cols., 5c...\$65.00
Stoner Univendor, 8 Cols., 5c...\$210.00

POPCORN MACHINES

Electro-Serve (Hot), 5c	\$15.00
Pop Corn 5c	49.50

WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/2 Deposit, Balance C. O. D.
Full Payment Must Accompany All Orders Under \$20.00.

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA.
LOMBARD 3-2672

Candy Ops Tread
• Continued on page 79

crippling losses in locations as a result of cramming cuts down their (location's) throats.

However, in spite of competitive and loss factors, several major Chicago candy operators are independently readying a switch to a straight 8 per cent schedule. Because of the competitive angle, they requested names be withheld.

In Milwaukee, operators have been treating commission reductions as a ticklish subject. Canteen Company here, according to manager Erick Rakow, started lowering rates about two months ago. Rakow states that suggested commissions are 5 per cent of gross sales on candy, up to 12 per cent on gum and nuts. "Business locations generally understand and agree to cut," he said.

Stacy Brothers, Milwaukee, claims it will cut commissions if candy prices go up. Present rate is 10 per cent. Herb Geiger, Geiger Automatic Sales Company, is thinking of lowering commissions, but will not act unless the wholesale price goes up.

West Coast Action

West Coast thinking appears to be more uniform on the lower commission trend. Food-o-Matic Service, Los Angeles, is moving to cut candy commission on non-contract spots about 2 1/2 per cent, thus lowering present 10 per cent take to 7 1/2 per cent and 7 1/2 to 5 per cent. Food-o-Mat reports most locations prove willing to listen to arguments for the drop and many go along. However, a usual trailer agreement is made that if operator profits allow it, commission will be increased. Following this approach, firm has found about 35 per cent of its locations co-operate.

M. I. Slater, candy operator in Rosemead, Calif., is currently approaching locations to work out agreements for lowered percentages. Slater says his maximum commissions are 8 per cent, with the average at 5 per cent.

A real brake on more widespread action on lowered commissions, in addition to competitive reasons, is the threat of new excise taxes on candy. Ops holding back say they want to make any necessary commission cut in one jump, instead of dragging it out in two stages if subsequent tax, candy price moves make reductions mandatory.

1c PROPHET

Peerless Is Featured in Mag Story

NEW YORK, Jan. 27. — Penny prophecies that add up to \$600,000 worth of business a year for Lev-erett D. Chambers, head of the Peerless Weighing & Vending Machine Corporation, is the subject of a feature story in the January 21 *This Week* magazine, Sunday supplement of *The New York Herald Tribune*.

The article traces the progress of Peerless from placement of its first fortunetelling scale in 1922 to the 20,000 that are now estimated to be on location around the globe. And many of the "capsule character-analyses" that back the printed weight of the patron are now printed in Sanskrit, Korean, Arabic and other foreign languages, it reports.

Mort Weisinger, the author, writes that the first Peerless scale held only 20 fortunes, whereas the current assortment has increased to 200. "They are the work of

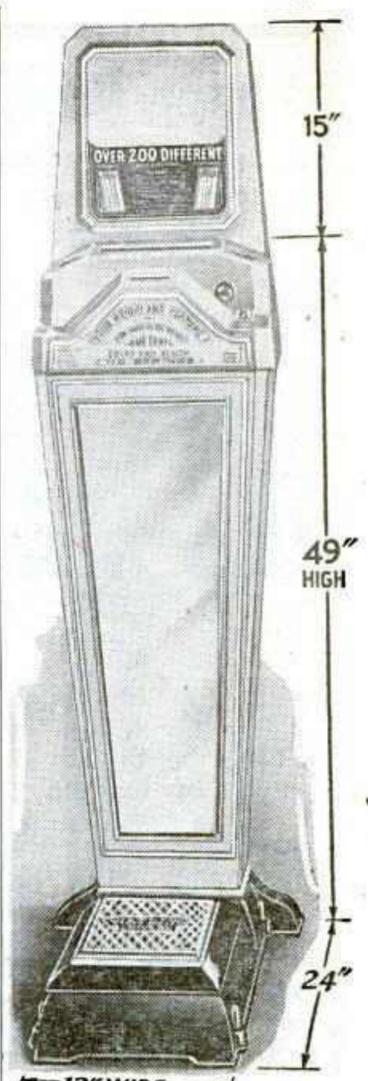
Test Dime Bars In N. Y. Subway

NEW YORK, Jan. 27. — With more than 300 nickel candy machines now installed in subway stations here, Interborough News, contract operator, this week began a test of dime sellers in two of the city's most heavily traveled stations.

Dime Hersheys and Mounds are being used in the test machines to determine strap-hanger reaction to 10-cent bars. In most cases, three columns of the Stoner machines are reserved for the double-size confections, with the remaining five columns carrying standard nickel bars.

An Interborough executive said the experiment may run about a month. Should sales hold at a satisfactory volume, dime sellers will then go into all venders the company operates. Interborough has recently stepped up its machine placement rate.

high-priced psychologists who know how to flatter you in 16 words or less."



WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

WATLING
Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

CHARMS they can't resist!

You'll want to get in on this profit-parade today! Sell the charm line that leads the field... that kids and grown-ups find irresistible!

An Amazing Variety in Plastic & Metal

For immediate delivery—shipped the same day your order is received! An entire series of proven best-sellers! Order today!

"WILD WEST" CHARMS
Guns, Chaps, Bucking Broncos, Saddles, Indian Heads, Boots & Spurs.

Plastic	2.50 per 1000
Copper	4.75 per 1000
Silver	4.95 per 1000
Gold	5.35 per 1000

"SPORT-TIME" CHARMS
Bowling Balls, Baseballs, Footballs, Basketballs.

Plastic	4.00 per 1000
Copper	7.10 per 1000
Silver	7.55 per 1000
Gold	8.50 per 1000

"SKULL" CHARMS
Exceptionally fine and full.

Plastic	4.25 per 1000
Copper	7.60 per 1000
Silver	8.25 per 1000
Gold	9.50 per 1000

"BONUS" PRICES on these Wanted Items!

(pictured) Chain—.05 each
Jump Rings—.05 per dozen
Earrings—.05 per pair

Small deposit will send your order immediately—balance C.O.D. Freight prepaid on all orders of \$100 or more!

OPERATORS VENDING MACHINE SUPPLY CO.
1023 SOUTH GRAND AVENUE • LOS ANGELES 15

FORMULA FOR SUCCESS FOR 1951
IN THE MERCHANDISE VENDING FIELD

Be Bright—Start 1951 Right With VICTOR

We Have a Plan To Take Your Old Machines In Trade for New VICTORS

Victor Machines are making more money for more successful operators than any other machine

A Small Deposit Will Hold Equipment for You, Protect You Against Possible Increases and Insure Delivery. ORDER VICTOR TODAY!

Try VICTOR Once and you will Buy VICTOR Always!

VEEDCO SALES CO.
2124 Market St. Phone: LOcust 7-1448 Philadelphia 3, Pa.

VICTOR'S TOPPER
ONLY \$12.00 Each (4 or More)
ONLY \$11.75 Each 100 or More
ONLY \$11.25 Each Glass or Plastic Globes

UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LIBERAL, EASY FINANCE PLAN!!! LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.

VENDING SPECIAL—1ST SINCE 1924. Write for FREE information regarding VENDING SCHOOL for operators.

BERNARD K. BITTERMAN
3002 Truman Rd. Kansas City 1, Mo.

\$10 BUYS \$13 WORTH FUNNY FACE CHARMS!
Skulls, Indians, Devils, Pirates, Clowns and Cannibals.

1000 PLASTIC	\$4.50
1000 PLATED	8.50

Total Value \$13.00
BOTH FOR ONLY \$10
F.O.B. Jamaica, N. Y.
BUY AS MANY DEALS AS YOU LIKE

EPY
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

SPECIAL OFFER
We still have a few "ON LOCATION" Scale Routes For Sale

Write or Wire Dept. "B"

PEERLESS WEIGHING AND VENDING MACHINE CORPORATION
29-28 Forty First Avenue
Long Island City 1, New York

STAMP FOLDERS
Direct From Manufacturer. UNLIMITED QUANTITIES—IMMEDIATE DELIVERY Write for Prices.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa
Phone: LOcust 7-1448

GET * NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
413 Neppure Street, Pittsburgh 20, Pa.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$8.75
EACH Lots of 25. 1c or 5c MODEL \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 300 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

—LARGEST— PROFIT MAKER
5c Silver-King for Pistachios

Change NOW to 5c Model for Real PROFITS

5c Change-over parts available for all 1c Models

Sample \$13.95 each 10 @ \$12.50 each

100 or more—Write for low price

Machines can be purchased on TIME PAYMENT, paying for them in 20 weeks. Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

SMOKESHOP "612"

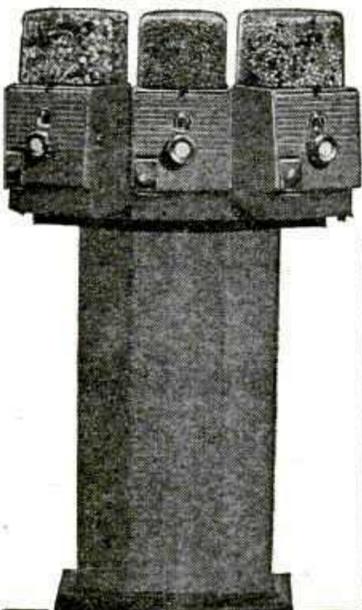
THE NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail Ad For Details

AUTOMATIC PRODUCTS CO.
250-B W. 57th St., N. Y. 19, N. Y. • PL 7-3173

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern

CABINET STAND
FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

HOT STUFF

Test Soup, Lemonade in Cup Venders

NEW YORK, Jan. 27.—Hot lemonade and hot chicken soup are now being dispensed experimentally thru cup machines operated by the ABC Vending Company in subway stations. The test machines, dual hot-cold units, are set to operate at both a nickel and a dime in different stations to check consumer reaction.

W. England, executive, said hot orangeade may be tested soon. The new drinks, including hot chocolate, are dispensed in hot-cold cups at about 140 degrees.

Reynolds' Sales Rise

WINSTON-SALEM, N. C., Jan. 27.—R. J. Reynolds Tobacco Company reported that while earnings were down some \$200,000 last year, net sales went up 1.8 per cent or \$13,510,700 from 1949 figures. Firm's net earnings amounted to \$40,258,003 last year compared to \$40,454,161 in 1949. Net sales were \$759,856,001.

NEW CLOSE-OUTS

PLAY BALL | HOCKEY
TWIN SHUFFLE CADE
Call or Write for Prices!

Lehigh Specialty Co.
826 N. Broad St., Philadelphia 30, Pa.

Ice Cream Meet

Continued from page 79

manager ice cream division, Midwestern region, Dixie Cup Company, Chicago, and Harold G. Dunlap, H. P. Hood & Sons, Boston, regarding future trends in the industry.

Boston Locations

Sharenow is operating around a dozen Adams Col Snac ice cream vending machines in industrial plant locations in the Greater Boston area. He said his operation was still too new for him to make any analysis of the situation, but said he could see great possibilities ahead in the New England area.

Operating at 10 cents, he feels that there would be a resistance to a 15 cent price. "The consumer will still dictate price," he said.

The importance of maintaining present equipment was stressed at the convention by Dale Gillespie, general sales engineer, Creamery Package Manufacturing Company, Chicago.

This is going to be an important phase at all segments of the industry, he pointed out, because new machinery will be limited, parts will be hard to obtain, and mechanics will be in great demand.

Speakers

Other speakers were Rex Paxton, manager, field sales Division A., Sutherland Paper Company, Kalamazoo, Mich., and Robert H. North, executive assistant, International Association of Ice Cream Manufacturers.

Indications from the paper cup manufacturers present was that the paper shortage would be serious, and that price rises were inevitable.

Book Match Ad Survey Reveals Pulling Power

NEW YORK, Jan. 27.—A recently completed nationwide survey of book match advertising readership by an independent commercial research organization, Hooper-Holmes Bureau, has revealed that 36.6 per cent of the 3,655 men and women contacted correctly recalled products and services mentioned.

Cigarette operators, because of their high match book volume, are seen as major aids to the advertiser. In some instances, operators themselves have taken advantage of the pulling power of such advertising by placing plugs for their own firm and machines on book covers.

According to Hooper-Holmes, the people who correctly recalled advertising on book matches in their possession did so without referring to the books. Actually, 35.5 per cent of the men and 38.2 per cent of the women made correct ad "blindfold" identification. Purpose of the study was to measure the impact of book match advertising on adults between the ages of 21 and 65. Of a total of 5,032 persons interviewed, 3,655 or 72.6 per cent carried book matches.

Multi-Item Units

Continued from page 79

especially built for Filene's, may be a wide open field, tho restricted up to this time.

Electric cigarette machines are set up for this new merchandise vending operation, ops feel, and the only problem is packaging. Machines can be used for 10 different items, lending themselves to the packaging of handkerchiefs, women's hosiery, cigarette lighters, pen and pencil sets, knives, nail clippers, comb and nail file sets, neckties, men's hosiery, Scotch tape, playing cards and other small novelty items plus pastry products.

The possibilities for the converted cigarette machines are almost limitless. Without any mechanical change-over, machines could be used as is for the vending of 25-cent items.

With cigarette vending in Massachusetts fast becoming a slim margin of profit operation, due to increased taxes, costs and competition of tobacco companies, cigarette operators are studying the possibilities of this new vending operation.

Silverman Steps

Continued from page 79

Indevco pilot route here. This plan has now apparently been abandoned.

Meanwhile Alexandre Zvegintzov, executive, announced that Indevco is currently in production on both its single and dual drink Koffee King models. He said the latter, introduced to the trade at the National Automatic Merchandising Association convention in November, will be ready for delivery in March. The coffee units are available adjusted for either six or nine-ounce cups.

Before Silverman became associated with Indevco he managed Rudd-Melikian's house operation in Philadelphia. Earlier he headed a Spacarb operation in that city.

LARGEST PROFIT MAKER

5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

Sample, \$13.95 Ea. 10 @ \$12.50 Ea. 100 or more, write for low price.

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write.

Ask about the new "Hunter."

SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00 SPRINGS ARE PRECISION CALIBRATED.

HEAVY SHEET METAL BASE. TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE. Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.



There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH

Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

30 DAY MONEY BACK TRIAL

Northwestern Sensational MODEL 49 Prices

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

LESS THAN 25 \$17.35
LESS THAN 100 \$17.15
100 OR MORE \$16.95



GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 1c or 5c, Baked Metallic Finish, Red on Green—Sample \$14.95 10 or More 12.95
#33 BALL GUM PORCELAIN, 1c \$7.45
SILVER KING, 1c or 5c 6.95
MASTER PORCELAIN, 5c 7.45

MERCHANDISE AND SUPPLIES
ALMONDS, 480 Ct., 5 Lb. Vacuum Packed 85¢
RAINBOW PEANUTS, 25¢
MIXED NUTS 53¢
BOSTON BAKED BEANS 28¢
LICORICE LOZENGES 25¢
Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C. O. D.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600



CIG-O-MAT

CLEVER • AMUSING
AMAZING

← THIS IS IT
ONLY \$4.95

A Sensation in the Only
Three Cities Opened in 1950

NOW READY FOR DELIVERY EVERYWHERE

Quantity and Distributor Inquiries Invited
Everyone wants a CIG-O-MAT. It's not a toy, but a practical cigarette dispenser and savings bank for the home, office, recreation rooms, etc.

Folks get a lot of pleasure, exciting their friends, customers, business prospects with this real, honest-to-goodness cigarette machine—an identical likeness in miniature of conventional cigarette machines.

Made of die cast metal, has a gleaming, beautiful chromium finish. Fully guaranteed.

NATIONAL AUTOMATIC PRODUCTS CO.
1644 EAST 65th ST. CLEVELAND 3, OHIO

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

CIGARETTE MACHINES

Uneda 9 Col., Model A, 270 Pack Cap.	\$ 82.50
Uneda Model E, 5 Col., 150 Pack Cap.	47.50
Rowe Diplomat, 8 Col., 400 Pack Cap. (floor model, electric)	220.00
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Royal, 6 Col., 240 Pack Cap.	72.50
Rowe Imperial, 8 Col., 240 Pack Cap.	77.50
Rowe Imperial, 6 Col., 180 Pack Cap.	67.50

CANDY MACHINES

Candyman, like new, 72 Bar Cap., enclosed base	\$57.50
Rowe Candy Vender, 120 Bar Cap.	85.00
Vendit, 150 Bar Cap.	52.50
U-Select-It, 54 Bar Cap.	35.00

25c-30c CONVERSIONS; PARTS GUARANTEED

UNEDA VENDING SERVICE, INC.
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
New Reconditioned—LIKE NEW As Is
166 CLYMER ST. EVergreen 7-4568 BROOKLYN 11, N. Y.

FREE 1,000 Plastic Charms #2
Worth \$3.00 with every purchase of 150 lbs. BALL GUM
210 ct., 170 ct. or 140 count, 22¢ a lb. F.O.B. Chicago, Illinois.
Net cash with order or 25% deposit, balance C.O.D. Immediate delivery. Buy as many deals as you like.

EPY
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

delicious **INDIAN BRAND PISTACHIO NUTS**
RED—WHITE—NATURAL
Freshly Roasted and Salted
WRITE FOR PRICES
AGRESS NUT & SEED COMPANY
Third St. at Third Ave. Brooklyn 15, N. Y. MAIN 4-3213

ACORN VENDORS
Ball Gum or Nuts
\$10.95 EA.
For those thrifty persons who can appreciate a beautifully reconditioned machine made to look like new.
1/3 Deposit w/o. Bal. C. O. D.

Write For Our Prices on Any Vending Merchandise, Machines or Charms.
COIN MACHINE AGENCY
Formerly Rake Coin Mach. Ag.
2116 Fifth Ave., Court 1-3842
Pittsburgh 19, Pa.

WRITE FOR CATALOG
On Bulk Vendors, Merchandise, Games, etc.
ALMONDS
California Vendsize, packed in 5 lb. vacuum sealed tins, 30 lbs. per case, 79¢ Lb., \$23.95 Can.
Plastic Charms, small, 1,000 \$2.75
Metal Colored Charms, small, 1,000 4.25
Plastic Charms, large, 1,000 3.25
Copper & Nickel, large, 1,000 5.25
Silver Wedding Rings, 1,000 5.95
Toy Watches, 2 gross 2.50
Stone Set Rings, 2 gross 1.95
"Hep Cat" Buttons, 1,000 5.95

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.
\$3.25 each
EXTRA HEAVY STANDS \$3.99 each
We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders.
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

PEANUTS
Delicious Large Red Roasted Virginia Peanuts—a sure way to increase the take from your machine.
Extra Large 37¢ Lb. | Medium 35¢ Lb.
TRAND NUT CO. Granville, Illinois

CHARMS
Paul A. Price Co.
220 Broadway, New York 38, N. Y.

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

ARTIST LABEL AND NO. TUNES COMMENT

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Continued from page 72

POPULAR

- ERROLL GARNER (John Simmons-Shadow Wilson) How High the Moon?
DORIS DAY-HARRY JAMES Lullaby of Broadway
PAUL WESTON (Norman Luboff Choir) Across the Wide Missouri
FRANK SINATRA-ROSEMARY CLOONEY Love Means Love
PATTI PAGE Would I Love You (Love You, Love You)
JIMMY ATKINS If I Live To Be a Hundred
THE FOUR FRESHMEN Now You Know
EDDY HOWARD ORK Little Small Town Girl
WINI BROWN Was It Really Like That?
AL MORGAN Great Day in the Morning
JERI SOUTHERN Imagination
VINNI DE CAMPO (Jack Pleis) Bring Back the Thrill
JACK PLEIS Stardust
HARRY BELAFONTE Venexuela
SONNY BURKE Koo Koo Mambo
LYN MURRAY So Long

State Tax Calendar

Continued from page 78

- New York
February 1—State property tax semi-annual installment due.
February 28—Premiums tax reports and payment from insurance companies due.
North Dakota
February 10—Cigarette distributor reports due.
February 28—Income tax payment from banks and trust companies due (last day).
Ohio
February 10—Cigarette wholesaler reports due.
February 15—Cigarette use tax reports and payment due.
Oklahoma
February 10—Cigarette wholesaler, retailer and vending machine owner reports due.
February 15—Sales tax reports and payment due. Tobacco wholesaler, jobber and warehouseman reports due.
Oregon
February 1—Gift tax reports and payment due.
February 15—Income information reports due. Property tax quarterly installments due.
Pennsylvania
February 10—Soft drinks reports due.
February 15—Personal property reports due.
Rhode Island
February 20—Sales tax reports and payment due.
February 28—Corporation annual reports due.
South Carolina
February 10—Admissions tax reports and payment due.
February 28—Corporation license tax reports due (last day). Franchise tax reports from public utilities due (last day).
Tennessee
February 20—Sales tax reports and payment due.
Texas
February 25—Prizes and awards of theater tax reports and payment due.
Utah
February 15—Income information reports due.
Virginia
February 10—Tobacco tax from warehousemen due.
Washington
February 15—Cigarette drop shipment reports from wholesalers due.

- reports and payment due.
Wisconsin
February 10—Cigarette wholesaler and manufacturer reports due.
February 28—Personal property tax and real property tax (if paid in single installment) due.
Wyoming
February 15—Sales tax reports and payment due.

INVESTIGATE ATLAS' TRADING PLAN!

A Practical Way To Buy During These Critical Times!

NEW SHUFFLE GAMES

- Genco Bowl-a-Line
United 5 Player
Bally Hook Bowler
Universal High Score Bowler
United Skee Alley
United Twin Shuffle-Cade

NEW GAMES

- Genco Tri-Score
Gottlieb Knock Out
Exhibit Six-Shooter
Jennings Challenger, 5-10
United Team Hockey
Chicago Coin Play Ball
Falcon Shoe Shine Machine—\$95

NEW 1 BALLS WINNER - TURF KING

GENCO BOWL-A-LINE

Rebound Shuffle—Authentic Scoring. Floor Sample. A REAL BUY! \$225.00

Terms: 1/3 Deposit, Balance C. O. D. HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

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ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
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AVAILABLE FOR Immediate Delivery

- Gottlieb's KNOCK OUT
Williams' NIFTY
Genco's TRI-SCORE

WANTED

Any quantity of postwar 5 balls and 1 balls from Citation up.

65 Wurlitzer 3020 Wallboxes completely reconditioned \$40 ea.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

for better buys buy McGinnis

Reconditioned BOWLING GAMES

READY FOR LOCATION

8' Keeney King Pin \$140.00 | 8' Keeney Lineup \$32.50
9 1/2' Keeney Pin Boy without lites \$59.50

NOW DELIVERING NEW EQUIPMENT

Keeney League Bowler. Knockout—Triscor—Play Ball. Keeney's Electric Cigarette Vendor Downey-Johnson Coin Counter

Established 1913

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

Advance Record Releases

Continued from page 33

- Three Dollars and Ninety-Eight Cents — Ames Brothers (More Than) Coral 60363
Tiny Cowboy Lullaby—E. Rhodes-D. Freitas Ork (Pagliaccia) Pab JS 900-1
Tish Maloo—Teddy Phillips (I Don't) London 890
To Love You Is Madness—T. Fontaine-L. Douglas Ork (Friend of) Mer 5574
Tomorrow Never Comes—Ernest Tubb (Are You) Dec 46289
Tonda Wanda Hoy—S. Kaye (You and) Col 39156
Vision of Bernadette—T. Fontaine-L. Douglas Ork (Bring Back) Mer 5575
Was It Really Like That—W. Brown-D. Vance Ork (We're Supposed) Col 39119
We're Supposed To Be Through—W. Brown-D. Vance Ork (Was It) Col 39119
What Will I Tell My Heart—Al Morgan (Great Day) London 862
When You Kiss a Stranger—M. Hughes-P. Weston Ork (Somewhere, Somehow) Col 39102
When You Return—Les Baxter (Zing Zing) Cap 1390
When You Return—Billy Eckstine (If) MGM 10896
When You Return—E. Howard Ork (Little Small) Mer 5576
Who'll Take My Place When I'm Gone—Lorry Raine (Spin the) London 899
With These Hands—Lee Lawrence-Bruce Campbell (Our Finest) London 800
With These Hands—Cathy Mastice (One Little) V 20-4058
Would I Love You—Doris Day-Harry James (Lullaby of) Col 39159
Would I Love You (Love You Love You)—Tony Martin (I Apologize) V 20-4057
Wrestlin' Nights—J. Biviano (Scissor Grinder) V(45)51-1185; (78)25-1185
Yak Yak Song—Teddy Phillips (South) London 891
You and Your Beautiful Eyes—S. Kaye (Tonda Wanda) Col 39156
You're All I Ask For—Johnny Pecos (Zip Polka) Cap 1387
You're the One I Adore—J. Prince Ork (Just You) Dec 45127
Zing Zing—Zoom Zoom—Les Baxter (When You) Cap 1390
Zing Zing—Zoom Zoom—P. Faith Ork (Kiss and) Col 39155
Zing Zing—Zoom Zoom—David Rose (Fiddlin' for) MGM 30324
Zig's Mambo—Ziggy Elman (I'd Climb) MGM 10902
Zip Polka—Johnny Pecos (You're All) Cap 1387



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RIttenhouse 6-7712

WE NEED ROOM OUT THEY GO PHONOGRAPHS

5 AMI's MODEL B. \$550.00 EA.
5 SEEBURG 147-M 325.00 EA.
5 WURLITZER 1015 295.00 EA.
5 ROCK-OLA, MODEL 1428 475.00 EA.

5 WURLITZER MODEL 1100, Like new \$525.00 Ea.

One-half deposit with order, balance C.O.D. or sight draft.

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3 New One Balls, in reg. crates Write for price.

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EVANSVILLE 8, INDIANA

10 POKERINO TABLES

FOR SALE

Made by Scientific.

Excellent condition—Used only two seasons.
\$125.00 each

BOX 181

CAPE MAY, N. J.

THE BILLBOARD INDEX OF USED MACHINE PRICES

Equipment and prices listed below are taken from advertisements in The Billboard of last week, dated January 27. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Differences in prices obviously depend on condition of the equipment, age, time on location and other related factors.

For this week's prices consult the used machine advertisements in this issue.

• Amusement Games

ALICE IN WONDERLAND	59.50
AQUACADE	114.50
BABY FACE	65.00
BALLERINA (Bally)	59.50, 50.00
BANGO (Exhibit)	40.00
BARNACLE BILL (Gottlieb)	74.50, 55.00
BE-BOP	150.00, 154.50
BERMUDA	29.50, 59.50
BIG TOP (Genco)	99.50, 70.00
BING A ROLL (Genco) (roll-down)	89.50
BLACK GOLD	99.50
BLUE SKIES	69.50, 65.00
BOSTON	149.50
BOWLING CHAMP (Exhibit)	89.50, 109.50, 90.00
BOWLING LEAGUE	24.50
BUCCANEER (Gottlieb)	79.50, 55.00
BUILD UP	59.50
BUTTONS AND BOWS	109.50
CANASTA (Genco)	150.00
CARIBBEAN	45.00, 59.50
CARNIVAL (Bally)	60.00, 65.00, 89.50
CATALINA	29.50, 40.00, 59.50
CHAMPION (Bally)	340.00, 429.50
CINDERELLA (Gottlieb)	28.50, 45.00, 59.50
CITATION (Bally)	215.00, 250.00, 319.50
CLEOPATRA	49.50
CONTACT	59.50
COVER GIRL	28.50
DAILY RACES (Gottlieb)	60.00
DALLAS	109.50
DOUBLE SHUFFLE	119.50
DREAMY	159.50
ENTRY (Bally)	60.00, 109.50
FAST BALL	24.50
FLOATING POWER	79.50, 89.50
GOLD CUP (Bally)	110.00
GONDOLA	70.00, 79.50
GRAND AWARD	65.00, 74.50
HOLIDAY	75.00
HOT RODS (Bally)	75.00, 159.50, 179.50
HOT TIP	42.50
HUMPTY DUMPTY	29.50, 59.50
HY-ROLL (Bally) (roll-down)	69.50
JAMBOREE	59.50, 65.00
JOCKEY CLUB (Bally)	95.00, 139.50
JOCKEY SPECIAL (Bally)	95.00, 129.50
JUST 21	99.50, 119.50
KENTUCKY	445.00
LEXINGTON (Bally)	250.00, 279.50
LINE UP (Keeney) (2)	32.50, 39.00
MAGIC	55.00, 69.50
MAJOR LEAGUE BASEBALL	54.50
MARDI GRAS	29.50
MARYLAND	134.50
MELODY	49.50
MERRY WIDOW	34.50
MONTERREY	59.50
MOON GLOW (United)	75.00
OKLAHOMA	119.50
ONE, TWO, THREE	54.50, 79.50
PHOTO FINISH	350.00, 375.00
PINCH HITTER	114.50
PUDDIN' HEAD (2)	49.50, 79.50
RAMONA (United)	65.00, 70.00
RANCHO	40.00
RED DOT (conversion)	50.00
ROBIN HOOD	59.50
ROUND-UP (Gottlieb)	55.00
ST. LOUIS	109.50
SALLY	55.00, 69.50
SCREWBALL	39.50, 59.50, 69.50
SELECT-A-CARD	124.50
SERENADE	69.50
SHANGHAI	59.50
SHOWBOAT (United)	55.00
SHOWGIRL	24.50
SINGAPORE	24.50
SPECIAL ENTRY (Bally)	55.00, 60.00
SPEEDWAY (Williams)	28.50, 29.50, 45.00, 49.50, 59.50
SPINBALL	69.50
STARDUST	29.50
STORMY	45.00
SUMMERTIME	29.50
SUNNY	75.00, 99.50
SUPER HOCKEY	24.50
SUPER SCORE	139.50
TAHITI	99.50
TELECARD	69.50
TEMPTATION	59.50
TENNESSEE	109.50
THREE FEATHERS	29.50
THRILL	29.50
TRADE WINDS	29.50, 59.50
TRIPLE ACTION	169.50
TROPHY	125.00
TUMBLEWEED	24.50
TURF CHAMP	134.50
UTAH	89.50
VICTORY DERBY	35.00, 40.00, 49.50
VICTORY SPECIAL (Bally)	29.50
VIRGINIA	12.50
WHIRL-A-BALL	29.50, 59.50
WISCONSIN	39.50, 40.00, 59.50
YANKS (Williams)	75.00, 80.00, 85.00, 109.50, 129.50

• Arcade Equipment

ACE BOMBER (Mutoscope)	75.00
AIR RAIDER (Keeney)	80.00, 100.00
ALL STARS (Williams)	109.50, 125.00, 150.00
ART SHOW (Shipman)	49.50
BATTING PRACTICE (Williams)	30.00, 75.00
BASKETBALL CHAMP (Chicago Coin)	195.00
BEAR GUM (Seeburg)	360.00, 365.00
BIG INNING (Bally)	225.00
BOOMERANG	45.00
BOWL-A-SCORE	75.00
CANDID CAMERA	15.00
CHALLENGER (ABT)	24.50, 47.50
CHICKEN SAM (Seeburg)	79.50, 95.00
DALE GUN (Exhibit)	75.00, 80.00, 85.00, 109.50, 129.50
DAVAL SKILL THRILL	22.50
DIGGERS (Exhibit)	85.00

DRIVE MOBILE (Mutoscope)	125.00
DUCK HUNTERS	24.50
ELECTRIC SHOCKER (Acme)	24.50
FISHING WELL (Mutoscope)	125.00
FLASH HOCKEY	69.50
GOALEE (Chicago Coin)	85.00, 99.50, 125.00
GRIP VIEW	17.50
GULF STATES DIGGER (Exhibit)	275.00
HEAVY HITTER (Bally)	35.00, 50.00, 79.50
HIT-A-HOMER	27.50
HOCKEY (Chicago Coin)	75.00, 95.00
HOLLYCRANE	395.00
JACK RABBIT	100.00, 109.50
KICKER & CATCHER	18.00, 37.50
PANORAMS	225.00
PEEK (Shipman)	35.00
PERISCOPE	85.00
PHOTOMATIC (Mutoscope)	275.00, 550.00, 575.00
PISTOL PETE (Chicago Coin)	129.50, 159.50
PITCH 'EM & BAT 'EM	175.00, 189.50
POKER & JOKER	49.50
POOL TABLE (Edelco)	75.00
QUIZZER	125.00
RAPID FIRE (Bally)	75.00
RECORDIO	135.00
ROTARY CLAW MERCH	240.00
SKEE BALL (midget) (Chicago Coin)	219.50
SEVEN HI	49.50
SKILL TEST (Groetchen)	65.00
SILVER GLOVES (Mutoscope)	175.00
SKY FIGHTER (Mutoscope)	75.00
SPITFIRE	15.00
STAR SERIES (Williams)	165.00, 195.00
TARGET MASTER	99.50
TARGET SKILL, Model F	47.50
TEAM HOCKEY (United)	185.00
TELEQUIZ	174.50
TEN STRIKE (Evans)	75.00, 89.50
TEST QUEST	99.50
3-WAY GRIPPER	18.50, 22.50
TOMMY GUN (Evans)	85.00
VITALIZER (Exhibit)	95.00
VOICEOGRAPH	495.00
WESTERN BASEBALL	85.00
WHIZZ	49.50
X-RAY POKER (Scientific)	85.00

• Music Machines

Aireon	
CORONET 400	\$129.00
DELUXE 75	80.00, 95.00
DELUXE 1946	69.00
FIESTA	125.00
AMI	
MODEL A	\$375.00
MODEL B	475.00
Filben	
FP 300	\$199.50
Mills	
CONSTELLATION	\$225.00
Packard	
HIDEAWAY	\$125.00
Rock-Ola	
COMMANDO	\$49.00
DELUXE	85.00
DELUXE '39	59.00, 75.00
PLAYMASTER	79.50
SUPER 40	59.00
'47	275.00
1411	150.00
1422	169.00, 169.50, 195.00
1426	229.00
Seeburg	
COLONEL	\$69.50
H 146 M	250.00, 259.00, 269.00, 279.50
147 M	325.00
H 147M HIDEAWAY	275.00
H 148M HIDEAWAY	295.00, 359.00, 395.00
148 ML	425.00
146-148M	350.00
146-147M	325.00
H 246M HIDEAWAY	250.00, 299.00
1946 HIDEAWAY	325.00
8200	69.50, 110.00
8800	69.50
9800	69.50, 95.00, 110.00
Wurlitzer	
COLONIAL	\$95.00
616	65.00
700	119.00
850	89.00, 89.50
950	89.00
1015	259.50, 269.00, 269.50, 279.00
1080	269.00
1100	425.00, 439.00, 445.00

• Shuffle Games

BANGO (Chicago Coin)	\$49.50
BASEBALL (Chicago Coin)	65.00, 75.00, 149.50
BELGIUM POOL	75.00
BOWL CLASSIC (Chicago Coin)	195.00
BOWLER (Bally)	65.00
BOWLER (Genco)	50.00
BOWLETTE (Gottlieb)	65.00, (2) 79.50, 85.00, 89.00, 89.50, 95.00, 109.50
BOWLING ALLEY (Chicago Coin)	45.00, 59.50, 95.00, 105.00, (2) (w/pins) 109.50, 110.00, 149.50, 165.00
BOWLING LEAGUE (Genco)	50.00, 65.00, 99.50, 140.00
DELUXE BOWLER (Williams)	99.50, 110.00
DOUBLE BOWLER (Keeney)	199.00, 210.00
DOUBLE HEADER (Williams)	140.00, 169.50
DOUBLE SHUFFLE (Chicago Coin)	100.00
DOUBLE SHUFFLE (United) (w/pins)	134.50, 209.50
EXPRESS (United)	149.00
GLIDER (Genco)	34.50, 50.00, 59.50, 99.50
KING PIN (Keeney)	125.00, 165.00
LUCKY STRIKE (Keeney)	125.00
PIN BOY (Keeney)	39.00, 49.00, (2), 65.00, 89.00
SHUFFLE ALLEY (United) (2) (w/pins)	39.50, 45.00, 50.00, 69.50, 129.50
SHUFFLE ALLEY EXPRESS (United)	125.00, 135.00, 145.00
SHUFFLE BOWL (Exhibit)	89.50
SHUFFLE BOWLER (Bally)	49.50, 55.00, 79.50
SHUFFLE LANE (Rock-Ola)	50.00
SHUFFLE POOL (Nation Wide)	49.50
SHUFFLE SKILL (United) (2)	39.00, 59.50
SHUFFLE SLUGGER (United)	119.50
SPEEDY BOWLER (Bally)	94.50, 125.00, 159.00, 160.00, 170.00, 179.50
STRIKE (Exhibit)	99.50, 124.50, 175.00
SUPER BOWLER (Universal)	185.00
SUPER SHUFFLE (United) (w/pins)	62.50, 75.00, 99.50, 179.50
SUPER TWIN (Universal) (2)	179.50, 185.00
TEN PINS (Keeney)	35.00, 89.50, 125.00
TWIN BOWLER (Universal)	45.00 (w/pins), 110.00, 114.50, 115.00, 125.00, 169.50 (w/pins)
TWIN EXPRESS REBOUND (United)	249.50
TWIN SHUFFLE (Williams)	65.00 (2), 69.00
TWO-PLAYER SHUFFLE ALLEY EXPRESS (United)	209.50

• Vending Machines

ACORN (charm)	\$13.95, \$17.99
ADVANCE 5c BAR VENDER	20.15
ATLAS BANTAM	14.50

Supplies In Brief

Bottle Stocks:

WASHINGTON, Jan. 27.—Shipment of 311,790 gross of returnable and 12,727 non-returnable soft drink beverage bottles was reported for November by Commerce Department's Census Bureau in latest compilations from bottle manufacturers. This ran behind the October count of 325,329 gross of returnables and 15,056 gross of non-returnables. But the November tally last year was well ahead of the combined figure of 175,501 gross of returnables and non-returnables in November, 1949.

Production figures were: November, 1950—392,503 gross of non-returnables and 11,445 gross of returnables, as compared with 418,102 gross of both in October. Stocks at end of November, 1950 were: 556,828 gross of non-returnables, 21,458 gross of returnables. Stocks at the end of the previous month: 530,931 gross of non-returnables, and 21,114 gross of returnables.

Candy Bars:

WASHINGTON, Jan. 27.—Candy bar goods sold by manufacturer-wholesalers in the first 11 months last year ran 5 per cent ahead of the corresponding period for the previous year, according to latest tabulations by Commerce Department's Census Bureau. A 3 per cent gain in value was shown in the same period.

For the month of November alone, tho a decline in poundage and value was shown. With 36 manufacturer-wholesalers reporting in the survey, 63,375,000 pounds of candy bars were reported sold last November, compared with 71,347,000 in November, 1949. Value was shown at: \$23,246,000, last November, compared with \$24,706,000 in November, 1949. Candy bar figures for the 11-month period: 744,321 pounds, valued at \$258,271,000 in 11-month period of 1950; 706,663,000 pounds, valued at \$250,625,000, in 1949 11-months period.

Manufacturers' total sales of all types of confectionery and chocolate products, according to the survey, were estimated at \$103,000,000 for the month of November. Reported sales by manufacturer-wholesalers of all confectionery and chocolate products ran 6 per cent higher last November than in the corresponding month of the previous year, but were 5 per cent under October.

Sales of all types of chocolate products showed a sharp decline. Reported figures ran 36 per cent below October and 10 per cent less than in November, 1949, the survey showed. Manufacturer-wholesalers reported sales 5 per cent higher than last year and 13 per cent above October. At the last count, dollar sales continued 7 per cent above the previous year's 11 months total.

Confectionery Wholesalers' Biz Triples in 9-Year Span

WASHINGTON, Jan. 27.—Sales of confectionery wholesalers nearly tripled during the span from 1939 to 1948, it was revealed this week by Commerce Department's Census Bureau in the first official summary report on the 1948 business census.

Total dollar volume reported by confectionery distributors amounted to \$377,000,000 in 1948, an average of \$182,000 per firm. Corresponding figures for 1939, when the last business census was taken, showed \$133,000,000 in total dollar volume, averaging \$63,000 per firm. Largest gains shown by the 1948 census were in the Mountain States, with the Pacific area making second highest gains over 1939. The East, South Central and South Atlantic States also moved ahead.

Wage Increase

The survey disclosed that salaries and wages totaled \$24,400,000 in 1948 compared with \$8,000,000 in 1939. The 1948 pay roll of confectionery wholesalers represented a 204 per cent increase over 1939, while sales were up 184 per cent. There were 36 per cent more employees in the industry in 1948 than 1938.

Covered in the survey were merchant wholesalers primarily engaged in selling candy, chewing

gum, salted nuts, fountain fruits and sirups, and the like. Wholesalers selling confectionery as a secondary line and sales branches and offices of confectionery manufacturers were not included.

Operating expenses, including pay roll but not withdrawals for compensation of proprietor-owners nor cost of merchandise, amounted to 11.9 per cent of sales in 1948, a drop from the 13.2 registered in 1939 and slightly under the 12.1 tallied in the census of 1935. In other words, total operating expenses of confectionery wholesalers, when related to sales, dropped from 13.2 per cent in 1939 to 11.9 per cent in 1948 while pay rolls rose from 6.1 per cent to 6.5 per cent of sales.

At the end of 1948 value of stocks on the shelves of wholesale confectionery distributors totaled \$25,000,000. This amounted to 6.7 per cent of sales, a slight decline from the 1939 ratio of 7.1.

Canadian Ops Find Scale Locations Up

ST. JOHN, N. B., Jan. 27.—Increased activity on the penny scale front has cropped up thru the Atlantic provinces, with more operator-units being installed in retail store doorways. Such outdoor placement is heaviest in the larger centers of the territory, as Halifax, Sydney, Glace Bay, Moncton, Fredericton, Charlottetown, Truro, New Glasgow, Yarmouth and St. John, according to reports.

A number of chain stores, which formerly turned thumbs down on scale installations, have now taken a "me too" position and welcome placement both in doorways and interiors. Some variety, drug, food stores now have a half dozen or so scales each.

Peter Paul Names 3 New Plant Heads

NAUGATUCK, Conn., Jan. 27.—Peter Paul, Inc., announced the appointment of Gudolf M. Poverud as plant manager here. Poverud has been plant manager for firm's Dallas facilities for the past two years. Robert de Raismes, assistant manager of the Dallas plant, has been named acting manager for that branch, succeeding Poverud.

Firm also announced that Genevieve F. Coen, office and credit manager, has been appointed assistant secretary. Miss Coen has been with the firm 24 years. William A. Sieber, assistant manager of the Peter Paul Philadelphia plant, has been made acting manager, succeeding C. Ralph Yarnall.

Chase Candy Prez Made NCA Director

ST. LOUIS, Jan. 27.—W. A. Yantis, president of Chase Candy Company, has been elected a director of the National Confectioners' Association (NCA), while Smith Cady Jr., Chase merchandising manager, has been named to the association's Council on Candy Committee, the candy firm reported this week.

Yantis will represent the Midwest trading area, including Nebraska, the Dakotas, Minnesota, Iowa and Missouri.

Chase also announced the appointment of Robert S. Hicks as a sales representative, to be headquartered in Chicago.

New Toy Vender Bank For Candy Cigarettes

BOSTON, Jan. 27.—Miniature milk chocolate cigarette plastic vending machine banks for the small fry, manufactured by Tell Chocolate Novelties Corporation, Brooklyn, have made their appearance in Boston stores to the delight of the moppet crowd. Toy gum and Coke venders in plastic miniatures already are on the market.

The new vender, selling at 59 cents, contains 10 milk chocolate paper-wrapped cigarettes and vends on the insertion of a penny. Four of the leading brands are lithographed across the top of the vender, paraphrased as "Lucky Stripes," "Kamels," "Gestafield" and "Ole Gold." The machine is seven inches high by four inches wide.

10 Ia. Senators Ask Cig Price Control Repeal

CEDAR RAPIDS, Ia., Jan. 27.—State Sen. Frank Byers of Cedar Rapids, dean of the Iowa Senate, is co-author of a bill now before the Legislature to repeal the State's cigarette price regulation law enacted two years ago. The bill is sponsored by 10 State senators, four of whom voted for the price regulation law when the Senate passed it in 1949 by a vote of 37 to 11.

Last month the Iowa Supreme Court reversed a decision of Judge King Thompson, Cedar Rapids, holding the law valid. Thompson, who became a member of the high court January 1, in his District Court ruling, declared the act unconstitutional. The case was brought by May's drugstores of Cedar Rapids.

The regulatory law was fathered by Sen. C. S. Van Eaton of Sioux City, head of a privately owned group of food dealers in Iowa and Nebraska. He said he was not interested in whether the act was repealed or retained, but that he felt repeal would prove harmful to small retailers.

Purchase Meters

IOWA CITY, Ia., Jan. 27.—The city council here approved the purchase of 35 parking meters to be installed in the business district, at a cost of \$2,292.

COLUMBUS 46 Z 1c BULK.....	7.50
COLUMBUS 46 ZB 5c BULK.....	8.00
DUGRENIER CANDY MAN.....	57.50, 59.50
DUGRENIER CHALLENGER.....	95.00
DUGRENIER MODEL S (7 col.).....	69.50
DUGRENIER MODEL W (9 col.).....	89.50
DUGRENIER MODEL W.....	50.00
FRANTZ SCALE.....	115.00
KIRK'S ASTROLOGY SCALE.....	50.00
LO BOY SCALE.....	50.00
LUCKY BOY VENDORS.....	9.75
MILL'S SCALE.....	50.00
MONARCH (8 col.).....	85.00
NATIONAL 9 A.....	75.00
NATIONAL 9-30 (9 col.).....	89.50
NATIONAL 950.....	95.00
NATIONAL 6/18 THEATRE MODEL.....	95.00
NATIONAL 9/18 CANDY VENDER.....	80.00
NORTHWESTERN DELUXE.....	12.50, 14.95, 27.00
NORTHWESTERN DUAL NUT.....	45.00
NORTHWESTERN MODEL 39.....	7.45, 7.50
NORTHWESTERN '49 SPECIAL (single) (2).....	17.35
NORTHWESTERN TAB GUM VENDER.....	29.95
NORTHWESTERN 33 BALL GUM.....	7.45, 7.50
ROWE CANDY VENDER (120 bar).....	85.50
ROWE CANDY VENDER (150 bar).....	52.50
ROWE DIPLOMAT (8 col.).....	220.00
ROWE IMPERIAL (6 col.).....	67.50, 69.50
ROWE IMPERIAL (8 col.).....	77.50
ROWE PRESIDENT (8 col.).....	120.00
ROWE ROYAL (6 col.).....	72.50
ROWE ROYAL (8 col.).....	85.00
ROWE ROYAL (10 col.).....	45.00
SHIPMAN STAMP VENDER.....	22.50
SIRO'S BRUSH-UP.....	75.00
SILVER KING 1 and 5c.....	6.95, 8.00, 13.95
SILVER KING HOT NUT VENDER.....	29.95
SMOKESHOP.....	229.50
STEWART-McGUIRE (7 col.).....	45.00
STONER UNIVENDER (6 col.).....	165.00
STONER UNIVENDER (8 col.).....	210.00
UNEEED-A-PAK (5 col.).....	47.50, 75.00
UNEEED-A-PAK (6 col.).....	57.50
UNEEED-A-PAK, MODEL A (8 col.).....	89.50
UNEEED-A-PAK, MODEL A (9 col.).....	82.50
UNEEED-A-PAK, MODEL E (6 col.).....	57.50
UNEEED-A-PAK, MODEL E (8 col.).....	79.50
UNEEED-A-PAK (15 col.).....	85.00
U-SELECT-IT.....	27.50
VICTOR'S TOPPER.....	11.75, 12.75

\$1 1/2 Million Expansion Program for Dixie Cup

EASTON, Pa., Jan. 27.—Dixie Cup Company has announced a \$1,500,000 expansion program to double production of its Fort Smith, Ark., plant and to effect a 20 per cent increase in output of its main plant here.

Additions to both plants are scheduled for completion by November. Both additions will be used solely for manufacturing purposes.

Blevins Popcorn Names Six New Sales Outlets

NASHVILLE, Jan. 27.—Blevins Popcorn Company has announced the appointment of six new sales outlets for its popcorn.

They are W. C. Backus, Paducah, Ky.; Howard Fenton Company, Toledo; Jarrett Brokerage Company, Roanoke, Va.; C. L. Kriekhause & Company, Evansville, Ind.; Stuebe Brokerage Company, Indianapolis, and Wingfield Brokerage Company, Richmond, Va.

ORDER NOW!

FOR IMMEDIATE DELIVERY
The Knock-down, Two Fisted Sensation!

The Champion

PROFIT MAKER



GOTTLIEB'S AMAZING



UPROARIOUS, SLAM-BANG
ANIMATION IN A REAL
RING ON THE PLAY FIELD

Brilliant, eye-catching ring illumination . . . packs 'em in at "ringside" for maximum play attraction!

PRE-TESTED FOR YOUR PROTECTION

WRITE, WIRE OR PHONE TODAY!

ALFRED SALES, INC.
881 Main St. Lincoln 9106 Buffalo 3, N. Y.

Exclusive Factory Distributors for WURLITZER in Western New York and Northern Pennsylvania.

EXCLUSIVE DISTRIBUTORS IN THIS TERRITORY FOR GOTTLIEB, Williams, Bally and other leading Manufacturers

YOUR NAME Registered with us when you buy...

HERCULOCKS*

for New Coin Machines or Replacement



YOUR KEY CODE
Number in our files PROTECTS YOUR KEY
...For Your Own Use!

*T.M. Reg. U. S. Pat. Off.

INDEPENDENT LOCK COMPANY
FITCHBURG • MASSACHUSETTS



... LOOKING FOR LOCATIONS?

For real down to earth values, operators everywhere know they can count on guaranteed equipment from FIRST.

NEW SHUFFLE GAMES

United SHUFFLE-CADE Univ. HIGH SCORE BOWLER Bally HOOK BOWLER United SHUFFLE SLUGGER Special Bally SHUFFLE CHAMP Keeney LEAGUE BOWLER Wms. DOUBLE HEADER Special

PREMIUMS

Brand new items now arriving. For the BEST SELECTION and REAL FLASH see FIRST.

NEW EQUIPMENT

Chi. Coin PLAYBALL United TEAM HOCKEY Exhibit SIX SHOOTER

GUARANTEED SHUFFLE GAMES

United SKEE ALLEY Write United TWIN SHUFFLE ALLEY REBOUND \$248 Chgo. Coin TROPHY BOWL 218 Keeney DOUBLE BOWLER 199 Bally SHUFFLE CHAMP 189 Chgo. Coin BOWLING ALLEY: w/Fly-a-Pins 135 w/Life-a-Pins 105 Regular 95 Bally SPEED BOWLER \$175 Keeney KING PIN 150 Univ. TWIN BOWLER 115 United SHUFFLE ALLEY w/original United Disappearing Pin Conversion Installed 109 Gott. BOWLETTE 75 Chi. Coin BASEBALL 75 Wms. TWIN SHUFFLE 69 Bally SHUFFLE BOWLER 55 Genco BOWLING LEAGUE, 10 Ft. 48

MUSIC

NEW EVANS CON-STELLATION, 40 Sel. RISTAUCCAT, 45 R.P.M. Chgo. Coin BAND BOX—miniature dance orchestra to really boost collections. Reconditioned AMI Model C—Packard Wall Boxes—\$17.50.

WANTED FOR CASH

FIVE BALLS Original Flipper Games Bally ONE BALLS CHAMPION CITATION GOLD CUP JOCKEY SPECIAL KEENEY BOWLING CHAMPS

New FIVE BALL GAMES

Gott. KNOCKOUT Wms. NIFTY

FIRST DISTRIBUTORS Wally Finks & Joe Klins 1748 W. North Avenue Chicago 22, Illinois Dickens 2-0500

EVANS' PROFIT STIMULATING COUNTER GAMES



NOT COIN OPERATED! TAX FREE! NO LICENSE REQUIRED!

OWL CUBE GAME

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 78-88-91

New England's Largest Stock New & Used Equipment

MUSIC GUARANTEED: WURLITZER 1100, 1015, 1080, 1017, 750, 700, 850, 3020's and all older models—Write or Call. SEEBURG 100A, 147M, 146M, Hitones, Lowtones and all older models—Write or Call. AIREONS (75) DELUXE \$80.00 ROCK-OLA 1426, 1422 and all older models—Write or Call.

Exclusive Distributors for BALLY Turf King, Hook Bowler. UNITED Five Way Shuffle Alley, Shuffle Game. KEENEY Electric Cigarette Machine, Four Way League Bowler. CHI. COIN Band Box, 10c Play Pin Ball "Baseball." EXHIBIT Trigger, Six Shooter.

WANTED: WILL PAY CASH FOR Bally used Turf King, Champion, Citation, Gold Cup, Jockey Special, Universal Photo Finish, used and new Five Balls, used and new Shuffle Machines, Packard Wallboxes, used Music.

REDD DISTRIBUTING CO., INC. 298 Lincoln St. Allston, Mass. AL 4-4040 BRANCH OFFICE: 811 Union St., West Springfield, Mass. 6-5418.

WANTED FOR CASH ONE BALL, FREE PLAY PIN GAMES and FIVE BALL, FREE PLAY PIN GAMES One-Half Deposit With Order, Balance C.O.D. or S.D.

MID-STATE CO. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. PHONE: DICKENS 2-3444

UNIVERSAL TWIN BOWLERS Also CHICAGO BOWLING ALLEY CONVERSIONS WITH FLY BACK PINS Motor Driven \$135.00 EACH MOTOR DRIVEN FLY-AWAY PIN CONVERSIONS \$42.50

YOU AIN'T SEEN NUTHIN' YET "45" IT PAYS TO WAIT FOR IT THE BEST IN PHONOS by Chicago Coin

BOWLING GAMES

25 Universal Super Twin Bowlers @ \$120.00 23 Chicago Coin Bowling Alleys (with Life Up Pins) @ 55.00

NASTASI DIST. CO.

1010 Poydras St., New Orleans 13, La. Phone: Magnolia 6386

DOUBLE CHECK

Mich. Mulls Tighter Cig Vender Tab

CHICAGO, Jan. 27.—Michigan's Legislature is weighing a lengthy amendment to its existing cigarette sales law which would increase the regulations on vending machines and other retailers in order to tighten all possible loopholes.

Owners or tenants occupying premises on which a cigarette vending machine is located would be required to keep a record of all cigarettes sold thru the vending machine and the amount of commission paid by the operator to the location.

Check on Tax

"The Department (of Revenue)," one portion of the amendment reads, "may require any retailer or any owner or tenant occupying premises where a vending machine for the sale of cigarettes has been installed to make reports as often as the department deems necessary to enable it to determine whether the excise imposed by this act has been fully paid."

Another section provides, "No person shall have in his possession a machine for vending cigarettes for a period in excess of 72 hours unless there shall be attached to the same a disc or marker as provided by this section."

The amendment explains that this provision is not meant to apply to empty cigarette machines in the possession of a manufacturer, dealer or operator.

Oregon Prohibition

Meantime, copies of an Oregon bill (House 8) introduced January 9 (The Billboard, January 20) were made available. The Oregon proposal would flatly prohibit the operation of "any vending machine, automatic vending machine or coin-controlled or coin-operated machine or other mechanical device used or intended to be used for the sale or distribution of cigarettes." The bill is in the hands of the Judiciary Committee.

DSA Hosts Execs

Continued from page 69

treasurer; Maurice Feldman, Tom Dewberry and Dale Sauve, directors. Another director, Joseph Brilliant, was unable to attend because of the opening of his new store.

Guests

Among guests introduced were Roy Clason, executive director, Michigan Automatic Phonograph Owners' Association; William E. Bufalino, president, Service Drivers and Helpers' Local 985; H. F. Reves, The Billboard; James Garlick, Del Smith, Edward O'Connor, Mary Beck, and Billy Rogell, of the Detroit City Council; former Mayor Eugene Van Antwerp; Andrew Baird, Wayne County sheriff; William C. Ryan, under-sheriff; Ralph Turco, chief of county detectives; Lieut. Walter Chlopan, Detroit Police Department; Ben Okum, owner of Alben Records; Irving Ackerman, association counsel; Max Marston, coin machine industry attorney, and John C. Westerdale, director of league play.

A floorshow was presented under a virtually continuous entertainment policy that included the Gotham Trio, Babe Smith, Lyle Benjamin and Margie Carter.

No Welfare Fund

Continued from page 69

that the show had been a great thing for the welfare fund," he said. "I didn't understand what was meant. I am very upset. I have devoted years of effort to entertaining servicemen and never heard of an admission charge. I have no control over policy, but I hate like hell to have this happen."

General Gates defended the paid entertainment program as essential to base morale and welfare. He said he is planning a circus, a spring carnival and other entertainment for the welfare fund on a paid admission basis.

Bally Shuffle Bowlers

5 FOR SALE

Used seven months, look like new, \$55.00 each. The five for \$250.00. 1/3 cash with order, balance C. O. D.

R. E. SCHOTT 737 Buckeye St. Miamisburg, Ohio

Favors Bells

Continued from page 69

ficial publication of the AFL in Spokane, published the following editorial, entitled The Dog in the Manger:

"Since three of our Spokane citizens, who represent a definite minority, are now seeking to bar slot machines from our private clubs, thru court action, it is time the majority assert their cause.

"If these machines are removed from our private and fraternal organization clubrooms, you may expect to see a good many of their present employees laid off. The clubs hire bookkeepers, auditors, cooks, waiters, bartenders, stenographers, janitors and a great many others in their operations. These employees number in the thousands.

"Question — Has this minority group (which seeks to bar slots) made any suggestion regarding finding employment for people who would be laid off if our clubs could not operate slot machines?"

"Answer—No. They apparently are not concerned with this more human angle of the problem.

"Question — Has this minority group attacked the private clubs because of mismanagement, or scandal, or because of illegal spending of funds, or any form of gangsterism?"

"Answer—No. They have been mainly concerned with flimsy technicalities; seeking loopholes in the law in order to close the clubs.

"Question — Did any of this minority group assist in bringing the municipal stadium to Spokane?"

"Answer—No, but you will remember that private clubs have contributed many thousands of dollars to schools, charities and other worthy institutions.

"The more we ponder the situation, the clearer it becomes to us that the tactics of this minority group resemble the Prohibitionists, who say: 'We don't want it—you can't have it!'"

New NPA Order

Continued from page 69

automatic vending machines, cabinets and musical instrument strings. High nickel alloy ban affects jewelry, beverage tubing, deep freeze cabinets, ice cream cabinets, electric food warming cups, among several others. Included in the list affected by the nickel-plating ban are novelties, vending machines, pinball machines, gaming machines.

Other Orders

The industry is affected by NPA activity this week on several other items. In one major step, NPA indicated that it might revise its basic tin order M-8 in order to set up regulations for use of tin plate, including bottle tops and tin cans. At a conference with industry spokesmen this week, NPA was informed of industry problems under existing restraints. In view of the probable increased defense demands for tin, industry spokesmen urged that they be permitted to continue to use tin, in addition to their stated quota, by extending the ditto ratings supplied to them by their customers.

NPA amended its aluminum scrap order to postpone the effective date of certain provisions until March 1 in order to permit inclusion of additional firms to process aluminum scrap. Also NPA issued an order greatly restricting the use of tungsten. In another important order this week the agency issued a curtailment of non-essential use of chlorine, which has been extensively used in vinyls for juke disks.

Booming Beer Biz

Continued from page 69

compared to 6,438,207 for the previous October.

Leading beer - volume States follow:

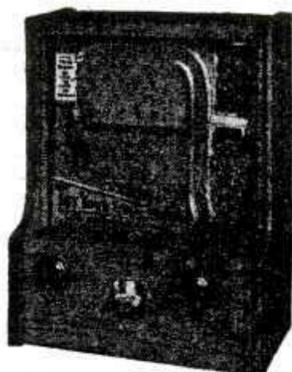
Table with 2 columns: State, Barrels. New York 1,005,180; Wisconsin 981,683; Pennsylvania 665,176; Missouri 591,651; New Jersey 527,920; California 407,268; Ohio 359,949; Michigan 349,924; Illinois 340,634; Indiana 200,311

Total 5,429,696 Other States, including Hawaii 1,483,475 New York, after trailing Wisconsin for seven months, again jumped into lead position.

NOW DELIVERING THE NEW 1951 MODEL

KICKER and CATCHER

NEW FLASH — NEW BEAUTY NEW SCORING ARRANGEMENT



100 PER CENT SKILL! TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls For One Cent \$37.50 F. O. B. CHICAGO

5 BALLS FOR 5 CENTS, \$41.25 ORDER TODAY!

Try it for 10 days! Money back if not satisfied! You keep receipts!

BAKER NOVELTY CO. 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

CASH WAITING

WANT TO BUY ANYTHING COIN OPERATED Send Your Equipment List Today! HIGHEST PRICES PAID

DAVID ROSEN Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

Table with 2 columns: Item, Price. Dale Guns \$80.00; Un. Shuffle Alley Fly-Up Pins \$95.00; Genco Bowling League \$45.00; Nation-Wide Baseball, 2 Player \$95.00; Wms. Twin Shuffle \$65.00; Gottlieb Bowlette \$65.00; Chicoin Hockey \$75.00; Chicoin Bowling Alley \$100.00; Univ. Twin Bowler \$110.00; Un. Shuffle Alley Express \$135.00; United Express \$149.00; Bally Hot Rods—NEW \$225.00

LATEST PREMIUMS NEW SHUFFLE AND PIN GAMES Terms: 1/3 Deposit, Balance C. O. D.

MERIT INDUSTRIES 542 W. 63rd St. Chicago 21, Ill. Phones: Englewood 4-4144 State 2-5600

IMMEDIATE DELIVERY

All Types of Pucks PRECISION PUCK CO. 7936-38 S. Chicago Ave. Chicago, Ill. Phone: REgent 4-6101-02

BARGAIN

Finest Steel Safe Cabinets, Brand New. Triples \$190.00 Singles \$75.00 F. O. B. San Francisco. While they last! MILLS SALES CO., LTD. 1640 18th St. Oakland 7, Calif.

WURLITZERS

1015's \$275 1100's \$395 BRUCE MUSIC CO. WILLIAMSBURG, KY.

Coinmen You Know

Milwaukee:

Maintaining their stated policy of installing only new equipment whenever possible, the Metropolitan Amusement firm, headed by **Melo Curro**, has just made another Seeburg 100 play stop out of the Talk of the Town Tavern. **Ted Curro**, who handles the music and games route for the outfit, maintains that a lot of operators' present-day ills could be done away with if the progressive ones would get together to discuss problems more often.

Don Reynolds, Wayne Candy Company sales representative, who travels Wisconsin and Upper Michigan calling on vending machine operators, reports steady results with the new "Jane" bar. Put out for the vending trade in a 120-count package, the treat is an almond nougat with a layer of cream caramel and milk chocolate coating. Don says that within a week of its introduction he had 95 per cent of his venders using the new bar.

A nice shiny chrome plated sign board has been added to the fixtures at the Metro Record Shop to list the best selling records of the week, according to The Billboard. Buyer **Dorothy Jonas** lists her best selling wax as "You're Just in Love" and "If" by **Perry Como**.

Revamping and remodeling is the theme of the day at **Stu Glassman's** Radio Doctors. New shelving is being put in to clear the way for a more intensive effort at merchandising 45 r.p.m. disks. Up until recently Stu hasn't been completely sold on the "doughnuts," but the increased demands by operators changed his mind. Revised shelving will allow for stocking of approximately 3500 copies.

Another operator who sees a future in 45s is **Vub DeRusha** of De-Rusha Vending, in Fond du Lac. Vub has just invested in 3 new Seeburg 45 r.p.m. machines for his growing list of locations.

Making the rounds of record distributors recently in Milwaukee was **George Jaber**, of Fond du Lac. George stopped in at Major Distributors for a few boxes of **Patti Page's** newly released "Would I Love You." . . . **Brown** and **Williamson's** ace cigarette salesman, **Jack Best**, is planning a trip thru the State to work on more venders to stack their columns with Raleighs and Kool ciggies.

Pete Faith, who has been repping Bunte candies in Wisconsin and the Peninsula for several years is severing his connection with the firm. He plans to go into the candy biz for himself as a manufacturer's rep. Faith agreed not to open his activities until a month after his resignation January 15.

President of the A. S. Goodrich Company, tobacco and sundries wholesalers, **Hal Paddock**, will be in Florida the latter part of this month combining biz and pleasure. Paddock notes that cigar vending machines just can't seem to gain a solid foothold in the Milwaukee area, altho in some parts of the country they are doing well. In general, he claims that the trend is toward higher priced smokes in the consumer's preference.

Hartford, Conn.:

Charlie D'Alessandro, of Century Music, East Hartford, and **Mrs. D'Alessandro** are heading to Florida soon for a few weeks' rest. . . . **Ralph Colucci**, of Seaboard Distributors, Inc., and **Mrs. Colucci** plan to leave about February 15 on that long-awaited month's stay in Los Angeles. . . . **Genevieve F. Coen**, office and credit manager of Peter Paul, Inc., the Naugatuck, Conn., candy concern, has been promoted to assistant secretary of the company. She has been with the firm 24 years.

Isadore Resnick, of B. Resnick & Sons, Hartford coin operators, has been redecorating his home. . . . Some 30 coin operators attended a recent Connecticut State Coin Association (CSCA) meeting at Pavano's Restaurant in New Britain. **Abe Fish** presided.

Ben Nemrow and **Harold Mackler**, of Capitol Amusement, Hartford, have added some new Seeburg Select-o-Matic 100s and cigarette vending machines to their

routes. . . . **Jimmy Tolisano**, of Superior Music, Hartford, has been talking of expanding his warehouse facilities.

Frank Marks, the New London coin operator and executive of Connecticut State Coin Association (CSCA), says coinmen in his part of the State are looking forward to construction of that planned \$250,000,000 steel mill in New London. Erection of the plant will mark the initial steel installation in the New England area, with thousands of persons to be employed.

Lou Naclerio, the Waterbury coin operator, has the coinmen in his part of the State baffled. It seems that Lou recently completed a "Mystery" night course at a Waterbury college and he hasn't been discussing the specific course with his pals. What's the story on this, Lou? . . . Lou's dad, **Joe**, has been basking in the Florida sun on a vacation.

Connecticut residents are drinking and smoking more than a year ago. This is reflected in the alcoholic beverage and cigarette taxes collected during the past six months as compared to the same period the previous year.

During the period just finished, taxes collected on sale of alcoholic beverages jumped about 17 per cent, while cigarette tax receipts rose about 2 1/2 per cent. Figures released by State Tax Commissioner **Dennis O'Connor** reveal receipts of \$3,179,113 from beverage taxes, or \$473,825 over a like period the previous year. . . . High cigarette tax returns is due partly to increased smoking plus a clampdown on purchases from out of State by those wishing to avoid the Connecticut tax. Cigarette stamp sales for the past six months totaled \$4,207,519 or \$107,644 over a year ago.

New Orleans:

E. C. Roberson, manager, Music Sales Company, says the Music Mite is proving the best music box he has received and is selling as fast as he can get them. Roberson sold a single machine to **H. I. Kamper**, Fair Hope, Ala., and within less than a week Kamper sent an order for five more. Others have clicked similarly in this territory, Roberson said. The volume and tone fidelity of the Williams machine is appealing and sells with a minimum demonstration, Roberson said.

Continued good business despite war conditions is ahead for the coin machines, Roberson believes. He thinks the copper freeze will not prove so serious. "I believe revamping or rebuilding present models or even older ones will require a minimum of scarce materials and will, like it did during the last war, solve most of our problems," Roberson said.

Roberson expects to lose a fourth member of his organization to the draft and reserves shortly. With three already gone Uncle is breathing down the neck of **Freddie Werther**, of the record department.

Detroit:

Isidor Edelman, of the Edelman Electronics Company, was in town for a couple of days from New York to visit his manufacturing interests here. . . . **Henry Solomon**, president of Edelco Manufacturing & Sales, was on the sick list with a stomach complaint. The company is reported doing a good business with its rebound conversions for shuffle games.

George Boutsikaris and **James A. Kerwin** are organizing the G. J. Vending Company. . . . **Roy Chlopan**, secretary of the Michigan Automatic Phonograph Owners' Association, and **Mrs. Chlopan**, celebrated his birthday Friday by driving to Grayling in Northern Michigan, to visit her father, who has been seriously ill.

Carl Angott, of the Angott Distributing Company, is going all-out for the big week-end showing of the new Wurlitzer, which they sell in this territory. . . . **Ben Okum**, of the Alben and Mercury Record firms, is back from two weeks in Chicago combining business with pleasure, including a detailed study of Mercury's new microgroove system.

New York:

Operator curiosity on what the new Wurlitzer line looks like was satisfied Sunday (28) with the start of a two-day showing at **Joe Young's** coin row outlet. Joe reported that advance interest has been high and he expects a record turnout to mark his observance of Wurlitzer Days.

Meyer Parkoff, of Atlantic New York, is keeping a staff of carpenters busy altering the distributor's headquarters to add a new parts room and a private office for co-topper **Harry Rosen**. . . . At Runyon Sales sales staffers **Irv (Kempey) Kempner** and **Perry Lowengrub** took a couple of days off last week to recuperate from a virus attack.

Ernie and Joe Daniele, brothers who operate individual juke routes in Connecticut, were in town last week shopping for equipment. . . . Other out-of-towners transacting biz on the Avenue last week included **John Bulloch**, of Hurleyville, N. Y., and **Joe Decristofaro** and **D. J. Ambrose**, of Long Island. . . . **A. Martin**, of M. & N. Vending, will soon be ready to announce marketing plans for the firm's Cigarette Girl, new electric vender.

Nate Rake, of the Rake Coin Machine Exchange, Philadelphia, and **Danny Cohen**, of Danco, Baltimore, were in town last week on a buying trip. They took the opportunity to visit with **Bill Falk**, of Plastic Processes, and talk over the charms situation. . . . **Ed Lerner**, of Allied Vending Service, will leave his firm in the hands of his brother when he reports for induction into the armed forces February 8.

Mario Caruso, Eastern Electric board chairman, visited the firm's New York office Monday (22) for confabs with **Jim Teahan**, vice-president, and **Ken Jensen**, sales manager. He is skedded to sail for Italy. On Tuesday (23), Jensen left on a cross-country junket thru the Northern States to visit with Eastern salesmen and key cigarette operators.

Steve Tarzanin, of V. & S. Music, has purchased part of **Herb Cohen's** juke route. . . . **Joe Shutkofsky**, of D. & J., has completed the move to his new home in Kew Gardens, Queens. . . . **Mrs. Ruth Michaelson**, of Long Island Music, is vacationing in Florida. . . . **Matty Forbes**, Cigarette Merchandisers' Association exec, left last week for a vacation in Miami.

Cincinnati:

T. & L. Distributing Company, total Wurlitzer distributor, held a two-day open house Sunday and Monday (28-29) for the showing of the new 1951 Wurlitzer line. **Leonard Goldstein**, T. & L. manager, anticipated a huge turnout and enthusiastic reception for the new Wurlitzers. In addition to **Len. Paul Goldstein**, assistant manager, and **Moory Goret**, sales manager, were on hand to greet the visitors. Incidentally, the boys put in the lick's last week in preparation for the big showing. . . . **William Marmer**, vice-president at Sicking, Inc., says his company is beginning to feel the shortage pinch. Business is good when they can get the equipment, he says. . . . **Charles A. Trau** and **William Trau**, of United Distributing Company, also report shortages are hitting them. . . . **George Strassel**, of G. & S. Novelty, recently moved into the new home he had built in suburban Westwood.

Chicago:

Joe Cohen, Ristaurat, Inc., Appleton, Wis., was in for a visit to his Chicago export headquarters. He reports interest in the Ristaurat 45 r.p.m. is growing steadily. . . . **Col. Lou Lewis**, Merit Industries, states he now has a wide supply of new and used games for visiting operators. . . . **Frank Mencuri**, Exhibit Supply Company, hopes to make a visit to the Florida State Fair at Tampa. His son, **Butch**, was in the Loretto Hospital for a check-up.

Joe Ash, Active Amusements, and **Jack Kaufman**, KC Novelty Company, both Philadelphia, were visitors at Chicago Coin Machine Company plant last week. **Sam Lewis** and **Ed Levin**, Chicago (Continued on page 88)

World Wide Your Exclusive Distributor for
Exhibit, Williams, Keeney, Rock-Ola

Williams MUSIC MITE

This new 10-record SELECTIVE Phonograph makes music profitable in small locations. Beautifully designed, perfectly engineered. . . . \$245



WE PAY MORE!

Rock-Ola '50-'51 ROCKET PHONOGRAPH

The phono that's years ahead of its time. Plays 45 or 78 R.P.M. records. Tops in tone quality and appearance. \$798.40

Williams DOUBLE HEADER

Brand new . . . latest model! Exciting game with tremendous player appeal. Fast, different. Hot for a very spot. Write!

Wanted

- One Ball Games
- Flipper Pin Games
- Post-War Phonograph
- Dale Gun

PHONE, WIRE, WRITE NOW!

Keeney LEAGUE BOWLER

Fastest rebound ever made. Up to 4 players. Terrific profits! 8 or 9 1/2 ft. lengths. Write!

Reconditioned ARCADE EQUIPMENT

Guaranteed

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Coinmen You Know

• Continued from page 87

Chicago:

Coin sales execs, are handling volume orders on Play Ball, the new oversized amusement game. . . S. I. Neiman, National Coin Machine Distributors' Association (NCMDA), got back from the group's winter meeting in Miami Beach Monday (22).

At the Keeney plant activity on the production and discussion lines was at a high pitch. Firm reports a lot of interest in the Four Player Bowler, a conversion for 18, 20 and 22-foot shuffleboards. The discussion was led by President Roy McGinnis and included top staffers John Conroe, Charles Pieri and Grant Shay. . . Joe Caldron head of Trans World Trading, is a busy man handling requests from Canada plus several South American and European countries. . . Les Rieck, manager of H. C. Evans' music division, reports a steady run of visitors to the firm's new plant. Most of them were in to up their Constellation orders, he said.

With United Manufacturing going strong on Shuffle-Cade, Billy DeSelm, general sales manager, reported Bill Confer, St. Louis, and Lou Wolcher, Advance Automatic, San Francisco, in town last week to take a look at the unit, and to discuss future plans with United execs. Ray DeRoche, firm's road man, also was working out of the home base last week, catching up with correspondence which had piled up during his last trip.

Coven Distributing headquarters were in a turmoil last week as Ben Coven prepared for Wurlitzer Days January 28-29. Firm had the new 1400 and 1450 models on hand for the showing. Harold Saul, handling his advertising and promotion chores in addition to selling, reported the last of the 1250's moved out of the warehouse last week. A. D. Palmer, Wurlitzer's sales promotion and advertising head, is expected here next week, after visiting Western points.

Joe Schwartz, National Coin Machine Exchange, reports that Gottlieb's Knock-Out game has pulled the heaviest of response since Humpty Dumpty, and demand for the new unit is way ahead of the available supply. Sheldon Spira, covering Illinois; Sam Kolber, in Iowa, and John Semack, Wisconsin, all send in glowing reports on the coin machine business to the firm's headquarters, Schwartz advises.

A number of out-of-towners were making the factory rounds last week. Lou Boasberg was fighting the near-zero temperatures and comparing them with the balmy weather in his New Orleans bailiwick. Mr. and Mrs. Al Slight were seen at several plants, as was Ben Becker, in for a short trip from his New York headquarters. Al Martin, Charleston, W. Va., and Max Brown, Philadelphia, seen comparing notes on their respective areas, and trying to reach Vince Shay, who was at home in Oak Park recovering from intestinal flu.

Gil Kitt returned from Florida last week after attending the distrib meeting in Miami Beach. He reports that mechanics at Empire are now working overtime three nights a week, getting shipments ready. Howie Freer says pin games are active on the export side, and that an order from France last week asked for immediate shipment of 100 units. Stanley Levin, Empire roadman, remained in Chicago last week, but is planning to leave on a trip thru Illinois and Iowa soon. Ralph Sheffield, partner in Empire, advises that he has been stocking premiums to meet the demand for these items. He has been concentrating on items which are expected to be in the hard-to-get category shortly.

Wally Finke and Joe Kline, partners at First Distributors, report the business upswing continuing strong. Joe brought back a first-hand report of the situation in Illinois and Iowa after a quick road trip. Mal Finke, who heads the premium division at First, says purchasing by operators is growing, and that he has been laying in adequate supplies for the spring.

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Indianapolis:

I. R. Boner, vice-president of the Music Operators' Association of Indiana, is acting as president since James Barley, president, resigned. At an election of officers in the near future, a new president will take over. . . . The operators held their regular monthly meeting night of January 22 with the intention of adjusting the split on the take of juke boxes. However, because of other pending business, no action was taken. Operators realize that owing to rising costs of records, supplies and labor, they are going to have to have more money. They believe it better to adjust the commission arrangement instead of following Detroit's jump from nickel to dime play.

Sicking, Inc., has taken on Chicago Coin's Play Ball with a 10-cent chute, also the Genco Tri-Score has been added to the stock of games. Out of town operators have been numerous at Sicking, buying the new offerings. . . . Robert (Bob) Bear, Wurlitzer representative from North Tonawanda, N. Y., was in the city for the celebration of National Wurlitzer Days January 28-29. . . . Sam Weinberger, Southern Automatic Music Company, reports the arrival of Gottlieb's new Knock-Out and Genco's Tri-Score, Chicago Coin's Play Ball and Williams's Nifty, United's Shuffle Cade and five player Shuffle Alley. Williams's Music Mite is another new unit seen at Southern Automatic showrooms. According to Weinberger's statement, the demand for AMI Model C juke boxes has increased and caused a back log of orders. In view of the expected shortage of juke boxes, many operators are replacing equipment.

Cain-Caillouette, Inc., have taken the space and building formerly occupied by Midland Music Distributors, Inc., 409 North Noble Street, and will distribute the Wurlitzer Phonograph. The company headed by John F. Caillouette, who is president of the concern, operates distributing agency for the Wurlitzer Phonograph in Louisville and Nashville. The local branch here will cover the Indiana and Eastern Illinois territory. Dick Wagner, who has been associated with the Wurlitzer distributorship for a number of years, has joined the new company. Operators in Indiana were invited to attend the National Wurlitzer Days at the new branch, January 28 and 29.

Pittsburgh:

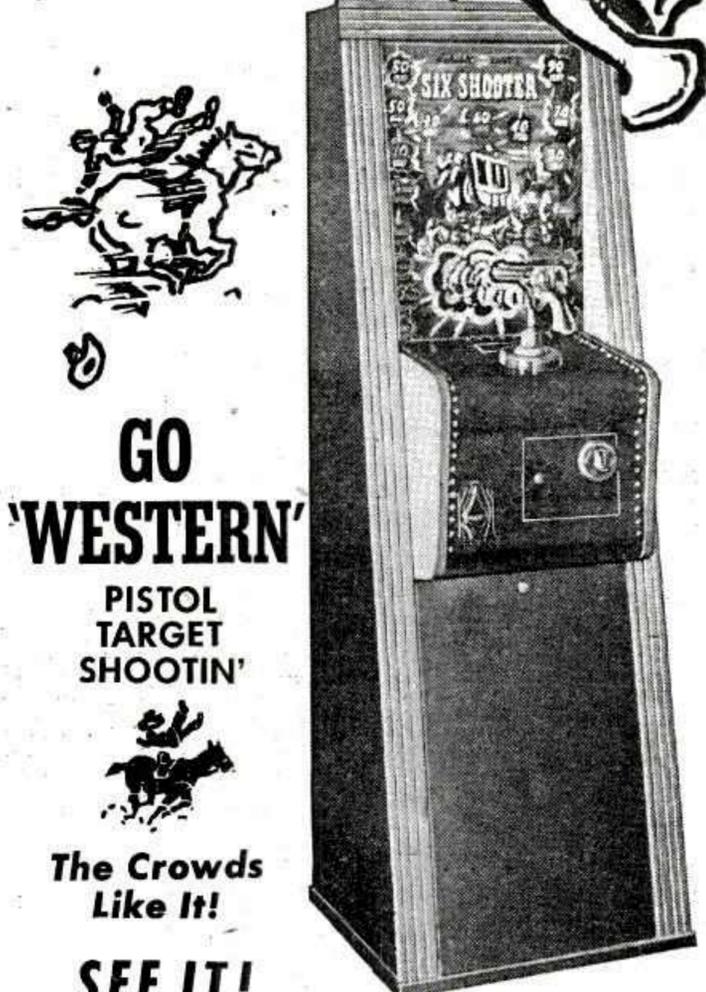
Sidney Weinstein, of Sidmor Vending Company, plans moving this spring into a new building. . . . Jack W. Young, Mercury distributor, has a two-story building, 50 by 85 feet, blond oak interior and neat record bar. He claims music machines in this area patronizing Mercury have six of the 10 most-played records.

Interesting thing about this vending business, says Harry Rosen, president, Automatic Food & Refreshment Company, is that—in direct contrast to publicity in the motion picture theater field—best results come to operators who while doing a large volume of business are able via speedy machine operation to reduce consistently the patrons' daily headache of having to stand in line.

Raymond Showe, a large part of whose Theatre Candy Company business is with parks, wonders how many of the smaller parks will be operating with adequate volume this summer.

Ed Showe, of Atlas Music Company, says one of the great dangers confronting the salesman attempting to sell a prospective tavern owner is a too-relaxed selling approach induced by the pleasant atmosphere of the location. . . . James Winston, Columbia's record manager, uses a punch-card system for inventory control and invoicing. "Some distributors use this system," says Winston, "but we use it to its fullest extent, and it is a tremendous factor in speeding up inventory control and in getting out merchandise."

There are so many (several thousand) requests for WWSW's "Tonight at 8" and "Golden Hour" program booklet, listing names and composers of popular, semi-classical and classical music on disks played from 8 to 10 p.m. almost daily, that the station manager, B. Muros, would welcome a sponsor of the program printing job.



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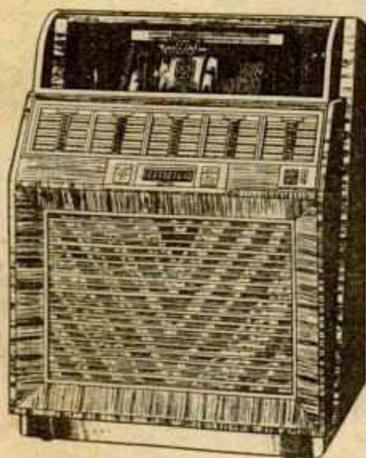
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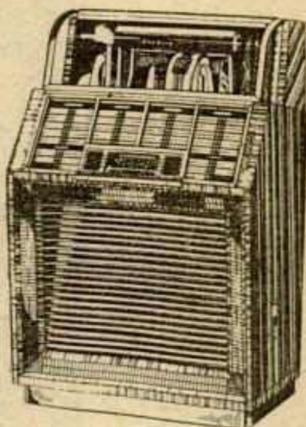
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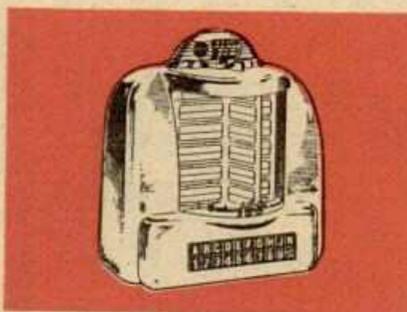
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