

The Billboard

FEBRUARY 17, 1951  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

WLW-AM Takes Show Sked For Precedental Hay Ride

Hutton's Flying, Lamour's Iron-Jaw Amaze Circus Acts

SARASOTA, Fla., Feb. 10.—"Lights camera, action!" That's the daily order at winter quarters of Ringling Bros. and Barnum and Bailey Circus here. It has been the order of the day for the past two weeks and will continue as such two to four more weeks while scenes for the film, *The Greatest Show on Earth*, are made under direction of Cecil B. De Mille.

Betty Hutton, Cornel Wilde, Dorothy Lamour, Charlton Heston and Gloria Grahame, who will be featured in the picture along with Jimmy Stewart, are at work here. Stewart, who is to play the part of a clown, will have his scenes shot in Hollywood, where a miniature of the Ringling big top will be set up.

Close to 100 motion picture personnel—cameramen, electricians, technicians, stand-ins, etc.—are here. This number is almost matched by the circus staff engaged in various ways in the filming.

Ringling acts and personnel are getting a big bang out of their participation. Moreover, they are picking up six weeks' pay for four weeks' work for their part in the winter quarters filming.

Stars Amaze Acts

They have been amazed at the way Hollywood stars have caught on, and are delighted with the thoughtfulness shown circus performers by motion picture folk. They show open admiration for

the way Betty Hutton has taken to some aspects of flying, or Dorothy Lamour and her mastery of the iron jaw routine and how Gloria Grahame, tutored by Ringling's elephant boss, Arky Scott, has taken over as an elephant girl.

Antoinette (Tony) Concello, assisted by Tuffy Genders, both of the Ringling show, is directing aerial numbers. Tony spent several weeks in Hollywood this winter conditioning and instructing Miss Hutton, and came away convinced that the flicker star is a natural flyer.

In the picture, Betty and Cornel Wilde are cast as aerialists whose rivalry turns to love. One of the

high spots of the film will be Hutton singing a song agoged *The Greatest Show on Earth*, which will do the Ringling show such good.

Hype for Circus Biz

In fact, observers figure the picture will give the circus business a powerful hypo. Frank Braden, veteran Ringling press agent now doing a two-month stint for Paramount here on behalf of the picture, believes that it will expand the ranks of circus fans, not only in this country but abroad.

Braden indicates that DeMille in this picture is striving to outdo his sensationally famous *King of Kings*. Certainly the celebrated director has been exhaustive in

(Continued on page 52)

TV Scrap May Break Big 10 Conference

CHICAGO, Feb. 10.—The existence of the Big 10 conference is threatened by the scrap over televising football games. Faculty representatives of the Big 10 schools will meet here February 23-24 to pass a rule banning live telecasts, in conformity with the NCAA ruling in Dallas last month.

However, with most of the legislatures which dominate Big 10 State universities considering bills to force the schools to televise football, such universities as Illinois, Minnesota and Ohio might have to defy the conference. Under the present set-up the conference would have to expel the schools in such a case.

If the faculty representatives anticipate this complication, and should try to ignore the NCAA ruling, then the existence of the NCAA would be threatened, inasmuch as the Big 10 and the Pacific Coast Conference are the bulwarks of the NCAA.

The schools, caught between the legislators and the NCAA, are chewing their nails, and so far nobody has come up with a solution. The State schools in the Big 10 are Illinois, Indiana, Ohio State, Minnesota, Iowa, Michigan State, Michigan and Wisconsin. Only Northwestern and Purdue are independent of the legislatures.

Bea Lillie To Do Concert 1-Nighters

NEW YORK, Feb. 10.—Bea Lillie will do a series of concerts Easter week for the first time in her career. She will carry a cast of 10, plus music, and probably including Reginald Gardener. Unit will start March 25 in Boston. From there it'll go to Canada for six shows in as many nights in different cities.

Package, put together and booked by Charles Yates, will go in on a basic rate of \$5,000 a show against a percentage.

FERRER TO SPIN SHAKESPEARE

NEW YORK, Feb. 10.—WNEW here this week signed Jose Ferrer for a Shakespearean disk jockey show. The movie-legit actor will spin recorded rhymes of the Bard beginning Sunday, March 4, from 4:35 to 5 p.m.

The series, a brainchild of WNEW's Program Director Dick Pack, will feature selections from Shakespearean albums, plus commentary on different interpretations of the same role and live readings by Ferrer himself.

The latter half of the show will be programed as a Shakespearean soap opera, with portions of album dramatizations played weekly. WNEW is handing over gratis sponsorship of the series to the Actors' Fund. Each broadcast will carry several plugs for the charity.

Adjusts Airers To TV Inroads On Listening

Sales & Promotion To Follow Thru On Changeover

By JERRY FRANKEN

CINCINNATI, Feb. 10.—Changes in the make-up of the radio audience tuning in WLW here, have led to a correlative change in the station's programing policy. The change calls for increasing emphasis on programs designed for the rural audience, on the theory that this group, essentially non-TV in nature, will continue listening to radio while urban areas transfer their allegiance to video.

WLW has been adding rural audience programs fairly steadily, but without any fanfare, for some time. At the same time, it has increased its sales efforts toward sponsors making products for such listeners, adding a salesman in both its New York and Chicago offices, each of whom is concentrating on such accounts.

The sales move already has paid off, attracting new advertisers specializing in silos and similar goods. Programs now being aired for farm listeners include the long-run series originating at WLW's own farm, a few miles outside of Cincinnati: *Village Green*; *Family Fair*; *Friday Night Jamboree*; *Your Home Town*, which has a contest element whereby the station airs dramatizations about towns in its

(Continued on page 5)

"Darkness" Free to Colleges Thru BB

Playwrights Ask Accredited Schools To Forward Requests to Billboard

NEW YORK, Feb. 10.—Accredited college theatrical groups may secure the right to produce the Playwrights' Company's current anti-Commie hit show, *Darkness at Noon*, royalty free, by forwarding requests, along with all pertinent details concerning the specific group, to *The Billboard*. This newspaper would then pass such requests on to the playwrights.

The producers of the Sidney Kingsley-Arthur Koestler click, starring Claude Rains, have further advised *The Billboard* that, at least for the time being, the royalty-free provision would be restricted to colleges and universities, because of the difficulty of determining the merit and worthiness of other types of community amateur

groups. The Playwrights' Company is eager to determine the extent of the interest in the play among schools before going further into royalty-free provisions on a flat-rate basis.

PAGING SID STONE

President of Paris Pitchmen Runs Confabs

PARIS, Feb. 10.—Paris pitchmen are about as well organized a group of business men as you'll find anywhere. Organization's president is J. C. Brignolat, presides at hour-long weekly meetings during which operators discuss problems and demonstrate new merchandise. Pitchmen's appearances are welcome legally any

place an outdoor show is going on. Sell-and-run artists are also found around the many train stations. Under a decree granted by Napoleon III pitchmen are allowed in the busy center district

(Continued on page 45)

Theater Op No Legit Monster

By BOB FRANCIS

NEW YORK, Feb. 10.—Pyramiding costs in Stem legit production and operation have put the theater owner or operator in something of a Shylock spot. He has been accused in many quarters of strangling legit via exorbitant rents and arbitrary "stop clauses" in his contracts with producers, enabling him to toss the latter and his wares out of his theaters whenever the take drops below a figure specified by him in advance.

As a matter of fact, investigation seems to show that the theater operator is hardly the real estate racketeer which he has often been tabbed. There is no doubt

(Continued on page 41)

AGVA To Take \$10 Bite Vs. 1%

NEW YORK, Feb. 10.—The controversial 1 per cent salary tax that was to go into effect February 1 was discarded by the National Board of the American Guild of Variety Artists (AGVA) and an immediate \$10 straight assessment was levied instead. Latter is to take immediate effect.

The board started its meetings at 9 a.m., Monday (5) and ended at 6 a.m. Thursday (8). Each of

(Continued on page 38)

Subway Vending Tops 3 Million

By IZ HOROWITZ

NEW YORK, Feb. 10.—Pennies, nickels and dimes that passed thru coin slots of vending and service machines located in stations of the New York subway system added up to \$3,479,112.25 in 1950, not including coins caught in turnstile and telephone cash boxes

Grosses culled from official Board of Transportation records reaffirmed the claim of the underground and elevated transit spots as the most active set of locations anywhere in the country. In all

(Continued on page 76)

FUNNY FACE

RCA To Push Tune From CBS Show

NEW YORK, Feb. 10.—Unique situation of RCA Victor (sister organization, of course, to the National Broadcasting Company) promoting a Columbia Broadcasting System-owned radio-video package show via one of RCA's hottest current artists is shaping up. The CBS *Songs for Sale* program several weeks ago came up with a tune called *Oh! What a Face* (*The Billboard*, February 10), and RCA Victor this week recorded it with Phil Harris, as a follow up to Harris's *The Thing*, which sold close to a million disks.

If the Harris platter should succeed in breaking the tune thru, it would, naturally, prove a solid shot in the arm to the CBS show. Another odd aspect of the situation is that Columbia Records has a Tony Pastor recording of another tune, called *The Face*, and so far hasn't got a record of the *Songs for Sale Face* on the market. London Records has two platters, one by Sticks McGhee, the other by Henry Jerome, out on the *Songs for Sale* tune.

Billboard Backstage

By JOE CSIDA

The guys who write this paper, like any other, write for a specific audience, and for the most part know who their readers are. So when Jimmy Durante sends you a nice wire about a thing you wrote about him; or Joe Ream, Columbia Broadcasting, System's exec veepee, drops you a note about a piece; or Carl McKelvy, veepee of Seeburg, phones about a story—you aren't too surprised. Those are some of the people in the business about and for whom you're writing.

But *The Billboard*, more than any other trade newspaper I know of, has a large, and apparently loyal block of readers, who apparently have no connection with show business or its allied fields. A while back, for example, we got a letter from a State Senator someplace in the Middle West. A week or so ago we received a most interesting letter, among a flock of others, from a Dr. Schmidt in Baltimore about the face-reconstruction formula *Backstage* piece. We've had letters from priests and prisoners, bookmakers and undertakers. But one of the most interesting "outside the industry" readers yet dug up was unearthed for us a few months back by a Dallas columnist named Ken Hand.

Miss Boles' Beans

Ken does a pillar for *The Dallas News* called *Offhand*, and he devoted this particular piece to an 11-year-old girl who had developed a thriving business in Mexican jumping beans.

"Much as we may hate to admit it," wrote Ken, "the small fry of today may be more than a bit sharper than yesterday's children. At 11, Sharon Kay Boles, a sixth grade pupil at Bradfield School, has worked up a profitable business which, for imagination, beats the days when a soda pop stand represented the epitome of juvenile enterprise. Sharon Kay Boles is selling Mexican jumping beans. . . She experimented with a small shipment, found they sold well among her playmates, and increased the size of her orders until she now
(Continued on page 45)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 10. — Folks paying amusement excises haven't been told, but Uncle Sam is going to triple check all figures in excise returns this year. Tax collectors thruout the nation will get instructions from Washington shortly.

Tip-off on the move came this week from Internal Revenue Commissioner George J. Schoeneman soon after he told the House Ways and Means Committee that similar scrutiny will be applied to all tax returns on incomes over \$25,000. Schoeneman said the government's been losing tens of millions of dollars of revenue yearly thru failure to check simple arithmetic mistakes in excise returns. Incidentally, Schoeneman would like Congress to loosen the purse-strings to let him hire lots of additional operatives to do the extra checking of the returns.

Youth at Work Study Provides Details . . .

"Who handed you a hot dog over a quick-lunch stand late one evening at the county fair? Who took tickets at the scenic railway? Who started the machinery that set the Ferris Wheel in motion in the park by the shore?"

These and other equally flabbergasting questions are asked in a new Labor Department pamphlet entitled *They Work While You Play*—a study of teen-age boys and girls employed in amusement industries. The pamphlet says there are nearly 200,000 "young workers under 18" employed in public amusement industries. Movie houses and bowling alleys employ the bulk of these youngsters; the remainder work in amusement parks, circuses, dance halls, stables and at race tracks.

Is this employment good or bad? Both, says the pamphlet. It's bad because young hirelings lose time for sleep, rest, study and "teamwork" recreation. It's good because they come in contact with people, develop self-reliance, independence and "ability to adjust to new conditions and people."

This little pamphlet, which occupied several hundred man-hours of tax-supported government workers can be bought at the government printing office for 15 cents a copy. They charge, yet!

Uncle Sam, Liveliest

Salesman of Sels . . .

Treasury Secretary John Snyder's request to Congress this week for a whopping hike in radio-TV-phono excises has touched off an
(Continued on page 45)

Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 10.—Answer to whether the government's wage freeze affects employees in the motion picture industry may result from the Screen Actors' Guild's move to seek an interpretation of the order from the Office of Economic Stabilization. Attorneys for the Guild are currently drawing up briefs probing the effects the wage freeze will have on screen actors' pay. Replies received may well establish the basis upon which other guilds and unions in the motion picture industry may seek pay boosts.

A primary point to be weighed is the fact that the wording of the current law exempts film rentals and box-office charges. Inasmuch as wage and price freezing go hand in hand in other industries, an attempt will be made to exempt film industry wages on the basis that film prices are not frozen. If SAG's legal eagles can win a ruling to that effect, lid will be pried loose of all wages in the industry.

Another strong point in SAG's pitch will be the fluctuation of its members' pay. Money received varies with the pictures involved. Particularly vague is the law's effect on free-lance actors. In its current action SAG pin-points a problem which has caused rumblings thruout the industry. Prior to the wage freeze, American Federation of Labor film council's overtures to the producing companies for a voluntary reopening of wage talks was turned down. Producers explained they were not contractually bound to discuss wage hikes and will do so only when existing pacts expire. Contracts expire this fall and various factions within the unions are grumbling because the freeze caught them with their wages down.

United Artists Control

Passes to New Combine . . .

Control of United Artists this week passed from co-owners Mary Pickford and Charlie Chaplin to a syndicate headed by Arthur Krim and Robert Benjamin. Still hanging fire at press time was the manner in which Board Chairman Paul McNutt will dispose of his stock trusteeship. Final transfer of control from Pickford-Chaplin comes after a number of stormy sessions during which neither of the co-owners could agree upon terms of a deal relinquishing interest in the firm.
(Continued on page 45)

BIBLICAL INSTITUTIONAL

L. A. Cemetery's Devotional Film To Hit Video Market

HOLLYWOOD, Feb. 10.—Forest Lawn Cemetery this week turned TV film producer on a series of Biblical subjects, and will release the pix nationally thru Fred-erick Ziv Company. Series of 13 30-minute films will include Forest Lawn institutional plugs for tel. casting on the Coast. These, however, will be snipped from the reels for Ziv's distribution, leaving 26-minute open-end films for sponsorship in other markets.

Pix, shot on color film, . . . eted at approximately \$15,000 per subj. t. In making series available in other markets, Forest Lawn will be getting off the production nut and at the same time seek continuing returns from its investment. Cemetery association will retain all rights to . . . rics. Crusader Films, firm specializing in production of devotion . . . pix for church distribution, was contracted to lens the series. Alfred

Stury, head of Crusader, said films will be made available for church exhibition in non-TV markets.

Adele Seymour, who scripted *The Light of the World* radio series, will handle writing chores. Original music will be clefted by John Sentesi and sound-tracked by a six-piece instrumental group. Forest Lawn has agreed to the musicians union's 5 per cent royalty demand. Local station carrying the series hasn't been selected. Initial subjects will be completed by April, wit' local kick-off skedded for early May. Indications are 13-film series will serve as a test which, if successful, will lead to continuing Biblical TV film project on a more extensive scale.

Initial subjects will be based upon Genesis. Scripting will be handled with an eye to inter-faith appeal.

A CHIMP ON YER SHOULDER?

NEW YORK, Feb. 10.—Some people would like to see a baby in every home. The slogan of others is a piano in every home, or a radio in every home. But Henry Trefflich, the wild animal dealer, has a campaign of his own. His trucks, seen around town, carry the bold and somewhat frightening legend: A monkey in every home! Trefflich, of course, loves the simians, no matter what trouble they cause him.

Annually the chimps escape from his downtown establishment, raise havoc among the fruit . . . arkets and . . . from elevated structures. This all results in tremendous cu . . . publicity, leading to the malign belief that Trefflich stages the grand prison breaks. Ridic!

ET TU BRIT?

DJ's Build Catch Tunes On BBC Yet

LONDON, Feb. 10.—While disk jock shows here, for obvious reasons, hardly have the hit-making impact possessed by their American equivalents, they have recently been responsible for busting out two of the top tunes in the Isles. Latest is the cast of *Ferry Boat Inn*, Campbell-Connelly song, which last week was England's No. 4 best seller. It has sold around 90,000 copies, and is a cinch to hit 125,000 before it's thru.

Strangely enough *Inn* was waxed and pushed by the four big British Broadcasting Corporation disk shows (Sam Costa, *Record Rendezvous*, Jack Jackson, *Record Roundup*, *Housewives' Choice* and
(Continued on page 36)

Index

Burlesque	40
Carnival	58
Circus	52
Classified Ads	60
Coin Machines	66
Fair and Expos.	54
Final Curtain	45
General Outdoor	46
Honor Roll of Hits	18
Legitimate	41
Letter List	59
Magic	40
Merchandise	60
Music	10
Music Charts	18
Music Machines	68
Night Clubs	38
Parks and Pools	51
Pipes for Pitchmen	64
Rinks-Arenas	43
Roadshow-Rep	44
Routes	50
Salesboards	65
TV-Radio	4
Vaudeville	38
Vending Machines	78

Show Business Wins-Loses In Railroad Halt

NEW YORK, Feb. 10.—The rail strike, and its attendant embargo, have come and gone—but dollar-and-cent effects on various phases of show business will linger on for a while.

The effects were uneven. Indeed in some instances—as in some legit theaters in New York—the rail strike helped business. Reason: Commuters, caught with their schedules down, stayed in town, helped fill the evening by going to the theaters.

Record business suffered most, the embargo curtailing shipments by mail. Topping off the stoppage of shipments by mail was the fact
(Continued on page 45)

Diskery Uses "Inside Stuff" To Bally Wax

NEW YORK, Feb. 10.—Record buyers are getting a dose of "inside stuff" on legit and disk making via a couple of RCA Victor promotional platters. To plug its *Call Me Madam* original cast package (with Dinah Shore substituting for Ethel Merman), the record company made a 45 r.p.m. disk tagged *Call Me Madam Backstage*. It contains chatter by Irving Berlin, has snatches of various cast members going thru tunes and routines, the voice of director, stage manager and general behind-the-scenes sounds. Material was actually taped backstage, edited down and transferred to the 45s.

Second exploitation disk, called a *Recording Session*, is a platter made from taping conversations, warm-ups, test takes, etc., at various of the dates on which the Singer's Singles were made. They feature Perry Como, Fran Warren, Eddy Fisher, Mindy Carson, Tony Martin, Lisa Kirk and others in the Singer's Single series. Like the *Backstage* disk, this one contains voices of recording directors, engineers, fluffs by artists and
(Continued on page 36)

Balaban-Cohn Join Six-Mil JDA Drive

NEW YORK, Feb. 10.—Barney Balaban and Jack Cohn—prexy of Paramount Pictures Corporation and veep of Columbia Pictures Corporation, respectively — have been named associate chairmen of the amusements division of the Joint Defense Appeal in Greater New York, which is starting on a fund-raising drive for \$6,000,000.

The JDA is the money-raising arm of the American Jewish Committee and anti-defamation league of B'nai B'rith.

Chairman of the amusements division is Herman Robbins. Leading trade figures will be chosen to head the various phases of the campaign in show business, including reps of films, legit, radio, TV, sports, music, disks and concessions.

London Dispatch

By LEIGH VANCE

LONDON, Feb. 10.—Bert Wilcox, president of the London Jazz Club, lost his appeal this week against a \$280 fine for "aiding and abetting" saxophonists Sidney Bechet and Coleman Hawkins to work here last June without labor permits.

Laurier Lister, producer of London's most colorful postwar home-grown musicals, *Tuppence Coloured* and *Oranges and Lemons*, is looking for a backer for his new show. Says Lister: "Tuppence cost \$9,800 to produce, ran 36 weeks and made a fair profit. *Oranges* cost \$16,800 to put on and ran five months." But he is fighting a jinx on British revues, several of which have flopped heavily recently.

Magnificent Chunk Of Historical Events . . .

Pomp and pageantry will surround the Shakespeare shrine at Stratford-on-Avon this year. To greet the expected rush of visitors for the Festival of Britain, Anthony Quayle, director of the Memorial Theater, plans a lavish cycle of historical drama. Says he: "We shall give them a tremendously colorful and varied slice of English history from Richard II to Henry V . . . a magnificent chunk of events."

The British Broadcasting Corporation's equivalent of a Nielsen or Hooper operation is the privately conducted listener research poll. An internal staff of 85—including statisticians and social psychologists—and 200 interviewers, check up on the listening habits of the 24,000,000 (of a population of 50,000,000) who tune in every average day. Peak listening figures for regular programs is around 16,000,000, rising to "saturation point" for royal weddings and announcements of war.

The classy London Philharmonic Orchestra, partly supported by a
(Continued on page 45)

Paris Peek

By ART ROSETT

PARIS, Feb. 10.—NOTES FROM THE BIG TOP: Frank Billerbeck, G.I. art student from Philadelphia (*Peek*, December 2), who at night donned clown's clothes and went among the bistros to entertain Frenchmen, has finally hit his stride. As a sidewalk entertainer he was not permitted to accept any money for his work. This week Jerry Medrano, who heads the world's oldest circus, signed him. Frank, who now bills himself as Billy Beck, is a real show-stopper in Cirque Medrano.

Nun Now an Animal Trainer . . .

Mlle. Barret, a former nun who left her religious order in 1944 to join a circus in the south of France, is now billed as Tirana the Bear Tamer. This week she helped coax 4 lionesses, 3 bears and 12 pythons into chartered planes near Paris for a trip to Teheran. On February 12 the Shah of Persia gets married, and the animal act is part of the wedding day festivities.

CARNIVAL NOTES: Nice held its annual battle of flowers on the Promenade des Anglais this week. Sixty floats paraded and the costumed crews bombarded one another with flowers.

Bull fighting, which until recently was illegal but was permitted after collection of a nominal fine plus amusement taxes, has been approved by the French government in areas where uninterrupted tradition prevails.

Kick-off date for Paris to celebrate its 2,000th birthday is April 1. On this date 20 processions, one from each of the city's districts, will converge on Town Hall to mark the opening of a six-month festival of the city's foundation. Festivities will include pageants, fancy dress balls, a "Rabelaisian" festival in Les Halles, gigantic concerts, boating parties on the Seine and a two-week artists' festival in the Montparnasse. Record-breaking crowds
(Continued on page 45)

Radio-TV-Phono Makers Gird To Fight Tax Bill

Toppers To Appear At House Hearings Scheduled Feb. 19

WASHINGTON, Feb. 10. — A big array of witnesses will appear before the House Ways and Means Committee to oppose Treasury Secretary John W. Snyder's proposal for drastic increases in the excise taxes on radio-TV sets, phonographs, disks, musical instruments and cigarettes. The House committee, already staging hearings on the over-all treasury tax program, expects to start scheduling witnesses on the excise phase around February 19. The tax hearing is viewed likely to last six weeks.

Among the first to file in opposition to the tax hikes was the Radio-Television Manufacturers' Association, which next week will get an invitation from the committee to make an appearance. RTMA will argue that the proposed tax increase from 10 to 25 per cent on radio-TV sets, phonographs and phono disks is unwise economically and unfair industry-wide. A program of opposition will be mapped at a joint meeting of the RTMA's Excise Tax Committee and Defense Profits Tax Committee in Chicago Tuesday (13).

The Excise Tax Committee is headed by Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., while Glen McDaniel, Radio Corporation of America, heads the Defense Profits (Continued on page 10)

WAMPUM

Kagran Out For It With Indian Opus

NEW YORK, Feb. 10.—A TV story about Indians titled *Silver Cloud*, featuring a radio-TV actor who himself is a full-blooded Choctaw, has been put into production here by Kagran Corporation (Martin Stone). The actor is Tony Rivers, who has been coining plenty of wampum lately playing redskin roles on video.

Rivers is featured on the Gabby Hayes NBC-TV ailer, another Kagran property. The new half-hour series will be based on legends of the American Indian and derives its title from Rivers' Indian name.

Reports now are that Rivers wants an additional Indian name—one meaning "sponsor."

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publshers
Roger S. Littleford II
William D. Littleford

E. W. Evans, Pres. & Treas.
Lawrence W. Gatto, Secv.

Editors
Joseph C. Laska, Editor in Chief, New York
G. R. Schreiber, Coin Machine Editor, Chicago
Herb Dotter, Outdoor Editor, Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Ben Atat, Chief Washington Bureau

Managers and Divisions

W. Evans, Gen. Mgr. Cincinnati
Main Office & Printing Division
2160 Patterson St., Cincinnati 22, Ohio
Phone DUmbar 6450

W. D. Littleford, Gen. Mgr. Eastern Division
1564 Broadway, New York 19, N. Y.
Phone PLaza 7-2800

M. L. Reuter, Gen. Mgr. Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone CEntral 6-8761

Sam Abbott, Gen. Mgr. West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone HOlywood 9-5831

F. B. Joering, Gen. Mgr. Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone CHestnut 9443

J. Latscha, Advertising Director
K. Kemper, Advertising Mgr., New York
M. L. Reuter, Advertising Mgr., Chicago
A. Bruns, Circulation Manager

Mar. Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone DUmbar 6450

Subscription rates payable in advance. One year \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio under act of March 3, 1879. Copyright 1951 by The Billboard Publishing Company. The Billboard also publishes *Vend*, the monthly magazine of automatic merchandising; one year \$3.

Vol. 63 No. 7

Review Index

Legit Reviews.....	42
Night Club Reviews.....	39
Radio Reviews.....	8-9
Television Reviews.....	8-9
Vaudeville Reviews.....	39

NPA Branches Out To Ease Hardship Cases

WASHINGTON, Feb. 10.—National Production Authority this week issued its long-anticipated order authorizing 18 field offices to act directly on special hardship application, for amusement and other commercial construction. Up to now hardship cases have been handled by NAP's Washington headquarters, where several hundred cases have already been disposed of. Most of these latter dispositions wound up favorably to the industry applicants.

NPA said that the shift from (Continued on page 51)

Imogene Coca Sues Liebman In 35G Claim

NEW YORK, Feb. 10.—A \$35,000 suit brought by Imogene Coca against Max Liebman Productions was disclosed in New York Supreme Court this week when a motion to dismiss was adjourned until later this month.

Suit is over a contract of December 31, 1948, according to which the comedienne allegedly was to appear in the *Admiral Broadway Revue* for four weeks at \$350 a week, with an option for the next nine weeks at the same salary, and a second option for the following 13 weeks at \$500 a week.

After the first four weeks of 1949, Miss Coca's pay was allegedly boosted to \$500, but after the sixth week, June 3, 1949, the show was canceled. Miss Coca is asking for the salary allegedly due her for the remaining seven weeks of the first option.

The Kudner agency and Admiral were named as co-defendants.

Jolson Monument Planned for Coast

HOLLYWOOD, Feb. 10.—A monument costing \$84,000 will be erected soon in memory of Al Jolson. Expenditure was okayed Wednesday (7) by Superior Judge Newcomb Condee Memorial, proposed by the singer's widow Mrs. Eric Galbraith. Jolson was petitioned by Charles Schwartz, New York attorney and executor of the Jolson \$4,000,000 estate.

Monument is to be a six-piered marble structure topped by a mosaic dome. Mammy singer's body will rest in a sarcophagus near the front of the structure. It is expected to cost \$75,000 with an additional \$9,000 going for a plot of ground at Hillside Memorial Park near Inglewood, Calif.

A 120-foot cascade of water falling into a pool will be provided by the cemetery management. Waterfall and landscaping will be done at the cemetery's expense. No provision for such a monument was made in Jolson's will. Judge Condee said he believed the expenditure to be justified as it involved a man so well known.

Somerset Maugham Seeks New TV Slot

NEW YORK, Feb. 10.—Somerset Maugham Theater this week was shopping for a new time slot on CBS-TV, or for that matter, on any other network that can come up with an acceptable time period. The program moves out of its Wednesday nights 9-9:30 CBS-TV home April 18 to make way for *Charlie Wild*, *Private Eye*.

It had been thought that the show, which is sponsored by Tintair, would go into Saturday evening, 7:30-8 on CBS-TV, but the Blatz buy of the new *Amos n Andy* video show in that time slot has ended that possibility.

Highlight Reviews

LEGIT

"Ground" a Whodunit Click; Nun Makes Like a Sherlock

By SIDNEY GOLLY

A perfect blending of the good story, top-flight production and first-rate acting add up to good theater, and *Ground* is exactly that.

Charlotte Hastings has scripted a thoroly absorbing mystery that never fails to hold completely, whether or not a pew-sitter is a whodunit fan, and the cast gives an all-round smooth and sympathetic reading, which makes for a combination that is hard to beat.

The play, which was originally tagged *Bonaventure* when it was a London hit, concerns the efforts of a nun to save a young girl from the gallows when her strong faith

tells her that the girl is innocent. In a series of deft and clever moves the former brings about the triumph of justice.

Margaret Webster celebrates her return to the boards with a genuinely founded characterization. She makes Sister Mary Bonaventure a most real and lovable person, and in her individual scenes with the condemned girl, the mother superior and the village half-wit brings a definite life to the play along with brilliance of performance.

Leueen MacGrath Scores—Leueen MacGrath, as the girl, does an exceptional job with the

most difficult role in the play. Throught the proceedings she must portray a tense, highly excitable lass who knows what she is facing and is trying to ward off an hysterical collapse. Raging restrained emotions are so well suggested by Miss MacGrath that a pew-sitter waits on seat edge for the explosion that must come. Hence, the final blow-up seems the most natural thing in the world.

The entire cast is happily chosen and every role completely tailored. Ruth McDevitt, as the convent cook, brings a comedy relief that (Continued on page 42)

TELEVISION

Brookhouser Does a Solid Philadelphia Ed Sullivan

By M. H. ORODENKER

Eschewing the general local practice of ringing in amateurs, talent guests, gabby interviews or frizzled variety films, *The Frank Brookhouser Show* makes a serious attempt to provide top variety entertainment of local origin during a weekly late evening hour. Not only does it do that admirably, but also enjoys the distinction of a lead-off name that spells out a ready-made audience.

The show recruits from the local supper clubs and theaters, with such names as Duke Ellington, Dick Merrick, Ragtime Smitty and the Grace and Mickey Carroll twosome on tap when caught in the pivot spot, it's the conductor

of the town's brightest pillar, the Walter Winchell-Ed Sullivan klatch. In Frank Brookhouser whose name is strictly box-office as a result of his daily *It's Happening Here* chatter column for *The Philadelphia Inquirer* the show has a title and a personality that stacks up against any lights going before the competing cameras at that hour.

Brookhouser shows up before the cameras at the proverbial city room typewriter and proves just as much at home in the quick transposition to an intimate nitery scene. Producer Sidney Gathrid weaves a story pattern around Brookhouser's script to tie the

particular performers together. On this stanza the program's flexible format provided song-and-dance comparisons of the "Tinseled '20's," "Teeming '30's" and the "Fabulous '40's." Ideas are kept simple in keeping with the limited stage settings provided. Most important, Brookhouser keeps the show moving along at a rapid clip.

Eras Bridged

Fitting the cut pattern Ragtime Smitty 88'er at Jack Lynch's Zodiac Room here went back some 30 years to demonstrate the piano stylings of that day. In contrast Duke Ellington rar the (Continued on page 8)

LEGIT

"Ti-Coq" a Winning Comedy Drama But Not Up to Stem Competition

By BOB FRANCIS

For the past couple of seasons reports have had Fridolin or Gratten Gelinat to call him by his right name the Dominion's No. 1 French-Canadian actor bringing his troupe to the *Stem Ti-Coq* in which he triple threats as author-star-director, has been playing thruout the provinces in its original French for a long time. At one time the Theater Guild was interested in its importation but it has remained for the Messrs. Shubert to give Broadway a first

view of the Canadian star and his bi-lingual company.

Since this is the first time within a reporter's memory that an all French-Canadian troupe has made us a visit, it is too bad that a more favorable report is not in order. It must be recorded that much of the trouble stems from the ever-heavy French accents of several members of the cast, which makes them extremely difficult to understand, and consequently the values of many lines suffer accordingly.

However this in no way applies to the star who seems as much at home in English as his native French.

What is more to the point now-ever is that Fridolin's tragic-comic theme for *Ti-Coq* (*Little Rooster*) may be fine fare for Canadian audiences, but it lacks the polish and sophistication for heavy stem competition.

Fridolin's story concerns an illegitimate youngster who is drafted (Continued on page 42)

TV-FILM

Ranger Donovan Sock Entry In TV Sagebrush Sweepstakes

By SAM CHASE

The new Jack Chertok TV film production, *Steve Donovan*, Western *Ranger* is a cinch to have daddy trying to outscramble the kids to the family receiver. It's a slick swift-paced item which shows the know-how Chertok picked up in the course of turning out his *Lone Ranger* series. Moreover, it ranks with the best of its type currently available. The first stanza of the 39-week series of 30-minute films was caught at a special showing. It is not yet being televised but will be offered for sale shortly to local stations and sponsors by General Artists Corporation, which is distributing.

The series spotlights the doing of Steve Donovan and his pals in the Texas Rangers, during the hell-fire days of the old Southwest. In the title role, Douglas Kennedy

does well as the capable and confident Ranger quick on the draw and just as quick in the brain department. Eddy Waller as the old-time Ranger Rusty, does a typical side-kick job. On the initial stanza, Onslow Stevens played the heavy, the banker who also was the outlaw Comanche Kid, and handled the role with veteran assurance. The remainder of the cast was up to the chores as well.

Productionwise Chertok stressed economy of space even in the shots involving equine acrobatics. Viewers should have no difficulty getting full impact even on midget-type screens.

Scripting and direction were smooth and sharp. There wasn't a dull moment in the show, altho it wasn't all gunplay or muscle-flexing by any means. This is

something which can't be said about the average Western. Western *Ranger* is particularly good when compared with the ancient full-lengthies now cluttering up most channels. It indicates that the dough poured down the drain by earlier pioneers in TV films was not all spent in vain for the standards and techniques have improved immeasurably and vidfilmakers now are starting to cash in.

Reviewed from film: 139-week series of 30-minute shows! Producer, Jack Chertok; distributor, General Artists Corporation; writer, David Sheppard, director, John Morse. Cast: Douglas Kennedy, Eddy Waller, Onslow Stevens, Frank Fenton, House Peters Jr., John Cliff, Louise Currie, Tom Tyler.

This One



YS7Y-COC-CBQPighted material

Comedy Saddest TV Worry On Talent and Production

NEW YORK, Feb. 10.—Development of new TV comedies, and the production of successful shows for those comedies now on the air, is probably the major talent problem confronting the industry, according to video talent execs. Problem hits home hardest at National Broadcasting Company TV, which is committed to a more formidable comedy quota than any of the other webs. However, ultimately it must concern the other webs as well as the sponsors who bankroll the shows.

There is a growing opinion in the trade that the highly produced, hour-long TV shows may not stay around too long. One reason is the increasing time costs—the NBC Sunday and Wednesday night hours now run to around \$67,500 weekly, and will go still higher as time costs climb. The other is the difficulty in mounting satisfactory shows week in and week out.

The development both of writers and comedies is made doubly difficult by the enormous need for material and the lack of break-in facilities. *Broadway Open House* has been looking for a successor to Morey Amsterdam for months, and still is. A Weintraub agency

exec this week pointed out that all of those comedies who have been tried out had to "work out right in Madison Square Garden, rather than being brought along in Stillman's Gym."

Hot "House"

Difficulties in developing video comedies is dramatized in the number of performers tried out on *House*. They include Ben Blue, Lenny Kent (now current again), Gene Baylos, Buddy Hackett, Tim Herbert and Don Saxon, Slate Brothers, Wally Cox and George

DeWitt. The fact that they are up against comparisons with Jerry Lester—who with Jimmy Durante, Eddie Cantor and Sid Caesar, are the really top TV comic clicks—only makes the *House* warming that more difficult.

Another problem in the same direction was pointed out this week by Fred Allen, who noted that, in radio, a comic was able to build a complete production unit—writers, director and producer—and worked with them every week. Thus, Allen notes, they were able to concentrate on one show, and devote their time and ideas to that one show. In TV, with comedies working only once a month, writers work for different comedies practically every week. And it's next to impossible to generate any momentum for any one show.

Neither of NBC's two big hour shows is out of the woods by any means. Eddie Cantor and Martin and Lewis have been the only sure-fire bets on the Colgate Sunday stanza, with Allen, Bobby Clark, The Hartmanns and Abbott and Costello finding the going overly rough. A firm schedule for the show still hasn't been possible.

The Wednesday night show, similarly, is about a 50-50 split. Durante has been the outstanding click of any of the name comedies; Ed Wynn and Jack Carson have been doing only moderately well, and Danny Thomas has yet to get started. NBC also has had some concern over the quality of the Jack Carter show.

Hour-long variety shows are holding up, with Milton Berle still the top TV show, and the Ed Sullivan and Ken Murray shows on Columbia Broadcasting System-TV each maintaining good ratings.

Bea Lillie Set For AM, Video Shots on NBC

NEW YORK, Feb. 10.—NBC has set Beatrice Lillie for both a radio and a television show, it was reported here this week.

The TV date is for Sunday, March 18, on the Colgate-Frigidaire *Comedy Hour*. The British star will replace Bob Hope, who was supposed to do a Frigidaire show on this date, but is postponing it until April because of film commitments.

This is also the date on which Bobby Clark would have taken his rotating spot on the *Comedy Hour*. However, it is reported Clark is being dropped from this line.

Miss Lillie's radio date is on the Tallulah Bankhead *Big Show*. The appearance of the two fem stars is figured as a natural high spot.

Stein Thumbs "TV" Canteen

HOLLYWOOD, Feb. 10.—Hollywood TV *Canteen*, newly launched KNBH seg saluting servicemen, was frowned upon last week by Jules Stein, Music Corporation of America board chairman and prexy of Hollywood *Canteen*. Stein was disturbed by the similarity in tags between the servicemen's entertainment org he heads and the KNBH show.

Hollywood *Canteen* owns all rights to its name, and during World War II received heavy dough from Warner Bros. for right to use it as title of a picture. KNBH is unwilling to recognize title infringement exists. Hollywood *Canteen*, skedded to open this spring, is expected to serve as an origination point for a TV show, hence Stein's concern.

DuMont Loses Food Sponsor

NEW YORK, Feb. 10.—The DuMont TV network this week lost one of its major commercial stanzas when Stores Productions notified the web that it was dropping *Star Time*. The Frances Langford-Lew Parker variety stanza had been shaken up a couple of times since its debut, but still did not make the grade. Show airs Tuesdays at 10 p.m.

It's expected that Parker and Miss Langford will not be away from TV long, however, after the current show bows out about four weeks hence. They have received considerable critical acclaim for work in Phil Rapp's comedy sketch, *The Bickersons*, which has been a hit portion of the program.

Snowcrop Chills On 'Show of Shows'

NEW YORK, Feb. 10.—Cancellation by Snowcrop this week of the 9-9:30 p.m. Saturday slot on NBC-TV's *Your Show of Shows* will leave the web with the 8:30-9 p.m. time open on the Jack Carter show. Snowcrop's time has been taken by Crosley, which now has the 10-10:30 p.m. spot on the Sid Caesar show. Swift, which currently bankrolls the 8:30-9 p.m. slot of the Carter show, will shift to the Crosley period on the Caesar show.

Meanwhile, Pillsbury Mills is considering sponsorship of the vacant half hour on the Carter program. The reason for the Snowcrop exit is unique. Altho the Caesar program produced good ratings, the sponsor found that the show's timing was a day premature for purchasing his food products. Instead Snowcrop is going into a TV film campaign thru Maxan Agency.

HWD. LACKS TALENT

Coast Can't Supply Variety for Video

HOLLYWOOD, Feb. 10.—This town is unable to furnish an adequate supply of talent for TV variety shows, according to a top Columbia Broadcasting System-TV producer booking acts for one of the web's network shows originating here.

The director, who does not want to be identified, notes that the important clubs on the Strip generally used only one act on the bill and emphasized singers; that the spots in the San Fernando Valley specialize in piano players who are mostly n. g. for TV programming and that the vaude houses in downtown Los Angeles are located so far away from the TV studios that the talent found it difficult to double if hired.

Agents here, he points out, continually try to peddle movie actors as substitutes for variety acts. As an added headache many of the comedy character men he might be interested in decide that they are thru with comedy and want to become tragedians.

This TV topper's solution is to

Laines May Do Mr. & Mrs.

NEW YORK, Feb. 10.—Frankie Laine and his wife, Nan Grey, were negotiating with ABC this week for an afternoon husband-wife radio strip. The warbler is skedded to cut an audition shortly. There is also a possibility that the duo may be used in a disk jockey stanza locally over WJZ.

Writer Hal Block, now vacationing in Florida, is slated to go into huddles with WJZ execs next week about a radio show in which he would be the featured personality. The nature and format of the show are not yet determined, but a wax sample is to be cut soon. Block is on the panel of *What's My Line?* on CBS-TV.

TOP VIDEODEX SHOWS FOR JAN.

	Per Cent TV Homes	No. TV Homes (000's)
1. Milton Berle (60)	57.6	5,610.9
2. Comedy Hour (57)	42.3	3,993.4
3. Talent Scouts (23)	41.6	3,685.9
4. Fireside Theater (27)	40.2	3,433.1
5. Show of Shows (56)	38.3	3,329.1
6. Godfrey and Friends (50)	36.9	3,093.3
7. Philco Play (58)	36.8	3,065.4
8. Hopalong Cassidy (20)	35.0	3,034.5
9. Hit Parade (27)	33.4	2,957.5
10. Mama (24)	33.2	2,917.9
11. Intl. Boxing (52)	32.9	2,880.3
12. Ken Murray (47)	32.8	2,788.5
13. Kraft Theater (41)	31.6	2,781.0
14. Toast of Town (40)	31.6	2,704.0
15. Groucho Marx (60)	30.4	2,636.9

Period covered, January 3-9, 1951. Prepared by Videodex for 63 TV market areas. Number of cities in parentheses.

Andrews Gals Nixing 'Club 15' For TV P'kge

NEW YORK, Feb. 10.—The Andrews Sisters, who have been with Campbell's *Soup's Club 15* aircer for 3½ years, will withdraw from that program after the March 23 broadcast. On Wednesday (14), the trio is scheduled to begin work on a TV-film package, to be produced at the Hal Roach studios in Hollywood, with Alex Gottlieb producing and Jean Yarborough directing. This will be the first of a series of half-hour shows.

Lou Levy, personal manager of the girls and chief of Leeds Music, notified the sponsor and Ward Wheelock, the agency, that he was withdrawing the trio because of his long-range TV plans, of which the film production is indicative. Levy pointed out that the across-the-board aircer calls for three appearances a week by the sisters, plus rehearsals—a time-consuming proposition. The sponsor, it is understood, wished to reduce the fee of the trio, a proposition Levy refused. Campbell's, in its desire to keep the act, offered an adjusted AM schedule or a TV program.

The sisters have been very (Continued on page 10)

WNBT Near Set With Plans For Four Educational Shows

NEW YORK, Feb. 10.—WNBT, National Broadcasting Company's New York TV station, is adding four new educational programs to its schedule, starting this month. Station's general manager, Ted Cott, declared this week that the shows have been in the planning stage for some time, considerably before the station was criticized by a heavy commercial schedule by the National Association of Educational Broadcasters. The latter is spearheading a drive by educators for TV allocations to educational institutions.

John Kieran is featured in one of the new programs and Leon Barzin in another. Kieran will be the "guide" on a series of remote pick-ups from various New York City museums, including the Museum of Modern Art, Natural History, Metropolitan, the Museum of the City of New York, Brooklyn Museum and the Children's Museum. The show will air on Saturdays at noon, starting March 10.

Barzin, of the National Orchestra Association, will do a kids' show about music and musical instruments, with a small orchestral group on the show with him. The program is slated for Sundays, starting date not set.

WNBT also had made a tie-up with the Police Athletic League

whereby its instructors will appear on a series of shows devoted to various PAL activities, including sports, arts and crafts and the like. The series will also air films of various PAL athletic events.

Another program will be aired under the auspices of the American Jewish Committee and the YMCA, the show consisting of a series of films on human relations.

AFRA Charges Unfair Practice; Votes Strike Against E.T. Firm

NEW YORK, Feb. 10.—National executive board of the American Federation of Radio Actors this week voted its first strike against a transcription company when it filed charges of unfair labor practices against Lang-Worth Feature Programs, Inc., with the National Labor Relations Board. Picketing was to start Monday (12).

According to AFRA, Lang-Worth has refused to sign the new e.t. agreement because it does not wish to pay performers retroactively to November 1. Lang-Worth, however, claims that the new code is contrary to the Taft-

NAB Committee To Pick Prexy At N. Y. Confab

To Nominate From Slate of 21 Names Before BAB Meet

WASHINGTON, Feb. 10.—National Association of Broadcasters' committee to select a new prexy for the National Association of Radio-Television Broadcasters will meet in New York late this month in hope of settling on a choice.

Committee now has 21 names, all top-flight broadcasters and related industry folk, but members of the committee have not yet determined availability of most of these, and also some of the names have met with unfavorable response.

Said one committee member: "Rumors to the contrary, we haven't settled on anybody yet; and haven't even come close."

Up-coming screening session in New York is being timed for eve of Broadcast Advertising Bureau session which convenes March 1.

Altho William Ryan, who has moved from NAB general management to BAB presidency, isn't currently among those being considered by committee for new NARTB presidency, some traders here are suggesting that maybe he ought to be reconsidered for the post if Maurice B. Mitchell can be induced to return as head of BAB. Mitchell now heads Associated Program Service at reputed salary of \$35,000. The BAB presidency pays \$36,000 considerably more than when Mitchell held that post, and the BAB president's salary will be increased under formula yet to be worked out.

NARTB presidency's pay hasn't been definitely settled on, but it will likely be just under half of \$75,000 allotted for both board chairmanship and presidency.

NBC'S ABASHED

Big Ads To Laud Tallu, Lure Sales

NEW YORK, Feb. 10.—The National Broadcasting Company confesses that it is "frankly embarrassed" because it hasn't sold the first hour of the *Big Show* in an unusual advertisement it is running next week. The full page ad will run Wednesday (13) in *The New York Times* and the next day in *The Herald Tribune* in New York and *Herald Examiner* in Chicago.

The ad is partly a tribute to Tallulah Bankhead, *Show's* femsee, and partly a sales pitch, citing both time and talent costs for the available half-hour. The other hour of the show is now partly sold on the web's tandem plan.

The ad notes that, two days after a letter addressed "Tallulah Bankhead, America" was mailed in Maryland, it was delivered to NBC in New York. It also quotes plugs from various magazines.

The ad concludes by saying, "To relieve our embarrassment . . . let us tell you about the best buy in town. . . ."

Hartley law and that the union has not held an election to prove it has jurisdiction.

Lang-Worth is also engaged in an arbitration with AFRA which was to begin Monday (12). The union claims that the firm and Fred Waring fed off the line library recordings to the NBC network without paying extra fees to the talent.

To bolster its strike—believed to be the first ever called against a transcription company—AFRA is writing all stations in the country advising them it has placed Lang-Worth on its unfair list.

NOSEY

Paul Harvey 'Captured' by Lab Guard

CHICAGO, Feb. 10.—Paul Harvey, American Broadcasting Company commentator, tried to climb over a fence of the top-secret Argonne National Laboratory at 1:10 a.m. Tuesday (6) and was nabbed by a guard. The laboratory is a government atomic center in adjoining Du Page County.

Harvey was held for questioning by the Federal Bureau of Investigation then sent home. Laboratory officials released a sharply worded statement that Harvey was "captured" while trying to gain illegal entry into the grounds.

Harvey has been making dramatic references to work in recent months with "governmental investigative agencies." The FBI snorted at this Tuesday. Speculation was that Harvey may have been in touch with Sen. McCarthy or some other politician and was trying to prove that security was lax at the atomic center. The fence at which he was nabbed was only the first of a series of fences and walls.

Hardest pill for Harvey to take was a strict order not to discuss the case. Never known to shrink from using the first person singular, Harvey made brief mention of his escapade on his 10 o'clock radio show and 11 o'clock show by reading a press association dispatch.

It was reported Friday that a guard at the atom plant came to Harvey with a story of lax security. Harvey and a friend of his, a civilian dress officer in naval intelligence, and the guard drove to the plant to break in.

The guard scaled the nine-foot fence. The navy man tried to boost Harvey, who is heavy. Harvey's coat caught on the barbed wire and he tumbled inside. The noise brought guards and Harvey raised his hands and surrendered. The navy man ran off, and the guard hid in the bushes and later scaled the fence again. He was identified and suspended. The navy man tried to explain he went along primarily for the ride.

WLOK SETTLES TRAFFIC POSER

LIMA, O., Feb. 10.—A one-hour discussion broadcast over WLOK here this week settled a two-month civic dispute over a proposed downtown parking ban in the city. Station Manager J. Robert Kerns cleared commercial programs to open up time for the round-table, which was attended by civic groups pro and con for the proposed ban. The discussion, which lasted for an hour and seven minutes, ended in an agreement on a compromise traffic control plan.

In its first formal session following the round-table, the Lima city council unanimously approved a resolution commending WLOK and News Editor Lyle Lee for the public service performed in presenting the radio forum.

WCBS-TV On Ad Lib Kick For "Wagon"

NEW YORK, Feb. 10.—WCBS-TV here is experimenting with a low budget technique of creating a dramatic show spontaneously via ad lib thesping on its *Chuck Wagon* stanza. The program is currently budgeted at \$200 a week for films and \$300 a week for actors, with the exception of featured player Bob Dixon.

The thespians are given a basic plot outline which emphasizes 10 points and after 30 minutes of rehearsal are on their own once the cameras start grinding. In that manner six half-hours a week have been programmed for over a month.

While strong scripts cannot be presented thru such haphazard creation, WCBS-TV does feel that light drama can be televised and costs are cut over 70 per cent. Frank Harms directs the show

WLW Puts On Strawhat, Rescues Rural Audiences for AM Pay-Off

• Continued from page 1

listening area, and *Sunday on the Farm*, which discusses farm problems. The station's farm, incidentally, draws an average of 3,500 farmers weekly.

Some Sponsors

Farm sponsors now using WLW include New Idea Equipment (owned by WLW's parent company, Avco Manufacturing); Hanna Paints, specializing in farm paints; Dekalb Hybrid Corn; Consolidated Buttermilk; Keystone Fences; Marietta Silos; DeCon Exterminators and Spring Hill Nurseries.

WLW is believed to be the first major U. S. station to make so revolutionary a change because of television. Robert E. Dunville, president of the station, declared this week that the new philosophy is now being presented to national advertisers, not only as a part of a presentation outlining WLW's present coverage—the five-State area referred to as "WLW Land"—but as a portent of changes the future may bring.

As another phase of its rural emphasis, WLW has started extensive promotion in the smaller towns it covers. It currently has

an amateur contest going in movie theaters in 143 towns. There are 13 regional semi-finalists who will appear on the station, with the winner getting a station contract. Costs are assumed by the station, which is also giving \$1,000 to the house manager doing the best job. Gimmick is set up to provide extensive retailer tie-ins.

In line with its new policy, WLW has developed a new presentation comparing costs in its coverage area with competitive stations serving the same territory, and with other media. The presentation concludes with a dramatic punch, in which WLW notes that, even if it were to lose its entire urban audience to television (a development no one expects, and which actually is contrary to current AM gains in TV homes), its

costs would still be lower than all other media, including radio, serving the WLW rural audience. Presentation also notes that, since that hasn't happened, WLW still sells "one tenth of America."

FTC CENSOR

Questions Only 2% of AM-TV Ads

WASHINGTON, Feb. 10.—Federal Trade Commission in its annual report to Congress this week said it examined 35,422 TV commercial continuities last year and found only 714, or about 2 per cent of them questionable. FTC also reported that it examined 759,729 radio commercial continuities, aggregating 1,725,072 typewritten pages, and found 13,384, or about 1.7 per cent of them questionable.

FTC's latest report stated that "expanding construction of new television stations resulted in an appreciable increase in the volume of commercial script received." The commission requested samplings from 97 TV stations during the year, stated the report. Commercial script broadcast by small-town stations is sampled once yearly, stated the report, and three times yearly on a staggered schedule in cities of 200,000 population. National and regional webs resound on a continuous weekly basis, stated the report, and producers of electrical transcriptions submit commercial script texts of recording once monthly.

The FTC explained that the results are useful in determining whether special trade practice rules are needed. Also, said the report, all radio ads on alcoholic products are turned over to the alcoholic tax unit of the Internal Revenue Bureau

Nets To Tally Music Rosters

NEW YORK, Feb. 10.—Representatives of networks and the American Federation of Musicians had another confab this week—indications being that the networks will be unlikely to come up with a counterproposal to the AFM's proposals before the end of next week. Musicians' Union Prexy James C. Petrillo met the management brass Thursday, and on Friday the network execs held sessions among themselves to discuss the suggested AM and TV rates.

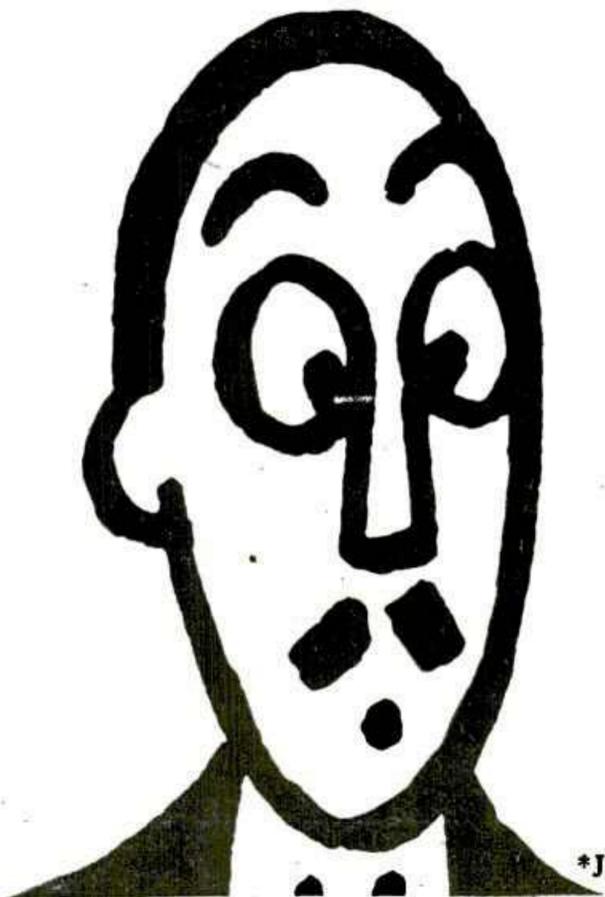
Local 802, AFM, requested that the networks draw up figures on current musician employment, together with some estimates on past employment. Networks will try to do this at the next session Monday (12). It was also stated that the networks will try to draw up estimates of programing costs and from this deduce how much may be allocated to musicians.

Costello Files Martin Suit; Wants 100G

NEW YORK, Feb. 10.—Lou Costello this week instituted suit for \$100,000 against Dean Martin in the Supreme Court, New York County. Costello claims that Martin entered into a seven-year personal management agreement with him in 1944.

Under this contract, says Costello, he was to get 25 per cent of the money received by Martin over \$500 weekly. Martin, with his partner, Jerry Lewis, are under contract to the Music Corporation of America

tv buyers — did you know?



1. That WOR-tv, channel 9, is *tops* in local sports,* Tues. thru Sat.?
2. That WOR-tv — the *newest* tv station in New York — is 4th in national spot business? That WOR-tv clocks more spot business than the two leading independent tv stations and one leading network outlet?
3. That 10 WOR-tv shows attract audiences of more than ¼-million viewers per broadcast?
4. That WOR-tv's wrestling matches are the top-rated for real sock-seeking in New York?*
5. That one WOR-tv program, "The Merry Mailman", has averaged at least 2,000 pieces of mail per week during the past two months?

... that's selling! that's getting tv audience!

that's why *you* are losing tv money if you're not using

WOR-tv
channel 9

*January 1951 Pulse

No Studio Facilities in New York; NBC Skeds TV Weeper From Philly

NEW YORK, Feb. 10.—Shortage of studio facilities in New York has forced National Broadcasting Company to originate its new daytime serial, *The Susan Peters Story*, from Philadelphia. The program, a Ted Ashley package, will be Colgate-Palmolive-Peet's first daytime TV soap opera and starts March 5 in the 3 p.m. slot. Colgate also has an option on the following 15 minutes should it decide to program another weeper.

NBC execs this week stated that any daytime expansion by the web is contingent on increasing its studio facilities here, or else setting up plans to originate at one or more of the eight points available on the cable. The Peters

show had been jockeying back and forth for some time before the Philly decision was made.

Additional daytime operations are very much sought after by NBC-TV, with web execs hopeful that they'll be able to program starting at 10 a.m. by April or May. The network is now close to an S.R.O. in its afternoon operations and expects to be completely sold out soon. It can program no additional time in the afternoons since its affiliates refuse to cede this station time. The

affiliates get full rate for station time, rather than the 33 1/3 per cent NBC pays, and virtually all of them have sold this time to local accounts.

Shows of the Susan Peters type require permanent studio allocations, since the practice is to avoid striking sets once they're up. NBC can't afford that luxury in New York. Even at that the Philly origination—the show will come from WPTZ—involves a number of headaches, including difficulties of casting and the question of fees. The TV actors' union has no provisions for web shows other than those originating in New York, Chicago or Los Angeles.

Celanese in 1st TV Show

NEW YORK, Feb. 10.—Celanese Corporation of America this week set its first television program, a local show to go into the 8:15 to 8:30 p.m. time period Fridays on WJZ-TV, New York. The program will feature a female personality, with three gals still in the running at the week's end. The final choice will be made from Wendy Barrie, Kyle MacDonnell and Evelyn Knight.

Celanese has been using spots and participations in close to 20 markets for the past three years, but this is its first plunge into actual programming. Its other campaigns will continue as before. The new show will tee off early next month with March 2 the tentative date. Ellington is the agency.

No TV Plugs On AM---CBS

NEW YORK, Feb. 10.—CBS has received so many complaints from its radio affiliates for plugging TV shows on its AM programs that radio and TV program vicepres, Hubbell Robinson, this week sent a directive to all AM directors in New York and Hollywood nixing the practice. He instructed them to "exercise great vigilance in not plugging" video shows.

The radio affiliates are particularly aggrieved over the continual promotion of TV shows on CBS AM sustainers.

Reach Settlement In AFRA-AFM Feud

ROCHESTER, Feb. 10.—A dispute between the American Federation of Radio Artists and the American Federation of Musicians over an AFM ruling barring performers from belonging to both unions has been settled. The national headquarters of the musicians terminated the row when it instructed the Rochester, N. Y., AFM local to rescind its ruling.

Issue was brought to a head by Margo Gram, of WHEC, who was advised by AFM reps here that she'd have to quit AFRA or lose her AFM membership. Mrs. Gram then appealed to the AFM international, and the issue was settled.

KDAL SIGN IS ANONYMOUS

DULUTH, Minn., Feb. 10.—Columbia Broadcasting System affiliate KDAL here pioneered its own "advertisers anonymous" association recently, via the erection of a king-sized billboard, which plugs everything but the station's call letters and frequency.

With sweeping self-confidence, KDAL has posted the billboard at the busiest intersection in the three-station town. Copy merely lists show's tag *Don Dahl on the Sidelines*; its sponsors, Glueks Beer and Chief Motors, and air time.

FRENCH TRY NEW GIMMICK

Rene Clair in Experiment With 2-Dimensional Radio

PARIS, Feb. 10.—Radiodiffusion Francaise, French state radio, recently came out with two interesting experiments in broadcasting technique. One, done by Film Director Rene Clair, was what may be described as depth broadcasting; the other was airing motion pictures in radio.

Off two microphones set apart in the studio, Clair made two separate tape recordings of "the show. The two tapes were then synchronized and then transmitted via two different wave lengths.

Listeners with two receivers placed six feet apart and at the same level got a new sound perspective when the reception from each speaker was of equal pitch.

The broadcasting of motion picture sound tracks has had the advantage of the use of newer films, both French and American,

than have been made available to television. The films were run off in a studio, and an announcer described the action not evident from the sound track alone.

Chevy Hears Call Of "Hear It Now"

NEW YORK, Feb. 10.—The Chevrolet division of General Motors is indicating interest in purchasing *Hear It Now*, the CBS hour-long radio documentary. The program, produced by Fred Friendly and Ed Murrow, has come up with a strong enough rating to whet the interest of prospective bankrollers.

Campbell-Ewald is the Chevrolet agency.

Pic Op Bankruptcy Laid at TV Door; Receivers Named

PHILADELPHIA, Feb. 10.—David S. Moliver, veteran movie operator owning the Regis and Aurora Theaters here, filed an involuntary petition in bankruptcy in U. S. District Court here last week "as a result of the impact television has on the motion picture industry." Three creditors were named, with bills reaching a little over the \$1,000 mark.

Moliver claimed that since the advent of TV, receipts from the two neighborhood houses had fallen off to such an extent that the corporation operating the theaters was unable to pay operating expenses.

The court named two receivers among the creditors to take immediate possession of the two theaters to continue operations until a decision is reached as to what should be done with the properties.

Maugham Theater In New Time Slot

NEW YORK, Feb. 10.—The *Somerset Maugham TV-Theater* will be moved into alternate Fridays 9:30-10 p.m. during the middle of April. The Tintair sponsored show is currently on each Wednesday 9-9:30 p.m., but moves at that time to make way for *Charlie Wild, Private Eye*.

The latter program is now being programed on alternate Fridays 9-9:30 p.m. When *Charlie Wild's* time becomes vacant, *Live Like a Millionaire*, the General Mill's show, following it moves up a half hour, and the *Maugham Theater* winds up in the General Mills time.

The reason for the manifold shifting is that Tintair was not willing to commit itself except on a short term basis on CBS-TV. Wildroot, however, the sponsor of *Charlie Wild*, placed a long-term order and thus nailed down the time.

Seabr'k Maps Big AM Spot Promosh

NEW YORK, Feb. 10.—An intensive radio spot campaign was being mapped out this week by Seabrook Farms Frozen Foods of Bridgetown, N. J., from as far north as Boston and Buffalo to as far south as Mobile. Spots feature a home-voiced character actor billed as "The Man From Seabrook Farms."

Bill Kline, Seabrook ad manager, is setting details of the campaign. Business is being placed thru the Hilton Riggio ad agency.

ABC, CBS Plan Big AM Dramats; Markel Back as Producer-Megger

NEW YORK, Feb. 10.—Three new top-level radio dramatic shows were being set up for network airing this week, each based on a different twist. One, at ABC, features adaptation of fiction from three Crowell-Collier magazines; of the two others, both at CBS, one stars Kirk Douglas, Charles Boyer, Joseph Cotten and Douglas Fairbanks Jr.; the other CBS show will be an hour-long stanza using specially commissioned material from the top writing names of the nation.

The ABC show, tentative titled

Today's Greatest Fiction, will be a weekly 30-minute drama with material adapted from the three top Crowell-Collier publications, *Collier's*, *American Magazine* and *Woman's Home Companion*. It involves not merely current issues, but access to the back files for yarns penned by some of the nation's top writers in this and other years. The show is packaged by Wilbur Stark.

One CBS stanza is a top-budget item titled *The Big Four* and will star Douglas, Boyer, Cotten and Fairbanks. Each of these stars

Videodex Study of News Programs Telecast in N. Y.

(Based on the December, 1950, Videodex N. Y. Report)

STATIONS AND PROGRAMS	TABLE I—Weekdays	N.Y. RATINGS
WCBS-TV	1. CBS News (7:30 p.m., Mon.-Fri.)	14.5
	2. News (11 p.m., Tues.-Fri.)	3.0
	3. News (11:15 p.m., Mon.)	Less than 1%
WNBT	1. Shell News (6:10-6:15 p.m., Mon.-Fri.)	2.7
	2. Camel News Caravan (7:45 p.m., Mon.-Fri.)	13.2
WABD	1. Headline Clues (Noon, Mon.-Fri.)	2.0
	2. Headline Clues (10 p.m., Wed.)	3.0
WOR-TV	1. John Wingate News (Noon, Mon.-Fri.)	Less than 1%
	2. John Wingate News (6:45 p.m., Mon.-Fri.)	2.0
	3. Telefax News (3 p.m., Mon.-Fri.)	Less than 1%
WPIX	1. News and Weather (6:30 p.m., Mon.-Tues.-Thurs.-Fri.)	2.2
	2. Televiews (7 p.m., Mon.-Fri.)	2.1
	3. News and Weather (11 p.m., Mon. and Fri.)	2.5
	4. News and Weather (11:30 p.m., Tues.)	2.4
	5. News and Weather (10:45 p.m., Wed.)	1.5
	6. News and Weather (Midnight, Thurs.)	1.7
	7. News and Weather (12:15 a.m., Fri.)	1.1
	8. Televiews (6:30 p.m., Wed.)	2.0
	9. Telepix Newsreel (10:30 p.m., Wed.)	1.9
	10. News and Sports (8:30 p.m., Fri.)	1.1
	11. Telenews Weekly (8:45 p.m., Fri.)	1.1
WJZ-TV	1. News and Features (11:15 p.m., Wed.)	1.5
	TABLE II—Saturdays	
WCBS-TV	1. Saturday News (7:30 p.m.)	3.2
WNBT	1. NBC News (5:15 p.m.)	1.1
	2. News Show (11 p.m.)	4.4
WOR-TV	1. Telefax News (2 p.m.)	Less than 1%
WPIX	1. News and Weather (11 p.m.)	2.8
	2. Televiews (7 p.m.)	0.3
	3. Televiews (7 p.m.)	1.8
	TABLE III—Sundays	
WCBS-TV	1. News and Weather (3:45 p.m.)	Less than 1%
WNBT	1. Week's News in Review (11 p.m.)	2.5
	2. News Review (Noon)	1.1
WPIX	1. Telepix Newsreel (6:30 p.m.)	1.9
	2. Televiews (7 p.m.)	1.4
	3. Telenews Weekly (8 p.m.)	Less than 1%
	4. Telepix Newsreel (10:45 p.m.)	1.2

Educators Plan New Move in TV Battle

NEW YORK, Feb. 10.—The "impractical" professors, long sloughed off by commercial broadcasters as idealists who needn't be taken too seriously, are really going to continue putting up a fight for reservation of 25 per cent of those video channels which they demanded at the hearings adjourned two weeks ago by the Federal Communications Commission.

A "little FCC hearing," it became known here this week, held quietly altho not in secret in Washington while the official proceedings were going on before the Commission itself, will be used as a springboard for a further push on the project before Congress, State legislatures all over the country and influential sectors of the general public.

The "little FCC hearing" took the form of a symposium conducted at the Statler in Washington by Saul Carson, radio-TV editor of *The New Republic*. Participating were Commissioner Frieda B. Hennock; Thad H. Brown Jr., counsel for the Television Broadcasters' Association, and a roster of the educational-television-channel-reservation board of strategy.

Significance of the symposium, which was chaired by Carson, is the fact that 50,000 copies of a reprint of that talkfest are scheduled to be distributed by the National Association of Educational Broadcasters to members of Congress and others who may count in bringing pressure to bear for a favorable decision by the FCC. Since, of the 11 symposium partici-

pants, only one, Brown, represented any segment of the commercial part of the television industry—it stands to reason that the story to be unfolded in *The New Republic* will give the educators the best breaks. The symposium will be publicized February 26.

In addition to distributing the 50,000 copies of the symposium, the NAEB is going to have Carson wrap up the proceedings into a half hour radio program to be carried by 51 of the organization's radio stations around the country. It is understood, also, that the U. S. Office of Education, thru chief of radio Franklin Dunham, has already put in a request for 50 disks of that program, to be distributed gratis to stations around the country.

Brains Assembled

The brain trusters who participated in the symposium, in addition to Miss Hennock and Brown, were:

Dunham, Robert Hudson, former CBS exec who is now head of the radio division at the University of Illinois; Burton Paul, general manager of KUOM, Minneapolis, who is also secretary of the NAEB; George Probst, University of Chicago social scientist who also heads the "Chicago Round Table" airer on NBC; Seymour N. Siegel, WNYC (N. Y.) presy of the NAEB; Charles A. Siepmann, of FCC "Blue Book" fame; Dallas W. Smythe, of the University of Illinois, who (with Donald C. Horton, of Chicago), engineered the New York TV station-by-station program survey (The Billboard, February 3); Telford Taylor, ex-counsel-general of the FCC who is now head of the legal staff for the Joint Committee on Educational Television, and I. Keith Tyler, chairman of the JCET and head of the Institute for Education by Radio at Ohio State University.

CBS Switch: Let Book Pubs Grub for Rights to Scripts

NEW YORK, Feb. 10.—Things have been so tough for the networks in the way of clearing rights for adaptations of published material that the Columbia Broadcasting System (CBS) this week came up with a twist on how to lick the situation. CBS is going to place a charge of reverse English in a new radio dramatic series now in preparation, titled *First*

Edition (see separate story in this department).

Instead of buying rights, CBS plans to sell them to the publishers. It is going to commission some of the nation's highest priced and biggest name writers to do original yarns for the hour-long radio series. After the airing the network will try to sell top publishing firms the right to adapt the material into book or magazine form.

Lenny Signed For "Open House"

NEW YORK, Feb. 10.—Lenny Kent has been set as the comic on *Broadway Open House*, alternating with Jerry Lester, for six weeks. He starts Monday (12).

The show, sponsored by Anchor Hocking Glass and brewers throughout the country, has been seeking a companion comic to Lester for some months. Ben Blue, the most recent candidate, checked out Wednesday (7). Another change is bringing the Kirby Stone Quintet as a replacement for the Matty Malneck sidemen February 24.

NBC produces the show for the Weintraub Agency.

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

Short Scannings

Brief but important video news

Corn Products Buys

Garry Moore Segment . . .

Corn Products Refining Company last week purchased the Thursday 1:45-2 p.m. segment of the "Garry Moore Show" for its Linit division on CBS-TV. C. L. Miller is the agency. Junket also has offered to buy one 15-minute segment of the same show, but the deal has not been set.

Kagan Corp. Adds Sarg,

Luther to Stable . . .

Kagan Corporation (Martin Stone) last week added Frank Luther, top radio-record artist in the children's field, and Tony Sarg's marionettes to its talent stable. The pacts with Luther and Sarg cover all representation rights, including radio, TV, records, motion pictures and merchandise licensing.

MCA Peddles TV Show

With Red Steele as DJ . . .

Music Corporation of America (MCA), New York, is peddling a new nighttime video disk jockey series, featuring Ted Steele, and conceived by Steele's wife, Doris. Format calls for playing platters and interviewing name record artists. Steele last week bowed off "Star Time" on DuMont, with Buddy Rogers replacing him.

NARDA Names Bernsohn

Publicity Director . . .

Al Bernsohn, who was in charge of TV publicity for RCA Victor in Camden, N. J., and chairman of the board of the Television Association of Philadelphia, has been named managing director of the National Appliance and Radio Dealers of America, with headquarters in Chicago. Edmond Rogers, of Gray and Rogers Advertising Agency, succeeds Bernsohn as chairman of the television association board.

Philly Electric Renews

WPTZ "Tele Kitchen" . . .

The Philadelphia Electric Company, one of the longest continuous advertisers in Philadelphia television—before the WPTZ, cameras since 1947—renewed its sponsorship of "Television Kitchen," featuring home economist Florence Hanford, for another 26 weeks thru Al Paul Lefton agency.

Coast Movie Theater

To KLAC-TV for Studio . . .

Another movie house will quit the film business to become a TV studio with KLAC-TV taking over Beverly Hills Music Hall Theater, Hollywood. Acquisition of the property from Sherrill Corwin will be under terms of a three-year lease.

New Camera Mount

Aids TV Productions . . .

The Vitascoper, a camera mount which eliminates the use of sets on live telecasts, is being readied for commercial use by late spring. Work on the process has just been concluded in Hollywood, following five weeks of tests. Vitascoper permits lensing of performers only.

Felix Jackson Produces

Hollywood Hotel . . .

Felix Jackson, ex-Universal-International scribe, has become producer of "Holiday Hotel" on ABC-TV for Young & Rubicam. He replaces Edgar Peterson who continues to produce the "Pulitzer Prize Playhouse" for the agency. Jackson, whose numerous screen writing credits include "A Hundred Men and a Girl," has only been with the agency a short while.

UTP Execs To Mull

TV Film Distribution . . .

New TV films under consideration for distribution and products already filmed will be the basis of a United Television Programs sales meet next week in New York. Dick Dorso, UTP exec veepee in Hollywood, left for the confab Sunday (11) to join Prexy Jerry King, Chicago topper Mill Blink and Ed Voynow. Four-some will huddle with Ed Petry, Tom Dawson, Basil Grillo and Charlie Brown, latter pair rep-

ping the TV branch of Bing Crosby Enterprises. While in Gotham, Dorso will conduct a series of meetings with ad execs to ascertain plans for future filming in Hollywood.

Kathi Norris Signs

With Morris Agency . . .

Sol Leon, of the William Morris Agency, last week got himself another stellar client. Kathi Norris, WNBT's top daytime gal, signed with Leon for full representation, including radio, TV and motion pictures.

Of Personalities, and

Shows, Changes, etc. . . .

William Kendall Clarke will script the Susan Peters TV daytime strip for Colgate. . . . John Reed King celebrates his 10th anniversary in radio shortly. . . . Martin Andrews, ABC director and his scripter wife, Lillian Schoen, are expecting their first child this spring. . . . Lois Wilson replaced Nancy Carroll as the mother in the TV version of Henry Aldrich February 11. . . . Bill Lawrence, crooner of the various Godfrey radio and TV programs, leaves for the army February 14.

Originally only purchased for four weeks, "Tales of the Black Cat" has been renewed for the third time on WCBS-TV, New York, by the local Ford dealers here. . . . Steve Allen, CBS-TV comic, has rented a house in Westport, Conn. . . . Marion Parsonnet has been signed as supervisory consultant on the Faye Emerson TV show by Pepsi-Cola. . . . Barbara Britton will join Freddie Bartholomew and Cliff Edwards in narrating films at WPIX, New York. At the same station, Mike Meltzer and Duff Browne have been appointed staff directors.

Julian Kaufman, assistant commercial manager, has been upped to commercial manager of KPHO-TV, Phoenix. . . . Charles Curran takes over as commercial manager of Seaboard Films. . . . The Wilhelm-Laughlin-Wilson agency, Houston, has bought its eighth show from Frederic Ziv to run concurrently on the town's stations. . . . DuMont has renewed its option on "It's in the Bag." . . . Jack Barnett, special material scripter for Jimmy Durante, is packaging a musical variety stanza titled "Ten Kosciusko Street."

Lee Randon and David B. Rogers have joined the radio and TV staff of Henri, Hurst & McDonald. . . . Virgil V. Evans has been named commercial manager of WFMV-TV, Greensboro, N. C. . . . The new format of TV Guide includes 16 more pages, slick and rotogravure. . . . Bert Kalmar Jr. recuperating at the Roosevelt Hospital from a mugging. . . . Marty Brenman has joined the Lando agency, Pittsburgh, as a TV producer.

State Dept. Calls Broadcast Brass For Airing of "Voice America" Policy

WASHINGTON, Feb. 10. — Openly viewed as a move to screen itself from growing Capitol Hill criticism of the Voice of America program, the State Department has summoned a February 28 meeting here of top-flight broadcast industry figures to discuss the Voice program.

Assistant Secretary of State Edward Barrett, who is in charge of the Voice and other State propaganda activities, issued invitations the same day he sent a letter to Sen. William Benton (D., Conn.) suggesting a one-day congressional "briefing session" on the Voice.

Benton, who formerly held the post now in Barrett's hands, has been sharply criticizing the Voice program as ineffective and has suggested a congressional inquiry to determine whether the Voice should be shifted from State Department to another agency.

Chafing under Senator Benton's criticism, Barrett said in a letter to Benton that he would "welcome" an investigation of the Voice by

Congress. "I am proud of what the outstandingly capable and loyal team presently engaged in this work are doing that I am now actively seeking the opportunity to have as many members of Congress hear our full story," Barrett wrote.

Senator Benton charged that the Voice of America is falling down on the job. He said that the State Department has not recognized the importance of the Voice broadcasts, and he strongly suggested that the Voice be taken out of the

State and moved to an agency that could do a better job.

Yesterday (9), Barrett attempted to reply to Benton's suggestion for a transfer of operations. Barrett contended that "on balance, the best results in this field can be gained by keeping an intimate relationship between information work and foreign policy formulation." He added: "My experience in wartime psychological warfare and in an independent agency convinces me that this is essential, along with maintaining the maximum mobility of operations that are so vital."

With attacks growing on Capitol Hill, the State Department is believed to be laying the groundwork for a big defensive propaganda drive.

One broadcaster described the upcoming February 28 meeting as an attempt by State to get itself "under an umbrella." Broadcasters asked to participate in the meeting include William S. Paley, Charles R. Denny, Hugh B. Terry, Richard Shafto, Theodore C. Streibert, John Patt, Don Federson, Jack Harris, Edward G. Noble and Henry Johnston.

CBS May Move Steve Allen To Daytime

NEW YORK, Feb. 10. — Steve Allen, CBS-TV's new video find, is currently on the verge of being shifted into an hour daytime slot, with at least four prospective sponsors making eyes in his direction. They are General Foods, Lever Bros., and General Electric and the Alexander Smith Carpet Company.

Allen's present CBS-TV show is now a 7-7:30 strip, but bankrollers are unable to get enough markets for adequate coverage. He is expected to be moved to either 11:30 a.m. or 12:30 p.m. where a network can be hooked up.

Several clients have already offered to buy participations in Allen's current CBS-TV show. The web, however, is trying to peddle him in 15-minute strips in the same manner that Garry Moore is currently being sold and has refused such offers.

Crosby TV Pix Mulls 2 Series

HOLLYWOOD, Feb. 10. — Bing Crosby's TV film producing unit is currently considering the kick-off of two series, one of which would be made in England. Latter is *The Masked Pirate*, a kids' sea adventure story series, to be produced in conjunction with N. Peter Rathvon. Both Crosby and Rathvon would use funds frozen in England for the production. In addition to utilizing English-held coin, lower cost of pic production is promoting the British-based venture.

Other series will be tagged *The Show of Champions* and will treat sports stories as introduced by various names in the sports world. As a pilot reel, Crosby sales reps, United Television Programs, will submit to time buyers Neutral Corner, filmed drama about the fight game originally released as part of the *Fireside Theater*. Each *Champion* film will be introduced by a name figure in the corresponding sport. Jack Dempsey is being considered for the *Neutral Corner* prolog. Film will be shown at UTP's forthcoming sales meet in New York.

Bromo Seltzer Has To Fizz Off NBC-TV

NEW YORK, Feb. 10.—Emerson Drug (Bromo Seltzer) is being forced to pull its TV show, *The Clock*, off the air after the broadcast of February 23. The sponsor would like to keep the program running, but has been unable to clear time and stations after it gives up its alternate Friday, 9:30 to 10 p.m. period on NBC.

Reason for the ouster is the pre-empting of Emerson's time by Pall Mall Cigarettes, which has alternated in the period with Emerson. Pall Mall had an option to switch from bi-weekly to weekly with its *Big Story* show and has notified NBC that it wishes to exercise the option. The web has been unable to come up with any other slot for Emerson, whose agency is Foote, Cone & Belding.

'EARO-DYNAMIC' MIKE STIRS NBC

NEW YORK, Feb. 10.—National Broadcasting Company is hopped up over the new "earo-dynamic" microphone used for the first time to air the Boston Symphony orchestra last week. The new mike was placed over the center aisle, at about the 10th row and only one was used in place of the standard multiple mike placement.

The mike is "live" on two sides, thus picking up sound in the same manner that the human ear does. Cone-shaped projections, extending from either "ear" have given it the nickname of the Clark Gable Mike.

AT&T's Newest Allocation Plan— Webs Pick Time Out of a High Hat

NEW YORK, Feb. 10.—With recent cable allocations sessions by the four TV networks resulting in sheer chaos, the American Telephone & Telegraph Company has set up a completely new method of splitting the time equally, involving, in part, the literal pulling of names out of a hat. With new allocations skedded to go into effect April 1, the networks are slated to meet February 21 to put the machinery into practice and set up the complete schedule. It is hoped the new plan, which will be utilized for each of the three remaining quarters of 1951, will preclude the need for AT&T to break a web stalemate with arbitrary allocations as occurred last quarter.

The AT&T plan breaks up the various time segments into four different groups. The luck of the draw will give one network first crack at the particular time slot it desires most in one of the time groups. Then the other webs automatically will rotate in alphabetical order on the other time slots within that group. Thus, if ABC is pulled out of the hat for

8 p.m. Monday, it will be followed, in alphabetical order, by CBS for the 8:30 time, DuMont for the 9 p.m. time and NBC for the 9:30 period.

Comes Horse-Trading

After all the allocations are made on this basis, horse-trading among the networks is expected to enable them to get the periods each wants most for its top shows. On paper, it is a victory for the DuMont network, which recently protested to the Federal Communications Commission (FCC) that each of the four webs should get an even 25 per cent of the time on cable legs where four circuits are not yet available.

How the system will work out in practice, however, is something not even the most rash legalist would attempt to predict at this time. AT&T's explanation to the networks of its new system fills 15 mimeographed pages with conditions and counter-conditions which challenge the interpretation of a lexicographer. The rules are highlighted with examples illustrating how the conditions would work in practice, but these illustrations

are regarded as more confusing than the original provisions.

At this juncture, web execs are sure of only one thing. They will meet February 21 and try to get a working schedule mapped out.

Warners Won't Buy NBC-TV's 'Miracle'

NEW YORK, Feb. 10.—Warner Bros. this week turned down a bid from NBC-TV to lease single-shot rights for *The Miracle* passion play for Easter telecasting. It is believed that the film company intends to make a picture out of it this year.

The Miracle, first produced in Berlin, was brought to the New York stage in 1925 by Max Reinhardt, its original producer and director.

Dairymen Renew Pop's "TV Club" in Last Min. Switch

NEW YORK, Feb. 10. — The American Dairy Association, which had turned in a four-week cancellation notice to ABC-TV for the first 30 minutes of the Paul Whiteman *TV Teen Club*, this week reversed itself and signed a renewal. The bow-out was to take effect after the showing Saturday (17). However, local participants who help bankroll the stanza put up a beef with the sponsor, and a quick backtrack ensued.

The order for the show, which airs from 8 to 9 p.m., Saturday, was placed thru the Campbell-Methune Agency of Chicago.

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



Madison Square Garden Film

Reviewed Saturday (3), 6 to 6:30 p.m., via WJZ-TV, New York. Producer, Les Winik; distributed by General Artists' Corporation; director, Richard Winik; editor, Max Rothstein; technical advisor, Joey Goldstein; writer, Martin Andrews; commentators, Marty Glickman and Jimmy Powers.

With reports current that Madison Square Garden will eliminate live coverage of its sports events next season, this new film series doubtless will become ever more important. It consists of a weekly filming of highlights of all important sports housed in the Garden and is available both in 30-minute and 15-minute form, sold to local stations or sponsors.

The film is of top quality, making up in its excellent camera coverage and high level commentary for what little it may lose in timeliness by being shown a few days after the events occur. Marty Glickman, who dominated the show caught, did a particularly outstanding job in his punchy and accurate description of the Millrose games and of two basketball encounters included in the film. Glickman is easily broadcasting's top gabber in the handling of cage events and track meets, both in terms of description and analysis. His job on the film compares favorably with his radio airings of basketball games, which is to say, tops.

Jimmy Powers handled the chatter accompanying the coverage of the Paddy Young-Kid Gavilan bout, and he, too, is outstanding in this field. The combination of these two sportscasters plus the excellent camera work by Winik Films, including some slow motion shots which show clearly some of the intricate basketball patterns, make this series one of the top TV film offerings. *Sam Chase.*

Mary Hartline Show

Reviewed Wednesday (31), 5-5:15 p.m., CST. Sustaining via WENR-TV, Chicago. Producer, John Berg. Cast, Mary Hartline, Chet Roble.

Here is the complete paradox of kids' shows. Mary Hartline, noted for her beautiful hair, face and figure, has spent a couple of years waving her baton and things in front of the Super Circus band on the American Broadcasting Company Sunday show.

Chet Roble has spent years playing barrelhouse piano in night clubs and jazz spots.

Several months ago WENR-TV decided to put on a new 15-minute kid show. If Mary Hartline wasn't the most unlikely person they could pick to run it, Chet Roble was. ABC says their mail today runs around 2,500 a week. The show will go network from 4-4:15 p.m., CST, across the board, starting Monday (12).

Show reviewed was identical with others, and is virtually the show that will go on the net. The set was tiny and simple, depicting a children's party. Four youngsters were guests. Mary, Chet and kids sang songs and watched a short cartoon. Kids were asked questions about the cartoon, and one youngster was allowed to name a friend, who Mary called via phone and gave a prize. That filled the 15 minutes. Probably one reason kids like the show is that neither Mary nor Chet were patronizing. They were natural and pleasant with the youngsters. In spite of smallness of the studio, there was plenty of motion with the cartoon, singing, phone call and opening of prizes. The show is easy on parents—an important factor in some households. *Jack Mabley.*

Assembly

Reviewed Wednesday (31), 4:30-5 p.m., CST. Sustaining via WBKB, Chicago. Producer, Phil Ruskin. Cast, Chief Joe Corey, U. S. N.

This service program is planted squarely in the domain of kids' shows, and is aimed primarily at teen-agers and mothers of military-aged children. Corey is a navy recruiter rounding out 20 years of service. The ease with which he handles this half-hour, five-a-day show indicates maybe he missed his calling.

Show opened with an interview with Adm. J. Cary Jones, commandant of the 9th Naval District. Second 10 minutes was a navy recruiting film, and last 10 minutes Corey answered letters from viewers about their military status, advantages of different services, how

Television-Radio Reviews

Search for a Song

Reviewed Wednesday (31), 11 to midnight, PST, via KTSL, sustaining. Emsee, Peter Potter. Co-announcers, Candy MacDowell and Ed Chandler. Produced by Elbert Walker.

In a town where budding songwriters even outnumber screen hopefuls, disk jockey Peter Potter has hit upon a highly commercial TV show format in *Search for a Song*. Tyro tunesmiths present (or arrange to have someone perform) their song creations before a studio audience and a panel of publisher representatives (3). Studio audience pick best out of five contestants by applause, while pubber reps pick their favorite. Night caught, studio crowd and music men present agreed on the winner. Pub reps on when caught included Vic Angle (Laurel), Mike Gould (Sheldon) and Artie Vellando (Barton). Winners receive a memento for their appearance, but biggest prize is the intangible factor of getting a song heard by pubbers and TV audience. To date, *Search* has delivered a better than 5 per cent batting average, altho it has as yet to uncover an *Honor Roll of Hits* contender. Of 612 contestants, 34 have inked contracts with publishers.

Potter's easy-going, folksy manner in handling contestants adds considerably to show's late hour appeal. This is further enhanced by Candy MacDowell who, in addition to contributing telegenic charm, handles ad lib patter like a veteran. Ed Chandler competently provides the remaining gab. Local sponsors are missing a bet in letting this seg go by. *Lee Zhito.*

Bonny Maid Versatile Varieties

Reviewed Sunday (4), 11:30-12 noon EST. Sponsored by Bonafide Mills, Inc., thru Gibraltar Advertising Agency, Inc., via CBS-TV. Style—Kid variety. Producers, Basch Radio & Television Productions; director, Jay Strong; choreography and staging, Charles Lowe; music, Mark Towers. Cast: Lady Iris Mountbatten and kids; Announcer Merrill E. Joels.

If a viewer hasn't had enough of watching 10-year-old Milton Berles and Sophie Tuckers after ogling the *Children's Hour* on WNBT for 60 minutes, he may now switch to Columbia Broadcasting System-TV and get another half hour of same on Bonafide's *Versatile Varieties*. Here, instead of Ed Herlihy, he also gets, in the femsee spot, Lady Iris Mountbatten, attractive and charming, who strives hard to appear to be having a bully time with the tots, and almost succeeds.

Production-wise the show is a little better than most similar stanzas. Kids' performances are pretty much like ditto doings on other moppet extravaganzas. Some of them appealing, some just a shade short of monstrous.

Portions of the scripting are, unintentionally, juvenile. For example, the oft-repeated phrase, "In TV it's VT," with Lady Iris explaining at one point: "That's a pretty clever twist, TV for television, VT for versatile."

The Garfield Agency and Bonafide must have some reason to believe that this type stanza will attract an adult audience as well as kids. Otherwise, the floor covering commercials just don't make good advertising sense. The Bonny Maids read the end plugs after a middle pitch which makes the case that the Bonny Maid product is used in all kinds of institutions. *Joe Csida.*

to transfer from one service to another, and draft regulations.

Corey was completely natural, displaying none of the self-consciousness so common in uniformed men on TV. Altho this show was heavily navy, he attempts thru the week to answer questions and interview guests from all branches of service. The show is virtually no-budget and, while its appeal is limited, it is valuable to families with children of military age, and should build considerable good will for the station, both with the viewers and the services. *Jack Mabley.*

Songs for Sale

Reviewed Saturday (3), 7:30-8 p.m. EST. Sustaining via CBS-TV. Style—Music, comedy. Producer, Herb Moss; TV director, Frank Satenstein; announcer, Hal Simms. Ray Bloch's orchestra. Emsee, Jan Murray.

Once *Songs* makes up its mind whether it wants to be a comedy show or a talent hunt for tunes it will be a better program. As it stands, Jan Murray, naturally enough, struggles so hard to build laughs that he cuts the time and the atmosphere necessary to the most solid type of song search stanza. His bit with the trio of amateur writers who clefted the winning tune on this show, wherein he faced a "dilemma" in trying to get the threesome and himself within camera, was unduly dragged out. It broke up the studio audience, but wasn't calculated to panic home viewers.

Again, in his utilization of the panel of judges—Columbia Records' Mitch Miller, composer Dorothy Fields and orkster-magi Richard Himber, on this session—Murray failed to draw out pungent criticism of the tunes or real humor. He's worked so long and so effectively as a single, dependent on his own material, that he hasn't yet developed the ability to handle the writers or the judges with the fine touch of, for instance, a John Daly, which is what's needed for this kind of airer.

Rosemary Clooney is the program's strongest asset. She has the looks, voice and song-selling savvy to make even the saddest of the would-be Irving Berlins' tunes sound acceptable, if not terrific. It was strictly her delivery of the winner, *I Still Love You*, which sold it, the judges' comments notwithstanding. Richard Hayes sings well, but appears stiff and ill at ease much of the time. Should improve with the considerable video work he's getting at present.

The show is banging away at a recent winning entry, *Oh, What a Face*, with Hayes reprising it at show's end, and Murray putting in a big plug on the records upcoming on it. For our money Redd Evans' tune, *The Face*, is a much stronger item, but what's Redd gonna do, fight CBS? *Joe Csida.*

Boston Pops Orchestra

Reviewed Monday (5), 10-10:45 p.m. Co-sponsored by Anacin and RCA Victor over NBC. Writer, Jack Wright; announcer, Ben Grauer; music, Boston Pops Orchestra, conducted by Arthur Fiedler.

National Broadcasting Company, having switched Toscanini and the NBC Symphony Orchestra back to its former Saturday afternoon slot, has rounded out its semi-highbrow musical Monday evenings with a full-hour presentation of the offerings of the Boston Pops Orchestra. The orchestra, with an institutional following built via many years of successful records, is probably the most popular of all the permanent longhair organizations in the country. The program caught was cut short 15 minutes to make room for a talk by Defense Mobilization Director Charles E. Wilson.

As a light longhair seg, the show's appeal lies primarily in programming. This is an art which has been the moving factor in the growth of the Pops, and the ork's director, Arthur Fiedler, is the key to this growth. All the music put down in this 45 minutes was drawn from scores which make ginger-and-spice listening and, in several instances, are fairly familiar to a large basic audience. The variety of selections ran from the explosive, joyous Brahms' *Academic Festival Overture* thru a rundown of the airy selections from Khataturian's *Masquerade Suite*, and the light Leroy Anderson exercise for strings, *Fiddle Fiddle*. All were played spiritedly and with the noted Pops' precision.

Ben Grauer served up the introductory remarks and pitched the fittingly conservative commercials. Show emanates in Boston's Symphony Hall, a wonderfully resonant auditorium which lent an added aural spark to the generally fine quality of the musical performance. It all stacks up as an ideal, light classic seg. *Hal Webman.*

Weather On Review

Reviewed Friday (9), 7-7:05 p.m. EST. Sponsored by Hypercin and Marrow Oil Shampoo, via WOR-TV, New York. Producer, Dave Driscoll; director, Ralph Giffen; commentator, Frank Forrester.

Commentator Frank Forrester's attractive video personality plus a couple of visual gimmicks put this five-minute weather report a notch above the average fair-and-warmer forecasts. Utilizing a map of the U. S. and another more detailed map of the greater New York area, Forrester first traced an easy-to-understand description of the current national weather picture via movable prop storms. Then he switched to local conditions, listing temperature predictions for tonight and tomorrow and demonstrating various outside factors responsible for New York's current cold spell.

Forrester's plain spoken mike manners are pleasant and his ability to restrain from obvious puns in reporting the same old rain-or-shine stuff is commendable. The 20-second commercials for Hypercin and Marrow Oil Shampoo were both on film and followed a standard-type pitch for such products. The sponsors might get more out of the show if the copy was scripted to tie in with the program theme (i.e. "cold tonight, better check your supply of Hypercin, etc."). *June Bundy.*

Linger Awhile

Reviewed Tuesday (6), 5:45-6 p.m., CST. Sponsored by Robert Hall Clothes thru Frank B. Sawdon, Inc., via WBKB, Chicago. Producer, Fred Herendeen. Director, Jim Harelson. Cast, Marty Hogan, Estelle Loring. Pianist, Dick Marx.

This is the plain pipe racks' jump into Chi TV, and they hit a natural in Estelle Loring. Miss Loring is in a prolonged visit here as understudy to Janet Blair in *South Pacific*. Miss Blair is so bursting with health that Miss Loring got herself a night club spot at midnight and is doing this TV stint in early evening, Monday thru Friday.

In show caught, Miss Loring sang three numbers and chattered with Marty Hogan, Chi disk jockey. Her voice is not sensational, but she is loaded with sparkle and grace that is made for this kind of informal show. She has a natural charm that TV cameras capture. It is the kind that works on men without alienating the women.

A potted palm would have added as much to the show as Hogan contributed. His function was to provide a lead into Miss Loring's songs and to stand in one place while Miss Loring sang. It's a tough assignment to look useful even during a duet, but when the man has nothing to do during the whole number while the camera gives him almost equal attention, it takes a Crosby or Oliver Dragon to come thru. Commercials were excellent, with cartoons at start and finish and live model in middle of the show. *Jack Mabley.*

Sterling Sponsors E.T. Gospel Singer For Bayer, Phillips

NEW YORK, Feb. 10.—Your Gospel Singer, the transcribed radio series, this week added two new sponsors, its fourth and fifth. The potency of the show is demonstrated by the fact that Sterling Drug, after testing its sales power via sponsorship of Dr. Caldwell's Senna-Laxative, one of its lesser known patent medicines, has now bought it for Bayer Aspirin and Phillips Milk of Magnesia, two of its more important products, on an eight-city spot radio deal.

Other sponsors include the Templeton Drug Company which in addition to broadcasting the program in Canada for six years has now acquired Cincinnati and Columbus and has taken options for six more Midwestern States; the Oxford University Press, which has bought one Western city, and Dolcin, now going strong with the show after three and a half years on the Don Lee Network. Program is owned by Harry S. Goodman Productions.

Your Tropical Trip

Reviewed Sunday (21), 3:30-4 p.m. EST. Sustaining via NBC, Hollywood. Producer, Sterling Tracy; writers, Martin Wark and Sol Stein; emcee, Desi Arnaz; announcer, John Jacobs. Music: Arnaz's ork.

Your Tropical Trip is a quiz show with a Spanish accent. With the exception of the contestants, the airer is loaded with Latin-American music, entertainers and assorted gimmicks. The quiz format, with band leader Desi Arnaz as emcee, is also south-of-the-border in theme. On show caught, three housewives vied for a trip to Rio de Janeiro by answering questions pertaining to Latin America (i.e. "What is the principal language spoken in Brazil?" Answer: Portuguese).

In addition to his quiz duties, Arnaz doubled on the musical portions, and his volatility sparked a swift pace for the show. As an emcee, Arnaz is personable, but a bit too coy with the girls and, in spite of 10 years in Hollywood as the spouse of actress Lucille Ball, his accent was thickly keyed to the mood of the airer. Incidentally, Arnaz's long-time career in pictures and vaude is at variance with his introduction as "that young man who in such a short time has become a success."

Show's question-and-answer segs smacked of a pre-broadcast rehearsal, and a bad one at that. However, if the scripters relinquish control of the quiz interludes, this series should click with dialers partial to audience participation programs. *June Bundy.*

The Frank Brookhouser Show

Reviewed Tuesday (6), 11:30-12 midnight, EST. Sponsored by Motorola, Philadelphia Company over WFIL-TV, Philadelphia. Producer, Sidney Gathrid; director, Roddy Rodgers; announcer, Sheldon Gross; emcee, Frank Brookhouser. Musical direction, Carl Waxman.

Continued from page 3

gamut of his decades with a piano reprise of his best-known compositions. Trim bridging of the eras turned in by the youthful and delightful brother-and-sister twain of Grace and Mickey Carroll turning in the Charleston routines, the jitterbugging antics and the more sedate ballroomatics of a more recent day. In the vocal register, it was a blend of rhythm and romantic song of the various cycles offered individually and collectively by Cathy Allen, former Louis Prima canary, and husband Dick Merrick, former Georgie Paxton and Jerry Wald band voice now on his own. A generous nod is also rated in the direction of maestro Carl Waxman whose four-some of clarinet, accordion, piano and bass adds plenty of zing to the musical back-drops.

Commercial copy on Motorola video sets effectively is placed in two spots during the half-hour. The program is just getting its bearings as a co-operative venture on the part of six Motorola dealers in the territory. *Maurie Orodener.*

Ralston Buys TV Animal Fair

NEW YORK, Feb. 10.—The Masterson, Reddy & Nelson video package, *Animal Fair*, this week picked up a national bankroller in Ralston-Purina, which ordered as many stations, live and kine, as ABC-TV can deliver. Order is effective March 11, in the 4:30 to 5 p.m. Sunday period.

In Los Angeles, the show will continue to air via KNBH, the NBC outlet, until its current commercial commitment is completed. It then will switch to ABC's KECA-TV, under Ralston auspices. Gardner is the agency.

Sponsors Consider "Sing It" Revamp

NEW YORK, Feb. 10.—Carter Products and Sterling Drug, sponsors of the simulcast version of *Sing It Again*, this week were giving the oncoever to a new kine of the show, featuring Jan Murray as emcee, which was made Monday (5).

The new format emphasizes comedy and the use of studio audience instead of phone calls which have been cut to about four. If the bankrollers okay the new version, the talent line-up is due to be revamped in line with the program's new character.

Another Look

Brief criticism and comment re radio shows previously reviewed in detail

Texaco Star Theater

NBC-TV, Tuesday (6), 8-9 p.m.

Milton Berle came up with an effective, off-the-beaten-path contribution on this show, first via the introduction of Vice-President Barkley, and then by following this with an effective staging of Lincoln's farewell address at Springfield. Barkley's comments dwelt on Lincoln and the fight against intolerance, an excellent lead-in for Richard Gaines's reading of the Lincoln address. It was a compelling video offering, certainly a long haul from the standard Berle vaude shows.

Earlier, Berle introduced John Cameron Swayze, occasion being Swayze's winning of an award as TV's top newsman; had Toni Arden doing an okay job in warbling two numbers, and Victor Jory in a routine doctor's sketch. Only Berle's frenetic carryings-on, his mugging and uninhibited clowning account for the laughs these sketches get, for almost invariably the material is both time and TV-worn. This one was no exception.

The comic-producer also got a surprising lift via a contribution from his heavyweight stooge, Marco, whose bits usually run to one or two-line jobs. This time Marco wound up in a schoolboy song routine with Berle and Miss Arden, as a follow-up to Sam Levenson's monolog. Levenson, as usual, was buff.

Show's sign-off was fouled up when the Texaco quartet, for some reason, couldn't do the closing theme, but Berle covered it up handily with a neat ad lib job.

Jerry Franken.

The Ted Steele Show

WPIX, Thursday (17)

Ted Steele, whose constitution is evidently as durable as his surname, rounded out his 10th month on WPIX (2-5 p.m., across-the-board) this week, plus a three-hour disk jockey stint over WMCA every morning, and a weekly emcee spot on Du Mont's hour-long *Cavalade of Bands*. In spite of this killing pace, Steele ambled thru his three-hour seg on WPIX Thursday with more ease and naturalness than he displayed on the initial telecast last May.

His versatility as an emcee-performer (he sings and plays a variety of instruments) is a decided asset on a show of this length. However, he also displays a shrewd generosity toward other talent on the show, and the series benefits accordingly via the pace-changing antics of Jerry Jerome and his orchestra, assorted vocalists, guests and the usual sections devoted to news, racing, results, home-making and fashions.

Sales Ability

Steele's prime asset on video, tho, is his sure-fire ability to pitch a commercial, utilizing a neat blend of warm sincerity and hard hitting salesmanship. To date, his wholesome good looks and affable camera manners have chalked up one of the most consistent "in the black" sales records in daytime television.

Guest-wise, the show bogged down Thursday with the appearance of rating expert Wallace A. Ross, of Ross Reports. The interview carried good trade interest, but it's doubtful if Steele's housewife listeners were enthralled with Ross's statistical chit-chat.

June Bundy.

The Starlight Theater

Thursday CBS-TV (8)

Polished scripting, sharp, slick production plus high-powered acting combined to turn *Julie*, on *Starlight Theater*, into a half hour of diverting drama.

Tailored to the talents of Eve Arden, the story concerned an actress who tried to force an ingenue out of the cast of a play because she was turning out to be too good. The twist, effective even tho it was corny, was that the girl turned out to be the niece of the ambitious actress and the affair ended happily.

Miss Arden was unusually good as the star. Philip Bourneuf, as the producer, was equally strong, and Betsy Von Furstenberg, who was spotlighted in a *Billboard* TV talent tip several weeks ago, created a true portrait of a young rising actress.

The Johnson Wax commercials plugging *Pride Polish* were models of interesting advertising and effective video salesmen.

Leon Morse.

Trapped

WOR-TV Friday (2)

This more or less stock drama series used the new "scenescoping" technique on this show, and the experiment didn't come off. The method is offered as a less costly way of providing backgrounds for TV shows, thru what is described as an electronic optical camera. Unquestionably such a technique would be a boon to TV, and while further experimentation in this direction should certainly be en-

couraged, it shouldn't be taken off the closed circuit until ready.

The effect on this program could barely be distinguished from standard superimposition. However, it appeared that it was impossible to obtain proper register; when an actor was supposed to be going up or down a subway entrance, it was embarrassingly obvious he was merely walking toward the camera and had no idea of his relationship to the setting behind him. In another set, simulating a gin mill, the total picture was over murky and looked as much like a sideview of a court room as it did a pub.

The failure of the technique to work out, plus an overly episodic story combining plot lines of the *Faust-Appointment in Samarra* themes, robbed the show of any entertainment values.

Jerry Franken.

TV Talent and Show Tips

Bud McCreery

Pianist Bud McCreery is working at the Blue Angel, New York, as accompanist for comedienne Paula Drake (a *Billboard* talent tip in the 1/20 issue). He also writes the gal's sock satirical stuff and, more recently, has been doing a brief terp-vocal routine with her at the finish of the act. Technically Paula Drake is a fine performer, but she's a bit too detached in her approach to establish any real rapport with an audience. Her one number with McCreery, tho, achieves just that, and the boy's Irish good looks and natural showmanship are largely responsible. McCreery would be a good TV variety bet, either as a single or teamed with Miss Drake. The latter combo might also click in a 15-minute musical comedy format, with McCreery doubling on the script chores.

J. B.

Cavanaugh Trio and Wives

The trio is always a well-groomed unit with fresh arrangements to offer which have something extra, but the two female voices, blended with the three boys' vocalizing and musical abilities, makes for even more in the way of an attraction. Particularly strong is one of the girls, Gale Allen, who displays considerable charm and yodeling technique on hillbilly chants. The unit would be ideal for guest shots on video on variety shows and might even be able to hold down a 15-minute weekly slot of their own.

Manpower Series

One of the greatest manpower problems facing the United States is the tremendous shortage of skilled engineering personnel, toolmakers, nurses, scientists and other such undramatic occupations or professions. There can be no doubt about the dire need for a public service series that would show grammar and high school youths and their parents the importance of these all-important fields of endeavor. The series could dramatize the various skills and professions, present on-the-scene segs and compare the financial status of a machinist or doctor with that of a cowboy or private eye.

Playtime Panel

A playtime panel program, with youngsters handing down their decisions on favorite games and toys, might prove an effective countermeasure to the educators' recent anti-video-for-children propaganda. Viewing the young panelists playing with toys and demonstrating how to play new and old games should certainly stimulate a desire to do likewise on the part of the video-drugged kid set. The educational angle could be played up, via descriptions of games that develop particular aptitudes in youngsters: fair play rules; safety do's-and-don'ts; rainy weather games, etc. Audience interest could be further heightened by holding a contest for the best original games, with the young winners appearing on the show in person to demonstrate their prize-winning fun stunts. Commercial angles, of course, are numerous. The show would be a natural for a variety of children product sponsors, and the panel would be a great help to toy and game manufacturers.

J. B.

TV Tax Series

An advice-to-the-tax-lorn series would furnish a timely program note during the next few weeks. Show could be set up on an off-the-cuff interview basis, with viewers invited to visit the studio and query a panel of tax experts for advice. In view of the multi-changes currently in effect on the national tax picture, such a series should secure immediate audience interest on a short-term basis. The airer could include semi-animated art work on math figures. A few upper-income cases might be sandwiched in the proceedings, but the bulk of those interviewed should be culled from lower and middle-income brackets, with a special section for servicemen and their dependents.

J. B.

Plot Peg

Here's one which a hundred writers may already have hit upon. The newspaper yarn about the American female who returned from Yugoslavia and found herself stranded in New York with only silver and a \$1,000 bill might make the basis of a good plot for a half-hour TV dramatic show. It took the woman 30 hours to change the bill, during which it was scrutinized by several bank veepees and assorted doubting Thomases who admitted it was good, but refused to change it anyway. Finally, the story ended happily at the Federal Reserve Bank where the bill was changed.

Paiute Beef

The Paiute Indian tribe, which still numbers about 5,000 members, registered a beef recently with the federal government's Indian Claims Commission that the white man did the Paiutes out of much territory around Nevada, Idaho and Oregon (including colorful Reno). A Paiute spokesman, stating his case, might make an interesting item for a *We, the People* stanza.

J. C.

In Their Steps

With the right kind of promotion build-up, big names of legit and musical comedy might be persuaded to "sponsor" young players of today as their choice for "the player I'd most like to see recreate my best role." In line with this, Helen Hayes is currently sponsoring the performance of Bethel Leslie in *Mary Rose*, the play in which she clicked several years ago. Similar sponsorship deals on video could be set up with veteran performers like Katharine Cornell, Clifton Webb, Ethel Barrymore and the Lunts. The series should evoke enough nostalgia to lure quite a few big names to the show. The youngsters, of course, should be professionals, and the recreated roles limited to a sock scene or two.

J. B.

Dorothy Dandridge

Dorothy Dandridge, Negro songstress, is a strong TV bet. Gal could dress up any variety-type seg. Charming chirp is currently wowing 'em at the Cafe Gala, Hollywood, with special material clefted by Phil Moore. Lass works well in all registers, and is visual, making use of facial gestures and arm and body movements. Moore is a natural for guest shots or regular berth on a show that is watching its budget. Singer is tops in looks, personality and talent.

J. I. B.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

The Great Gildersleeve

NBC, Wednesday (7)

This long-running situation comedy is still sailing along in the same old plot groove, and the withdrawal of Harold Peary from the title role apparently hasn't made any appreciable difference in the series' general quality. The new "Gildy" (Willard Waterman) plays at a slightly lower emotional pitch than Peary, and the trade-mark laugh is gone, of course, but the character is essentially the same good-hearted show-off with a touch of larceny and the old chase in his veins.

Following its usual format, last Tuesday's episodes revolved around Gildersleeve's efforts to show his druggist pal how to run his store. Gildy and nephew LeRoy took over the store so the druggist could celebrate his 30th year as a local merchant. The druggist did a thriving business under Gildersleeve's management, but final plot twist revealed that the druggist had sparked the sales himself via word-of-mouth advertising around town. The dialog was pleasantly folksy in spots, but the laugh lines were rather scarce and sparse in content.

Sponsor Kraft Foods snagged an extra plug midway thru the show when LeRoy followed up a sandwich order with "and heavy on the Miracle Whip." *June Bundy.*

Martha Deane

WOR, Tuesday (6)

WOR's Martha Deane (Marion Young) is one of the most likable fem commentators in radio today. She has a crisp, authoritative way with a mike and handles ad lib banter with the best of them. Unfortunately, tho, she's up against some stiff competition in her present time slot, bucking Arthur Godfrey on WCBS.

On the show caught Miss Young spotlighted the prime problem concerning parents today—what will happen to the children if New York city suffers an atomic bombing. Guest expert Mildred Beck outlined, in brief, present plans for their safety, and cautioned parents to keep a tight grip on their own emotions, since children's fears are mainly reflections of an adult's state of mind.

Miss Young is sincere, but rather offhand with her commercials. She disposed of what sounded like a heap of sponsors in a few hurried sentences at the finish of Tuesday's program.

June Bundy.

Plan for Survival

New York Civil Defense Network, Wednesday (7)

The third broadcast of New York State's emergency radio network series, originating from WOR, New York, tackled the difficult question of safety measures for children in case of an atomic attack. CBS's Bill Leonard again acted as moderator, while queries from anxious parents were answered on the air by Dr. Edwin Van Kleeck, assistant commissioner of education for New York State, and John Cocks, administrator of civilian defense for the New York City Board of Education.

The answers revealed such stark safety measures as school evacuation drills and a plan to provide all children, including those of pre-school age, with metal identification disks. Both men issued firm warnings against parents rushing to schools in case of an attack, pointing out the multiple dangers involved in such an action. In reference to the dubious shelter facilities offered by some of New York City's less substantial school houses, Cocks could only reiterate the fatalistic fact that during an atomic attack any shelter is better than none.

This broadcast was rather unsatisfactory by virtue of its disclosure of inadequacy on the part of our present civilian defense set-up in the schools. However, perhaps the airer was designed to alert parents to the need for immediate action in this neglected safety section. If so, this program should certainly turn the trick.

June Bundy.

Halls of Ivy

NBC, Wednesday (7)

The gentle charm and fragile whimsy of this "upper brow" situation comedy series has fashioned a surprisingly sturdy radio vehicle for film star Ronald Colman and his wife, Benita Hume. The show received critical huzzahs from the start for its high level scripting and performance, but there was some doubt as to its commercial appeal. This no longer seems to be a question.

By now the Colmans are smoothly perfect as the university prexy and his wife, who still retains delightful vestiges of her pre-marital career, as a musical comedy star. On the show caught, the prexy was embroiled in an attempt to keep the school's astronomy professor on the faculty. He finally turned the trick by showing the dull old duffer how to inject glamour into his lectures, via a science-fiction twist. The series is sponsored by Schlitz Beer.

June Bundy.

Air Checks

Brief but important night club-vaudeville new

Acousticon Signs

Fulton Lewis Show . . .

Acousticon Hearing Aids last week signed to sponsor four broadcasts of *Fulton Lewis Jr.'s* new Sunday show over Mutual starting February 18. The buy is an extension of the firm's radio saturation campaign of last month, during which the outfit picked up the tab for one-shot sponsorships on 14 Mutual shows. The new series will originate from Lewis's home in Maryland.

Henry Quits ABC Central As Publicity Director . . .

Ell Henry, publicity director for the Central division of American Broadcasting Company, resigned Wednesday (7). He had been with ABC eight years. He did not announce plans for the future. Henry quit because of an accumulation of differences with the management and because overwork was wrecking his health. Prior to coming to ABC Henry was with WLS, Chicago, and the Howard Mayer organization.

Pittsburgh's WWSW in News Tie With Movie . . .

In a unique radio-movie tie-up deal, WWSW, Pittsburgh, is flashing the latest news to audiences of the Harris Newsreel Theater. The

closed-wire broadcasts are aired via the local theater's sound system every hour on the hour from 9 a.m. to 10 p.m.

Admiral Sponsors

Chicago Golden Gloves . . .

Admiral Corporation will sponsor the Chicago Golden Gloves finals over Mutual Friday, March 9, from 9 p.m. to the conclusion of the event. The one-shot sponsorship was negotiated thru the Erwin Wasey Agency, New York.

Bob Smith WJBW's

New Program Director . . .

Bob Smith, who was associated with KTRH, Houston, for several months, has returned to New Orleans and has joined WJBW as program director. He succeeds Ed Pendergast, who has joined the newly organized Station WBOK as assistant manager.

Personnel Breezes

From Windy City . . .

Robert M. Flanigan, with the NBC Chicago sales staff since 1942, is new manager of the Chicago national AM spot sales department, succeeding Oliver Morton, 62, who died February 2. . . .

Paul McCluer, NBC central division sales manager, resigned to join the Wade Agency as assistant.

(Continued on page 44)

Radio-TV-Phono Makers Gird To Fight New Excise Tax Hike

Diskeries Are Better Reconciled To Fact Increases Are Inevitable

Continued from page 3

Tax Committee. Both groups are expected to combine their efforts.

Disk Manufacturers Concerned
NEW YORK, Feb. 10.—Record manufacturers are giving serious thought to the excise tax proposals made by Treasury Secretary John W. Snyder, tho the general feeling is "if the government needs the money then the disk industry is willing to accept its share of the burden." In some manufacturer quarters there is little talk about the proposed tax because it is only a contemplated action which will be thoroly aired in congressional sessions. Dealers, however, appear to be a little worried about a drop in sales if the additional 25 per cent tax is put into effect.

Among the majors there was noticeable cogitation as diskery spokesmen estimated possible effects of the added tax.

An RCA Victor spokesman said that while the tax increase would possibly hurt sales, the record industry would be less affected than other industries. He pointed out that the added tax was, however, necessary to aid the national defense effort. Victor brass see a drop in sales likely when the new tax goes into effect but that it would be a temporary situation

relieved as record buyers became accustomed to the new price scales. Jim Conkling, Columbia president, pointed out that diskeries might have to go easy on experimental types of recordings. An added tax would have little effect on hit disks but would probably deter customers from buying third and fourth-choice waxings. Sales, on big hits, he explained wouldn't

Board Slate Taking Shape For ASCAP

NEW YORK, Feb. 10.—Writer and publisher nominating committees for the elections to the board of the American Society of Composers, Authors and Publishers took shape this week. The line-up, subject to acceptance by the men named, are as follows: For the writers, the committee includes Sigmund Romberg, Jack Yellen, Milton Drake, Florence Carr, Allan Flynn and Vic Muzzy. The nominating committee for the publishers is understood to include

(Continued on page 29)

be hurt, but the consumer perhaps would buy three instead of four records he might now buy—thus hurting industry volume to some degree. Columbia execs have scheduled meetings to discuss the possible effects of the added tax and to figure ways and means of keeping to a reasonable profit margin.

Decca's executive Vice-President, Leonard Schneider, was "not alarmed," explaining that excise taxes have never seriously affected the disk business. "If it's in the groove," he said, "it'll sell." Schneider pointed out the example of Mario Lanza's *Be My Love* disk which is selling in pop hit quantities tho priced at \$1.10 plus tax.

Capitol Records execs shrugged off the entire matter as "only a proposal—not the real thing."

Harry Kruse, London records' executive vice-president, commented: "Why should we be different? The government needs the money."

Typical of the distributor stand was that of Phil Silverman, record department head of Bruno-New York, RCA Victor distributor in metropolitan New York. He felt that a tax hike would force sales volume down, but that it would be temporary. The return to normal sales after a new tax would depend, he said, on the shortages of other merchandise competing for the same consumer money.

HAMP TAKES TO THE HILLS

NEW YORK, Feb. 10.—Lionel Hampton, one of the historic figures of jazz, has turned hillbilly. Hamp this week composed and placed for publication a ditty aimed for the country and Western market. The ditty is titled *Hoedown*, and it will be published thru the Southern pubbery.

Hampton will use a pseudonym for the song. He will call himself "Tex Denison." The pseudonym was taken from the name of his wife Gladys's home town, Denison, Tex.

Duchin's 10 Magic Fingers Silent at 41

NEW YORK, Feb. 10.—Eddy Duchin, prominent pianist and maestro, died yesterday (9) at Memorial Hospital here after a long illness. He was 41. Duchin, "The Ten Magic Fingers of Radio," rose to heights as a notably successful society orkster. He served in the navy from 1942 to 1946, attaining the rank of lieutenant commander, senior grade. He was a graduate of the Massachusetts Institute of Technology. He is survived by his second wife, Maria Theresa Wynn Duchin, and a son of his first marriage, Peter, aged 14.

BMI, SACEM Near on Mutual Licensing for Single Songs

NEW YORK, Feb. 10.—Broadcast Music, Inc., and SACEM, the French performing rights society, will soon conclude a mutual licensing pact which will enable BMI pubbers to have access to SACEM-licensed tunes. The agreement is to be formally ap-

proved by the SACEM board, but it is understood that a delegation of SACEM officials now here has indicated unofficial approval.

The pact will also give SACEM the right to license BMI songs in all countries where SACEM collects directly—France, Egypt, Greece, Tunisia, Luxembourg, Saar, Andorra, Monaco, Morocco.

The SACEM grant to BMI will be for the United States only and will not include BMI in Canada.

The agreement paves the way for BMI pubbers to exploit French tunes here. Until now SACEM has dealt exclusively with the American Society of Composers, Authors and Publishers. The recent consent decree prohibits ASCAP from making exclusive deals with foreign societies, thus enabling BMI to get a look-in. The decree, of course, is not binding

on a foreign society; what it has done here is to preclude any objections from ASCAP to SACEM's opening negotiations with BMI. The SACEM-BMI deal is set up for single-song, not block or catalog deals.

The plan calls for BMI to pay SACEM direct 50 per cent of the

(Continued on page 29)

Arkin Resigns Columbia Post

NEW YORK, Feb. 10.—Bob Arkin, who had been in charge of juke box sales promotion for Columbia Records under Sales Manager Paul Wexler, resigned this week. Coming into the Columbia diskery organization is George Hayes, formerly sales manager of Times-Columbia, the diskery's New York distributor.

Hayes will assist Columbia's district managers in strengthening the distribution set-up. He will also contact coin machine operators. Hayes will report to Wexler.

Juke-Royalty Bill Again to the Fore

Copyright Revamp Put to Congress in Move Identical to One Beaten in '47

WASHINGTON, Feb. 10.—Signaling the start of a new battle over revision of the Copyright Act, Rep. Hugh Scott Jr., this week introduced two controversial bills to end the present exemption of juke boxes under the copyright law, and to permit granting of copyrights on individual arrangements of recordings. The bills are identical to Scott's previous measures which failed to get thru the 80th Congress but which succeeded in raking up a ding-dong battle for months during session.

Scott, former Republican national chairman and an influential House member, is expected to let

the bills get an ample rest in the House Judiciary Committee before he presses for action. First action will be a study of the bills by a special subcommittee. If sufficient demands are made, a public hearing will be staged, even tho the legislation was given a thoro going-over at House Judiciary Committee hearings four years ago. The committee has had considerable turn-over since then.

One of the two Scott bills would extend provisions of the copyright law to cover recordings played in juke boxes. This would have the effect of banning the playing of disks over coin phonographs without payment of royalties to copyright owners. Among major advocates of this have been the American Society of Composers,

(Continued on page 72)

Andrews Gals Nix "Club 15" For TV Pkge.

Continued from page 4

active and have just cut 18 sides for Decca. Levy figures with this backlog he can afford to concentrate on developing a new TV format, which he will offer to Campbell's initially. For about one year now, the trio has been preparing for TV, taking dancing lessons, etc. Meanwhile, dickering is going on for a series of guest shots.

Two guest shots already set include an appearance with Tony Martin on the Colgate tele show March 4, and one with Milton Berle two nights later. Their film production costs are pegged at \$25,000 per 30-minute reel and in peddling the film series, Levy will retain second and succeeding run rights. Indications are that the Modernaires will take over Monday thru Fridays, with Bob Crosby. Jo Stafford will retain her Monday-Wednesday-Friday sked and another fem vocalist will be added for the Tuesday-Thursday shows. Currently under consideration are Connie Haines and Kay Starr.

Macy's Opens 3d Music Fair

NEW YORK, Feb. 10.—R. H. Macy & Company will stage its third annual television and music festival February 15-March 3 with some 35 TV-radio-record-musical instrument manufacturers displaying their wares. Many are setting up special displays which will be promoted via co-op newspaper ads.

Department store also will stage a continuous series of personal appearances of show business talent.

Standard U.S., French Pub Pact Drawn

NEW YORK, Feb. 10.—A standard form of publisher contract has been prepared by the SACEM (French performing rights society) office here in anticipation of the establishment of the new act with Broadcast Music, Inc. (See other story).

The purpose of the form is a clear and concise standard agreement which may be used by an American publisher in dealing for rights to a French tune, or when a French publisher wants an American song.

The form is also applicable for the American Society of Composers, Authors and Publishers tunes. Several BMI and ASCAP publishers have seen and approved the form and have agreed to utilize it.

In the past, when an American publisher wanted a French song, the assignment has frequently been complicated by difficulties not only of language but legalistic interpretation. Months of negotiating on small details when there may have been complete accord on the principal issues have held up, often killed, deals. Now, when an American publisher wants a French tune, all he will have to do is cable, "want such-and-such tune, standard form, advance of X dollars." The deal can be made in a few hours.

The contract does not specify the amount of advance, nor does it generally pin down financial details. It does contain a clause assigning 50 per cent of the mechanical revenue direct to the representative of the French mechanical collection agency, BIEM. The BIEM office here has been endeavoring for some time to collect direct from American diskeries rather than thru the American publisher.

There has often been considerable mutual suspicion about the royalty count when an American publisher is sub-publishing a French tune here, and vice versa. BIEM has been trying to get American publishers to permit the agency to collect direct from record companies the 50 per cent owed to the French publisher. In several recent deals the American publisher has agreed to this procedure. The new form would make it standard.

CAP TO WIDEN MUSIC BIZ PROBE

Studies To Include Tune Power, Talent, Advertising, Promotion

HOLLYWOOD, Feb. 10.—Capitol, first to pretest its disks appeal, is broadening the scope of its research studies to encompass other vital facets of the record biz. Firm will probe the potential of unrecorded tunes, proposed new talent and even the merits of its advertising and promotional campaigns. Lloyd Dunn, Capitol merchandising manager who inaugurated the initial disk testing session via George Gallup's Audience Research (*The Billboard*, February 10), said the project is being expanded to minimize the elements of chance in the disk biz. If margin of risk can be narrowed, Dunn feels dealers as well as diskery will reap new-found profits.

Dunn said Capitol intends to continue the Gallup reaction studies of new releases, and at the same time will launch a series of tests of its own in picking tunes and talents. Some proposed songs, as well as unknown talent under contractual consideration, will be subjected to these tests, and the fate of fledgling artist or song may well hinge upon their results. Dunn refused to disclose the methods to be followed in these tests. However, *The Billboard* learned that student groups will be employed in giving their reaction to unrecorded tunes as well as their opinion of unsigned artists. Moreover, Capitol will pretest its advertising and promotional campaigns to gain group reaction be-

fore launching them on a nationwide scale. Drives clicking with the groups will get the green light, while those not making the grade will be returned to the planning boards.

As the research studies now stand, diskery feels it's far away from gaining an accurate picture. However, methods used will be continually tested until their results compare favorably with sales returns on the disks, tunes and artists subjected to the research studies. Electronic reaction measuring equipment used by the Gallup firm will not be employed in Capitol's own tests. Instead, members of the test groups will turn in written comments reflecting their opinions of the tunes, artists or promotional campaigns reviewed.

Cap Build-Up For O'Connell

HOLLYWOOD, Feb. 10.—Helen O'Connell, one of the top disk sellers of a decade ago, will be the subject of an all-out build-up campaign by Capitol designed to rekindle her popularity. Diskery will seek to place Miss O'Connell on the rung vacated by Jo Stafford. Henceforth, the song-

(Continued on page 36)

WHAT'S WORN FOR "THING"?

NEW YORK, Feb. 10.—Clothes may make the man, but a disk hit is often responsible for the fancy garb. This homely truth was born out this week when a salesman for Alverne Distributors, Mercury distrib was spotted in a local eatery. A friend remarked that his suit was really a sharp-look garment.

"That's nothing," said the disk salesman, "this is my *Mule Train* suit. You ought to see my *Tennessee Waltz* costume."

Victor Adopts New Bally Plan On Disk Albums

Musical Miniatures On Single Records Are DJ Giveaways

NEW YORK, Feb. 10.—Promotion of albums via free disks has always been one of the more difficult disk business merchandising problems because of the great cost involved in sending out complete packages to jockeys. RCA Victor, however, believes it has hit upon several gimmicks to solve the dilemma.

It is producing special platters called *Miniature Musicals*, on which they present a medley of single choruses of each of the six sides in an album. Six choruses are contained on one 12-inch 78 r.p.m. platter. The company is presently producing *Miniature Musicals* of its *Guys and Dolls*, *Barbershop Harmony* and Irving Fields' *Melody Cruise* albums. The minis will be sent to the full disk jockey list.

Also in the works, tho designed for singles as well as albums promotion, is a new transcribed open-end platter show called *The Stars Review and Hits*. Name performers from television, radio, films and legit, as well as disk toppers, will deejay disks played on this platter. While only RCA records will be spun, label and company plugs will be held to a minimum to make the show salable from a radio station viewpoint. This is along the same lines as the company's *Music America Loves Best* transcribed series.

Two other disk exploitation gimmicks cooked up by sales manager Larry Kanaga, merchandise manager Bob Macrae, ad manager Dave Finn and assistant ad manager Henry Onorati are *Call Me Madam Backstage* and *A Recording Session*, full stories on which appear elsewhere in this issue.

CAP REVIVES "MURRAY" TUNE

NEW YORK, Feb. 10.—As a reciprocal gesture for the use of the name and tie-in promotion with Arthur Murray, Capitol Records has made a new recording of the old ditty, *Arthur Murray Taught Me Dancing in a Hurry*. The tune was sliced by Helen O'Connell, who became identified with the song when it originally was swept into national prominence via the Jimmy Dorsey dinking on which the thrush performed the vocal chores.

Miss O'Connell, who is taking a fling as a single, is coming East in March to work some two months of theater dates.

London Decca Cuts Youmans LP Album

LONDON, Feb. 10.—Decca Records, parent company of the American London label, has cut eight sides with the 56-piece Bob Farnon ork. Tunes, all written by Vincent Youmans, were specifically cut for an LP record to be released in the United States.

The new Farnon ork consists of two flutes, oboe, five saxes, two French horns, four trumpets, four trombones, tuba, two percussion, harp, piano, guitar, six violas, four cellos, two basses and 20 violins.

Ballroom Ops Fight Excise, Object to Cabaret Category

Geers Carry Iowa Case to Highest Court; NBOA Before House Group

WASHINGTON, Feb. 10.—A double-barreled drive to free ballrooms from cabaret tax coverage has been launched here on two major fronts—Congress and the Supreme Court. In a writ filed with the Supreme Court, the nation's highest tribunal was asked to hear an appeal from a lower court decision holding that ballrooms must pay cabaret taxes. Simultaneously, the National Ballroom Operators' Association prepared to ask Congress for remedial legislation. The NBOA filed a request to appear before the House Ways and Means Committee which is staging hearings on tax legislation.

The Supreme Court writ was filed in the case of Larry V. and Margaret E. Geer, partners in Larry Geer Ballrooms and operators of the Laramar Ballroom, of Fort Dodge, Ia. The latter won a case in a Federal District Court against the U. S. Collector of Internal Revenue for the State of Iowa who has attempted to apply tax provisions to the Laramar Ballroom and thereby collect a cabaret excise from the ballroom. The district court decision, however, was reversed in the U. S.

Court of Appeals for the Eighth Circuit Court.

The Laramar Ballroom, in urging the Supreme Court to hear an appeal, is contending that the legislative and legal history of the cabaret tax shows that ballrooms were

not meant to be covered by it because they are a "distinctly separate" type of operation. Also, the petition for appeal contends that the Court of Appeals was "in error" in refusing to budge from a precedent set by the Court of Appeals for the Seventh Circuit in the case of Avalon Amusement Corporation versus U. S. In that case the internal Revenue Bureau was declared winner.

Precedent

The writ to the high court states: "The Court of Appeals (for the Eighth Circuit Court), at the very outset of its opinion, held that in the interest of uniformity of decision among the circuit, it would not be justified in refusing to follow the decision of the Circuit Court of Appeals in the Avalon case unless convinced it was clearly wrong."

"The appeal petition states that the Eighth Circuit Court of Ap- (Continued on page 37)

ASCAP Weighs Another Plan On Availability

NEW YORK, Feb. 10.—Still another projected revision of the writers' classification was kicked around at a meeting yesterday of the American Society of Composers, Authors and Publishers. The new proposal, which at this point is merely one of several, would allocate 30 per cent of the writer melon to "subjective avail- (Continued on page 37)

Cap Special LP Longhair

HOLLYWOOD, Feb. 10.—Capitol will launch a new series of 10-inch LP classics designed to spotlight selections otherwise lost in longer 33½ r.p.m. releases. Diskery feels customers are often forced into buying an entire 12-inch LP composed of a number of selections merely to get a favored single work.

New 10-inch series will feature selections of 6 to 10 minutes' duration, whose uninterrupted performance is not possible on either a single 45 or 78 r.p.m. side. Disks will retail for \$2.85 plus tax as compared to the regular \$3.75 price tag for classical 10-inch LP's.

Distrib, Dealer Overloading On Wane; New Speeds Help

Interest Now in Liquid Assets, Turnover, New Coin, New Buys

NEW YORK, Feb. 10.—Overloading of distributors and dealers, one of the bogeys of the disk business for many years, is apparently on the wane. At least several signs in recent weeks have pointed up a

definite trend away from extra-heavy inventories formerly carried by distributors and retailers. Paradoxically, one of the factors tending to eliminate the long-lived evil is the market created by the 33½ and 45 r.p.m. speeds, altho they were originally a major source of irritation. Both distributors and manufacturers now appear to be more interested in liquid assets and fast turnover than in loading distribution channels with stock.

On the distributor level manufacturers are known to have given carte blanche on returning Christmas merchandise. Distributors in some cases have been permitted to return as much as \$5,000 in yuletide wax, over and above the regular 5 per cent return. Diskery execs appear to be concerned with the ready cash held by their dis-

tributors. The obvious reasoning is that the manufacturer is better able to tie up cash than is the distributor. Releasing \$5,000, as has been done, gives the distrib (Continued on page 37)

Hollyw'd Indie Disk Business Booming

Usual Post-Holiday Slump Absent; Comparable Sales 25 to 200% Higher

HOLLYWOOD, Feb. 10.—Indie disk business here is booming. A *Billboard* survey shows sales to be 25 to 200 per cent higher than last year at this time. This is a healthy sign, since the early part of the year is usually hit by the post-holiday slump.

Swing Time Records is up almost 200 per cent as compared to the same time last year. Label's Franklin Kort said that last month 103,000 platters were shipped. Diskery's set-up now is better than in 1950 and, with increase in employment, it expects to make 1951 a banner year. Salesworthy releases by Dizzy Gillespie and Red Norvo have put Discovery Records in a strong financial spot. Indie's biz is 50 per cent better this year.

Specialty Up 40%

Specialty Records' gross for December, 1950, was up 40 per cent over the previous year and January topped that figure by 15 per cent. Aladdin, too, said its big sellers were responsible for a 33 per cent hike in shipments. Four-Star Records volume increased by 100 per cent. It must be noted, however, that since last year the diskery has revived its subsid, Gilt-Edge, which accounts for a great percentage of the new business. While Tempo Records is down from January, 1950, last month's biz is up over any of the last three months of '50. Tempo Prexy Irving Fogel sees a good year for the platter's 45 and LP fare.

Imperial Records shows an 8 per cent boost in disk returns. Label's sales are gaining momentum and should fall in line with other diskeries, who foresee a record wax year.

As Modern Records did not release any sides last month, no recent comparison can be made. Diskery reps nevertheless feel

that the new year will be an active one.

Disk splurge is blamed on everything from the Korean crisis to a surplus of good numbers. With more and more persons becoming engaged in defense production, diskeries believe there is more money around for the purchase of platters. Introduction of the slower speeds in the rhythm and blues indies has opened a new market for additional disk exploitation.

If production and material problems can be ironed out, local diskeries should reap hefty profits. Possible rationing of vinylite, shellac and other disk ingredients could halt the current boom. Distribution, too, could be slowed via shipping restrictions and transportation layoffs.

Diskeries Kiss After Hassle

NEW YORK, Feb. 10.—London and Atlantic diskeries wound up in a hassle this week over London's release of a Sticks McGhee record, but all was amicably settled by the end of the week.

Joe Delaney, London's pop a. and r. chief, recorded McGhee on *Oh, What a Face* with the understanding that the r. and b. artist was no longer under contract to Atlantic. The latter label, however, produced a contract between it and McGhee.

Wind-up has London paying Atlantic a royalty, equal to McGhee's royalty, on the dinking. McGhee, in the meantime, remains under contract to Atlantic. Additional twist revolves around the artist's name. On the Atlantic label he's known as Stick and on London as Sticks.

PLUGGERS' REP GETS INTO ACT

NEW YORK, Feb. 10.—New York State Sen. Fred G. Moritt, who doubles as counsel for the Music Publishers Contact Employees, the song pluggers' union, is the latest recruit in the songwriting field. Moritt has penned a song, *Sing Everybody, Sing* and the tune this week was recorded by RCA Victor for its Red Seal label with Jan Peerce, an ork conducted by Jay Blackton and arrangements by Hugo Winterhalter. Coupling for the Senator's ditty will be *May the Good Lord Bless and Keep You*. Moritt represents the 11th District, in Brooklyn, in the State Senate.

Kapp Puts Hot-Lips To Personal Pact

NEW YORK, Feb. 10.—Paul Kapp this week inked veteran trumpeter-vocalist-comic Oran (Hot Lips) Page to a personal management paper. Kapp landed a Victor dinking deal for Page yesterday (9) and set the tootler on a three-week date at the Music Box, a new Boston nitery located in the Copley Square Hotel there, beginning Monday (12). Page will work with a sextet.

Kapp also manages thrush Trudy Richards, Bob Hannon and Johnny Ryan and the Delta Rhythm Boys. The p.m. is on his way to Montreal to plan the Delta group's forthcoming return continental tour.

AFRA Terms Mull'd By Diskery Brass

Rates Seen as High But Compromise Seen Likely; Not All Groups Covered

NEW YORK, Feb. 10.—Negotiations between American Federation of Radio Artists and diskeries for a contract covering actors, narrators, announcers and singers resumed Tuesday (6), with AFRA presenting the record companies with a fairly detailed set of counter-proposals. The rates suggested by AFRA are generally regarded as very high, but it is believed that there is considerable room for compromise.

The scale suggested by AFRA, for a session of three hours, calls for a rate of \$150 for a soloist, actor, announcer or narrator. For group singers the rates start at \$114.40 per person for two voices, with the scale diminishing as the size of the group increases. Thus, a group of seven voices would get \$62 per person. For 12 voices the rate would be \$45 each. Union also suggests that coach rehearsals be

paid at the rate of \$14 per hour, with minimum of one half hour per side required.

According to the present stage of agreement, the projected pact would not cover hillbilly, folk, native blues and rhythm singers and foreign language performers. In other words, only those singers who ordinarily hold AFRA cards by virtue of frequent radio work (Continued on page 37)

Chicago AFM Clamps Down On Bismarck

CHICAGO, Feb. 10.—Local 10, Chicago chapter of the American Federation of Musicians, has ordered a stoppage of services of its tooter members at the Bismarck Hotel, following what the local executive board considers "retaliatory measures taken by the hotel against the five-day week." Benny Sharp's seven-piece club date ork and accordionist Betty Young were halted from working a club date Monday (5) shortly before an evening party, which had been booked by Jack Shea of Associated Booking Corporation. Shea was forced to play the six-act date without music. Date included singer Danny O'Neill, who did community singing because of the lack of orchestral backing.

The union here reported that the Bismarck execs gave notice to Johnny Aladdin's Quintet, working in the Swiss Chalet, December 23, the day before the five-day work week went into effect. When Lucille Ballentine, hotel entertainment skedder, attempted to replace the five-piece with a duo, the executive board here took up the matter and decided to set a six-piece (Continued on page 37)

Belgium OK's Disk Imports

NEW YORK, Feb. 10.—The firm stand of Belgian disk interest against the importation of 45-r.p.m. records (*The Billboard*, January 20) has been partially softened, according to the International Amusement Corporation, Newark, N. J., exporter of 45-r.p.m. juke boxes. According to Abe Witsen, IAC exec, Capitol Records' Telefunken affiliate has agreed to permit the entry of sufficient Capitol 45's to supply the juke box operators.

IAC has been shipping for the Williams and Ristaurat jukes to Belgium, Luxemburg, Holland and France. Telefunken distributors have apparently agreed to import enough wax to permit the use of juke boxes, but have not altered their basic stand against the sale of 45's in retail outlets.

Disk Distributors, Set Makers Hit by Rail Strike Embargo

Weather, Too, a Major Headache; Some Firms Held Up for 10 Days

NEW YORK, Feb. 10.—The unauthorized walk-out of railroad employees had telling effects on TV-radio-disk manufacturers and music publishers in the East, but to varying degrees. Manufacturers who had pressing facilities both here and on the West Coast reported they were able to move their merchandise thru distribution channels, but those who depend on a single source for pressings were having a tough time getting their platters across the Mississippi. Music publishers with a hit riding were most seriously affected by the week-long embargo on parcel post and Railway Express deliveries. Both the publishers and diskers, tho, came up with a

few dodges to beat the embargoes. Music publishers used first-class mail on small orders, and even took parcel post orders to local post offices out of embargo areas. Edwin H. Morris and Charles H. Hansen firms co-operated by Morris taking Hansen music to the Philadelphia area by private car, and Hansen reciprocating in using its trucks in the New England area. Some publishers even went to the extent of sending office boys to Philadelphia, Boston, Washington and Baltimore by train or plane.

While most publishers use trucks for their larger shipments, those who tried to get trucks to haul their freight this week were most often turned down. Even when the embargo was lifted, at the end of the week, the publishers were having difficulties. Lines at local post offices were tremendous and a three-hour wait with packages was the general thing. Offices usually closed Monday (12), Lincoln's birthday, are expected to remain open in an attempt to get their music into the mails.

For the most part, disk manufacturers were in good shape in getting records to distributing points. Shipments to distributors are handled by truck in many cases. It was the distributor who had the headaches

in trying to get small parcel-post packages out to retail accounts. Many distributors called in their salesmen and loaded their cars with disks for delivery to retailers. Many others turned to package delivery and messenger services. Those distributors who were unable to get bulk freight shipments from their diskeries asked for token shipments via air freight, and split the added shipping cost with manufacturers.

Most seriously affected were the TV-radio set firms. Such large producers as Philco, Admiral and General Electric were forced to shut down completely for lack of component parts and the inability to ship finished sets. The Chicago area, a major electronics manufacturing center, was hardest hit; but East and West Coast producers suffered from the inability to get tubes, speakers and chassis from Midwestern suppliers. Deliveries from distributors to dealers, however, were not seriously affected, since the usual hauling method is via trucks.

Weather, Too, N. S. G.

CHICAGO, Feb. 10.—Sub-zero weather, coupled with the switch—
(Continued on page 37)

CRG Sets Up 500G Buyer Ad Campaign

Kidiskery Seeks Top Place Via ABC, Mags, Papers

NEW YORK, Feb. 10.—Children's Record Guild has set a consumer ad campaign budgeted at close to \$500,000 in order to move the kidisk label into a leading position in the field. The firm is also testing a promotional gimmick tied in with a Saturday morning show on the American Broadcasting Company, with plans to use the same promotion on a national basis.

The test revolves around CRG's recent purchase of a 15-minute segment of ABC's *No School Today* show. A booklet, *Your Child Is Musical*, will be offered free to all parents in the Hartford, Conn., area. Parents have to visit the local disk shop in order to pick up the booklet. Results of the test will determine whether the label will offer the booklet on a national basis.

In addition to the ABC show, the kidiskery is now sponsoring spot campaigns on radio stations in several major markets. CRG now buys spots on WNBC and WQXR, New York; WQQN, Washington; KCMO, Kansas City, Mo.; WTAM, Milwaukee, and WCOP, Boston, and sponsors and *Uncle Henry* moppet show on WNEW, New York.

The newspaper and magazine campaign will include ads in *Life*, *Look*, *New York Times*, *Good Housekeeping*, *Parents and Woman's Home Companion*, and a large number of metropolitan daily newspapers. A series of tests on local newspaper advertising is also skedded to be held within the next few months.

Coral Names Cates Its W.C. Recording Dir.

NEW YORK, Feb. 10.—George Cates has been promoted to the post of West Coast recording director of Coral Records, the wholly-owned subsid of Decca Records. Cates, who has been serving as musical director out of the waxery's Hollywood office, was appointed to the exec post by Jimmy Hilliard, veepee in charge of recording for the Coral label. Cates has been with Coral for slightly less than a year, having moved into the diskery after a lengthy service as arranger for Russ Morgan and others.

Hilliard this week also announced that he has completed the long-awaited disking deal with Les Brown for the Coral line. Deal, reported on several occasions in *The Billboard*, calls for a three-year term. Brown will slice his first Coral wax some time next week. The orkster will delve more directly into pops than he has been doing in recent years under his now-expired Columbia pact.

EXILED? NOSTALGIC?

Here's Record Music To Suit Every Emotion

NEW YORK, Feb. 10.—A beguiling offshoot of the music and disk business came to light this week with the announcement that the Audio-Master Corporation here had taken over the distribution of the Harmonic Records Library, a series of diskings of specially prepared and recorded background and incidental music produced in England. The library is intended to serve up music from "abbey ceremony" and "agitation" thru "yearning" and "zoo" as incidental cleffings for all types of show/business productions—radio and TV shows, leggers, newsreels, film synchronizations for 16mm. pictures, slide film background music, etc.

The pieces in this catalog were especially penned, arranged and recorded for the primary purpose of developing library of original creations to musically provoke the emotions. The catalog lists some 200 recordings available on 60 platters and covering every emotional, geographical and scientific possibility which could normally be encountered in the preparation of mood, bridge and background music.

The catalog covers such situations as seduction, exiled nostalgia, funerals, violent, cataclysm, passion, longing, fun fare seaside jollity, sadness, devotion, etc. To express in music the situation inherent "in midsummer - night mood," Harmonic has a disking titled *Trysting Place*. "Exiled nostalgia" and "devotional melody" are covered by the single title, *The Chimes of Home*. The effects for "funeral march,"

"death" and "solemn" are all captured in *Entry to Hades*. "Nostalgia" and "longing" are expressed by *Carnival of Joy*. *Thrills of Spring* covers "innocence," "flowers," "early morning" and "birdsong." "Coquette" and "out of doors" are backgrounded by a piece called *Fickle Columbine*. "Romance" and "flirtation" are expressed in a ditty called *My Lady Provokes*. "Seduction" is brought out in *Memento D'Amore*.

These pieces were written by a number of European composers, including Wilfred Burns, Hans May, Cecil Milner, Ludo Philipp,
(Continued on page 37)

MPPA's Douglas Issues Price-Freeze Advice

NEW YORK, Feb. 10.—Confusion among publishers as to the government's wage-price freeze, imposed January 25, this week prompted Walter Douglas, chairman of the board of Music Publishers' Protective Association, to issue an advisory statement to the trade. Douglas stressed the importance of observing the regulations. He pointed out that, under the present order, "alho books are not specifically exempted, music is not listed as one of the exempt commodities." Douglas adds, "therefore, you are not permitted to increase your selling price of a particular item beyond the highest selling price at which you delivered that item during the period between December 19, 1950, and January 25, 1951, inclusive. The important factor is that the date you made actual delivery and the date of sale have no bearing on the matter. Penalties imposed by the regulations . . . provide a maximum of \$10,000 as a fine, or imprisonment for one year, or both."

Rescinding

Douglas's statement has already had an effect. Some publishers recently (subsequent to January 25) notified jobbers that the price on their standard music was being raised from 50 to 60 cents retail. Publishers did this to bring their merchandise into line with other firms which made the move prior to January 25. Since the Douglas reminder rescinding orders have gone out. Some publishers, however, feel they are getting a bad shake. They claim that the 50-cent standard items are nevertheless being sold for 60 cents and that they—the publishers—are getting 25 cents

OATUNERS FETE MGM BOB WILLS

HOLLYWOOD, Feb. 10.—Western artists and disk jockeys paid tribute to MGM Records' Bob Wills in a testimonial dinner Thursday (8) at Riverside Rancho. Wills was honored for his contributions to Western music. Fete was attended by top Western disk personalities.

Wills, who has waxed for MGM since 1947, is one of label's top sellers. Attending the feed at which Wills received an inscribed trophy, were Luke Wills, Red Rowe, Wesley Tuttle, Cindy Walker, Doye O'Dell, Tennessee Ernie, Walkin' Charlie Aldrich, Spade Cooley, Redd Harper, Jimmy Wakely, Ole Rasmussen, Clifflie Stone and Billy Strange. Beep Roberts, ex-Capitol Records Western promotional rep, emceed the affair.

Western jocks were represented by George Sanders, Tennessee Tom Tom, Tex Tiny, Gordon Browning, Roy Maypole, Deacon Moore and Lou Stevens.

Decca Execs Out All Over On Big Trips

NEW YORK, Feb. 10.—A grand exodus from here of Decca Records' execs was in the making the past week. Prexy Milton Rackmil took off last Sunday (4) for the Coast via Cleveland. Recording Veepee Dave Kapp also left for the Coast last week. Sales Veepee Sidney Goldberg took off last week for a tour of Midwestern distributors and to visit the diskery's Richmond, Ind., plant, which has been set up to handle the bulk of the label's 45-r.p.m. production. Joe Thomas, the diskery's rhythm and blues recording man, left for a trip to Atlanta on a talent hunt.

Mike Conner, the diskery's artists relations rep, leaves for Chicago early next week to set up the Midwestern branch of the waxery's new expansion drive in radio-deejay-record exploitation. Bud Katzel has been set to handle Midwestern radio promotion and Conner will take him to Chicago to orientate him in the workings of the new post.

Incoming Execs

Incoming Decca execs were Milt Gabler, just returning from a two—
(Continued on page 37)

"SONNY BUNNY"

Col'bia Pulls Rabbit From Easter Hat

NEW YORK, Feb. 10.—Columbia Records is shooting for a new holiday "character" a la Rudolph with *Sonny the Bunny*. *Sonny*, written by a Macy's veepee, Thomas Johnston, was rush-recorded by Gene Autry in Chicago last week; the disk and character will be the object of Easter promotions both by Columbia and Macy's.

The tune was picked up by Julie Stearns, professional manager of Broadcast Music, Inc., only three weeks ago. Hecky Krasno, head of kiddie a. and r. for Columbia, flew the tune to Chicago for the Autry date.

Store Tie-Up

Johnston has designed *Sonny* effigy which will be utilized for toys, clothing, games and puzzles. All Macy's stores will use the character as the Easter theme in advertising, promotion and in-store activities. The Autry record will be spun over p.-a. systems before and during the holiday. Columbia distributors will tie in their promotions with local or near-by Macy's stores.

The ditty, of course, will have to compete with *Peter Cottontail*, which, tho it doesn't enjoy an all-out department store tie-in, was a solid Easter item last year via the Gene Autry recording at Columbia. The Autry waxing has been reissued and a new version by Sammy Kaye was released last week.

Small Acquires Hwd. Palladium For 250G Plus

Jonie Taps In On Deal; Volmer To Stay as Gen. Mgr.

HOLLYWOOD, Feb. 10.—Film producer Edward Small last week gained controlling interest in the Hollywood Palladium by acquiring stock held by Mrs. Fannie Cohen, widow of the dancery's founder, Maury Cohen. Small thereby becomes prexy of Southern California Enterprises, corporation owning the Palladium. Firm has been operating sans a prexy since Cohen's death in September, 1949.

Money exchanged is believed to be in excess of \$250,000. Deal also brings into the picture Jonie Taps, Columbia pic producer and music topper. According to reports, Taps has secured an undisclosed amount of stock thru Small and will become a member of the Palladium's board of directors. Taps, a music biz vet, will influence selection of bands.

Earl Volmer, Palladium's general manager, will remain in that post. Dick Cohen, son of the dancery's founder, is expected to vacate the director's seat he has held since his father's death.

Joy-ASCAP Bans Don't Stop "Let Me" Diskings

NEW YORK, Feb. 10.—Even the firm demand of a performance restriction filed with the American Society of Composers, Authors and Publishers is an ineffective barrier to safeguard a song these days, the Santly-Joy pubbery found this week. The pubbery had slapped a restriction date on a ditty, *Let Me In*, for March 1 release. The restriction petition was filed with ASCAP on January 29. The restriction was made because London Records had jumped a release date on the song and the pubbery was besieged with squawks from the competitor waxeries.

The pubbery found that the ASCAP restriction resulted in a fast stoppage of plays on the major network stations. But the play-date was apparently completely ignored by a goodly number of independent stations. The pubbery also found that the ASCAP restriction notice didn't reach a good

many stations until the end of the week.

London Promosh

In the intervening six days, the London disking, being pushed in a special promotion by the diskery and its distributors, had been played a sufficient number of times to set the song on its way in particular territories. The diskery's promotion, built around a methodic evasion of the obstacles of the restriction, also moved large quantities of the slicing into juke boxes by way of special deals made with ops. The result is that London has filled orders of over 70,000 platterings of the song in the first 10 days of its availability.

Santly-Joy also found that the diskers who hollered about the London release date jump sliced the song within a few days of the complaint. They also rushed their recordings to the market as quickly
(Continued on page 37)

America's Fastest Selling Records

A SMASH DECCA DOUBLE

THE MILLS BROTHERS
and **TOMMY DORSEY**
AND HIS SENTIMENTALISTS

**PLEASE DON'T TALK ABOUT ME
WHEN I'M GONE**



and
**YOU KNOW YOU BELONG
TO SOMEBODY ELSE**

DECCA 27447 (78 rpm) and 9-27447 (45 rpm)

ANOTHER SMASH DECCA DOUBLE!

RED FOLEY
ERNEST TUBB



SO LONG
(IT'S BEEN GOOD TO KNOW YOU)

and **THE CHICKEN SONG**
(I AIN'T GONNA TAKE IT SETTIN' DOWN)

DECCA 46297 (78 rpm) and 9-46297 (45 rpm)

**DECCA
RECORDS**

CECIL GANT

SHOT GUN BOOGIE

and **ROCK LITTLE BABY**
DECCA 48200 (78 rpm) and 9-48200 (45 rpm)

**SPECIAL
RELEASE!**

RIDING HIGH WITH

TRAIN TIME BLUES #2

and **IT AIN'T GONNA BE LIKE THAT**
DECCA 48191 (78 rpm) and 9-48191 (45 rpm)



SPECIALS

Tell Me You Love Me	INK SPOTS
Castles In The Sand	Decca 27464 and *9-27464
The Little White Duck	GUY LOMBARDO
The Unbirthday Song	Decca 27462 and *9-27462
The Beanbag Song	ELLA FITZGERALD
Lonesome Gal	Decca 27453 and *9-27453
Get Out Those Old Records	GUY LOMBARDO
Shenanigans (Two of Irish)	Decca 27452 and *9-27452
Yeah! Yeah! Yeah!	JERRY GRAY
Gospel Train	Decca 27476 and *9-27476
The Golden Rocket	HOAGY CARMICHAEL and CASS DALEY
The Aha Daba Honeymoon	Decca 27474 and *9-27474
Metro Polka	LONZO and OSCAR
I Lithp (Ekthept When I Thay "Ithaca")	Decca 46299 and *9-46299

*Indicates 45 RPM Version

NEW RELEASES - SINGLES

Lullaby Of Broadway	ANDREWS SISTERS
Three O'Clock In The Morning	Decca 27432 and *9-27432
More Than I Care To Remember	GORDON JENKINS
Sally Doesn't Care	Decca 27433 and *9-27433
Show Me The Way To Go Home	ARTIE SHAW
It's A Long Long Way To Tipperary	Decca 27434 and *9-27434
Let's Put Out The Lights And Go To Sleep	PETER LIND HAYES and MARY HEALY
I've Got A Wife (Who Can't Boil Water)	Decca 27436 and *9-27436
Strike A Match	BUZ BUTLER
A Little Scrap of Paper	Decca 46290 and *9-46290
Take Me Back To My Boots And Saddle	THE RAY-O-VACS
Goodnight My Love	Decca 48197 and *9-48197

*Indicates 45 RPM Version

NEW RELEASES - ALBUMS

YOU AND THE NIGHT AND THE MUSIC
TOMMY DORSEY

Plays The Musical Comedy Hits of
HOWARD DIETZ and ARTHUR SCHWARTZ
Instrumental Fox Trots

Selections include: You And The Night And The Music—If There Is Someone Lovelier Than You—Dancing In The Dark—Alone Together—Something To Remember You By—Louisiana Hayride—I See Your Face Before Me—I Guess I'll Have To Change My Plans.

Decca Album A-839 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-219 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5317 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

MAMBO JAMBO
SONNY BURKE and His Orchestra

Selections include: Mambo Jamba—More Mambo Jamba—Mambo Number Five—Jing-A-Ling—Jing-A-Ling Mambo—Koo Koo Mambo—Little Bud Mambo (Capullito De Alefi)—Mamboogie—El Choclo Mambo

Decca Album 9-190 • Four 10-inch 45 RPM Unbreakable Records • Price \$3.75
DL 5309 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

All Album Records Available As Singles

COMING UP FAST

May The Good Lord Bless And Keep You	BING CROSBY
A Perfect Day	Decca 27404 and *9-27404
A Penny A Kiss—A Penny A Hug	ANDREWS SISTERS
Zing Zing—Zoom Zoom	Decca 27414 and *9-27414
If Wait For Me	GUY LOMBARDO
Decca 27449 and *9-27449	
If A Friend Of Johnny's	INK SPOTS
Decca 27391 and *9-27391	
Smoke On The Water No. 2	RED FOLEY
Hot Rod Race	Decca 46286 and *9-46286
Are You Waiting Just For Me	ERNEST TUBB
Tomorrow Never Comes	Decca 46289 and *9-46289

*Indicates 45 RPM Version

CREDIT SALES "WAR"

Industry To Arms on "Shady" Set Loans

LONDON, Feb. 10.—Two important radio-TV industry associations declared war this week on what they call "shady" credit selling of TV sets. Credit houses backing the time-payment sales, called HP (hire-purchase) here, have been quick to spot ways of making an extra buck out of the \$25,000,000 being spent each year for video sets.

Making it easy for the sharpsters are three things: (1) The law does not limit interest charges on HP of video sets; (2) the demand for

TV sets is tremendous, and (3) the consumer's difficulty in raising cash makes him willing to buy on HP despite the interest rates.

Among the various dodges are a so-called "maintenance charge" of about \$30 a set or a \$5 "fitting" fee. Normal interest rates vary between 5 and 10 per cent. The fast-buck outfits, however, have been charging as much as 50 per cent over a two-year time plan and then refusing to make rebates to customers who pay up before the end of the second year.

Action Legal

Thus far there is nothing illegal about these high charges, and the customer has no redress in the law courts. The trade itself, however, is starting to go into action.

This week the British Radio Equipment Manufacturers' Association threatened to stop delivery of sets to dealers involved with such financing firms. The Radio Traders' Rental Association allows a "reasonable maintenance charge"—say, \$7—and advises service charges for 10 per cent for one year, 15 per cent for 18 months and 20 per cent for two years. RTRA now proposes "strong measures" against offenders.

Meanwhile, TV set buyers are renaming HP as "high price."

FLYING DISKS

Waxeries in WU Plan To Wire Gifts

NEW YORK, Feb. 10.—Western Union emerged as a new sales outlet for records this month, with the formation of Telegift, Inc., New York, a new gifts-by-wire-service. Telegift Veepee Daniel N. Sangster is currently formulating an operations plan on the deal with major diskeries.

Under the Telegift plan, which is backed by many merchandisers, buyers will be able to order records and other gifts at any hour, via a call to Western Union. Senders will be billed for the wire by Western Union and billed for the merchandise by Telegift. No charge will be made for gift wrapping, handling or delivery.

The service will be launched May 7, via an extensive national advertising campaign thru Lewin Williams & Saylor here. The campaign will be supplemented with tie-up promotions with 3,000 Western Union offices across the country.

Sea Island Is Site For BMI Love Fest

NEW YORK, Feb. 10.—Broadcast Music, Inc., held its regular board of directors meeting last week-end at Sea Island, Ga. Meeting was strictly of a routine nature and produced no consequential action, according to BMI topper Carl Haverlin.

Meet served as a means for the American branch of BMI to play host to the Canadian representatives of the organization. The Canadian group played host to the American contingent for the last board meet.

TIN PANNERS SUBMIT TUNES IN DC CONTEST

WASHINGTON, Feb. 10.—Professional songsters from Tin Pan Alley are among over 800 persons who have submitted entries to a Song-for-Washington contest started by James H. Simon, president of Simon Distributing Corporation, Washington (*The Billboard*, January 20). Total entries are expected to be close to 2,000 by the time the February 22 deadline is reached. The writer of the best song about the nation's capital will get \$1,000 cash plus royalties on the published song. Several prizes of Motorola TV sets will be awarded to runner-up winners.

Judges designated so far are Maj. William F. Santelmann, leader of the Marine Corps Band; Dr. Sigmund Spaeth, music expert, and Howard Mitchell, conductor of the National Symphony Orchestra. Two additional judges will be named soon. Simon originated the idea for the contest after deploring the fact that the nation's capital was without an official song while most States in the Union have theirs. Entries received so far represent almost every State in the Union, Canada and Mexico. Simon said some of the entries are "so good that it looks like D. C. is going to have several songs."

TV sets is tremendous, and (3) the consumer's difficulty in raising cash makes him willing to buy on HP despite the interest rates.

This week the British Radio Equipment Manufacturers' Association threatened to stop delivery of sets to dealers involved with such financing firms. The Radio Traders' Rental Association allows a "reasonable maintenance charge"—say, \$7—and advises service charges for 10 per cent for one year, 15 per cent for 18 months and 20 per cent for two years. RTRA now proposes "strong measures" against offenders.

Meanwhile, TV set buyers are renaming HP as "high price."

Mer-McCarthy In Bally Duo

NEW YORK, Feb. 10.—Deejay exploitation man Jim McCarthy this week completed a deal whereby he will be retained by Mercury Records on a year-round basis to handle a disk-by-disk promotion scheme. Deal is unusual in that this marks the first known instance where an important waxery has turned to a full-time deejay exploiter to handle the output of the firm. McCarthy, of course, will continue to handle his other accounts.

McCarthy will work on one record at a time on a national basis. He had been doing some spot exploitation for the waxery, his latest assignment having been Vic Damone's waxing of *Tell Me You Love Me*. First slicing due to undergo the McCarthy treatment is the Billy Daniels slicing of *I Get a Kick Out of You*. He will work on one record for a month or so. McCarthy will complement the regular Mercury deejay exploitation resources.

Indiana Bill Aims at ASCAP

NEW YORK, Feb. 10.—A bill has been introduced in the State Senate of Indiana which is aimed at restricting operations of the American Society of Composers, Authors and Publishers in the State. Bill's title states that the proposed law "bans ASCAP from Indiana operation and prohibits playing for a profit except radio or telecasting of their tunes. The ban includes motion pictures and juke box records." The bill was introduced February 2 by Senators Johnson and Conrad and is now in the hands of the Senate Public Policy Committee.

MGM Signs Up DeFranco Band

NEW YORK, Feb. 10.—The new Buddy DeFranco band will record for MGM Records. The first date is skedded for February 15. DeFranco, a well-known clarinetist in jazz circles, has been working up a dance band library in recent weeks preparatory to moving into the band leader sweepstakes.

The clarinetist has already inked a booking deal with General Artists Corporation. The agency is planning to launch the band sometime near the end of March, with the first date largely dependent on the first record release of the new band. DeFranco's is the third band to have been inked recently by the MGM label as part of its drive to compete in the dance disk business. Other pacted orksters were veterans Woody Herman and Tex Beneke.

AL LYMAN PREPS 25TH OCESTRA

HARTFORD, Conn., Feb. 10.—Albert E. Lyman, a veteran band leader, is building a new band, which he figures will be about his 25th band in his 50 years of waving a baton. Crew will be picked mostly from high school musicians in the Columbia, Conn., area, where Lyman resides.

His first band was launched in 1903, with the title of Ancient Order of United Workmen Band, and was a regular feature of all holiday functions in South Coventry, Conn. In more recent years he has conducted the Ashford Band, "the oldest brass and reed band in the United States. It goes back to the Revolution," the musician notes.

WAX HELPS

Disk Bally To Benefit Dimes Fund

NEW YORK, Feb. 10.—One of the most unusual diskery promotions of classical music was staged last night at Carnegie Hall when Don Gabor, president of the low-priced Remington label, sponsored a recorded music concert on behalf of the March of Dimes campaign.

The concert was promoted via a teaser ad campaign in the local papers which culminated in two-column ads in almost every paper announcing the affair.

Concert-goers were required to pay admission charges ranging from \$1.20 to \$3.60, with proceeds going to the March of Dimes. But ads stated that everyone attending the concert would be given a free 12-inch long-playing record to be chosen from the diskery's catalog. Ad also stated that Gabor believed that "no one has to pay more than \$2.19" for a long-playing classical recording. Program consisted of Remington disks.

NAMM Readies Promosh Kit

NEW YORK, Feb. 10.—National Association of Music Merchants is prepping a promotional kit for member merchants for use during National Music Week, May 6 to 13. Theme of the NAMM promotion is "a harmonious home is a happy home," and dealers are advised to start making preparations for large-scale promotions.

The NAMM kit will feature a large two-color poster for store and window display, one and two-column ad mats and a brochure outlining things to do during music week. Reproductions of outstanding advertisements will also be included in the kit.

Mercury's Austin Maps Biz Junket

HOLLYWOOD, Feb. 10.—Mercury rhythm and blues topper Austin McCoy leaves next week for Chicago, the initial leg on an extended biz tour. This is first such trip for McCoy, who joined Mercury last year (*The Billboard*, December 16). Blues chief is to meet with distributors and dealers, and also will be on the alert for any material that would hypo Mercury's r. and b. fare.

McCoy, ex-Modern blues topper, expects to be gone 30 days and will hit key cities in the East and South.

HENRY FORGETS; HERE'S REMEDY

NEW YORK, Feb. 10.—In the excitement of his daughter Phyllis's marriage, Henry Tobias forgot to notify *The Billboard*; at least that's the excuse given by the songwriter-producer. Seems that Miss Tobias became Mrs. Alvin Federman February 4. Ceremony took place at the Hampshire House. The groom's father, Archie Federman, is a juke box operator and retail record dealer in Allentown, Pa. Good luck, Henry, bride and groom!

TV-Phono Merchandising

NEW YORK, Feb. 10.—As could be expected, newspaper stories about the proposed excise tax increase on TV-radio-phono-record merchandise increased traffic purchases this week. For many dealers it meant more than any kind of promotional advertising they could invent. Public confusion over whether the tax was a proposal or a certainty had hundreds rushing to buy sets to beat the tax. It was recalled by many that the 10 per cent excise placed on TV a few months ago had dealers exhorting the public via ads to "beat the tax." This week, however, the public was ahead of any ad campaigns.

Of additional trade interest were the number of clearance sales being advertised by TV dealers despite talk about retailers attempting to stock-pile merchandise for the future. One of the largest TV-appliance chains, in addition, has over 300 trade-in sets which are slowly being reconditioned for a gigantic sale. Trade-ins include a goodly number of late 1949 and 1950 models in picture sizes ranging to 17-inch rectangular tubes. Most of the sets are top brands. The same dealer has approximately \$400,000 worth of new TV merchandise in warehouses.

Defense Contracts Cut Spartan Staff . . .

The Spartan division of the Sparks-Withington Company is cutting down on the size of its field sales force because of production limitations created by government orders for military equipment. According to Henry Pierce, sales manager, Spartan feels that it is now unnecessary to maintain a force large enough to contact many dealers, altho the company will continue to produce a certain quantity of 17 and 20-inch TV sets.

Dynavox Adds New 3-Speed Phono . . .

Dynavox Corporation, New York, has added a new three-speed portable phono to the line. The price of the player is listed at \$39.95. According to Joseph Dworken, president of the company, the new player features a three-tube amplifier, a five-inch permanent magnet speaker, a dual-stylus tone arm and a Du Pont Fabricoid case in two tones.

G.E. Introduces New Clock-Radio . . .

Claimed to be more powerful than any other clock-radio, General Electric's new Model 535 is a five-tube plus rectifier set including an RF amplifier to give good reception in fringe areas. The plastic cabinet set features a luminous dial on the clock and lists for \$39.95.

ITC Shows New Sets: 17, 20-Inch . . .

Three new TV sets have been introduced by the International Television Corporation. A 17-inch, open-faced console set lists at \$319.95; a 20-inch open-faced console set, at \$399.95, and a 17-inch console set with three-quarter doors, as yet unpriced.

Develops Coating For TV Pic Tubes . . .

A new fast-drying conductive coating, designed to repair the outer coating of TV picture tubes, has been perfected by General Cement Manufacturing Company, Rockford, Ill. The new formula, called Tube Koat, also can be used to coat the inner portion of a TV cabinet to prevent high voltage leaks and static discharge.

Tait Named To Head Electronics Board . . .

Robert C. Tait, president of Stromberg-Carlson Company, Rochester, N. Y., has been elected co-chairman of the Joint Electronics Industry Committee, which is sponsored jointly by the Radio-Television Manufacturers' Association and the National Security Industrial Association. Fred R. Lack, vice-president of Western Electric Company, who has served as head of the committee since its inception last August, will serve as the other co-chairman. The JEIC was established by RTMA and NSIA to co-ordinate all industry

mobilization activities and to serve in an advisory capacity to top government policy-making officials. The committee consists of over a score of industry leaders.

Philco Intros New Needle Display . . .

Philco Corporation is making available to dealers new display merchandisers for the firm's four types of phonograph needles. The merchandiser contains a rear drawer holding 48 needle packages and also displays each of the four types on top of the unit. Merchandisers can be obtained from Philco distributors.

SWEET AGONY

Dames Enter Barbershop Singfests

NEW YORK, Feb. 10.—What may have been the last musical endeavor sacred to the male sex has apparently fallen prey to feminine wiles. At least, the publication this week of a *Girls' Barbershop Quartet Song Book* spells the end of male domination of that form of entertainment. Containing 21 tunes arranged for four fem voices, the book was published by the Charles H. Hansen music firm. Arrangements are said to be of the beauty parlor variety—mustaches not required.

Firm claims that distaff interest in barbershop harmonies has been growing steadily. The gals have even formed a female counterpart of the Society for the Preservation and Encouragement of Barbershop Singing Quartets in America. The group is called the Sweet Adelines, with headquarters in St. Louis. Arrangements call for the second soprano to take the lead part, just as the male quartets use the second tenor voice.

The Hansen book contains standards and pops, including *Tennessee Waltz* and *Can Anyone Explain?*

Victor Announces Catalog Revisions

NEW YORK, Feb. 10.—First revised editions of RCA Victor's new *Music America Loves Best* and *Request* catalogs will be issued the latter part of March, according to Larry Kanaga, general sales and merchandise manager of Victor's record department.

In *Music America Loves Best* catalog, cross-references to the *Request* catalog will be eliminated. There will no longer be a current release section, the feature being replaced by a listing of new merchandise. In both catalogs new features include addition of artist lines to listings under composer names, appendage of artist lines and record numbers to all album cross-references, and addition of assisting artists to listings under major artists' names.

Other changes provide for seasonal merchandise to be carried in the *Music America Loves Best* catalog. Finally, the use of keys indicating speeds will be replaced by specific numerals—45, 33½ and 78 r.p.m.

SWAP RE-ELECTS PREXY MYERS

PHILADELPHIA, Feb. 10.—The song Writers' Association of Philadelphia returned James E. Myers, head of Myers Music, to its presidency this week. SWAP was founded in 1948 to bring together the town's tunesmiths and publishers on a social basis.

Other officers elected for the new year are Duke Morgan, Gus Braun and Ann Tumolo, vice-presidents; Dr. Louis Menaker, executive secretary; Florence Moss, recording secretary; Johnny Richards, treasurer; and Ted Donofrio, sergeant at arms. Board members elected are Len McCall, Al Alberts, Billy Uhr, Domer Brown, Marty Spoerl, Cecil Dunlap and Joan Ray.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "WOULD I LOVE YOU," "GYPSY HEART"
Helen O'Connell..... | 1368 | F1368 |
| "CHIMNEY CORNER DREAM," "JACKIE,
MY DARLIN'" Johnny Parker..... | 1369 | F1369 |
| "THE NAVY GETS THE GRAVY BUT THE ARMY
GETS THE BEANS" Jerry Lewis..... | 1385 | F1385 |

HOT SELLERS!

POPULAR

- | | | |
|---|------|-------|
| "I TAUT I TAW A PUDDY TAT" Mel Blanc..... | 1360 | F1360 |
| "THE SHOT-GUN BOOGIE" Tennessee Ernie..... | 1295 | F1295 |
| "JOHN AND MARSHA" Stan Freberg..... | 1356 | F1356 |
| "TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"
Les Paul..... | 1316 | F1316 |
| "MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul..... | 1373 | F1373 |
| "THE MAGIC TREE," "JET" Nat "King" Cole..... | 1365 | F1365 |
| "LOVESICK BLUES," "EVENIN'" Kay Starr..... | 1357 | F1357 |
| "MY HEART CRIES FOR YOU," "MUSIC BY
THE ANGELS" Jimmy Wakely..... | 1328 | F1328 |
| "TAILOR MADE WOMAN," "STACK-O-LEE"
Tennessee Ernie and Joe "Fingers" Carr..... | 1349 | F1349 |
| "WOULD I LOVE YOU," "GYPSY HEART"
Helen O'Connell..... | 1368 | F1368 |
| "CHIMNEY CORNER DREAM," "JACKIE,
MY DARLIN'" Johnny Parker..... | 1369 | F1369 |
| "HARBOR LIGHTS," "NEVERTHELESS I'M IN LOVE
WITH YOU" Ray Anthony..... | 1190 | F1190 |
| "SO LONG (IT'S BEEN GOOD TO KNOW YUH),"
"THE ROVING KIND" Les Baxter..... | 1381 | F1381 |
| "A PENNY A KISS, A PENNY A HUG," "BRING BACK
THE THRILL" Mary Mayo..... | 1350 | F1350 |

WESTERN & FOLK

- | | | |
|--|------|-------|
| "THE SHOT-GUN BOOGIE" Tennessee Ernie..... | 1295 | F1295 |
| "NEW ROVIN' GAMBLER" Hank Thompson..... | 1379 | F1379 |
| "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 |
| "CHAIN AROUND MY HEART" Bob Atcher..... | 1364 | F1364 |
| "LOST LOVE BLUES" Ramblin' Jimmie Dolan..... | 1371 | F1371 |
| "I'LL SAIL MY SHIP ALONE"
Ramblin' Jimmie Dolan..... | 952 | F952 |
| "BUTANE BLUES" Gene O'Quin..... | 1346 | F1346 |
| "RYE WHISKEY" Tex Ritter..... | 885 | F885 |



Week ending
FEB. 17, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Award Winning

Jimmy Wakely WAKELY



The Les Baxter Chorus With Orchestra
Has Another Top-Playing Record In

"BEAUTIFUL BROWN EYES"

coupled with

"AT THE CLOSE OF A LONG LONG DAY"

Capitol Record No. 1393 on 78 r.p.m. • On 45 r.p.m. F1393

NEW RELEASES ON Capitol



IT'S NEW! IT'S STIRRING!
The Actual Big Top
**BARNUM & BAILEY
CIRCUS BAND ALBUM**

conducted by **MERLE EVANS**
Famous Barnum & Bailey band master
Includes Royal Bridesmaids March; El Caballero; Entry Of The Gladiators (Thunder And Blazes); Pahjamah; Bull Trombone; Quality Plus; Sunnyland Waltzes; and Storming Of El Caney. Long play version includes additional material.

AVAILABLE ON ALL THREE SPEEDS!
On 78 rpm Album BC-265 \$3.75
On 45 rpm Album KCF-265 \$3.20
On 33 1/3 Long Play record in Album L-265 \$3.00

Three new high quality, low-priced Bozo-Approved Children's Records!
"I'M GLAD I'M NOT A RUBBER BALL"
coupled with "LITTLE DEAD-EYE DICK"
Sung by Arthur G. Bryan; Music by Billy May
CAS-3088 \$1.10 CASF-3088 \$1.05



"THE WHISTLER AND HIS DOG"
coupled with "THE SONG OF THE OWL AND THE DUCK"
Sung by Jerry Marlowe;
Music by Billy May
CAS-3089 \$1.10 CASF-3089 \$1.05

"PETER COTTONTAIL"
"EASTER EGG PARADE"
both sung by Jimmy Wakely
78 rpm CAS-3090 \$1.10
45 rpm CASF-3090 \$1.05

March 25 is EASTER!

POPULAR		78 rpm	45 rpm
NAT 'KING' COLE	ALWAYS YOU DESTINATION MOON with Orchestra and Chorus Conducted by Les Baxter (Based on Tchaikovsky's "Romance")	1401	F1401
MEL TORNE Vocals, one with Orchestra Conducted by Sonny Burke, one Conducted by Pete Rugolo	YOU'RE GETTING TO BE A HABIT WITH ME From Warner Bros. picture "Lullaby of Broadway"	1402	F1402
CLARK DENNIS with Orchestra Conducted by Billy May	SAILIN' AWAY ON THE HENRY CLAY Adapted from Leoncavallo's "Pagliacci"	1400	F1400
BUDDY COLE at The Hammond Organ	TELL ME YOU LOVE ME From the forthcoming MGM picture "Mr. Imperium"	1400	F1400
CHARLIE BARNET and His Orchestra	LET ME LOOK AT YOU From the forthcoming MGM picture "Mr. Imperium"	1400	F1400
LEON PAYNE Vocal with Instrumental Accompaniment	SOMEBODY STOLE MY GAL Xylophone by Leo Singer	1403	F1403
CLIFFIE STONE and His HomeTown Jamboree Gong	TILEN TILEN (Teeleen Teeleen) Instrumental	1403	F1403
THE JORDANAIREs	SPAIN coupled with OVER THE RAINBOW Both instrumentals from the MGM picture "Wizard Of Oz"	1404	F1404
LEON PAYNE	IF I COULD ONLY LIVE MY LIFE OVER I DON'T KNOW WHY	1405	F1405
CLIFFIE STONE	AMEN, BROTHER BEN This side features JIMMY BRYANT Guitar Solo	1406	F1406
THE JORDANAIREs	RED HEAD POLKA	1406	F1406
THE JORDANAIREs	ONE DAY SOMETHING WITHIN Vocal Quartet with Instrumental Accompaniment	1407	F1407

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

Columbia Waxes
'Valentino Tango' . . .
 Columbia Records is putting out a special promotional recorded version of "The Valentino Tango," Leeds Music tune recorded by the diskery's **Tony Bennett**. The Columbia disk, vinylite, has an introduction by **Sigmund Spaeth** on the origin of the tango. Spaeth then refers to the Bennett rendition on the reverse side. Columbia pic, "Valentino," opens the next two weeks in San Francisco, Cincinnati, Springfield, Mass.; Tucson and Phoenix, Ariz. Jockey campaign will initially concentrate on these cities, with the special platter then going out nationwide.

Mary Kaye Trio Signs
For Cap Platters . . .
 The **Mary Kaye Trio** was signed to a Capitol waxing pact and has already sliced its first session for the diskery. The trio was packed on an option deal and sliced several original ditties on the first date. The group previously has recorded for Columbia.

Arl Satherly Joins
Gene Autry Trek . . .
Arl Satherly, Columbia Records veepee and head of the diskery's American folk music department, left last week to join **Gene Autry** on a tour of one-night stands. Following this the Columbia exec will tour the South and Southwest for new material.

Ventura Pares Band
Down to Quintet . . .
Charley Ventura, who has been housing his band at his Open House, roadhouse in the Jersey pines at Lindenwood, N. J., has junked the big band in favor of a quintet. With the five-piece combo, Ventura also boasts five vocalists in **The Overtones** quartet and **Betty Bennett**, who formerly handled vocal assignments for the maestro. Also rejoining is trumpet man **Conte Condoli**. The maestro will keep his new combo at his roadhouse nitery until April, when he goes out on a 16-week tour, starting off with the Blue Note in Chicago.

"BETWEEN TWO TREES"
 Recorded by
The Andrews Sisters
 DECCA 27421
Gale and Gayles
 Incorporated
 1619 BROADWAY, NEW YORK 19, N. Y.

MUSIC BOURNE TO LIVE
 "A FRIEND OF JOHNNY'S"
 INK SPOTS
 DECCA 27391
BOURNE, Inc. 799 7th Ave., N.Y. 19, N.Y.

Another BMI Pin-Up Hit!
IT IS NO SECRET
 (What God Can Do)
 Published by Duxness
 Recorded by
 10 STAFFORD (Columbia)
 STUART HAMBLEN (Columbia)
 THREE SUNS (Victor)
 BOB HOUSTON (London)
 JACK PLEIS (London)
 KITTY KALLEN (Mercury)
 RICHARD HAYES (Mercury)
 ELTON BRITT (Victor)
 ROSALIE ALLEN (Victor)
 Licensed exclusively by
BROADCAST MUSIC, INC.

THE LITTLE GENERAL
 presents:
"LITTLE SMALL TOWN GIRL"
"THE LITTLE WHITE DUCK"
"POETRY!"
"SOMEBODY STOLE MY HORSE AND WAGON"
GENERAL MUSIC
 400 Madison Ave., N. Y. C., PL 3-7342

Music as Written

Goldberg, Mrs. Patterson
Teaming on Kidnities . . .
Rube Goldberg, noted cartoonist, and **Ruth Cleary Patterson**, wife of the prominent illustrator, **Russell Patterson**, are now a kiddie songwriting team. Ben Bloom Music is publishing. The cleffers' first, "The Noise Song," has already been released by Columbia Records. Another, "Willie the Whistling Giraffe," is upcoming.

NAMM Show Increases
Skedded Floor Space . . .
 Interest in the annual trade show of the National Association of Music Merchants at the Palmer House, Chicago, July 16-19, is already being manifest by the need for greater floor space. Additional sample room space has been arranged to handle the overflow from the band instrument floor.

NCCJ Asks D. J.'s Spin
Brotherhood Wk. Tune . . .
Willard Johnson, national program director of the National Conference of Christians and Jews, has sent a special letter to 700 disk jockeys and radio stations suggesting that a new **Fred Waring** disk, "No Man Is an Island," be played during Brotherhood Week, which is to be celebrated thru the week of February 18. Tune was penned by **Joan Whitney** and **Alex Kramer** and published by Bourne Music.

Mulls Fund Benefit
"La Boheme," March 20 . . .
 Twenty-fifth anniversary opera benefit of the free milk fund for babies has assembled the cast for "La Boheme," to be performed March 30 at the Metropolitan Opera House, New York. **Victoria De Los Angeles** will sing the role of Mimi; **Lois Hunt** will do Musetta; **Giuseppe De Stefano** will portray Rodolfo.

New York
 Williamson Music, the subsid firm of the Chappell empire, last week notified diskers that the release date on the **Rodgers-Hammerstein** score for "The King and I" has been pushed back to March 26 from its original March 6 date. . . . **Thrush Patti Page** is slated to go into the Paramount Theater in the early part of May. . . . **Sammy Kaye** will bring his organization into the Capitol Theater here March 23. . . . **Shep Fields'** ork has been booked into the Edgewater Beach Hotel, Chicago, for four weeks, beginning February 23, for the orkster's first turn in this class location in five years. . . . Hotel New Yorker's Ice Terrace Room will switch bands March 1, with **Bernie Cummins'** crew due in to replace **Ray Robbins'** ork.

Thrush **Helen O'Connell** has left the **Frank DeVol** ork to take a fling as a single. She has sliced some solo platters for Capitol. . . . **Ralph Watkins**, remembered for his part in the operation of such noted music spots as the Royal Roost and Bop City, returns to the nitery scene February 19 when he unshutters an East Side bistro on the location of Bradley's. The spot, still tentatively named the Blue Note, will feature an intimate jazz policy with **Joe Bushkin** and his strings due to kick off in the nitery. The spot will also make use of the nitery deejay gimmick, with platter speler **Bill Williams** due to handle the chore. . . . **Evelyn Knight** will work a couple of weeks at the Mount Royal Hotel, Montreal, beginning February 14. **Dave Kapp's** son, **Mickey**, was inducted into the navy Friday (9). . . . Crooner **Bill Lawrence**, noted for his stints as a regular of the **Arthur Godfrey** troupe, also entered the service last week. . . . Mercury Records veepee and artists and repertoire exec, **Joe Carlton**, left for the Coast Tuesday (13) for a one-week stay to supervise slicing sessions with **Vic Damone** and possibly **Billy Daniels**. . . . **Ivan Mogull** last week obtained the American publishing rights to an English novelty ditty, "Two Little Men on a Flying Saucer," for Sheldon Music, the Moe Gale-BMI firm, from Unit Music. . . . Warbler **Johnny Andrews** was inked to a Rainbow waxing paper. **Erroll Garner** scheduled to play at three new locations within the next month. Week of February

26 he makes a stand at the Celebrity Club, Providence, followed by a week at the Blue Mirror, Washington, March 5. Pianist during the week of March 21 is set for RKO Theater, Boston. On April 4 he starts 10 weeks of location dates on the West Coast, starting in Los Angeles.

Irving Fields and his trio broke attendance records at the Saxony Hotel, Miami Beach, during his recent engagement. Pianist is heading for New York for TV appearances.

Chicago:
Mort Schaeffer, prexy of the local chapter of the Music Contactmen's Association and copyright attorney, underwent surgery last week at Edgewater Hospital. . . . **Milt Heckelman**, the lounge owner, and his frau, **Marie Frances Kincaide**, the pianist, became parents of a son, **Ronald**, February 5. . . . Art Van Damme Quintet re-signed with Capitol Records for a year with options. . . . MGM flickery may do a forthcoming movie on the life of **Louis Armstrong** and his association with **Joe Glaser**, of Associated Booking Corporation. . . . **Morry Price**, Mercury sales manager, inked **Junior Tamplin**, 18-year-old rhythm and blues singer, who is managed by **Zenos Sears**, WGST, Atlanta, d. j.

Marty Bloom, of Top Tunes, Inc., here has turned over rights to "Shut Up and Make Love to Me" to pubber **Bobby Mellin**. . . . Music Corporation of America continuing its band-signing spree, having inked **Joe Sanders**, currently working **Al Hausberg's** two local ballrooms, and **Carl Sands'** eight-piece society crew, currently at the Baker Hotel, Dallas. . . . **Helen Greyco**, **Spike Jones'** frau, cut a session for London here, using **Bill Snyder** and **Teddy Phillips** on the backing job. Boys will not get billing. **Miss Greyco** is leaving the Jones group to await the birth of the Joneses' second child, with **Gail Robbins**, the film starlet, doing the temporary replacement.

The Nebraska Ballroom Operators' Association elected the following slate in a meeting last week: **Herb Pauley**, Lincoln, prexy; **Floyd Paul**, Fremont v.-p.; **Vic Sloan**, Lincoln, secretary; **E. H. Sheffert**, treasurer; with **Joe Malec**, Omaha; **Frank Schamp**, Lincoln, and **Harry King**, Norfolk, on the board of directors.

Philadelphia
Ragtime Smitty, pianist at **Jack Lynch's** Zodiac Room, has placed his "There's a Lady Down South," for which **Joe Shuster** shares composer credits, with **Ostrow Music**, and has **Georgia Gibbs** set to introduce it on wax. . . . **George Sommers** is sporting a new canary in **Louise Lane**, who formerly handled the lyrics with **Don Renaldo's** unit.

Red Rodney, bebop trumpeter, is heading his own unit at **Bill and Lou's** musical spot here. . . . **Earl Denny** has a new canary in **Lynn White** at the Hotel Benjamin Franklin bandstand. . . . **Dave Appell Trio**, currently at **Big Bill's**, switched from London to the Decca label. . . . **Abbey Albert**, coming in from the Statler Hotel, Cleveland, is making his first local stand at the Hotel Warwick. . . . The renovated basement at the headquarters of Local 77, the American Federation of Musicians, opened last week as a fussy rathskeller to serve as a club lounge, at a cost of \$30,000. . . . **Freddie Herman** is set for the Hotel Sheraton's Persian Room on Friday evenings. . . . **Max Kendrick**, of the Warner Bros. music division, is taking in the town to promote the firm's plug tunes with the disk jockeys, juke box operators and the nitery singers and bands. . . . The local AFM relief fund has set an April 2 date for a benefit show. . . . Master of **Eddie Gee's** recording of "Gimme, Gimme, Gimme Some (Gefullte Fish)" was acquired by Token Records, Inc., Newark, N. J., in taking over the master stock from the defunct Delvar Records Company, West Orange, N. J. The novelty tune is owned by **Grimes Music Publishers** here. . . . **Mugsy Spanier's** back for a fortnight at **Lee Guber's** Rendezvous, with a two-week return next month for **Phil Napoleon**. . . . **Melody Mac's** back at the organ at the Broadwood Hotel, while the console spot at

Eddie Mitchell's is taken over by **Eddie Sheppard** as **Johnny Carlin** takes off after 3½ years for Daytona Beach, Fla. . . . Local is supplying 17 units of five men each to play for the dances and shows at the near-by military installations and hospitals.

Hollywood
 Capitol Records is re-releasing "Let's Go to Church," **Margaret Whiting-Jimmy Wakely** 1950 hit, in time for Easter. . . . Drummer **Louis Bellson**, ex-TD, goes with **Harry James** when the orkster opens at the Flamingo, Las Vegas, Nev. . . . To promote its disking of "Brotherhood," International Sacred Recordings shipped platters to governors of the 48th States and sent copies to the National Conference of Christians and Jews. . . . Singer **Bill Jacoby** leaves the **Skinnay Ennis** ork shortly to concentrate on TV and nitery work. . . . MGM Records is putting out a **Katherine Grayson** album from her latest pic, "Grounds for Marriage." Label has also skedded an album from "Royal Wedding," with **Fred Astaire** and **Jane Powell**. . . . Chirp **Connie Haines** did five telecriptions for **Louis Snader**. **Guardsmen's Quartet** was inked by **Snader** to do a series of

harmony ballads. . . . **George Dunning** will pen the score for Columbia's "The Barefoot Mailman." . . . **Deejay Bill Anson** has clefted a march dedicated to 13 American nurses who saw action in Korea. Tune is called "The Lucky Thirteen."

Hartford, Conn.
Buddy DeSarro, the Hartford band leader, has devised a bottle top which can be removed without an opener and then replaced for further service. He has applied for a patent. . . . **Leo Watts** and his band have been playing for dancing Friday and Saturday nights at the Deerfield Restaurant. . . . **Dick Taylor** provides music for dancing at Club Afrique, Friday evenings at Hotel Garde. . . . **Van Lee Trio** is playing Friday and Saturday nights at Royal Diner.

You've heard of musicians doubling in brass, but a new twist popped up the other day. **Paul Landerman**, of the Landerman Brothers orchestra, took over managership of **Marholin's Furniture Store** for a few days while **Arnold Marholin**, his brother-in-law, took in the New York Furniture Show. . . . The musicians' union at Fall River, Mass., has elected **Alcide H. Breault** as president; **Raymond C. Holland**, vice-president; **Edward J. Gahan**, secretary and treasurer; and **Anthony Botelho**, **Henry J. Cottell Jr.**, **William B. Harris**, and **David Nadien**, as members of the executive board.

On the Stand

Chamaco

(Reviewed at the Mayfair Room of the Blackstone Hotel, Chicago, February 1.)

Records: RCA-Victor in Mexico. Recent key playdates: Park Plaza and Chase Hotel, St. Louis; **Ciro's**, Mexico City; **Casablanca** and **Copacabana**, Rio de Janeiro. Personal management: **Lloyd Garrett** and **Jack Buckley**. Booked by Music Corporation of America. Feature billings: **Jimmy Lara**, vocals. Trumpets: **Mario Serritello**, **Bob Schrefler**; saxes: **Harry Nadell**, **John Killan**, **Frank Catanzaro**; rhythm: **Bass**, **Don Perez**; drums, **Dave Rivera**; piano and arranger, **Chamaco**.

Chamaco, whose monicker means "baby" in Spanish, got the nickname because he started playing piano with top Mexican crews while in knee pants and his expert touch at the 88 indicates his experience. The orkster's family is well-known in the south-of-the-border music world, for his brother is **Alberto Dominguez**, penner of ditties like *Perfedia*.

Band Handicapped

Band is handicapped in that in St. Louis Chamaco used a local band and here he's again using new sidemen. Inexperience, however, is only noticeable when three fiddles are used. When fiddles jump to tenor sax lead, ork is well-rehearsed unit. Chamaco would do well to skip the waltzes and semi-classics with full band until he gets a road band which can cut this stuff. When the eight-piece goes into anything from a rumba to the more modern mambo, it's great. Chamaco and his Mexican rhythm associates create a real frenzy of rhythm that has been filling this room with Latin dance fans. His arrangements are extremely full, with his great, original pianistics standing out. Chamaco's only fault is his failure to smile and at least pass a "si, si" with the dancers. Having been in this country only a little over two months, he speaks little English, but the guy's mixture of Spanish and English is still intelligible and charming. When he goes into high gear on a native melody, the enthusiasm he puts into his keyboarding projects easily and makes for real showmanship. At times, there are touches of the progressive jazz influence, as found in **Prado's** diskings, but Chamaco said he finds Midwestern dancers prefer their stuff straight from Mexico.

Uses Few Ballads

For those who don't dig the syncopated Mexican beat, Chamaco has a few ballads, but even these show the Castilian influence. However, he wisely chooses stuff like *All My Love*, which has a beguine beat to start with. Chamaco reports that he will cut eight sides for American distribution by Victor within the next six weeks. His Tatum-ish arpeggio style should prove him a seller.

A great asset is **Jimmy Lara**, handsome warbler once with **Bobby Sherwood** and **Jan Garber** on the Coast. Lara, in the colorful South-American shirt, has a fine, new approach to lyricizing, using a kind of semi-falsetto when he hits high register. He enjoys his bandstand work, with his bongo-beating and Spanish shouting on instrumentals sending the terpers. Victor should spotlight this lad's work on the Chamaco etching session.

Chamaco needs management that will help him understand regulations of the American Federation of Musicians. Because he cannot read English and because he has not been instructed in union rules, he paid a fine to the St. Louis local for failure to pay traveling tax when he left and already has paid a fine here for failure to deposit his card 10 days before the engagement.
 Johnny Sippel.

THE SEVEN WONDERS OF THE WORLD
GEORGE PAXTON INC.
 1619 Broadway • New York 19, N. Y.

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.

THE NIGHT IS YOUNG
 (AND YOU'RE SO BEAUTIFUL)
 Recorded by
VAUGHN MONROE
 (VICTOR)
WORDS & MUSIC, Inc.

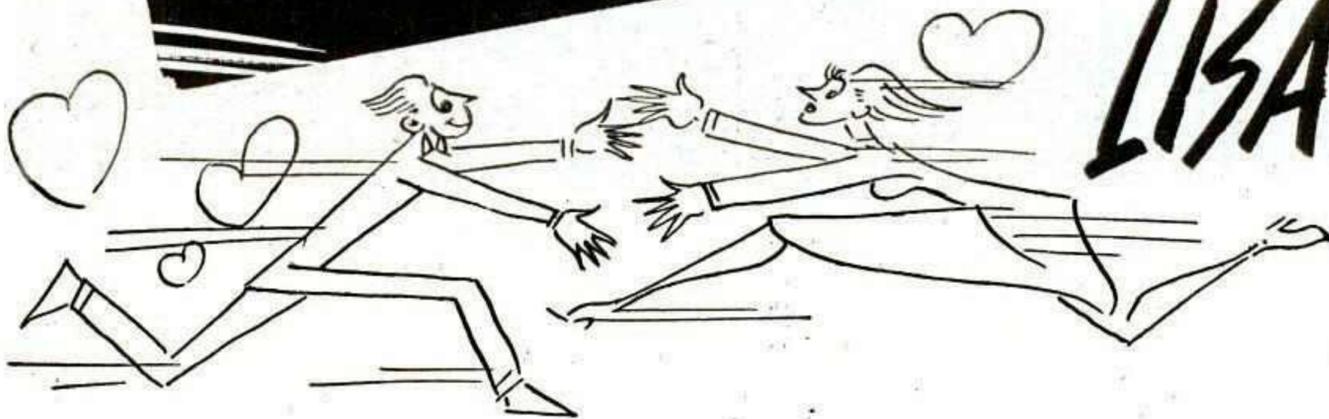
LISA'S GOT A HIT!



"CHARLIE IS
MY DARLING"

as sung by ...

LISA KIRK



on ...
RCA VICTOR RECORDS

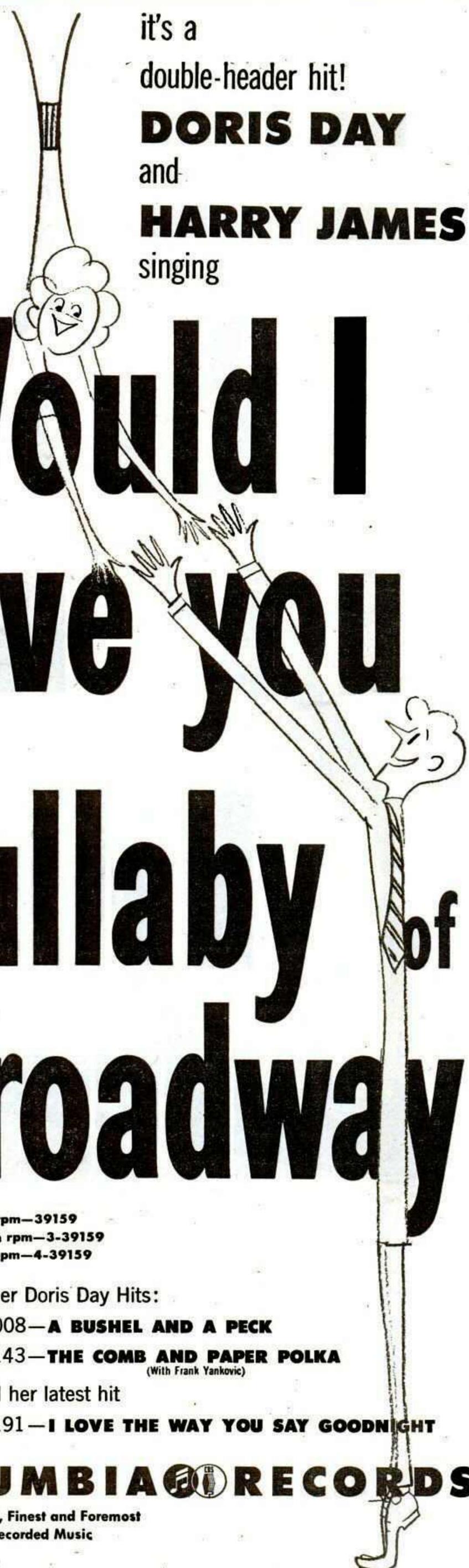
78 rpm 47-4062
45 rpm 20-4062



RCA VICTOR Records



it's a
double-header hit!
DORIS DAY
and
HARRY JAMES
singing



Would I love you and Lullaby of Broadway

78 rpm—39159
33 $\frac{1}{3}$ rpm—3-39159
45 rpm—4-39159

Other Doris Day Hits:

39008—**A BUSHEL AND A PECK**

39143—**THE COMB AND PAPER POLKA**
(With Frank Yankovic)

and her latest hit

39191—**I LOVE THE WAY YOU SAY GOODNIGHT**

COLUMBIA RECORDS

First, Finest and 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 February 7, 8 and 9.

Last
Week

This
Week

1 1. TENNESSEE WALTZ

By 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; Milt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129; S. Reichtzeit-S. Medoff, Banner 2586.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade 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 6209; Lulu Belle and Scotty, Mer 6304; King Odum Four, Derby 754; S. Reichtzeit-S. Medoff, Banner 2587.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex Beneke Thesaurus; Spade Cooley, Standard.

4 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; G. Lombardo, Dec 2449.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard.

3 4. 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. Larza, 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

5 5. THE ROVING KIND

By Jessie Cavanaugh and Stanton Arnold—Published by Spencer Music (BMI)

RECORDS AVAILABLE: O. Brand, Crest CR-25002-1; Melodeons, 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.

6 6. 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. Martin & 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.

7 7. 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, (33)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; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718; The Dominoes, Federal 12010.

ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

8. A BUSHEL AND A PECK

By Frank Loesser—Published by Susan (ASCAP)

From the musical, "Guys and Dolls."
RECORDS AVAILABLE: Andrews Sisters-V. Schoen Ork, Dec 27252; 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; K. Kallen-R. Hayes, Mer 5501; M. Whiting-J. Wakely, Cap 1234; J. & H. Weigel, Dana 716.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Worth; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Lawrence Welk, Standard.

10 9. SO LONG

By Woody Guthrie—Published by Folkways (BMI)

RECORDS AVAILABLE: Les Baxter, Cap 1381; R. Martiere Ork, Mer 5570; Lynn Murray, Coral 60366; P. Weston, Col 39160; G. Jenkins-The Weavers, Dec 27376; S. Reichtzeit-S. Medoff Ork, Banner 2586.

(No information on electrical transcription libraries available as The Billboard goes to press.)

10. ZING ZING-ZOOM ZOOM

By Sigmund Romberg and Charles Tobias—Published by Robbins (ASCAP)

RECORDS AVAILABLE: Les Baxter, Cap 1390; P. Como, V 20-3997; P. Faith Ork, Col 39155; David Rose, MGM 30324.

(No information on electrical transcription libraries available as The Billboard goes to press.)

WARNING: The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

Patti's Newest Release...

"I LOVE YOU

BECAUSE"



by...
Patti Page

MERCURY 5595



ORDER BY THE CARTON!

MERCURY RECORDS, CHICAGO, ILLINOIS * MERCURY RECORDS OF CANADA, LTD., TORONTO, CANADA

backed by . . .
"MOCKIN' BIRD HILL"

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... Based on reports received February 7, 8 and 9

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 Week Week	TITLE	Artist	Label
13	1	1	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
11	2	2	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
6	4	3	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
9	3	4	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
10	5	5	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—BMI
11	7	6	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
8	8	7	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
6	16	8	IF	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082—ASCAP
8	6	9	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters	V(78)20-3945; (45)47-3945—ASCAP
2	18	10	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
5	11	11	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
3	18	12	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	Mercury(78)30282; (45)K-30282
4	14	13	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360—ASCAP
4	26	13	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
6	9	15	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
5	17	16	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
5	23	16	TENNESSEE WALTZ	S. Jones	V(78)20-4011; (45)47-4011—BMI
13	10	18	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI
1	—	19	ACROSS THE WIDE MISSOURI	P. Weston	Col(78)39160; (33)3-39160—ASCAP
4	—	19	ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP
1	—	21	JOHN AND MARSHA	S. Freberg	Cap(78)1356; (45)F-1356
3	21	22	TELL ME YOU LOVE ME	V. Damone	Mercury(78)5572; (45)5572X45—BMI
2	25	23	ROVING KIND	Rex Allen	Mercury(78)5573—BMI
7	15	24	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
12	13	25	TENNESSEE WALTZ	J. Stafford-P. Weston	Col(78)39065; (33)3-39065; (45)4-39065—BMI
2	24	26	ACROSS THE WIDE MISSOURI	H. Winterhalter	V(78)20-4017; (45)47-4017—ASCAP
1	—	27	IF	B. Eskstine	MGM(78)10896; (45)K-10896—ASCAP
3	12	28	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
1	—	28	IF	V. Damone	Mercury(78)5565; (45)5565X45—ASCAP
16	29	30	ONE FINGER MELODY	F. Sinatra	Col(78)39014; (33)3-39014—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

Week of February 1 to 7

1. My Heart Cries for You—Massey	260
2. Tennessee Waltz—Acuff-Rose	155
3. You're Just in Love—Berlin	140
4. If—Shapiro	135
5. It's a Lovely Day Today—Berlin	130
6. Be My Love—Miller	110
7. Zing Zing—Zoom Zoom—Robbins	85
8. Roving Kind—Hollis	75
9. You and Your Beautiful Eyes—Paramount	75
10. All My Love—Mills	60
11. A Bushel and a Peck—Morris	60
12. Best Thing for You—Berlin	50
13. Orange Colored Sky—Frank	50
14. Tonda Wanda Hoy—Paramount	45
15. Get Out Those Old Records—Lombardo	45
16. I Am Loved—Chappell	40
17. Nevertheless—Crawford	40
18. Thinking of You—Remick	40
19. Nobody's Chasing Me—Chappell	35
20. So Long—Folkways	35
21. Harbor Lights—Chappell	30
22. Just the Way You Are—Disney	30
23. One Finger Melody—Barton	30
24. Use Your Imagination—Chappell	30
25. From This Moment On—Chappell	20
26. If You've Got the Money I've Got the Time—Peer	20
27. I Left My Hat in Haiti—Feist	20
28. I've Never Been in Love Before—Morris	20
29. Little Smart Town Girl—General	20
30. Oh, Babe—Alamo	20

VOX JOX

Preems

Glen Wilson, WIRE, Indianapolis, joins WLW, Cincinnati this month. . . . Robin Bright, also WIRE, began in "Old Time Record" show last week, with local wax collectors supplying the old disks. . . . Robert E. Greenwood, WFGM, Fitchburg, Mass., giving up platter spinning to concentrate on a seven-day-per week political commentary. . . . Ed Carson, KBIO, Burley, Idaho, leaving the station to take a post in the East. . . . Rosemary Olberding, ex-Girl Friday to Bill Dawes on WCPO-TV, Cincinnati, has teamed with Paul Cowle to emcee a new Monday-through-Friday late p.m. platter program over WLW-T, Cincinnati, tagged "Music You Want." . . . Mike Hunnicutt, Washington d.j., has returned to Cincinnati to replace Maurice Jackson on WCPO-TV's "Coffee Club." . . . Dean Miller has launched a new platter seg three nights a week on same station. . . . Bob Stubberfield, WAYN, Rockingham, N. C., who is sponsoring a drive for "letters to servicemen," has changed the name of his request ailer from "Platter Chatter" to "Bobby's Ballroom." . . . Ted Knapp, WATL, Houston, has changed from a "Hoot Owl" schedule to a daytime slot. Ted says he's "Blinking my saucer-like eyes in the glare of unaccustomed daylight like the moping bird o' night."

Gimmix

Bill Bowick WALB, Albany, Ga., writes: "Try pairing Patti Page's duet on 'Tennessee Waltz' with Jo Stafford's waxing of same. When cued correctly, the two gals with the three voices really make a production." . . . With "John and Marsha" banned officially and unofficially by stations thruout the country, two d.j.'s have come up with similar solutions to the problem. Dick Stadler WMRN, Marion, O., spins it with "appropriate soap opera opening and close over 'Hearts and Flowers.'" Dick Gilbert, KTYL, Phoenix, Ariz., who says it's his "top request," does it as a "five-day soap opera with a typical plot narrated between portions of the record." . . . Bill Bailey, WFLB, Fayetteville, N. C., purposely gives confusing data on record artists to gauge audience reaction. Results to date, reports Bill, show that the average listener is "hard to fool."

Gab Bag

Joe Ryan, WALL, Middletown, N. Y., pens: "With the Russian bear breathing down our collective necks, what can the d.j.'s do to combat this impending menace? Any and all ideas welcome." . . . Pat McGuinness, WJNO, West Palm Beach, Fla., writes: "Most of the big labels have been sending out about 25 per cent of their releases with faulty surfaces—so bad I throw them away." . . . "I'm not getting record shipments" wails Eddie Phelan, WVIM, Vicksburg, Miss., "Wha Hoppen?" . . . Jim Ensslin, KROP, Brawley, Calif., queries, "Which is it—Ralph Marterie, Martierie or Martiere? I've seen all three so far on Mercury labels. The first is correct, Jim." . . . Bob Milton, KGLO, Mason City, O., would like "more space for Vox Jox so that something sent in six or seven weeks ago doesn't pop up in a current issue on a subject that has since been remedied, such as griping about not receiving disks from a platter." . . . Howard Swanson, WJPD, Ishpeming, Mich., complains: "We never get anything but Westerns from Columbia, so we throw all of their wax out and are now concentrating on Capitol, Decca, Mercury and Victor." . . . Herb Fontaine, WCAU, Lewiston, Me., suggests "another section in Billboard devoted to a brief synopsis, with photos, of d.j.'s around the country."

Best Selling Sheet Music

... Based on reports received February 7, 8 and 9

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 Week Week	TITLE	Publisher
12	1	1	TENNESSEE WALTZ (R)	Acuff-Rose
9	2	2	MY HEART CRIES FOR YOU (R)	Massey
4	3	3	IF (R)	Shapiro-Bernstein
8	4	4	BE MY LOVE (F) (R)	Miller
20	6	5	HARBOR LIGHTS (R)	Chappell
6	4	6	YOU'RE JUST IN LOVE (M) (R)	Berlin
7	8	7	IT IS NO SECRET (R)	Duchess
15	12	8	A BUSHEL AND A PECK (M) (R)	Susan
7	9	9	THE ROVING KIND (R)	Spencer Music
5	13	10	SO LONG (R)	Folkways
4	10	11	ZING ZING—ZOOM ZOOM (R)	Robbins
2	15	12	A PENNY A KISS (R)	Shapiro-Bernstein
19	10	13	NEVERTHELESS (F) (R)	Chappell
13	7	14	THE THING (R)	Hollis
1	—	15	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick

England's Top Twenty

POSITION	Weeks Last This	to date Week Week	TITLE	English	American
8	2	1	PETITE WALTZ	Duchess	Duchess
3	8	2	TENNESSEE WALTZ	Cinephonic	Acuff-Rose
7	1	3	BELOVED, BE FAITHFUL	Pickwick	Pickwick
9	4	4	FERRY BOAT INN	Campbell-Connelly	*
9	6	5	ALL MY LOVE	Maurice	Mills
4	11	6	IF	Lennox	Shapiro-Bernstein
11	3	7	I TAUT I TAW A PUDDY TAT	Harms-Connelly	Remick
13	7	8	AUTUMN LEAVES	Maurice	Ardmore
8	5	9	THE THING	Leeds	Hollis
9	13	10	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	*
6	9	11	SLEIGH RIDE	Mills Music, Ltd.	Mills
3	14	12	NEVERTHELESS	Chappell	Chappell
12	12	13	ORANGE COLORED SKY	Morris	Frank
2	18	14	SEPTEMBER SONG	Chappell	Chappell
1	—	15	MY HEART CRIES FOR YOU	Morris	Massey
2	19	16	I'LL ALWAYS LOVE YOU	Chappell	Famous
16	10	17	RUDOLPH, THE RED-NOSED REINDEER	Chappell	St. Nicholas
5	15	18	IT'S A MARSHMALLOW WORLD	Kassner	Shapiro-Bernstein
20	16	19	GOODNIGHT, IRENE	Leeds	Spencer
3	17	20	JUST THE WAY YOU ARE	Disney	Disney

*Publisher not available as The Billboard goes to press.

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) alive.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted (Beginning Friday, February 2, 8 a.m., and ending Friday February 9, 8 a.m.)

All My Love (R)	Mills—ASCAP
And You'll Be Home (R)	Burke-Van Heusen—ASCAP
Be My Love (F) (R)	Miller—ASCAP
Best Thing for You (M) (R)	Berlin—ASCAP
Bushel and a Peck, A (M) (R)	E. H. Morris—ASCAP
Get Out Those Old Records (R)	Lombardo—ASCAP
Harbor Lights (R)	Chappell—ASCAP
Hullabaloo (R)	Mills—ASCAP
I Remember the Cornfields (R)	Leeds—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
It's a Lovely Day Today (M) (R)	Berlin—ASCAP
I've Never Been in Love Before (M) (R)	E. H. Morris—ASCAP
Looks Like a Cold, Cold Winter (R)	Lombardo—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
Night Is Young and You're So Beautiful (R)	Words & Music—ASCAP
Penny a Kiss, A (R)	Shapiro-Bernstein—ASCAP
Peter Cottontail (R)	Hill & Range—BMI
Petite Waltz (R)	Duchess—BMI
Roving Kind, The (R)	Hollis—BMI
Sleigh Ride (R)	Mills—ASCAP
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
Would I Love You (R)	Walt Disney—ASCAP
You and Your Beautiful Eyes (F) (R)	Paramount—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP
Zing Zing—Zoom Zoom	Robbins—ASCAP

• 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.

"LET ME IN"



Sung by

BOBBY WAYNE

With Orchestra Conducted by Dick Hayman

backed by

"WILD CARD"

London 973 (78 rpm) and 45-973 (45 rpm)

LONDON

RECORDS

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... Based on reports received February 7, 8 and 9

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Weeks to date	Last Week	This Week	Title	Artist	Label
14	1	1	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
11	2	2	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
10	3	3	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
6	4	4	IF	F. Como	V(78)20-3997; (45)47-3997—ASCAP
7	5	5	YOU'RE JUST IN LOVE	P. Como	V(78)20-3945; (45)47-3945—ASCAP
10	7	6	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067—BMI
6	8	7	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
10	9	8	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
4	15	9	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360
2	21	10	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
8	11	11	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
7	18	12	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
13	6	13	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI
7	12	14	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
9	13	14	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
2	24	16	ABA DABA HONEYMOON	C. Carpenter-D. Reynolds	MGM(78)30282; (45)K-30282
3	17	17	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP
5	14	18	ROVING KIND	The Weavers	Dec(78)27332; (45)9-27332—BMI
1	—	18	I STILL FEEL THE SAME ABOUT YOU	G. Gibbs	Coral(78)60353; (45)9-60353—ASCAP
15	20	20	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP
2	24	21	IT IS NO SECRET	B. Kenny-Song Spinners	Dec(78)27326; (45)9-27326—BMI
2	29	21	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
2	30	21	JOHN AND MARSHA	S. Freberg	Can(78)1356; (45)F-1356—BMI
1	—	21	MOCKINGBIRD HILL	L. Paul-M. Ford	Cap(78)1073; (45)F-1073—ASCAP
4	22	25	ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP
2	26	26	IF	D. Martin	Cap(78)1342; (45)F-1342—ASCAP
24	10	27	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)3-38963; (45)4-38963—ASCAP
19	16	27	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP
16	19	29	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930—ASCAP
14	—	30	HARBOR LIGHTS	R. Anthony	Cap(78)1190; (45)F-1190—ASCAP
1	—	30	CHICKEN SONG	G. Lombardo	Dec(78)27393; (45)9-27393—ASCAP
3	—	30	LITTLE ROCK GETAWAY	L. Paul	Cap(78)1316; (45)F-1316—ASCAP

Best Selling Classical Titles

... Based on reports received February 7, 8 and 9

Last Week	This Week	Title	Label
1	1	Best Selling 33 1/3 R.P.M.	
—	1	1. Strauss: Die Fledermaus, J. Patzak-H. Gueden-A. Dermota-A. Poell, W. Lipp-K. Preger-S. Wagner-A. Jaresch; Vienna State Opera Chorus, Vienna Philharmonic Ork. London(33)LLP-281-82	
—	2	2. Caruso (Treasury of Immortal Performances) E. Caruso. V(45)WDM-1007	
—	2	3. Bach: Prades Festival, Vol. 5 (Sonata for Cello and Piano No. 3), P. Casals, cello; P. Baumgartner piano. Col(33)ML-4349	
—	4	4. Golden Age at the Metropolitan (Treasury of Immortal Performances) L. Borie-E. Calve-E. Caruso-G. Farrar-A. Galli Curci-M. Journet-R. Ponselle-T. Ruffo-T. Schipa-L. Tetrazzini-F. Chaliapin-E. Rethberg-J. McCormack. V(33)LLT-1006	
—	5	5. Verdi: Highlights From La Traviata, L. Albanese-J. Peerce-R. Merrill; RCA Victor Ork. F. Weissman, conductor. V(33)LLM-1115	
—	1	Best Selling 45 R.P.M.	
—	1	1. Caruso (Treasury of Immortal Performances) E. Caruso. V(45)WDM-11	
—	1	2. Toast of New Orleans, M. Lanza; RCA Victor Ork, C. Callinicos, conductor. V(45)WDM-1395	
—	3	3. Be My Love, M. Lanza. V(45)49-1353	
—	2	4. Verdi: Highlights From La Traviata, L. Albanese-J. Peerce-R. Merrill; RCA Victor Ork, F. Weissman, conductor. V(45)WDM-1473	
—	2	4. Rimsky-Korsakov Scheherazade, San Francisco Symphony Ork; Pierre Monteux, conductor. V(45)WDM-920	
—	5	5. Strauss: Music of Johann Strauss, Minneapolis Symphony Ork; E. Ormandy, conductor. V(45)WDM-262	

Advance Classical Releases

Arne: Thomas and Sally Album—Keturah Sorrell-Stephan Manton-Frederick Woodhouse (Purcell Timon of) (1-12") London (33) LLP 292	Genesis Suite Album—Janaean Symphony Ork of Los Angeles—Werner Janssen, Cond. (1-12") Cap (33) P 8125
Bach: Komm', Susser Tod—L. Stokowski Ork (Purcell: When I) (1-7") V(45)49-3087	Genius at the Keyboard Album (A Treasury of Immortal Performances)—V De Pachmann-I. J. Paderewski-S. Prokofiev-S. Rachmaninoff-M. Rosenthal-Dr. A. Schweitzer (1-12") V (33) LCT-1000
Bach: Suite No. 2 in B Minor Album—Stuttgart Chamber Ork-Andre Pepin-Doris Rossiaud-Karl Munchinger, cond. (1-10") London (33) LPS-313; Overture, Rondeau, Sarabande, Bourree 1 & 2, Polonaise, Menuet, Badinerie	Mahler: The Youth's Magic Horn Album—Vienna State Opera Ork-Felix Prohaska, Cond.-Lorna Sydney-Alfred Poell (2-12") Vanguard (33) VRS 412-413
Bliss: String Quartet in F Minor Album—Griller String Quartet (1-10") London (33) LPS 299	

DEALER DOINGS

Sales Tips

Nick Lomakin, Pittsburgh, reports success with the use of car card advertising but complains that the volume of disks being released is entirely too high. Irving Lefer, 14th Street Card and Record Center, New York, hyped falling sales on "The Thing" by setting up a window display which offered a "thing" free to anyone who purchased the records. Free gift was 1950 calendar taken from the surplus stock of the stationery department.

News and Chatter

Oceanside Television & Camera, Brooklyn, operated by H. Golden, has just added a record department. Sterling Devers, formerly with Philadelphia disk distributor David Rosen, recently returned from Atlanta, to marry Anne Frizani. C. H. Stephenson Music Company, Raleigh, N. C., moved to a new location in the New Cameron Village housing development. The new shop is said to be one of the most modern and beautiful in the South. Joe Wider, formerly manager of the Premier Record Shops, Philadelphia, has opened his own store, Midtown Music. Report carried in this column that Bob Forgey had left the Melody Shop, Columbus, O., for a position with Benart Distributors, was erroneous. Bob is actually with Fisher Distributors, Cleveland. Len Levy, Hoffman Music, Rochester, N. Y., reports that the recent June Christy appearance at a local club increased sales of her records and Stan Kenton's, too. "It made this town a little more conscious of progressive music," says Levy. Jack Murphy, Tower Drug Store disk department, Sacramento, is now in the air force at Lackland Field, Texas.

'We Want' Department

"—some more Roy Acuff records. There are plenty of calls for new songs by him."—Carlisle Radio Company, Carlisle, Pa. "—prompt shipments on record hits. The radio stations are still getting them so far in advance that the customer has lost interest by the time our stock arrives."—Cudahy Record Shop, Cudahy, Wis. "—less time lag between the time we get hit records and the time when local disk jockeys plug them. We lose many sales because of the spread."—Tosi Music, Boston. "—some ideas on how to display and give self-service on 45 r.p.m. singles. It looks as if it's coming to the use of green stock envelopes just like we use for 78, but then we have no self-service and lose some sales. Someone ought to bring out an inexpensive 45 display. Victor's and Capitol's are much too high in cost."—The Music Shop, Greenwood, Miss. "—to see more classical reviews covering all labels. The Billboard information is a great help to us in buying classics. Most disk buyers can use their own judgment to a large extent on pop records, but without any information on the classics, it's hard to buy correctly."—I. E. Sassaman, Modern Music Centre, Tamaqua, Pa.

Mozart: Sonata in C Major (K:79) Album—Florenca Raitzin (Sonata in F) (1-12") R. E. B. Editions (33) 4

Purcell: When I Am Laid in Earth—L. Stokowski Symphony Ork (Bach: Komm', Susser) (1-7") V(45)49-3087

Saint Saens: Printemps Qui Commence—Blanche Thebom, London Symphony Ork, Braithwaite, cond. (Mon Coeur) (1-7") V(45)49-3104

Varese: Complete Works Vol 1 Album—Rene LeRoy N. Y. Wind Ensemble—Juliard Percussion Ork, Frederick Waldman, cond. (1-12") EMS (33) 401

Wagner Album (A Treasury of Immortal Performances)—L. Lehmann-F. Leider-E. Rethberg-F. Schorr-E. Schumann-Heink-J. Gadske (1-12") V (33) LCT-1001

Stravinsky: Le Sacre du Printemps Album—L'Orchestre de la Suisse Romande, Ernest Ansermet, cond. (1-12") London LLP-303

Best Selling Children's Records

... Based on reports received February 7, 8 and 9

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	Title	Label
20	1	1	TWEETY PIE (One Record)	M. Blanc-B. May. Cap(78)CAS-3074; (45)CAS-3074
53	2	2	CINDERELLA (Two Records)	I. Woods and Others. V(78)Y-399; (45)WY-399
18	3	3	BOZO ON THE FARM (Two Records)	P. Colvig-B. May. Cap(78)DBX-3076; (45)CBXF-3076
23	4	4	BUGS BUNNY MEETS HIWATHA (One Record)	M. Blanc-B. May. Cap(78)CAS-3072; (45)CAS-3072
13	6	4	BUGS BUNNY SINGS (Two Records)	M. Blanc. Cap(78)DBS-3077; (45)CBSF-3077
1	—	6	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc. Cap(78)1360; (45)F-1360
137	7	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters. Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
13	10	8	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May. Cap(78)CAS-3073; (45)CAS-3073
135	5	9	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig. Cap BBX-34; DBX-114; (45)CBXF-3030
18	8	10	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd. Cap(78)CBX-3075; (45)CBXF-3075
1	—	10	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork. Col(78)MJV-85; (33)4-709
24	10	12	TREASURE ISLAND (Two Records)	B. Driscoll. V(78)Y-416; (45)WY-416
50	8	13	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks. Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
64	13	13	BUGS BUNNY IN STORYLAND (Two Records)	M. Blanc-A. Livingston. Cap(78)DBX-3021; (45)CBXF-3022; (33)HX-3063
11	14	15	HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	B. Smith. V(78)Y-414; (45)WY-414

Best Selling Pop Albums

... Based on reports received February 7, 8 and 9

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. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Last Week	This Week	Title	Label
1	1	SOUTH PACIFIC	Mary Martin-Ezio Pinza. Col(78)MM-850; (33)ML-4180
3	2	CALL ME MADAM	E. Merman-D. Haymes-E. Wilson-G. Jenkins. Dec(78)A-813; (33)DL-5304
2	3	GUYS AND DOLLS	Original Cast. Dec(78)DA-825; (33)DL-8036
4	4	VOICE OF THE XTABAY	Yma Sumac. Cap(78)CD-244; (33)H-244
5	5	CARNegie HALL JAZZ CONCERT	B. Goodman, Vol. I and II. Col(33)SL-160
6	6	THREE LITTLE WORDS	Original Cast. MGM(78)53; (33)E-516
9	7	TWO WEEKS WITH LOVE	J. Powell-C. Carpenter-D. Reynolds. MGM(78)MGM-61; (33)E-530
8	8	CALL ME MADAM	D. Shore and Original Cast. V(78)OC-1; (33)LOC-1000
7	9	TEA FOR TWO	Doris Day. Col(78)C-215; (33)CL-6149
10	10	YOUNG MAN WITH A HORN	Doris Day-H. James. Col(78)C-198; (33)CL-6106

Best Selling 45 R.P.M.

1	1	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza. Col(78)MM-850; (45)A-850
2	2	TOAST OF NEW ORLEANS (Two Records)	M. Lanza. V(45)WDM-1417
3	3	THREE LITTLE WORDS (Four Records)	Original Cast. MGM(78)53; (45)K-53
4	4	VOICE OF THE XTABAY (Four Records)	Yma Sumac. Cap(78)CD-244; (45)CDF-244
6	5	CALL ME MADAM (Six or Four Records)	E. Merman-D. Haymes-E. Wilson-G. Jenkins. Dec(78)A-818; (45)9-166; Dec(78)A-813; (45)9-153
6	6	GUYS AND DOLLS (Seven Records)	Original Cast. Dec(78)DA-825; (45)9-203
8	7	CALL ME MADAM (Five Records)	D. Shore and Original Cast. V(78)OC-1; (45)WOC-1
9	7	TWO WEEKS WITH LOVE (Three Records)	J. Powell. MGM(78)61; (45)K-61
5	9	TEA FOR TWO (Four Records)	Doris Day. Col(78)C-215; (45)B-215
—	10	MR MUSIC (Four Records)	B. Crosby-Andrews Sisters-D. Kirsten. Dec(78)A-790; (45)9-101

Classical Reviews

STRAVINSKY: LE SACRE DE PRINTEMPS 75
—L'Orchestre De La Suisse Romande, Ernest Ansermet, Cond. (1-12") London (33) LLP 303

For the second time in as many years, FFRR has recorded this popular Stravinsky ballet score known too as "The Rite of Spring." The rendition at hand was especially done for the LP medium with Ansermet, a prime interpreter of Stravinsky, displacing van Beinum as conductor and the Swiss orchestra replacing the Concertgebouw. Result is a rendition of insight and fire, several notches the superior of the initial reading. The recording sound, as seems to be the custom with London's longhair work these days, is magnificent. Disking will offer some competition to the composer's own very excellent Columbia reading, till now the only LP version on the market.

MOZART: DIVERTIMENTO NO. 17 IN D MAJOR (K. 334) (for two violins, viola, cello, bass and two horns). Members of The Vienna Octet (1-12") London (33) LLP 235

The consistency of splendid performance and excellent recording maintained by FFRR is extended to include this completely delightful early Mozart. This is perhaps the most profound of the composer's divertimenti, pieces which were written primarily to entertain for both indoor and outdoor socials. This quite wonderful music is on a level with the composer's writings for his symphonies or concerti in his later years. It is performed here with impeccable musicianship by seven players of the Vienna Octet. Mozart collectors would hardly want to miss this recording.

BACH: SUITE NO. 2 IN B MINOR FOR FLUTE, STRINGS AND CONTINUO—72
Andre Pepin-Doris Rossiaud, Stuttgart Chamber Ork, Karl Munchinger, Cond. (1-10") London (33) LPS 313

Overture; Rondeau; Sarabande; Bourree 1 and 2; Polonaise; Menuet; Badinerie
London continues its growing library of superb J. S. Bach orchestral recordings with this etching of the most popular of the suites. As was the instance with the excellent Brandenburg Concerti and Suite No. 3 recordings, the performers are the Stuttgart Chamber Ork conducted by Karl Munchinger. Result is a recording which is a complete delight. It is a refreshing, spirited job delivered within the scholarly confines of the "authentic" interpretation, thus making use of harpsichord continuo and a chamber ensemble. Pepin matches the general splendor of the diskings in his fine reading of the solo flutist's role. An exceptionally fine addition to the J. S. Bach recorded literature.

BYRD: MASS FOR FOUR VOICES—Fleet Street Choir, T. B. Lawrence, Cond. (1-10") London (33) LPS 301

Kyrie Eleison; Gloria in Excelsis; Sanctus; Benedictus; Credo; Agnus Dei.
The Fleet Street Choir of London, whose Decca recording of Byrd's Five-Part Mass is a model waxing of the great British composer's choral writing, have another standout recording here. The work is a lovely succession of soaring melodies, sung with grace and perfect teamwork. The voices melt into a rich choir blend in organ-like harmonies, recorded in cathedral-like depth and solidity.



Mindy's best since "Candy and Cake"

"BOUTONNIERE"

MINDY CARSON

ON VICTOR 20-4018 47-4018*

This week's New Releases ... on RCA Victor

Release 51-7

Ships Coast to Coast, Week of February 18

POPULAR

- LIZA KIRK Charlie Is My Darling Beautiful Brown Eyes 20-4062-(47-4062)*
BOB DEWEY and His Orchestra The Merry Widow Waltz Vilia 20-4063-(47-4063)*
THE THREE SUNS and LARRY GREEN The Legend of the Glass Mountain Tenderly 20-4064-(47-4064)*
FREDDY MARTIN and His Orchestra The Aba Daba Honeymoon Beautiful Madness 20-4065-(47-4065)*

COUNTRY

- ROSALIE ALLEN and The Black River Riders Cranberry Kisses and Strawberry Hugs Station L-O-V-E Signing Off 21-0434-(48-0434)*
HANK PENNY and His California Cowhands No Muss-No Fuss-No Brother A Bad Penny Always Returns 21-0436-(48-0436)*

SACRED

- THE CARPENTER TRIO What Could I Do? In the Shadow of Thy Wings 21-0435-(48-0435)*

BLUES

- TAMPA RED Midnight Boogie I Miss My Lovin' Blues 22-0112-(50-0112)*

POP-SPECIALTY

- LAWRENCE DUCHOW and His Red Raven Orchestra Zing Zing-Zoom Zoom Dick's Polka 25-1187-(51-1187)*

*45 r.p.m. cat. nos.



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

- IF/Zing Zing-Zoom Zoom Perry Como 20-3997-(49-3997)*
Be My Love Mario Lanza 10-1561-(49-1353)*
In Your Arms / A Penny a Kiss Dinah Shore and Tony Martin 20-4019-(47-4019)*
You're Just in Love Perry Como and the Fontane Sisters 20-3945-(47-3945)*
The Rhumba Boogie Hank Snow 21-0431-(48-0431)*
Bring Back the Thrill Eddie Fisher and Hugo Winterhalter's Orch 20-4016-(47-4016)*
There's Been a Change in Me Eddy Arnold 21-0412-(48-0412)*
My Heart Cries for You Dinah Shore 20-3978-(47-3978)*
I'm Moving On Hank Snow 21-0328-(48-0328)*
Across the Wide Missouri Hugo Winterhalter 20-4017-(47-4017)*
Peter Cottontail Spike Jones 20-4055-(47-4055)*
Would I Love You Tony Martin 20-4056-(47-4056)*
It's No Secret Three Suns 20-3976-(47-3976)*
The Thing Phil Harris 20-3968-(47-3968)*
A Bushel and a Peck Perry Como and Betty Hutton 20-3930-(47-3930)*



indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- Down in Nashville, Tennessee Dinah Shore 20-4015-(47-4015)*
The Disk Jockeys Pick, The Billboard, Februar 10th.
May the Good Lord Bless and Keep You Eddy Arnold 21-0425-(48-0:25)*
The Country and Western Disk Jocks Pick The Billboard, February 10th.
What Did I Do? The Fontane Sisters 20-4009-(47-4009)*
Coming up strong in the Disk Jockey charts, Variety, February 7th.

TIPS

Liza Kirk's Great "CHARLIE IS MY DARLING" 20-4062 (47-4062)*

MINDY CARSON'S "BOUTONNIERE" 20-4018 47-4018*

MINDY CARSON'S "BOUTONNIERE" 20-4018 47-4018*

Release 51-6 Ships Coast to Coast, Week of February 11

POPULAR

- VAUGHN MONROE Faithful 20-4059-(47-4059)* They're Playing Our Song
DINAH SHORE Lonesome Gal 20-4060-(47-4060)* Too Late Now
DENNIS DAY St. Patrick's Day Parade 20-4061-(47-4061)* B'Gilly, B'Golly, B'Gorrah

COUNTRY

- THE CARTER SISTERS I've Got My Share of Trouble 21-0433-(48-0433)* Columbus, G-A

BLUES

- BLOW-TOP LYNN AND HIS HOUSE ROCKERS Relievin' Blues 22-0110-(50-0110)* School Boy Blues

SPIRITUAL

- THE STARLIGHT SPIRITUAL SINGERS Step By Step 22-0111-(50-0111)* This World Won't Stand Much Longer

*45 r.p.m. cat. nos.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Les Paul



with
The Smash Dixieland Favorite

**little
rock**

getaway

(78 rpm)
1316



(45 rpm)
F1316

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received February 7, 8 and 9

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 Mus'c Popularity Chart, Part 1.

POSITION	Weeks	Last	This	Record	Artist	Label
	to date	Week	Week			
13	1	1	1	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
10	2	2	2	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP
5	4	3	3	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
7	6	4	4	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
6	9	5	5	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—BMI
13	3	6	6	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI (Ames Bros.-R. Ross Ork, Coral 60333; T. Tucker Ork, MGM 10864; S. Reichtzeit, Banner B 585; Two Ton Baker-David LeWinter Ork, Mer 5548; T. Brewer-H. Jerome Ork, London 873; S. Gibson's Original Red Caps, V 20-3986; June Carter, V 21-0411; A. Godfrey-A. Bleyer Ork, Col 39068; D. Kaye, Dec 27350)
6	5	7	7	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
15	7	8	8	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP (R. Flanagan Ork, V(78)20-3904, (45)47-3904; F. Laine, Mer 5395; P. Weston Ork-N. Luboff Choir, Col 38982; M. Lewis-H. Mooney Ork, MGM 10772; R. Anthony, Cap 1190; Embassy Trio, Mastertone 75-100-1; F. Sinatra, Col 39044)
10	8	9	9	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
7	10	9	9	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V(78)20-3945; (45)47-3945—ASCAP
9	14	11	11	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
5	18	12	12	ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP
6	15	13	13	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
6	12	14	14	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
6	13	15	15	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
19	16	16	16	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP
24	11	17	17	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)3-38963; (45)4-38963—ASCAP
4	16	18	18	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI (Rosemary Clooney, Col 39212; H. Hawkins, King 932)
13	25	19	19	NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904—ASCAP
2	20	20	20	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP (E. Howard, Mer 5567; T. Brewer-S. Lanson, London 878; Mary Mayo-Al Ham, Cap 1350)
6	29	21	21	TENNESSEE WALTZ	J. Stafford	Col(78)39065; (33)3-39065; (45)4-39065—BMI
1	—	21	21	VELVET LIPS	G. Lombardo	Dec(78)27393; (45)9-27393—ASCAP (D. Cornell, V 20-3991)
5	19	23	23	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
15	20	24	24	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930—ASCAP
1	—	24	24	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP (Vinni De Campo, London 960; B. Eckstine, MGM 10903; T. Fontaine-L. Douglas Ork, Mer 5575; Mary Mayo-Al Ham, Cap 1350)
1	—	24	24	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP (J. Gray Ork, Dec 27402; Helen O'Connell, Cap 1368; Ewe Young-Jack Fleis, London 892)
1	—	24	24	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
6	20	28	28	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; Ewe Young-Two Adams, London 962)
2	28	29	29	MY HEART CRIES FOR YOU	R. Foley-E. Knight	Dec(78)27378; (45)9-27378—ASCAP (G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Damone, Mer 5563; J. Stafford-G. Autry, Col 39086; V. Young Ork, Dec 27333; Bill Farrell, MGM 10868; Lulu Belle & Scotty, Mer 6304; King Odum Four, Derby 754; D. Washington, Mer 8209)
1	—	29	29	PENNY A KISS, PENNY A HUG	E. Howard	Mercury(78)5567; (45)5567X45—ASCAP
1	—	29	29	CHICKEN SONG	G. Lombardo	Dec(78)27393; (45)9-27393—ASCAP (Dottie O'Brien-Joe Fingers Carr, Cap 1409)

Mercury
RECORDS



TOP "POP" RELEASES



PATTI PAGE

TWO TOP HITS!

"Mockin' Bird Hill"

AND

"I LOVE YOU BECAUSE"

MERCURY 5595 • 5595X45

HIT NO. 2

"Would I Love You"

AND

"SENTIMENTAL MUSIC"

MERCURY 5571 • 5571X45



VIC DAMONE

BIG FROM COAST TO COAST

"Tell Me You Love Me"

"LITTLE CAFE PAREE"

MERCURY 5572 • 5572X45

ALSO SELLING FAST

"MUSIC BY THE ANGELS"

"MY HEART CRIES FOR YOU"

MERCURY 5563 • 5563X45

"IF"

"YOU AND YOUR BEAUTIFUL EYES"

MERCURY 5565 • 5565X45



EDDY HOWARD

AND HIS ORCHESTRA

1. **"PENNY A KISS, PENNY A HUG"**

"I Still Feel The Same About You"

MERCURY 5567 • 5567X45

2. **"WHEN YOU RETURN"**

"Little Small Town Girl"

MERCURY 5576 • 5576X45

3. **"AROUND THE WORLD"**

"I'm All That's Left of The Old Quartet"

MERCURY 5590 • 5590X45

AND HIS BIG ONE . . . **"TO THINK YOU'VE CHOSEN ME"**

MERCURY 5517 • 5517X45



KITTY KALLEN

AND

RICHARD HAYES

THE NEW BIG NOVELTY HIT!

"Aba Daba Honeymoon"

AND

"I DON'T WANT TO LOVE YOU"

MERCURY 5586 • 5586X45



AMERICA'S NEWEST
SINGING STYLIST

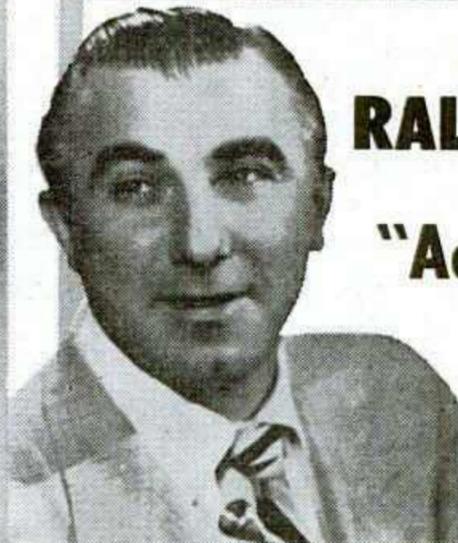
BILLY DANIELS

"I Get A Kick Out Of You"

AND

"Too Marvelous For Words"

MERCURY 5585 • 5585X45



1951's NEW BAND

RALPH MARTERIE

AND HIS ORCHESTRA

"Across The Wide Missouri"

AND

"Silver Moon"

MERCURY 5428 • 5428X45



INTRODUCING

DORIS DREW

FIRST MERCURY RECORD

"Beautiful, Beautiful Brown Eyes"

AND

"Shut Up!"

(AND MAKE LOVE TO ME)

MERCURY 5370 • 5370X45



SKIP FARRELL

WITH

LEW DOUGLAS

ORCHESTRA

"Love Sick Blues"

"IF I WERE A BLACKBIRD"

MERCURY 5593 • 5593X45

AND

"THE SEVEN WONDERS OF THE WORLD"

"SAID MY RIGHT EYE TO MY LEFT EYE"

MERCURY 5594 • 5594X45



HANK SNOW

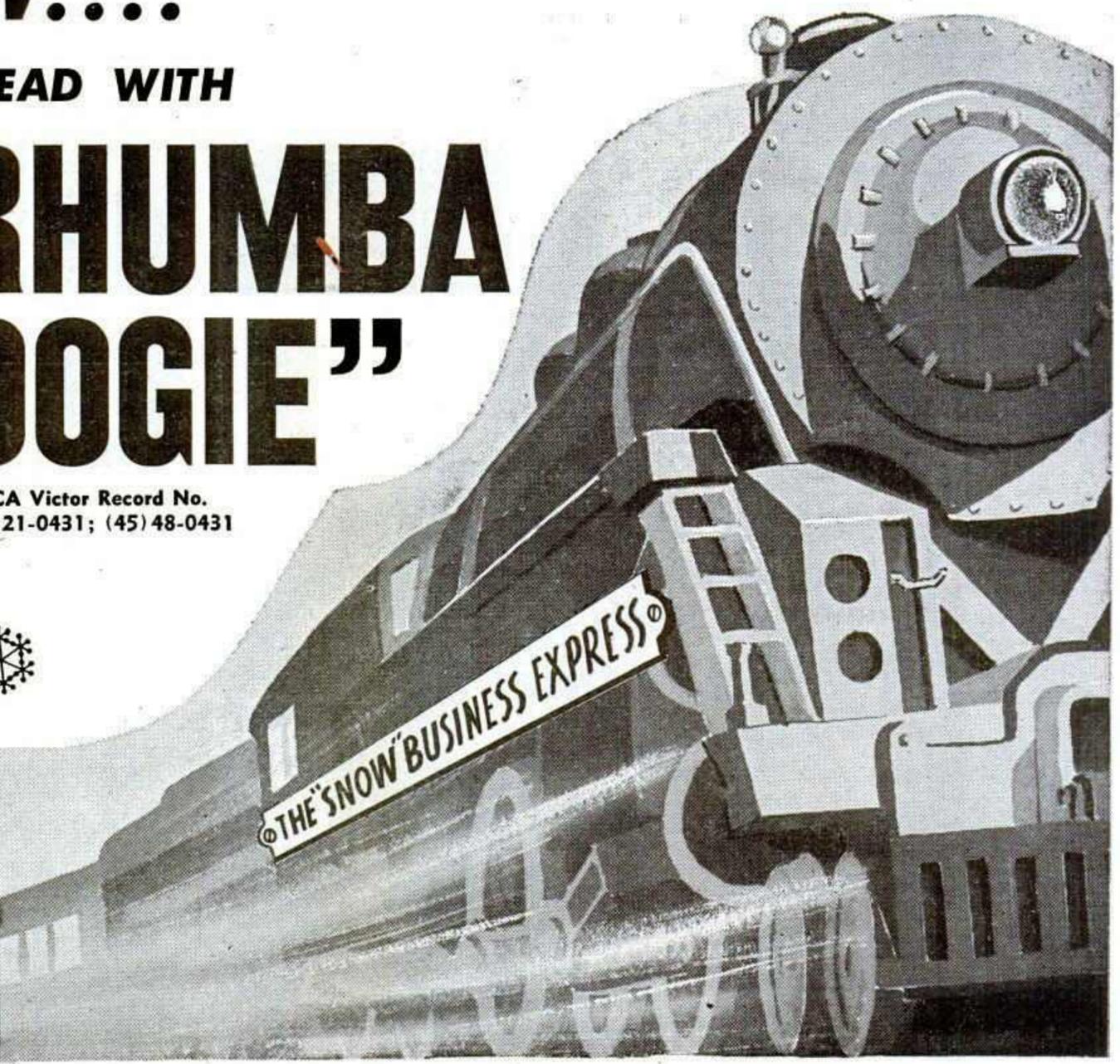
the "Singing Ranger" and
his Rainbow Ranch Boys

FIRST... "I'M MOVING ON"
THEN... "THE GOLDEN ROCKET"
AND NOW....

FULL STEAM AHEAD WITH

"THE RHUMBA BOOGIE"

RCA Victor Record No.
(78) 21-0431; (45) 48-0431



**CASH IN NOW ON
PERSONAL APPEARANCES**
with America's No. 1 Folk Ballad Singer because
"There's No Business Like 'SNOW' Business!"

Contact **NORM RILEY**
WSM, NASHVILLE, TENN.

Featured Star on
GRAND OLE OPRY
and **WSM-TV**

WRITING EXCLUSIVELY FOR HILL & RANGE SONGS
Under The Exclusive Management of **NORM RILEY**
WSM NASHVILLE, TENN.

THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

Based on reports received February 7, 8 and 9

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...

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Info. Top entry: 6 3 1. THERE'S BEEN A CHANGE IN ME. E. Arnold.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received February 7, 8 and 9

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...

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Info. Top entry: 9 1 1. SHOTGUN BOOGIE.

Advance Folk (Country & Western) Record Releases

Table listing upcoming record releases with columns: Record Title, Artist, and Record Info. Top entry: All That I'm Asking Is Sympathy—Eddie Dean.

FOLK TALENT AND TUNES

By JOHNNY SIPPTEL

Artists' Activities

Jimmy Osborne has not moved to WKLX, Lexington, Ky., from WLEX, Lexington, Ky., as reported. He is now at WVLK, Versailles, Ky.

Jimmie Skinner (Capitol) is back at WROL and WIBK, Knoxville, working with his mandolin player, Ray (Curley) Lunsford.

Fred Cook, KFBS, Joplin, Mo., reports that the Hopkins Boys from Galena, Kan., have joined the station's talent cast.

Patsy Montana has returned to her home in Hot Springs, following four months at WQAM, Miami Beach.

Disk Jockey Doings

Larry Keith reports that Jack Cardwell and Tom Jackson are splitting up morning h.b. spinning duties at WKAB, Mobile, Ala.

Uncle Don Andrews, WSGW, Saginaw, Mich., is now spinning a kiddish show Saturday mornings.

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received February 7, 8 and 9

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys.

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Info. Top entry: 6 1 1. THERE'S BEEN A CHANGE IN ME. E. Arnold.

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.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale. Top entry: EDDIE KIRK, Rolls on Like the World, 76--76--76--76.

A GREAT STANDARD WITH NEW LYRICS "WITHIN MY HEART" (LA GOLONDRINA) By PEE WEE KING, Nation's No. 1 Western Band Leader.

THE BILLBOARD Music Popularity Charts

• Advance Rhythm & Blues Record Releases

Each Time—Paul Gayten (Yeah, Yeah) Regal 3312
 Emaline—Peppy Prince (What She's) Mer 8216
 Goodnight, My Love—Ray-o-Vacs (Take Me) Dec 48197
 Heartache Baby—Joe Hill Lewis (I Feel) Modern 20-795
 Hey, Everybody—Charles Norris (What's Good) Mer 8215
 I Feel Like a Million—Joe Hill Lewis (Heartache Baby) Modern 20-795
 I'm Still in Love With You—Melvin Moore (Moanin' the) National 9147
 Jump, Everybody Jump—Joe Morris (Yeah! Yeah!) Atlantic 931
 Lilacs in the Rain—The Ravens (Time Is) National 9148
 Moanin' the Blues—Melvin Moore (I'm Still) National 9147
 Papa Tree Top Blues—Miss Cornshucks-Benny Carter (Rock Me) Coral 65045
 Rock Me to Sleep—Miss Cornshucks-Benny Carter (Papa Tree) Coral 65045
 Take Me Back to My Boots and Saddle—Ray-o-Vacs (Goodnight My) Dec 48197
 Time Is Marching On—The Ravens (Lilacs in) National 9148
 What She's Got Is Mine—Peppy Prince (Emaline) Mer 8216

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Modern Records' Jules and Saul Bihari on a three-week talent hunt thru the South, which climaxes in the Bahamas. . . . Jim Wynn and ork and Snake Sims cut four sides for Mercury. Ork formerly backed T-Bone Walker. . . . Discovery thrush Damita Jo in Salt Lake City's Casbah. Diskery's 88-er Paul Smith set with Benny Goodman group at the Desert Inn, Las Vegas, Nev. . . . Fats Domino leaves Saturday (17) on a four-month p.a. tour. The Imperial artist expects to go thru New York, Georgia, Florida and other Southern States. . . . The Harmonica's initial sides for Intro, Aladdin subsid, will be "Hullabaloo" and "Misirlou." . . . Jimmy Witherspoon back in Hollywood following an Eastern junket. . . . Last week was Roy Milton's final week at the Last Word Cafe, Hollywood. The Specialty orkster bowed when the spot reopened last month.

The National Urban League ran off its annual Beaux Arts masquerade and dance at the Savoy Ballroom in New York last Friday (2). . . . Dan Kersey, a new warbler from Boston, was inked to a Decca disking pact by the waxery's r. and b. recording topper, Joe Thomas. Latter took on for a talent and tune search last week, with his key stop due to be made in Atlanta. . . . Atlantic Records last week inked its first pop quartet, the Clovers. Group, which previously sliced a couple of sides for the Rainbow diskery, also inked a booking pact with Shaw Artists Corporation and has been booked to play an initial date for the agency at the Apollo Theater, New York, February 15 week.

Jolly Joyce Agency, Philadelphia, reports a four-week engagement for Steve Gibson and the Red Caps, continuing until March 4, at the Chi Chi Club in Palm Springs, Calif., where they will cut four more sides for the RCA Victor label before returning East for a March fortnight at Chubby's, Collingswood, N. J. . . . Also set to return to the East again are the Three Peppers, winding up a long run-February 26 at the Brass Rail in London, Ont. . . . Four Tunes, also booked by the Joyce agency, currently set at Philadelphia's Holiday Manor, moving to Chubby's for the March 5 week, then back to Philly for the March 12 week at the Showboat.

The move of Central Record Sales Company, Hollywood, to a new location was accompanied by the addition of the Imperial Records disk line. Distribber handles such indies as Specialty, Aladdin, Atlantic, Apollo, Swing Time, Chess, Premium, Children's Record Guild, Rainbow, Derby, Pan-American and Gotham. Central covers from Fresno to the Mexican border and east to Las Vegas, Nev.

Cecil Gant, a veteran of the r. and b. disking field, died last week in Nashville. Gant was a prolific tune writer and recording artist. His recordings appeared on as many as a dozen labels in the past five years. He was pacted exclusively to Decca at the time of his death. Gant's best known tune is "I Wonder," the disking which brought him into prominence during World War II while still in army uniform.

Derby diskery topper Larry Newton took off for a tour of distributors in Southern territory. . . . Lionel Hampton, who left the Decca diskery at conclusion of his pact, has been negotiating with Victor as well as independent waxers. Hamp goes into Rustic Cabins, Englewood, N. J., February 15 for two weeks following his current Capitol Theater, New York, run. . . . Ivory Joe Hunter makes his first trip into Canada to play eight days at the Colonial Tavern, Toronto, beginning March 24. . . . Billy Eckstine goes into New York's Copacabana for two weeks beginning March 1.

• 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	STYLING	BEAT	INSTRUMENTAL	DUET
ALADDIN 3076	CHARLES BROWN	Once There Lived a Fool	68--70--70--65			
		ALADDIN 3076—A raft of diskings of this tune continues to follow the Grissom original. Brownie does his usual suave job, but outside of his fans, side shouldn't mean much.				
		Black Night	83--83--83--83			
		An impressive, moody blues, penned by Jesse Mae Robinson, author of "Once There Lived a Fool," gets a sultry, provocative go from Brown and combo. Could click.				

(Continued on page 29)

Joe Morris's small jump crew, Atlantic Records recording group, heads for its first Texas tour from out of the Showboat nitery in Philadelphia. Tour kicks off February 15. In addition to his girl singer, Laurie Tate, Morris has come up with a boy vocalist, Bob Mitchell, who was discovered by the ex-Hampton sideman and arranger in Washington. . . . Coleman Hawkins, star tenor man, and his combo will play a two weeker at the Edison Hotel, Toronto, beginning February 26. . . . Johnny Hodges's new group will slice a double date for Norman Granz and the Mercury jazz series February 26.

Sarah Vaughan, Errol Garner's Trio and Lester Young's ork will form the package for a February 21 jazz concert in New York's Carnegie Hall. It's an Al Gale agency package. . . . Decca's preparing a Buddy Johnson "Souvenirs" album. . . . The Orioles sliced eight sides for Jubilee before taking off on a Southern one-nighter tour and some theater dates. . . . Timmie Roger's first Coral coupling will feature "Alligator Meat" and "January and February," a pair of the comic's own creations. Linton Garner and a jump combo backed the singing comedian.

WATCH THIS GREAT NEW ATLANTIC HIT

Climb on the Charts!



Ruth BROWN

BETTER THAN
 "TEARDROPS FROM MY EYES"
 "I'LL WAIT FOR YOU"
 "STANDING ON THE CORNER"
 #930

Atlantic Records
 301 West 54 St. New York, N. Y.

STILL CLIMBING!

SAVOY #766
 "ROCKIN' BLUES"
 "MY HEART TELLS ME"
 JOHNNY OTIS ORCH. with MEL WALKER

SAVOY #769
 "I WILL WAIT"
 "JUST TO SEE YOU SMILE AGAIN"
 With THE FOUR BUDDIES

3 SMASH RECORDS!

6 Sensational HITS!

SAVOY #776
 "KEEP YOUR HAND ON YOUR HEART"
 "MEAN OLE WINE"
 With BILLY WRIGHT

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

Modern's TOP HITS

"BLUES ALL AROUND ME"

by ROY HAWKINS MOD. 794
 "I FEEL LIKE A MILLION"

backed by
 "HEARTACHE BABY"

BY JOE HILL LOUIS

Modern RECORDS
 hollywood



LITTLE ESTHER

voted

BEST JAZZ AND BLUES ARTIST OF 1950

now on her way to surpassing all past records in '51

★ ON HER FIRST RECORDING FOR

Federal

LITTLE ESTHER SOLOS...
 "OTHER LIPS, OTHER ARMS!"



backed by "THE DEACON MOVES IN"

WITH EARL WARREN ORCHESTRA LITTLE ESTHER and THE DOMINOES

THE BEST JAZZ AND BLUES IN '51...WILL COME FROM

Federal

Distributed by all King Branches records

THE BILLBOARD Music Popularity Charts

BMI, SACEM

Continued from page 10

performance earnings of any SACEM tune assigned to a BMI affiliate here. Conversely, SACEM will pay BMI 50 per cent of the performance revenues of any BMI tune sub-published by a SACEM member abroad.

To date French tunes have had a rather limited success here (see other story on the development of a standard assignment form for French-American publishing swaps), but access to the SACEM catalog opens up an extensive new source of material for BMI publishers who, denied the services of the professionals, have to scrounge hard to come up with a plug-able song. (Except, of course, for the country and blues fields, in which a certain few BMI pubbers have established clear-cut dominance.)

Board Slate

Continued from page 10

Tommy Valando, Adolph Vogel (of the Philadelphia firm of Elkin-Vogel), and one other not yet set at press time.

This will be the first year that the board will be elected in its entirety, instead of on a rotating basis. Procedure generally has the present incumbents—12 clefters—running. These will be opposed by two aspirants for each spot on the board. This would make 36 candidates in all. Nine writers represent the pop and productions fields, and these men would be opposed by 18. Three incumbents repping the standard field would be opposed by six.

The pubber set-up has 11 incumbents (the Lester Santly spot being open). These will be opposed by 13 (two men for the one open spot).

Most Played Juke Box Rhythm & Blues Records

Based on reports received February 7, 8 and 9

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 to date	Last Week	This Week	Tunes	Artist	Label
13	1	1	1	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
12	2	2	2	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
17	3	3	3	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375—BMI
8	6	4	4	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
1	—	5	5	LOST LOVE	P. Mayfield	Specialty 360
4	4	6	6	TELEPHONE BLUES	F. Dixon	Aladdin 3075
20	4	7	7	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
2	10	8	8	BABY, LET ME HOLD YOUR HAND	R. Charles	Swingtime 250
3	8	9	9	DO SOMETHING FOR ME	Dominoes	Federal 12001—BMI
2	10	9	9	BLACK NIGHT	C. Brown	Aladdin 376
1	—	9	9	FRANKIE LEE	J. Liggins	Specialty 392

Best Selling Retail Rhythm & Blues Records

Based on reports received February 7, 8 and 9

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 to date	Last Week	This Week	Tunes	Artist	Label
17	1	1	1	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
17	2	2	2	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375—BMI
14	3	3	3	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
7	4	4	4	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
1	—	5	5	BLACK NIGHT	C. Brown	Aladdin 376
4	—	6	6	ROCKING WITH RED	Piano Red	V(78)22-0099; (45)50-0099
3	—	7	7	LITTLE RED ROOSTER	M. Day-Griffin Brothers	Dot 1019—BMI
5	7	8	8	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
2	10	8	8	RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099
20	8	10	10	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914

Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DIREKT	RETIRED	OPINION
----------------------	---------------	---------	--------	---------	---------

Continued from page 28

"LIGHTNIN'" HOPKINS Honey Honey Blues ALADDIN 3077—Hopkins sells a hard-hitting blues in his characteristic Southern style, with driving, percussive guitar underlining the stop-go phrasing. Good territorial item.	74--73--74--75				
Moonrise Blues Slower blues with an authentic and moving lyric makes a good companion side for flip.	74--73--74--75				
SUGAR CHILE ROBINSON I'll Eat My Spinach CAPITOL 1386—Sugar does a self-consciously "cute" chunk of material. He sings and accompanies himself to a boogie beat engagingly.	57--57--57--57				
Broken-Down Piano The young performer acquits himself wonderfully on a fine barrelhouse blues tune with a colorful lyric line.	77--79--77--75				
TINY BRADSHAW Walk That Mess KING 4427—A prime example of the wig-pop school, side opens with an attention-getting intro by Tiny and the band, and gets more frantic as it goes. Should score big.	85--85--85--85				
One, Two, Three Kick Blues Dorena Deene sings the blues to a rumba beat. Signs point to infiltration of the Latin influence in the r & b mart; if the signs are right, side could click.	77--79--77--75				
RUTH BROWN (Budd Johnson Ork) Standing on the Corner ATLANTIC 930—Miss Brown gets off an intense, moving slow blues, with strong combo support highlighted by a mood-enhancing after-hours piano. Could head for action.	86--86--86--86				
I'll Wait for You Medium jump blues in the manner and mood of thrush's smash "Teardrops" swings a storm. Painted for follow-up role, it has the ingredients to break thru.	84--84--84--84				

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DIREKT	RETIRED	OPINION
----------------------	---------------	---------	--------	---------	---------

IVORY JOE HUNTER I Found My Baby MGM 10899—Ivory supplies the answer to "I Almost Lost My Mind," a heartfelt blues job. Here's a follow up that could happen.	84--84--84--84				
I Ain't Got No Gal No More Booted by a crisp, big band, Ivory sings a hard-hitting medium blues.	83--83--83--83				
JOHNNY OTIS ORK Gee, Baby SAVOY 777—Mel Walker chants an exotic blues to a fancy orking. Side may be too high-flown.	74--76--73--73				
Mambo Boogie Fine, animated instrumental boogie-in-mambo. Experimental, but could go over if r & b market takes to the L-A kick as it shows signs of doing.	77--77--76--78				

Doing It Again!!!

with



'BLACK NIGHT'

by

CHARLES BROWN

AL 3076

ALSO

LEO AND HIS TRIO "SILVER SPURS"

backed by

"ANYTIME"

INTRO 6006



Rhythm and Blues

LATEST IMPERIAL HIT! FATS DOMINO

IMPERIAL RECORD 5114

"TIRED OF LIVING" "WHAT'S THE MATTER"

IMPERIAL RECORD CO., INC.

6425 HOLLYWOOD BLVD. • HOLLYWOOD 28, CALIFORNIA

Best Sellers on 45 RPM!

"BYE, BYE, BABY BLUES"
ROY MILTON Specialty 386-45

"I JUST CAN'T HELP MYSELF"
JOE LIGGINS Specialty 392-45

"LOST LOVE"
PERCY MAYFIELD Specialty 390-45

Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

NO IF'S OR—
MAYBE'S ABOUT
THIS ONE...

YEAH!
YEAH!
YEAH!

IT'S A
HIT
#931

by

JOE MORRIS
and his Great Band

ATLANTIC
RECORDS
301 W. 54th Street, New York

GIVE TO THE RUNYON
CANCER FUND

ABA DABA MEANS SALES

THE NOVELTY THAT'S SWEEPING THE COUNTRY!

CARLETON CARPENTER • DEBBIE REYNOLDS

ABA DABA HONEYMOON

ROW, ROW, ROW

(Both from the MGM Technicolor Picture "Two Weeks With Love")

Available 2 Record Speeds
78 RPM—MGM 30282 • 45 RPM—MGM K30282

MGM's ALL-TIME CONSISTENT BEST SELLER!

HANK WILLIAMS

DEAR JOHN

COLD, COLD HEART

Available 2 Record Speeds
78 RPM—MGM 10904 45 RPM—MGM K10904

MOANIN' THE BLUES

NOBODY'S LONESOME FOR ME

Available 2 Record Speeds
78 RPM—MGM 10832 45 RPM—MGM K10832

LOVESICK BLUES

NEVER AGAIN

Available 2 Record Speeds
78 RPM—MGM 10352 45 RPM—MGM K10352

THE ORIGINAL!
AND STILL THE BEST SELLER

ESTABLISHED HITS... THAT KEEP ON HITTING!

BILLY ECKSTINE IF • WHEN YOU RETURN (MGM 10896*) I APOLOGIZE • BRING BACK THE THRILL (MGM 10903*)

FRANK PETTY TRIO PENNIES FROM HEAVEN (COQUETTE) (MGM 10880*)

DAVID ROSE ZING ZING—ZOOM ZOOM FIDDLIN' FOR FUN (MGM 30324*)

ARTHUR (Guitar Boogie) SMITH HOT ROD RACE RHUMBA BOOGIE (MGM 10881*)

GEORGE SHEARING Quintet ROSES OF PICARDY PICK YOURSELF UP (MGM 10859*)

DAVE LANDERS CLOMP, CLICK, CLICK EV'RYTHING THAT'S GOOD (MGM 10872*)

TOMMY EDWARDS ONCE THERE LIVED A FOOL A FRIEND OF JOHNNY'S (MGM 10884)

ART LUND VELVET LIPS NUTHIN' LIKE YOU (MGM 10878*)

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

Yes! M-G-M RECORDS ARE BETTER THAN EVER!

*Also Available on 45 RPM

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.

- YEAH, YEAH, YEAH**..... Jerry Gray Ork.....Decca 27476
This infectious novelty riff opus kicked off on a Louis Prima disk is handed a swinging, persuasively hard-hitting reading by the fine Gray band. Tony Gray and ensemble for the vocals.
- I LOVE THE WAY YOU SAY GOODNIGHT**..... Russ Morgan Ork.....Decca 27445
Dean Martin.....Capitol 1342
Delightful, frothy flicker ditty from the score of "Lullaby of Broadway" is handed a pair of winning interpretations by Morgan and Martin. Martin's coupling, "If," already has stirred some sales.
- SPARROW IN THE TREE TOP**..... Guy Mitchell-Mitch Miller Ork.....Columbia 39190
The Mitchell-Miller combination, riding high with "My Heart Cries for You" and "Roving Kind," has another sock performance at hand on another of the verse-chorus pattern ditties with a retentive quality.
- WOULD I LOVE YOU (LOVE YOU, LOVE YOU)**... Tony Martin.....Victor 20-4056
Supported by an ear-arresting Henri Rene orking, Martin adds another glowing etching of this likely item to those of Patti Page and Doris Day-Harry James. Should cop a sizable share of the action.

• 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. WOULD I LOVE YOU?.....Doris Day-Harry James Ork.....Columbia 39159
2. LET ME IN.....Bobby Wayne.....London 973
3. POWDER BLUE.....Johnny Corvo.....Clipper 1009
4. CHRISTOPHER COLUMBUS.....Guy Mitchell-Mitch Miller Ork.....Columbia 39190
5. MAGIC TREE.....Nat Cole.....Capitol 1365
6. LULLABY OF BROADWAY.....Doris Day-Harry James Ork.....Columbia 39159
7. BEAUTIFUL BROWN EYES.....Rosemary Clooney.....Columbia 39212
8. IF IT HADN'T BEEN FOR YOU.....Lee Bros.-Paul Weston Ork.....Columbia 39136
9. SENTIMENTAL MUSIC.....Frankie Carle Ork.....Victor 20-4047

• 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. ACROSS THE WIDE MISSOURI.....Hugo Winterhalter Ork.....Victor 20-4017
2. IN YOUR ARMS.....Dinah Shore-Tony Martin.....Victor 20-4019
3. LOVESICK BLUES.....Kay Starr.....Capitol 1357
4. JET.....Nat Cole.....Capitol 1365
5. I APOLOGIZE.....Billy Eckstine.....MGM 10903
6. TELL ME YOU LOVE ME.....Vic Damone.....Mercury 5572
7. WAIT FOR ME.....Dinah Shore.....Victor 20-4015
8. VELVET LIPS.....Guy Lombardo Ork.....Decca 27393
9. WHEN YOU RETURN.....Don Cherry.....Decca 27435
10. WAIT FOR ME.....Guy Lombardo Ork.....Decca 27449

• 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 ABA DABA HONEYMOON.....D. Reynolds-C. Carpenter.....MGM 30282
2. LITTLE SMALL TOWN GIRL.....Ella Fitzgerald-Ink Spots.....Decca 27419
3. JET.....Nat Cole.....Capitol 1365
4. I STILL FEEL THE SAME ABOUT YOU.....Eddy Howard.....Mercury 5567
5. MAY THE GOOD LORD BLESS AND KEEP YOU.....Frankie Laine.....Mercury 5580
6. SENTIMENTAL MUSIC.....Patti Page.....Mercury 5571
7. DEAR, DEAR, DEAR.....Frankie Laine.....Mercury 5580
8. A PENNY A KISS.....Andrews Sisters.....Decca 27414
9. ACROSS THE WIDE MISSOURI.....Paul Weston Ork.....Columbia 39160
10. IN YOUR ARMS.....Jan Garber Ork.....Capitol 1384

• 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 Jockeys think tomorrow's hits will be:

1. SHINE, SHAVE, SHOWER.....Lefty Frizzell.....Columbia 20772
2. LOOK WHAT THOUGHTS WILL DO.....Lefty Frizzell.....Columbia 20772
3. DEAR JOHN.....Hank Williams.....MGM 10904
4. I WAS SORTA WONDERING.....Moon Mullican.....King 917
5. RHUMBA BOOGIE.....Hank Snow.....Victor 21-0431
6. SOMEBODY ROBBED MY BEEHIVE.....George Morgan.....Columbia 20774

FOLK TALENT AND TUNES

• Continued from page 27

andoah, Ia., is now working a live three-hour Saturday night jamboree for the Chamber of Commerce. . . . **Cousin Ed, WWXL, Peoria, Ill.**, reports that his station has joined the Liberty Broadcasting System and is carrying the big "Liberty Jamboree" with **Al Turner** and others every morning. . . . **Jack Harter, WFMY, Greensboro, N. C.**, is now doing a three-and-a-half-hour morning show daily of country disks. . . . **Frank Page** reports **Lefty Frizzell** went over big on a one-date appearance on the "Louisiana Hayride" over **KWKH, Shreveport, January 27**. . . . **Jon Farmer, WAGA, Atlanta**, is now doing daily 15-minute TV show locally

with **Boots Woodall** and the **Radio Wranglers**.

Happy Hal Burns, WBRC, Birmingham, received a new convertible from a local dealer, and **Oscar Davis**, the promoter, during the recent "Grand Ole Opry" one-nighter, sponsored by Davis. Two shows pulled 6,000 admishes, with **Jimmy Dickens** and **Hank Williams** starred. . . . **Ken Ritter** has moved from **KTRC to KFDM**, both Beaumont, Tex., outlets. . . . **Rocky Rauch** and his band, **KTLN, Denver**, are doing March of Dimes shows in the vicinity. . . . **Red Kirk (Mercury)** is now doing a one-hour show daily over **WIMA, Lima, O.**, of rustic disks.

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 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	DISK JOCKEYS	RETAILERS	OPERATORS
----------------------	---------------	--------------	-----------	-----------

POPULAR

APRIL STEVENS-THE DAYDREAMERS (Russ Garcia Ork)				
Don't Do It	SOCIETY 9-10—Double-entendre material gets a sexy rendition from the husky-voiced Stevens gal.	65	NS	60--70
The Sweetest Day	Gai gives a typical Tin Pan Alley ballad a whispery reading. Garcia ork and chorus supply a lush backing.	60	60	60--60
MACKLIN MORROW (Lawrence Brooks)				
Take My Love	MGM 30325—Pop ballad based on Brahms' melody from his Third Symphony is sung by concert-style baritone Brooks, with the lush Morrow ork supplying the stringful backing.	68	69	68--68
In Old Vienna	Another waltz taken from the classics serves as a pleasant hunk of listening material.	68	69	68--68
TOMMY TUCKER (Don Brown)				
By Heck	MGM 10897—Pleasant instrumental waxing of the oldie is done in a relaxed dance tempo.	68	68	68--69
Shenandoah Waltz	Don Brown and the trio give the promising new waltz a dreamy-type go. Pretty melody could stir business for the pop reading of the C&W tune.	79	80	79--79
ART MOONEY (Alan Foster-Skylarks)				
Just for Tonight	MGM 10906—With a voice akin to Bill Farrell's, Foster sings effectively on the new Benjamin-Weiss ballad. Mooney ork and the Skylarks back the chanter in a tango beat.	75	76	74--74
Faithful	Another new ballad, this class tune, is agreeably performed by Foster, Mooney's ork, et al.	71	72	70--70
ZIGGY ELMAN (Emma Lou Welch)				
I'd Climb the Highest Mountain	MGM 10902—Elman ork and chirp Welch essay the oldie with an eye on the Harry James ballad diskings.	70	70	70--70
Zig's Mambo	Yankee-style mambo is played with a good beat. Okay instrumental for terpers.	68	68	68--68
SAMMY KAYE (Kaydets)				
You and Your Beautiful Eyes	COLUMBIA 39156—With the trio handling vocal chores, Kaye has turned out a rather polite version at society-bounce tempo of the engaging rhythm tune from "At War With the Army." Fine song salesmanship and excellent dance disk. Should do well especially if song connects.	85	85	85--85
Tonda Wanda Hoy	Kaye & Co. are at home with this pleasant nonsense ditty from the same flick. They take it in an easier tempo, for a relaxed, dancey side.	85	85	85--85
TONY BENNETT (Marty Manning Ork)				
Once There Lived a Fool	COLUMBIA 39187—Bennett knocks out his best side yet in an intense, high-keyed reading of the r & b click, enhanced by a dramatic orking.	82	83	80--82
I Can't Give You Anything But Love	A re-issue. Reviewed here July 8, 1950.	75	78	71--76
HELEN KANE (Jimmy Carroll Ork)				
The Beanbag Song	COLUMBIA 39154—The Jerry Lester tune done boop-a-doop is mighty slim pickings.	51	53	50--50
I Taut I Taw a Puddy Tat	Tune is moving up via the Mel Blanc version on Capitol; Miss Kane's little-girl treatment and a fanciful orking could do moderate cover business.	77	79	77--75
SONS OF THE PIONEERS-FONTANE SISTERS (Dewey Bergman Ork)				
Handsome Stranger	V 20-4054—An attractive cowboy ballad is done up pleasantly by the Pioneers and the Fontanes. Not much of consequence, tho.	68	69	67--68
Grasshopper Heart	A rather silly ditty is done neatly enough by the team of teams; material keeps the whole effort below standard.	58	60	55--56
CATHY MASTICE				
One Little, Two Little, Three Little Kisses	V 20-4058—Happy little bouncer is handled rather unevenly by this latest addition to the Victor roster.	67	68	67--67
With These Hands	Big dramatic ballad is done unimpressively by the thrush. Orking on both sides is a saving grace.	60	62	58--60
FRANKIE CARLE (Roger Coleman-Joan House)				
I Love the Way You Say Goodnight	V 20-4057—Tasty bounce dance ork treatment of a cute new flicker ditty should grab off shekels if tune scores. Coleman-House duet is light, nicely done.	83	84	82--83
Sentimental Music	Lots of Carle 88-ing on this terp treatment of an extra infectious new item of promise; Joan House turns in an engaging chorus. Pleasant coverage double-decker should do okay.	81	82	80--80
TONY MARTIN (Henri Rene Ork)				
Would I Love You (Love You, Love You)	V 20-4056—A strong orking, especially an enticing intro, paves the way for a substantial reading of a promising, meaty item. Martin sings it okay. Should score for profits.	86	87	86--85
I Apologize	Martin does a fine job on this revival attempt on a strong oldie. With a few other versions due, tune could go and this rendition should be in with winners.	86	87	85--86
BOB CROSBY (The Bobcats-Bucket Brigade)				
The Sidewalk Shufflers	CORAL 60368—An offspring of the "Beat Me Daddy" family, this catchy eight-beat deal has an undeniable toe-tapping quality which could cue juke and jock spins.	80	82	77--81
Drop Another Bean in the Bucket, Joe	Translated this means: Drop another dime in the juke box. The plea is not a likely one in this case, especially at the upped tariff.	64	65	62--65

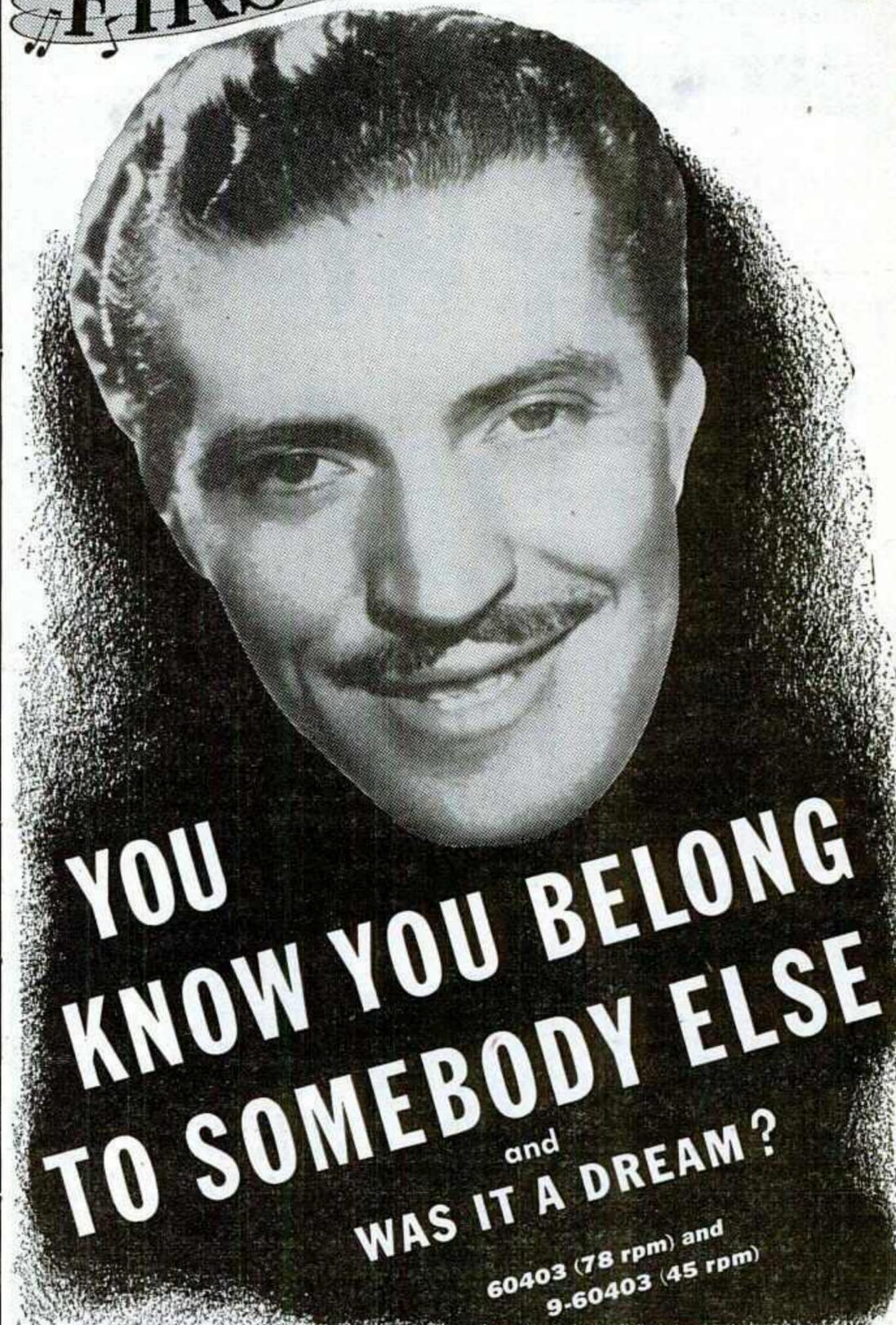
(Continued on page 32)

Now ON

CORAL
RECORDS

HERB JEFFRIES

FIRST RELEASE!



CORAL RECORDS
America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

SMASH SUCCESS FROM COAST-TO-COAST!

AL MORGAN
AND THE KEY-TONES

"WHAT WILL I TELL MY HEART"

backed by
GREAT DAY IN THE MORNING

London 862 (78 rpm) and 45-862 (45 rpm)

LONDON
RECORDS

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	POPULARITY	REVIEW	CHART
● Continued from page 31				
HARRY BABBITT (Geo. Cates Ork) Between Two Trees CORAL 60367—Babbitt delivers this nostalgic waltz story with sincerity and warmth. Tasty Cates backing.		72--75--70--72		
My Dear One A pretty old waltz is done up tastefully in a neat mood rendition by Babbitt, chorus and Cates' orking.		76--79--75--75		
GUY MITCHELL (Mitch Miller Ork) Sparrow in the Tree Top COLUMBIA 39190—Mitchell and Miller team for a fresh-sounding follow-up to "My Heart Cries for You" set in the same verse-chorus pattern. Excellent performance could pave the way to big returns.		87--88--87--87		
Christopher Columbus The striking orking, with accent on French Horns, lends attracting color to this bid for another "Roving Kind." Follows the verse-chorus pattern too and should stir up some coin.		85--85--85--85		
ROSEMARY CLOONEY-TONY PASTOR Sentimental Music COLUMBIA 39158—A fine new ballad is done an injustice as it's delivered at a lagging tempo and in bad harmony by Rosemary and Tony, who apparently weren't meant for each other.		60--60--60--60		
The Face A likely new novelty with some funny, clever lines is done without animation by Pastor solo. Even the lightweight interpretation should attract spinner attention.		76--80--75--72		
BILL DARNEL (Roy Ross) Once There Lived a Fool CORAL 60369—Darnel's distinctive style fits neatly on this affecting r & b ballad hit.		75--75--75--75		
Lovesick Blues The warbler turns in one of his best waxed efforts with this free-wheeling, rock-ribbed go on the country hit. It's a persuasive, driving etching and could score juke and jock action.		81--82--78--82		
TERESA BREWER Counterfeit Kisses LONDON 970—Thrush, sounding much like Patti Page here, fashions a glowing accounting of a contrived pop-style country item. Winning reading should bring in some modest coin.		82--83--81--81		
Lonesome Gal Another glowing effort by the thrush, this time on a ballad designed for the fem deejay who operates under the title tag.		70--70--70--70		
VINNI DE CAMPO (Jack Pleis Ork) Wait for Me LONDON 961—De Campo, Sinatra influenced, makes a pleasant slicing of this pretty new item.		70--70--70--70		
Faithful The warbler is not completely at home with this rich, pretty new ballad.		68--70--68--65		
ANITA O'DAY (Ben Homer Ork) I Apologize LONDON 964—Anita fails to make impact with her reading of this promising lovely revival. The competition is tough, too.		67--69--65--67		
You Took Advantage of Me The Rodgers-Hart ditty, done as a rhythm piece, is treated in light and unconvincing style by the thrush.		64--65--63--65		
ELLA FITZGERALD (The Skylarks) The Beanbag Song DECCA 27453—Ella does a remarkable job of making some sense out of a bit of Jerry Lester nonsense along with the Skylarks. Treatment is light in the "Tisket A Tasket" vein and the dull item is converted into a sparkling etching.		79--81--78--78		
Lonesome Gal A not particularly effective ballad has been whipped together in tribute to the fem deejay, whose sex pitch has met with success in several portions of the nation. Ella makes the most of the trying material.		70--70--70--70		
DANNY KAYE (Ken Darby Singers-Vic Schoen Ork) I Taw I Taw a Puddy Tat DECCA 27456—This silly kiditty novelty, which is catching, is covered neatly by Kaye, here making plain use of his vocal mimicry. Should grab a few shekels in the competition.		81--82--82--78		
The Little White Duck Reviewed: The Billboard, December 9, 1950.		78--80--80--75		
RUSS MORGAN I Love the Way You Say Goodnight DECCA 27445—A delightful bouncer from the "Lullaby of Broadway" flicker is handed a bright, buoyant reading by Morgan, ork and vocal group. An excellent dinking which should help shove the song into the winning circle.		88--89--88--88		
It Only Takes a Minute A neat dance dinking is whipped up by the maestro of one of his own tunes, a not unpleasant ballad but an unspectacular one.		78--79--77--78		
MILLS BROTHERS & TOMMY DORSEY Please Don't Talk About Me When I'm Gone DECCA 27447—The oldie is treated to a warm reading in this simple, handsome blend of the Mills with TD's horn and small band. An easy-going dinking which should please a large market tho it's not a shock hit type.		87--88--86--87		
You Know You Belong to Somebody Else Another neat oldie, another handsome blend of the big talents rounds out a genuinely tasty coupling. This one's done in contrasting tempi.		86--88--85--85		
CONNIE HAINES-BOB CROSBY What Have You Done for Me Lately? CORAL 60370—A cleverly clefted, albeit not particularly infectious or effective, bit of rhythm material is treated pleasantly by the team.		72--75--70--70		
Destination Moon Contrived, but rather catchy, rhythm ditty has been built around the title of a recent movie; Connie and Bob do as much as can be done with it.		72--75--70--70		
IRVING IRVING (Harmoncaires) Hullabaloo INTRO 6011—An arresting and happy instrumental etching has been made of this bright pop item. Group is a first-rate harmonica outfit; it is well-recorded. Good juke stuff.		72--73--68--75		
Misirlou The harmonica group hits a fine first chorus stride in attacking this choice bit of exotica. But changing tempi thereafter breaks the enchantment.		63--65--60--65		
LEE BROTHERS (Paul Weston Ork) Bad, Bad Whiskey COLUMBIA 3-39144 (33)—Label's new male group sings the r. and b. hit with a strong beat as Weston's ork supplies a moving background.		72--72--72--72		
I Don't Want To Love You A fine mood waxing of the lovely ballad via the group's facile voice blend.		78--79--77--79		

(Continued on page 72)

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

ROCKIN' THE BOOGIE—Amos Milburn (1-10") **60**

Aladdin (33) 704
Put Luck Boogie; Amos' Boogie; Bye-Bye-Boogie; Down the Road Apiece; Boogie-Woogie; Chicken-Shack Boogie; Rooming House Boogie; Sax Shack Boogie
The Amos Milburn is one of the most popular sellers in the r & b market, this LP collation of some of his successful sides doesn't figure to make much of a dent. The reason is purely a commercial one, having nothing to do with the merit of his work, which is great; it's simply that no real LP market has been established in the r & b field. The customers still buy their jump and blues on 78 or 45 speeds. There is a potential market in the jazz collector field; with proper promotion these fine boogie woogie piano and vocal sides can take hold with the hot fans.

MOOD MUSIC—Charles Brown (1-10") **60**

Aladdin (33) 702
You Are My First Love; Baby, Don't You Cry; Get Yourself Another Fool; Again; How High the Moon; When My Baby's Coming Home; Forgive Me; I've Got That Old Feeling
The eight Charles Brown interpretations on this disk have all been released previously on 78 r.p.m. singles. Several have been good selling disks. Whether or not this package of slow and easy mood melodies have a large potential sale on long-play records can only be determined by the individual dealer with knowledge of the number of 33 1/3 players possessed by Brown fans. Packaging is adequate.

JUKES Not Suitable
JOCKS R and B spinners could use any and all of these re-issues.

BARBERSHOP HARMONIES—Cities Service Quartet (3-7") **72**

V (45) WP-304
In the Evening by the Moonlight; Shine On Harvest Moon; If I Had My Way; Moonlight Bay; Down by the Old Mill Stream; Dear Old Girl; Just a Dream of You; By the Watermelon Vine; Mandy Lee
Offering a collection of eight nostalgia-packed tunes, the Cities Service quartet has recorded in true "barbershop" fashion, a batch of standard melodies. Each tune is familiar fare for members or admirers of the Society for the Preservation and Encouragement of Barbershop Singing in America. The voice blend is both ear-appealing and typical. Counter-potential is dependent upon

local and seasonal aspects, but catalog-wise, this package is first rate.

JUKES Okay tavern fare.
JOCKS Neat change-of-pace material.

IN THE EVENING BY THE MOONLIGHT (1-10") **84**

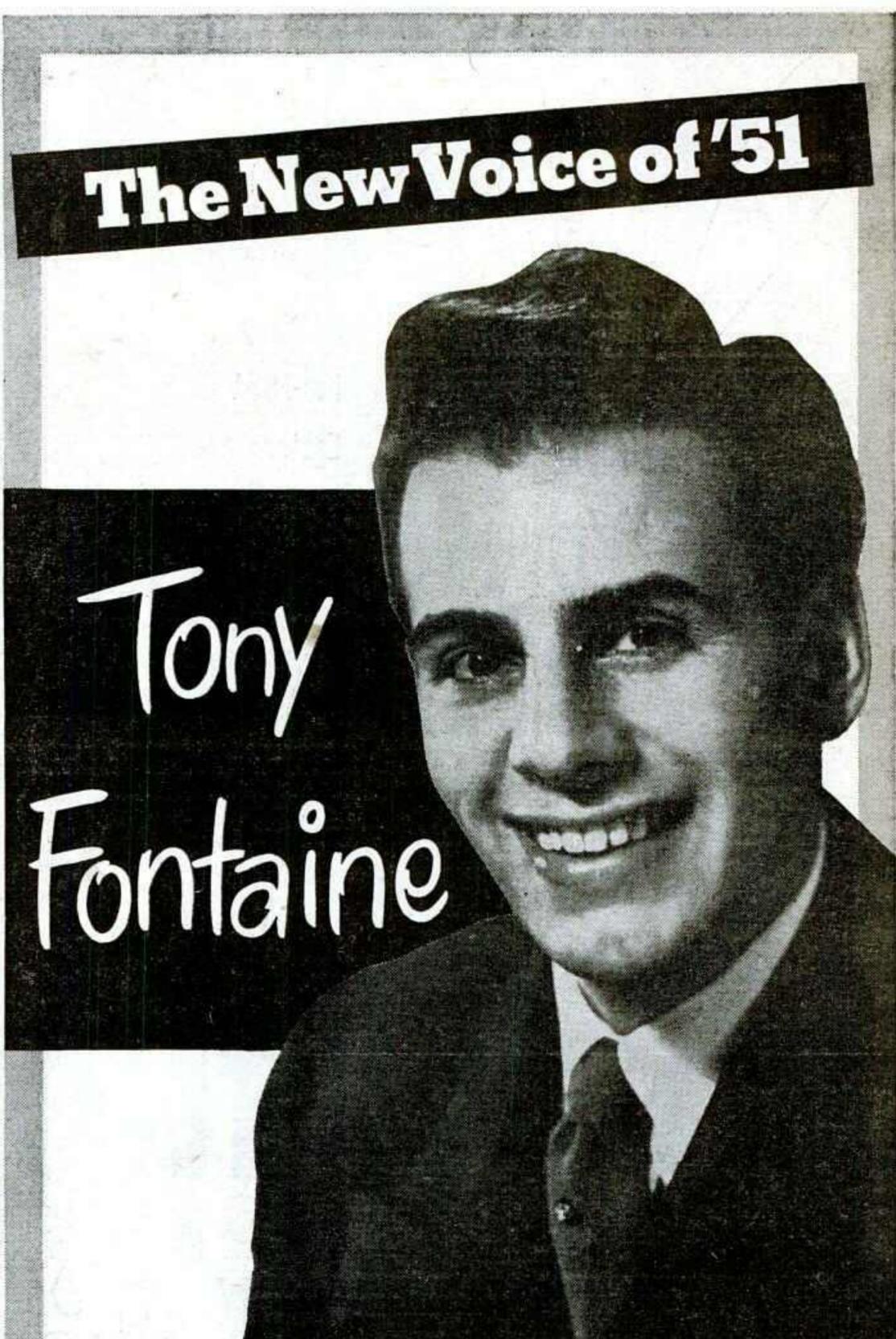
(Barbershop Ballads)—Ames Brothers (1-10")
Coral (33) CRL-56017
In the Evening by the Moonlight; Just a Dream of You Dear; Till We Meet Again; You Tell Me Your Dream; Moonlight Bay; Meet Me Tonight in Dreamland; Because; Love's Old Sweet Song.
The popular Ames' have a sure-fire item in this barbershop styled package of harmonies lent to eight handsome evergreens. The boys, whose blend has proved to be quite magnetic via a number of pop hits in the past year, are in top form as they deliver feelingful readings of these standards with organ accompaniment. The package should be sturdy merchandise on any of the three speeds, with a general family market as the potential outlook. Some of the singles, like "Because," could enjoy solo success.

JUKES Singles would be profit items of a standard nature.
JOCKS Fine harmonies, fine tunes — good any time.

CONTRASTING MUSIC—(Vol. 2)—Jimmy Dorsey Ork (1-10") **68**

Coral (33) 56008
Cole Slaw; Parade of the Milk Bottle Caps; Dolomite; Dixieland Detour; Major and Minor Stamp; Don't Be That Way; John Silver; Charleston Alley
This is a second collection of some of the stand-out instrumental efforts by the Jimmy Dorsey band of the late '30s and early '40s. These primarily are a batch of well-developed riff items of note, which leave room for display of the leader's stylistic explorations of the alto sax and clarinet and some solo moments by such outstanding tootlers as trumpeter Nate Kazebier, pianist Freddie Slack, drummers Ray McKinley and Buddy Schutz, late tenorist Herb Haymer, etc. Makes for fine dance music and fine memories of a memorable organization. Dancers, memory seekers and J. Dorsey fans will want.

JUKES Sides like "John Silver" and "Dolomite" still could rate standard spins.
JOCKS Fine library stuff in this collection.



The New Voice of '51

Tony Fontaine

SINGS

"BRING BACK THE THRILL"

FLIP SIDE

"Vision of Bernadette"

MERCURY 5575 • 5575 X 45



MERCURY RECORDS, CHICAGO, ILLINOIS * MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

BEST SELLERS

POPULAR

★ **RUBY WRIGHT**
15093 IF YOU WANT SOME LOVIN'
A CRAZY AFTERNOON

★ **TERRY SHAND**
15091 WALKING ON THE GREEN GRASS
SEA ROVIN' COWBOY

★ **JOHNNY LONG**
15092 WHO-ZITS FROM MASSACHUSETTS
ANY TIME IS SWEET-HEART TIME
15081 ONCE YOU FIND YOUR GUY
I DON'T CARE

★ **MARGARET PHELAN**
15089 HALF AS MUCH FLIRTIN'
THINKING OF YOU

FOLK-WESTERN

★ **MOON MULLICAN**
917 THE LEAVES MUSTN'T FALL
I WAS SORTA WONDERIN'

★ **HAWKSHAW HAWKINS**
918 TEARDROPS FROM MY EYES
I LOVE YOU A THOUSAND WAYS

★ **REDD STEWART**
921 PEEK-A-BOO
I'VE DECIDED

★ **HANK PENNY**
924 THE SOLITARY BLUES
TELL ME ALL ABOUT GEORGIA

★ **WAYNE RANEY**
914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME
REAL HOT BOOGIE
910 PARDON MY WHISKERS
OLD FASHIONED MATRIMONY IN MIND

★ **AL DEXTER**
913 DIDDY WAH BOOGIE
YOU'VE BEEN CHEATING, BABY

★ **DELMORE BROTHERS**
927 I LET THE FREIGHT TRAIN CARRY ME ON
PLEASE BE MY SUNSHINE

★ **CLYDE MOODY**
922 SIX WHITE HORSES
IVY

SEPIA-BLUES

★ **TINY BRADSHAW**
4427 WALK THAT MESS
ONE, TWO, THREE, KICK BLUES

★ **WYNONIE HARRIS**
4415 PUT IT BACK
TRIFLIN' WOMAN

★ **IVORY JOE HUNTER**
4424 FALSE FRIEND BLUES
SEND ME, PRETTY MAMA

Federal

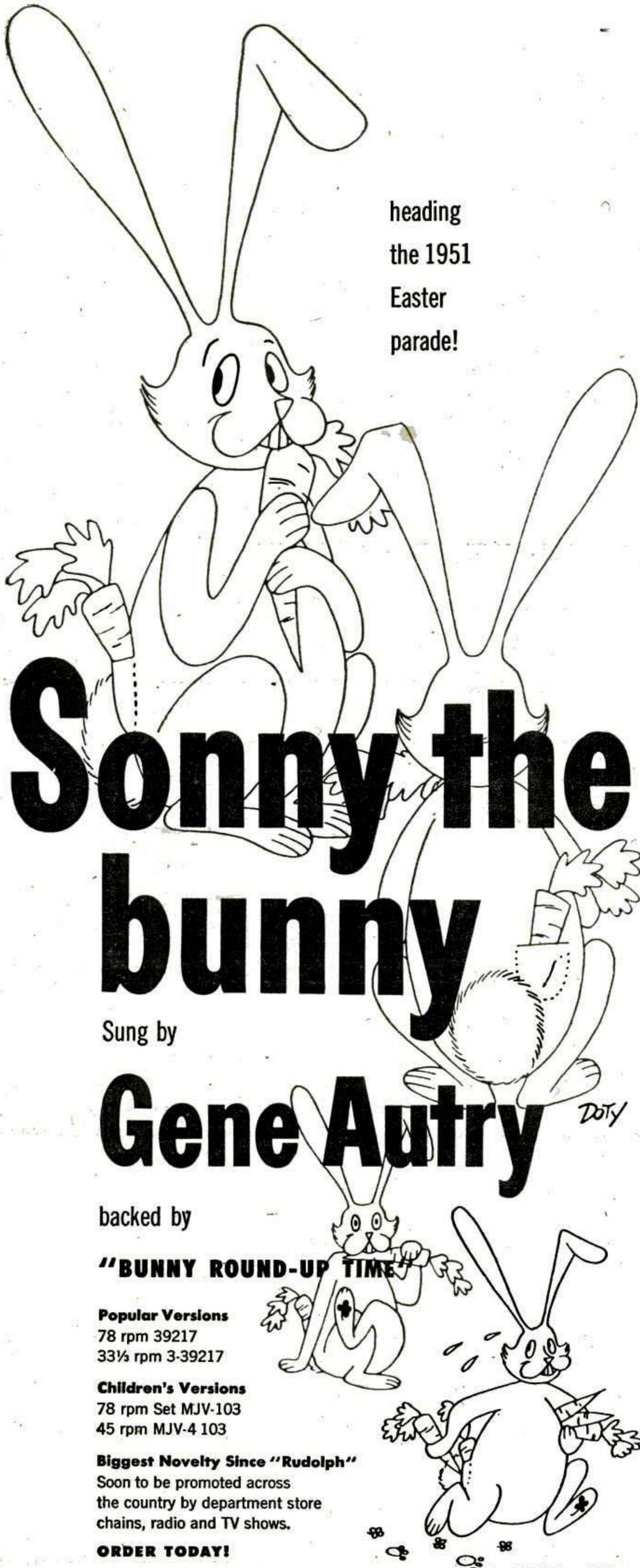
★ **THE DOMINOES**
12001 DO SOMETHING FOR ME
CHICKEN BLUES
12010 HARBOR LIGHTS
"NO!" SAYS MY HEART

DELUXE

★ **ROY BROWN**
3311 DOUBLE CROSSING WOMAN
TEEN AGE JAMBOREE
3306 DREAMING BLUES
LOVE DON'T LOVE NOBODY

RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO



heading
the 1951
Easter
parade!

Sonny the bunny

Sung by

Gene Autry

backed by

"BUNNY ROUND-UP TIME"

Popular Versions
78 rpm 39217
33 1/3 rpm 3-39217

Children's Versions
78 rpm Set MJV-103
45 rpm MJV-4 103

Biggest Novelty Since "Rudolph"
Soon to be promoted across
the country by department store
chains, radio and TV shows.

ORDER TODAY!

Columbia Records
First, Finest, Foremost in Recorded Music

Copyright 1950, Thomas W. Johnston

THE BILLBOARD Music Popularity Charts

• Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- Ain't She Sweet—Sy Oliver (Taint) Dec 27418
- Baby Sittin'—Melodeons (You Don't) MGM 10911
- Baby When You're Around—Skeets Donald (Sentimental) London 16057
- Beanbag Song, The—Ella Fitzgerald (Lonesome) Dec 27453
- Bear Mash Blues—Erskine Hawkins (No Regrets) Coral 60371
- Beautiful Brown Eyes—Rosemary Clooney (Shot) Col 39212
- Beautiful Dreamer—Johnny Corvo (Powder) Clipper 1009
- Bees in the Bonnet—Mantovani Ork-A. Sandford (Carriage) London 919
- Begin the Beguine—Roberto Inglez (Daybreak) Coral 60372
- Carriage and Pair—Mantovani Ork (Bees) London 919
- Chicken Song—Dottie O'Brien-Joe Fingers Carr (If You) Cap 1409
- Chilly Chiquita From Chile, The—E. Ros Ork (The Wooden) London 847
- Cockney Ragtime Band, The—Primo Scala (Come) London 843
- Come Let's Sing—Primo Scala (The Cockney) London 843
- Counterfeit Kisses—Teresa Brewer (Lonesome) London 970
- Daybreak—Roberto Inglez (Begin) Coral 60372
- Destination Moon—Bob Crosby-Connie Haines (What) Coral 60370
- Easter Parade—Sammy Kaye (Peter) Col 39186
- Faithful—Vinni De Campo (Wait) London 961
- Faithful—Margaret Whiting-Frank De Vol (Lonesome) Cap 1391
- Friendship—Ruth Wallis (Pleasant) Wallis 3002
- Have a Piece of Wedding Cake—Art Lund (Somebody) MGM 10915
- Ho Amam, Amam—Retlaw S'kalos Syob (Oh, Mama) Col 12504-F
- Hug Me, Kiss Me, Love Me—Lenny Carson (Oh, What) Discovery 534
- I Get a Kick Out of You—Billy Daniels (Too Marvelous) Mer 5585
- I Love the Way You Say Goodnight—Russ Morgan (It Only) Dec 27445
- I Met Him at One o'Clock—Eileen Barton (Tell Me) National 9137
- I Taut I Taw a Puddy Tat—Danny Kaye (The Little) Dec 27456
- If You Want Some Lovin'—Dottie O'Brien-Joe Fingers Carr (Chicken) Cap 1409
- I'm Always Falling in Love—McCarthy and Vale (My Cutie's) London 965
- It Only Takes a Minute—Russ Morgan (I Love) Dec 27445
- It's a Long, Long Way to Tipperary—Artie Shaw (Show) Dec 27434
- Little White Duck, The—Danny Kaye (I Taut) Dec 27456
- Lonesome Gal—Teresa Brewer (Counterfeit) London 970
- Lonesome Gal—Ella Fitzgerald (The Beanbag) Dec 27453
- Lonesome Gal—Margaret Whiting-Frank De Vol (Faithful) Cap 1391
- Love Me a Little-Love Me a Lot—Judy Valentine (Tonda) MGM 10911
- Lovesick Blues—Bill Darnel (Once) Coral 60369
- May the Good Lord Bless and Keep You—David Rose (The Vision) MGM 30334
- My Cutie's Due at Two-To-Two Today—McCarthy and Vale (I'm Always) London 965
- No Regrets—Erskine Hawkins (Bear) Coral 60371
- Oh, Mama, Mama—Walt Solek Ork (Ho Amam) Col 12504-F
- Oh, What a Siam—Lenny Carson (Hug Me) Discovery 534
- Once There Lived a Fool—Bill Darnel (Lovesick) Coral 60369
- Peter Cottontail—Sammy Kaye (Easter) Col 39186
- Please Don't Talk About Me When I'm Gone—Mills Bros.-T. Dorsey (You) Dec 27447
- Pleasant, Present Pastime—Ruth Wallis (Friendship) Wallis 3002
- Powder Blue—Johnny Corvo (Beautiful) Clipper 1009
- Red Sails in the Sunset—Harmonatones (What'll) Belvedere 4001
- Sentimental Fool—Skeets Donald (Baby When) London 16057
- Shot Gun Boogie—Rosemary Clooney (Beautiful) Col 39212
- Show Me the Way to Go Home—Artie Shaw (It's a) Dec 27434
- Somebody Stole My Horse and Wagon—Art Lund (Have) MGM 10915
- Tain't What You Do—Sy Oliver (Ain't) Dec 27418
- Tell Me—Eileen Barton (I Met) National 9137
- Tonda Wanda Hoy—Judy Valentine (Love) MGM 10911
- Too Marvelous for Words—Billy Daniels (I Get) Mer 5585
- Vision of Bernadette, The—David Rose (May) MGM 30334
- Wait for Me—Vinni De Campo (Faithful) London 961
- What Have You Done for Me Lately?—Connie Haines-Bob Crosby (Destination) Coral 60370
- What'll I Do—Harmonatones (Red) Belvedere 4001
- Wooden Soldier Samba, The—E. Ros Ork (The Chilly) London 847
- You Don't Have to Drop a Heart to Break It—Melodeons (Baby) MGM 10905
- You Know You Belong to Somebody Else—Mills Bros.-T. Dorsey (Please) Dec 27447

Meant for Me; Medley No. 2; This Can't Be Love; Over the Rainbow; Pennies From Heaven; S'posin'; Why Shouldn't I
Time To Dance With Gordon Jenkins Album (1-10")
G. Jenkins-Martha Tilton-Connie Haines-Johnny Johnston—Cap (33) H-264; Always; Paradise; I'm Always Chasing Rainbows; I'll Remember April; That Old Black Magic; Be Careful, It's My Heart; At Last; There'll Never Be Another You.

CHILDREN'S

- I Found My Mama—Salty Holmes-Matty O'Neil (I Taut) London 20028
- I Taut I Taw a Puddy Tat—Benny Lee & Mary-Stargazers-Nat Temple (I Found) London 20028
- Little Red Caboose—Al Morgan (Rosie, the) London 20021
- Rosie, the Elephant—Al Morgan (Little Red) London 20021
- Ting-A-Ling—J. Rust (Parts I and II) London 20020

INTERNATIONAL

- Good Night (Oy Way) Irene—Seymour Rechtzeit-Sam Medoff (My Heart) Banner B 2587
- Co' Nam Zostalo Z Tich Lat—S. Jaworski-M. Delugg Ork (Placze) Dana 719
- My Heart Cries for You—Seymour Rechtzeit-Sam Medoff (Good Night) Banner B 2587
- Placze Serce Me—S. Jaworski-M. Delugg Ork (Co Nam) Dana 719
- Pod Jaworem—R. Henry Ork (Warszawska) Dana 715
- Ridin' High Polka—Steve Adamczyk (Strolling in) Cap 1397
- So Long—Seymour Rechtzeit-Sam Medoff (Tennessee Waltz) Banner B 2586
- Strolling in the Forest Polka—Steve Adamczyk (Ridin' High) Cap 1397
- Tennessee Waltz—Seymour Rechtzeit-Sam Medoff (So Long) Banner B 2586
- Warszawska Polka—R. Henry Ork (Pod) Dana 715

RELIGIOUS

- Beautiful Garden of Prayer—W. Carle (In the) International Sacred 1011
- Do You Know My Heavenly Father?—Sister Essie Mae Thomas (The Storm) Atlantic 929
- Every Day—Banks Brothers (Nothing) Regal 3307
- Ezekiel Saw the Wheel—International Choraleers (Ride) International Sacred 1041
- I Still Remember My Mother's Prayer—Edwin Smith (When Mother) Coral 64081
- In the Garden—W. Carle (Beautiful) International Sacred 1011
- I'll Wait for You—Ruth Brown (Standing Out) Atlantic 930
- I'm So Glad—Homeland Harmony Quartet (It Is) Bibletone 6019
- I'm So Grateful to the NAACP—The Gospel Pilgrims (Korea) Atlantic 928
- It Is No Secret—Homeland Harmony Quartet (I'm So) Bibletone 6019
- Keep on the Firing Line—Campus Christian Hour Television Ork (Lord) International Sacred 1051
- Korea—The Gospel Pilgrims (I'm So) Atlantic 928
- Lord, I Want a Diadem—Campus Christian Hour Television Ork (Keep) International Sacred 1051
- Medley of Spirituals—W. Carle (Shadrack) International Sacred 1033
- Nothing Between—Banks Brothers (Every) Regal 3307
- Ride the Chariot—International Choraleers (Ezekiel) International Sacred 1041
- Shadrack—W. Carle (Medley) International Sacred 1033
- Standing on the Corner—Ruth Brown (I'll Wait) Atlantic 930
- Storm Is Passing Over, The—Sister Essie Mae Thomas (Do You) Atlantic 929

LATIN AMERICAN

- Begin the Beguine—Los Tres Diamantes (Soy) V 23-5333
- Bendita Seas—Los Tres Diamantes (Pronto) V 23-5336
- Cuando Estas Conmigo—Trio Guamani (Vuelva a) Dec 21333
- Divina Ilusion—Los Tres Diamantes (Reina) V 23-5337
- El Alacran—Tony Camargo (Mexico) V 23-5335
- Maria Dolores—Los Llaneros (Te Vengo) V 23-5334
- Mexico Lindo—Kiko Mendiva (El Alacran) V 23-5335
- Pronto Volvere—Los Tres Diamantes (Bendita) V 23-5336
- Que Te Pasa a Ti—Cuarteto Jimenez (Si Te) V 23-5328
- Quinto Patio—Pedro Vargas (Viajera) V 23-5332
- Reina Mia—Los Tres Diamantes (Divina) V 23-5337
- Si Te Interesa—Cuarteto Jimenez (Que Te) V 23-5328
- Soy Tuyo—Los Tres Diamantes (Begin) V 23-5333
- Te Vengo a Pedir un Favor—Los Llaneros (Maria) V 23-5334
- Vuelva a Casa—Trio Guamani (Cuando Estas) Dec 21333
- Viajera—Pedro Vargas (Quinto) V 23-5332

HOT JAZZ

- Battle of the Saxes Album—Illinois Jacquet-Lester Young (1-10") Aladdin (33) 701; Flying Home; Blow, Illinois, Blow; Goolin' Off; Illinois Blows the Blues; D. B. Blues; Lester Blows Again; Sunny Side of the Street; Jumpin' With Symphony Sid
- Bobby Hackett Trumpet Solos Album—B. Hackett-B. Challis Ork (4-10") Brunswick 9-7007; But Not for Me; Easy to Love; If There Is Someone Lovelier Than You; Soft Lights and Sweet Music; Soon; What Is There to Say; When a Woman Loves a Man; With a Song in My Heart

POPULAR ALBUMS

- Classics in Rhythm Album—L. Brown Ork (1-10") Col (33) CL 6159
- Edith Piaf Sings Again Album—E. Piaf-R. Chauvigny Ork (1-10") Col (33) FL 9520—C'est d'la Faut; Hymn to Love; Il Fait Bon T'Aimer; Il Y a Vait; La Fete Continue; Le Chevalier de Paris; Symphy a Waltz; Tous le Amoureux Chantent
- Your Dance Date With Paul Weston Album—(1-10") Col (33) CL 6162—Embraceable You; How High the Moon; Medley No. 1; You Were

Record Manufacturers
Hurry! Order Now!
RECORD MOLDS
 ● Compression or Injection
 ● 7" to 16"

We are still able to supply you. Government restrictions may close our sources of supply any day.

IMMEDIATE DELIVERY

Check Barnaby for Accessories.

● Insert Rings ● Center Plates
 ● Pins, etc.

BARNABY
MANUFACTURING CO., INC.
 60 Knowlton St. Bridgeport 8, Conn.

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.

SWEEPING THE NATION!
 You, Too, Are Invited to
'THE DEACON'S PARTY'
 by
JACK DUPREE
 backed by
'I'M GONNA FIND YOU SOME DAY'
 Jack Dupree & His Bucket Busters
 Apollo #426

Apollo Records, Inc.
 457 West 45th St., New York 19, N. Y.

TEMPO
BROTHER BONES
 Boppo Release
"WHO"
 and
"JEALOUS"
 On **THEME**
 PI30 at 85c

TEMPO
RECORD CO. OF AMERICA
 8540 Sunset Blvd., Hollywood 46, California

RECORD STAMPERS
 10"-12"-LP's - 16"-45's

Contact Us for
QUALITY & LONG WEAR
FAST SERVICE
CUSTOM PRESSING

Dubs From Your Tapes or Acetates

SHAW RECORD PROCESSING, INC.
 1914 Dana Ave. Cincinnati 7, Ohio
 MEIrose 1870

Write for **LATEST CATALOG**
NEW RECORDS
 500 Different "Standards"
 and Hit Tunes

\$10.00 per 100
\$85.00 per 1,000
 1/2 with order, balance C. O. D.
 Also Italian and Polish

VEDEX COMPANY
 674 10th Ave., New York 19, N. Y.
 PLaza 7-0636
 Over 1,000 Satisfied Customers

RELIABILITY - QUALITY
RECORD PRESSING
 Originators of the
NON-SLIP FLEX
 (Pat. Pending)

Research Craft Co.
 1837 NO. SYCAMORE ST.
 LOS ANGELES 38, CALIF.

WANTED
USED JUKE BOX RECORDS
 Any quantity, large or small. Let us know what you have, quote price F.O.B. Boston, type and quantity. Also interested in lots of surplus New Records. Write, wire or call

SHELDON'S RECORD CENTER
 31 Tremont St. Boston, Mass.
 Phone: CApitol 7-8586

THE BILLBOARD Music
Popularity Charts

● **The Honor Roll of Popular Songwriters**

By Jack Burton

No. 83—HARRY WARREN (Part II)

HARRY WARREN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

● Continued from December 23 Issue

BROADWAY CINDERELLA
 YOU LET ME DOWN
 AT YOUR SERVICE MADAME
 WHERE AM I AM I IN HEAVEN?
 1935—**LIVING ON VELVET**
 A First National picture with Kay Francis and George Brent. Lyrics by Al Dubin. Remick Music Corporation.
LIVING ON VELVET
PAGE MISS GLORY
 A Warner Bros. picture with Marion Davies, Pat O'Brien, Dick Powell, Mary Astor and Frank McHugh. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
PAGE MISS GLORY
SWEET MUSIC
 A Warner Bros. picture with Rudy Vallee, Ann Dvorak, Ned Sparks, Robert Armstrong and Allen Jenkins. Lyrics by Al Dubin. Remick Music Corporation.
 1936—**COLLEEN**
 A Warner Bros. picture with Dick Powell, Ruby Keeler, Joan Blondell, Hugh Herbert and Jack Oakie. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
I DON'T HAVE TO DREAM AGAIN
YOU GOTTA KNOW HOW TO DANCE
AN EVENING WITH YOU
A BOULEVARDIER FROM THE BRONX
SONS O' GUNS
 A Warner Bros. picture with Joe E. Brown, Joan Blondell, Wini Shaw and Eric Blore. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
FOR A BUCK AND A QUARTER A DAY
SING ME A LOVE SONG
 A First National picture with James Melton, Patricia Ellis, Hugh Herbert, Zasu Pitts and Allen Jenkins. Lyrics by Al Dubin. Remick Music Corporation.
SUMMER NIGHT
THE LITTLE MOUSE THAT LOVE BUILT
THAT'S THE LATEST YOU CAN DO FOR A LADY
 1936—**HEARTS DIVIDED**
 A First National picture with Marion Davies, Dick Powell, Charles Ruggles, Edward Everett Horton and Claude Rains. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
TWO HEARTS DIVIDED
MY KINGDOM FOR A KISS
CAIN AND MABEL
 A Warner Bros. picture with Marion Davies, Clark Gable, Allen Jenkins, Roscoe Karns and Walter Catlett. Lyrics by Al Dubin. Remick Music Corporation.
I'LL SING YOU A THOUSAND LOVE SONGS
 (Available on Decca record 24077 in A-1936, Fingerle and Schutt, dual pianos.)
ONEY ISLAND
HERE COMES CHIQUITA
GOLD DIGGERS OF 1937
 A First National picture with Dick Powell, Joan Blondell, Glenda Farrell and Victor Moore. Lyrics by Al Dubin. Harms, Inc.
WITH PLENTY OF MONEY AND YOU
 (Available on Decca record 24076 in A-1936, Fingerle and Schutt, dual pianos.)
ALL'S FAIR IN LOVE AND WAR
 1937—**MR. DODD TAKES THE AIR**
 A Warner Bros. picture with Kenny Baker, Jane Wyman, Frank McHugh and Alice Brady. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
AM I IN LOVE?
IF I WERE A LITTLE POND LILY
THE GIRL YOU USED TO BE

HERE COMES THE SANDMAN
REMEMBER ME?
 (Available on the following records: Decca 18866, Bing Crosby; Decca 24082 in A-1937, Roy Ross orchestra; Victor 20-1901, Tommy Dorsey; Columbia 20408, Bailes Brothers; Capitol 40024, Oklahoma Sweethearts; Capitol 264, Pied Pipers.)
THE SINGING MARINE
 A Warner Bros. picture with Dick Powell, Doris Weston, Lee Dixon and Doc Rockwell. Lyrics by Al Dubin and Johnny Mercer. Remick Music Corporation.
'CAUSE MY BABY SAYS IT'S SO
I KNOW NOW
 (Available on Decca record 24229, Dick Powell.)
SONG OF THE MARINES
NIGHT OVER SHANGHAI
YOU CAN'T RUN AWAY FROM LOVE
THE LADY WHO WOULDN'T BE KISSED
 1937—**MELODY FOR TWO**
 A Warner Bros. picture with James Melton, Patricia Ellis, Marie Wilson and Fred Keating. Lyrics by Al Dubin. Remick Music Corporation.
SEPTEMBER IN THE RAIN
 (Available on the following records: MGM 10426, George Shearing Quartet; Happiness 101, R. Young; Decca 24081 in A-1937, Ray Ross orchestra.)
SAN QUENTIN
 A First National picture with Pat O'Brien, Humphrey Bogart and Ann Sheridan. Lyrics by Al Dubin. Remick Music Corporation.
HOW COULD YOU?
 1938—**GARDEN OF THE MOON**
 A Warner Bros. picture with Pat O'Brien, Margaret Lindsay and John Payne. Lyrics by Al Dubin and Johnny Mercer. Harms, Inc.
GIRL FRIEND OF THE WHIRLING DERVISH
THE GARDEN OF THE MOON
LOVE IS WHERE YOU FIND IT
THE LADY ON THE 2-CENT STAMP
CONFIDENTIALLY
 1938—**JEZEBEL**
 A Warner Bros. picture with Bette Davis, Henry Fonda and George Brent. Lyrics by Johnny Mercer. Remick Music Corporation.
JEZEBEL
COWBOY FROM BROOKLYN
 A Warner Bros. picture with Dick Powell, Pat O'Brien, Priscilla Lane, Dick Foran and Ann Sheridan. Lyrics by Johnny Mercer. M. Witmark & Sons, Inc.
COWBOY FROM BROOKLYN
GOLD DIGGERS IN PARIS
 A Warner Bros. picture with Rudy Vallee, Rosemary Lane and Hugh Herbert. Lyrics by Al Dubin. Remick Music Corporation.
THE LATIN QUARTER
I WANT TO GO BACK TO BALI
DAY DREAMING
A STRANGER IN PAREE
PUT THAT DOWN IN WRITING
HARD TO GET
 A Warner Bros. picture with Dick Powell, Olivia De Havilland and Charles Winninger. Lyrics by Johnny Mercer. Remick Music Corporation.
THERE'S A SUNNY SIDE TO EVERY SITUATION
YOU MUSTA BEEN A BEAUTIFUL BABY
 (Available on the following records: Decca 24091 in A-1939, Basil Fomeen orchestra; Capitol (78) 891 (45) F892, Robert Clary)
 1939—**GOING PLACES**
 A Warner Bros. picture with Dick Powell, Anita Louise and Allen Jenkins. Lyrics by Johnny Mercer. M. Witmark & Sons, Inc.
JEEPERS-CREEPERS
 (Available on Decca record 24089 in A-1939, Basil Fomeen orchestra.)
MUTINY IN THE NURSERY
OH, WHAT A HORSE WAS CHARLEY SAY IT WITH A KISS
NAUGHTY BUT NICE
 A Warner Bros. picture with Ann Sheridan, Dick Powell and Gale Page. Lyrics by Johnny Mercer. Remick Music Corporation.
CORN PICKIN'
HOORAY FOR SPINACH

(Continued on page 36)

SONGWRITERS COMING UP!

Will Present
HARRY M. WOODS
 In Subsequent Issues The Billboard
ALLIE WRUBEL
RALPH RAINGER
JAY CORNEY
SPENCER WILLIAMS
MABEL WAYNE
FRANK LOESSER
JOAN WHITNEY AND ALEX KRAMER
SAMMY STEPT
CLIFF FRIEND
SAMMY FAIN
JOE BURKE

PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

"PROFITIOUS"*

Who'll Take My Place When I'm Gone

"... stringful ork maintains a shuffle rhythm behind la Raine's propitious chanting. . ."

The Billboard—Feb. 10, 1951

*For the benefit of those (including us) who are not as scholarly as Billboard's learned and able reviewer, here's Webster's definition of Lorry's chanting:

propitious 1. Favorably disposed—said of a person or a divinity. 2 That is of good omen; auspicious; as a propitious sign. 3. That favors or assists. Syn. Propitious, auspicious. That is propitious which is conducive to success; elegant; that is auspicious which is of happy omen for a favorable issue.

SOUNDS LIKE A GOOD REVIEW
HERE'S WHAT DISK JOCKEYS ARE SAYING:

"... 'Place' and 'Spin the Bottle' showcase Lorry's versatility . . ."
BILL SILBERT, WXYZ, Detroit

"... 'Bottle' broke wide open in Milwaukee. Ask Jimmie Martin, London Distributor . . ."
TOM SHANNON, WEMP, Milw'kee

"... 'Who'll Take My Place' shuffles like a hit . . ."
CARL NELSON, WBBM, Chicago

"... Two sides that show Lorry is comfortably adept at any type tune . . ."
HOWARD MILLER, WIND, Chicago

"... 'Who'll Take My Place' is No. 1 on my lists. Love that soft as Raine voice!"
BOB STEVENS, WVCC, Coral Gables, Fla.

"... Lorry's 'Strangers' and 'Harbor Lights' sold us from the beginning . . ."
DICK COLEMAN, WCBM, Baltimore

Exclusively On

LONDON RECORDS

SEE LORRY on the Al Morgan TV SHOW, WGN—DuMont, Monday, Feb. 19, 8:30 p.m. EST.
 Opening
CHUBBY'S, Philadelphia, Feb. 26.

"SPIN THE BOTTLE" and "WHO'LL TAKE MY PLACE WHEN I'M GONE"—899(78), 45-899(45) . . .
 "YOU" and "SOMEONE"—963 (78), 45-963(45).

Direction:
MCA ARTISTS, Ltd.

Exclusive Personal Management:
TIM GAYLE
 451 Wrightwood Chicago 14, Ill.

Bigger Than "PIANO ROLL BLUES"

by the Hit Maker . . .
LAWRENCE PIANO COOK
ROLL

"I WISH I HAD A SWEETHEART"

AND **"HOW MANY 'G's' IN PEGGY PAW?"**
ABBEY #15034

ABBEY RECORDS, INC.
 418 West 49th Street New York, N. Y.

ATTENTION, DEALERS AND OPERATORS ONLY
SOLVE YOUR RECORD BUYING PROBLEMS
BY USING OUR ONE-STOP SERVICE

Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

GET ALL THE LATE HITS WHEN YOU WANT THEM
WE CAN SUPPLY ALL SPEEDS

We Ship in 24 Hours—No Substitutes—No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Anyone Else Can Offer You.

TRY OUR SERVICE AND YOU WON'T USE ANY OTHER
UPTOWN MUSIC ONE-STOP RECORD SERVICE
 4956 DELMAR AVE. (Phone: FOrest 2602) ST. LOUIS, MO.

MUSIC PUBLISHERS, RECORD COMPANIES

Here are some splendid new, fresh, different, down-to-earth songs that it will pay you to hear

- Keep Pecking Away
- Flying Saucers
- A Dozen Pin-Up Girls
- Please Bring Your Love to Me
- I'm Just Another Love Fish
- Jolly Milkmaids at Milking Time
- Flying Missile Love
- The Atomic Bumble Bee
- Fraulein
- Love in a Cherry Tree
- I'm Gonna Keep on Loving You
- Noda, From North Dakota

Send for Free Professional Copies TODAY

MR. CLARE E. PHILLIPS ROUTE No. 1, CENTREVILLE, MICH.

Harry Warren (Part II)

Continued from page 35

I'M HAPPY ABOUT THE WHOLE THING IN A MOMENT OF WEAKNESS HONOLULU

An MGM picture with Eleanor Powell, Robert Young and Burns and Allen. Lyrics by Gus Kahn. Bregman, Vocco & Conn, Inc.

HONOLULU
(Available on Decca record 25030 in A-462, Ray Kinney's Hawaiians.)

THIS NIGHT WILL BE MY SOUVENIR THE LEADER DOESN'T LIKE MUSIC

1940—YOUNG PEOPLE

A 20th Century-Fox picture with Shirley Temple, Jack Oakie and Charlotte Greenwood. Lyrics by Mack Gordon. Robbins Music Corporation.

MASON-DIXON LINE FIFTH AVENUE

I WOULDN'T TAKE A MILLION YOUNG PEOPLE

TRA-LA-LA-LA

ARGENTINE NIGHTS

A Universal picture with the Ritz Brothers, Constance Moore and Andrews Sisters. Lyrics by Mack Gordon. Miller Music Corporation.

DOWN ARGENTINA WAY

(Available on Decca 24098 in A-1941, Nat Brandwynne orchestra.)

TWO DREAMS MET

SING TO YOUR SENORITA

NENITA

1940—TIN PAN ALLEY

A 20th Century-Fox picture with Alice Faye, Betty Grable, Jack Oakie and John Payne. Lyrics by Mack Gordon. Robbins Music Corporation.

YOU SAY THE SWEETEST THINGS, BABY

1941—GREAT AMERICAN BROADCAST

A 20th Century-Fox picture with Alice Faye, John Payne, Jack Oakie and the Ink Spots. Lyrics by Mack Gordon. Leo Feist, Inc.

I'VE GOT A BONE TO PICK WITH YOU I TAKE TO YOU

IT'S ALL IN A LIFETIME

LONG AGO LAST NIGHT

RUN LITTLE RAINDROP, RUN

WHERE YOU ARE

THE GREAT AMERICAN BROADCAST

THAT NIGHT IN RIO

A 20th Century-Fox picture with Alice Faye, Carmen Miranda and Don Ameche. Lyrics by Mack Gordon. Miller Music Corporation.

CHICA CHICA BUM CHIC

(Available on the following records: Columbia 35995, Xavier Cugat; Decca 23210 in A-210, Carmen Miranda.)

I YI YI YI YI LIKE YOU VERY MUCH

(Available on the following records: Decca 23912 in A-545 and 23209 in A-210, Carmen Miranda; Columbia 35995, Xavier Cugat.)

THEY MET IN RIO

BOA NOITE

THE BARON IS IN CONFERENCE

WEEK-END IN HAVANA

A 20th Century-Fox picture with Alice Faye, Carmen Miranda, John Payne and Cesar Romero. Lyrics by Mack Gordon. Bregman, Vocco & Conn, Inc.

MAN WITH THE LOLLIPOP SONG

(Available on the following records: Columbia 36430, Harry James; Decca 23241, Carmen Miranda.)

THE NANGO

ROMANCE AND THE RHUMBA

TROPICAL MAGIC

WHEN I LOVE I LOVE

(Available on Decca record 23240 in A-295, Carmen Miranda.)

WEEK-END IN HAVANA

(Available on the following records: Decca 23239 in A-295, Carmen Miranda; Columbia 36404, Xavier Cugat.)

1941—SUN VALLEY SERENADE

A 20th Century-Fox picture with Sonja Henie, John Payne, Milton Berle and Glenn Miller's orchestra. Lyrics by Mack Gordon. Leo Feist, Inc.

CHATTANOOGA CHOO-CHOO

(Available on the following records: Decca 24099 in A-1941, Nat Brandwynne orchestra; Decca 23265, Carmen Miranda; Columbia 36472, Claude Thornhill.)

IT HAPPENED IN SUN VALLEY

I KNOW WHY AND SO DO YOU

THE KISS POLKA

(Available on Decca record 45018 in A-557, Harry Harden orchestra.)

AT LAST

1942—SPRINGTIME IN THE ROCKIES

A 20th Century-Fox picture with Betty Grable, John Payne, Carmen Miranda and Cesar Romero. Lyrics by Mack Gordon. Bregman, Vocco & Conn, Inc.

I HAD THE CRAZIEST DREAM

(Available on the following records: Decca 24317 in A-1943, Bob Grant orchestra; Columbia 36659, Harry James.)

A POEM SET TO MUSIC

PAN-AMERICAN JUBILEE

RUN LITTLE RAINDROP, RUN

ORCHESTRA WIVES

A 20th Century-Fox picture with George Montgomery, Ann Rutherford, Lynn Bari, Carole Landis and Glenn Miller's orchestra. Lyrics by Mack Gordon. Bregman, Vocco & Conn, Inc.

I GOT A GAL IN KALAMAZOO

(Available on the following records: Decca 18464, Andrews Sisters; Capitol 108, Paul Whiteman and the Mellowaires.)

SERENADE IN BLUE

PEOPLE LIKE YOU AND ME

1942—SONG OF THE ISLANDS

A 20th Century-Fox picture with Betty Grable, Victor Mature and Jack Oakie. Lyrics by Mack Gordon. Bregman, Vocco & Conn, Inc.

SING ME A SONG OF THE ISLANDS

(Available on Decca 25025, Bing Crosby.)

ICELAND

A 20th Century-Fox picture with Sonja Henie, John Payne and Sammy Kaye orchestra. Lyrics by Mack Gordon. Mayfair Music Corporation.

THERE WILL NEVER BE ANOTHER YOU

YOU CAN'T SAY NO TO A SOLDIER

LET'S BRING NEW GLORY TO OLD GLORY

I LIKE A MILITARY TUNE

IT'S THE LOVER'S KNOT

1943—HELLO, FRISCO, HELLO

A 20th Century-Fox picture with Alice Faye, John Payne, Jack Oakie, Lynn Bari and June Havoc. Lyrics by Mack Gordon. Bregman, Vocco & Conn, Inc.

YOU'LL NEVER KNOW

This song was the Oscar winner in 1943. (Available on the following records: Decca 18556, Dick Haymes and the Song Spinners; Decca 24317 in A-1943, Bob Grant orchestra; Columbia 37264, Harry James; Columbia 36678, Frank Sinatra.)

SWEET ROSIE O'GRADY

A 20th Century-Fox picture with Betty Grable, Robert Young, and Adolphe Menjou.

Lyrics by Mack Gordon. Bregman, Vocco & Conn, Inc.

MY HEART TELLS ME

THE WISHING WALTZ

GET YOUR POLICE GAZETTE

MY SAM

GOING TO THE COUNTY FAIR

WHERE, OH WHERE, OH WHERE IS THE GROOM?

1944—THE GANG'S ALL HERE

A 20th Century-Fox picture with Alice Faye, Carmen Miranda, Phil Baker and Benny Goodman's orchestra. Lyrics by Leo Robin. Triangle Music Corporation.

NO LOVE NO NOTHING

JOURNEY TO A STAR

THE LADY IN THE TUTTI-FRUITTI HAT

THE POLKA-DOT POLKA

YOU DISCOVER YOU'RE IN NEW YORK

PADUCAH

MINNIE'S IN THE MONEY

1945—DIAMOND HORSESHOE

A 20th Century-Fox picture with Betty Grable, Dick Haymes, Phil Silvers, William Gaxton, Beatrice Kay and Carmen Cavallaro. Lyrics by Mack Gordon. Bregman, Vocco & Conn.

I WISH I KNEW

(Available on Decca record 18662, Dick Haymes.)

THE MORE I SEE YOU

(Available on the following records: Decca 18671, Carmen Cavallaro orchestra; Decca 18662, Dick Haymes; Columbia 36794, Harry James.)

IN ACAPULCO

(Available on Decca record 18671, Carmen Cavallaro orchestra.)

PLAY ME AN OLD FASHIONED MELODY

A NICKEL'S WORTH OF JIVE

YOLANDA AND THE THIEF

An MGM picture with Fred Astaire, Lucille Bremer, Frank Morgan, Mildred Natwick and Mary Nash. Lyrics by Ralph Freed. Miller Music Corporation.

THIS IS A DAY FOR LOVE

ANGEL

WILL YOU MARRY ME?

YOLANDA

(Available on Victor record 20-1716, Artie Shaw.)

1946—THE HARVEY GIRLS

An MGM picture with Judy Garland, John Hodiak, Ray Bolger, Angela Lansbury, Preston Foster, Virginia O'Brien, Kenny Baker and Marjorie Main. Lyrics by Johnny Mercer. Leo Feist, Inc.

ON THE ATCHINSON, TOPEKA AND THE SANTA FE

This was awarded the Oscar for the best film song of 1946. (Available on the following records: Decca 18690, Bing Crosby and Six Hits and a Miss; Decca 23458 in A-388, Judy Garland; Decca 23436, Judy Garland and Merry Macs; Capitol 10156 in CC-101, Johnny Mercer and Pied Pipers; Capitol 195, Johnny Mercer and Pied Pipers.)

IN THE VALLEY WHEN THE EVENING SUN GOES DOWN

(Available on Decca record 23458 in A-388, Judy Garland.)

WAIT AND SEE

(Available on Decca record 23459, in A-388, Kenny Baker.)

SWING YOUR PARTNER ROUND AND ROUND

(Available on Decca record 23459 in A-388, Judy Garland.)

THE WILD, WILD WEST

(Available on Decca 23460 in A-388, Virginia O'Brien.)

IT'S A GREAT BIG WORLD

(Available on Decca record 23460 in A-388, Judy Garland, Virginia O'Brien and Betty Russell.)

"Harvey Girls" Selections. Decca Album A-388 with Judy Garland, Kenny Baker, Virginia O'Brien and Betty Russell with chorus and orchestra.

ZIEGFELD FOLLIES

An MGM picture with Fred Astaire, Lucille Ball, Lucille Bremer, Fanny Brice, Judy Garland, Kathryn Grayson, Lena Horne, Gene Kelly, Victor Moore, Red Skelton, Esther Williams, William Powell and Edward Arnold. Lyrics by Arthur Freed. Triangle Music Corporation.

THIS HEART OF MINE

(Available on the following records: Decca 23388, Fred Astaire; Columbia 36795, Count Basie.)

THERE'S BEAUTY EVERYWHERE

(Available on Victor record 11-8746, James Melton.)

NEVER SAY GOOD-BYE

A Warner Brothers' picture with Errol Flynn, Eleanor Parker and Lucille Watson. Lyrics by Al Dubin. M. Witmark & Sons, Inc.

REMEMBER ME?

1948—SUMMER HOLIDAY

An MGM picture based on the Eugene O'Neill play "Ah, Wilderness" with Mickey Rooney, Gloria DeHaven, Walter Huston and Frank Morgan. Lyrics by Ralph Blane. Harry Warner Music, Inc.

IT'S OUR HOME TOWN

AFRAID TO FALL IN LOVE

ALL HAIL DANVILLE HIGH

STANLEY STEAMER

(Available on Columbia record 37850, Dinah Shore.)

IT'S INDEPENDENCE DAY

I THINK YOU'RE THE SWEETEST KID I'VE EVER KNOWN

1949—MY DREAM IS YOURS

A Warner Bros.' picture with Jack Carson, Doris Day, Lee Bowman and Adolphe Menjou. Lyrics by Ralph Blane. M. Witmark & Sons, Inc.

MY DREAM IS YOURS

TIC-TIC-TIC

SOMEONE LIKE YOU

LOVE FINDS A WAY

THE BARCLAYS OF BROADWAY

An MGM picture with Fred Astaire, Ginger Rogers, Oscar Levant and Billie Burke. Lyrics by Ira Gershwin. Harry Warren Music, Inc.

YOU'D BE HARD TO REPLACE

WEEK-END IN THE COUNTRY

MANHATTAN DOWNBEAT

SHOES WITH WINGS ON

MY ONE AND ONLY HIGHLAND FLING

(Available on the following records: Capitol 57-566, Jo Stafford and Gordon MacRae; Victor 20-3432, Freddy Martin orchestra; Decca 24654, Dick Haymes and D. Careless; Columbia 38463, Dinah Shore and Buddy Clark.)

THEY CAN'T TAKE THAT AWAY FROM ME

By Ira and George Gershwin.

"The Barclays of Broadway" Selections.

MGM Album L-5 with Fred Astaire, Ginger Rogers and Larry Hayton's orchestra.

"My One and Only Highland Fling," "Shoes With Wings On," "You Can't Take That Away From Me" and "You'd Be Hard to Replace."

Instrumental Number

1942—AMERICAN BARCAROLE

Robbins Music Corporation. (Available on Decca record 23215 in A-219, Meredith Willson orchestra.)

Harry Warren Albums

Decca A-566. Songs of Harry Warren played by Russ Morgan and his orchestra. "September in the Rain," "Shadow Waltz," "By the River Sainte Marie," "You're My Everything," "Cheerful Little Earful," "Would You Like to Take a Walk," "Absence Makes the Heart Grow Fonder" and "Have a Little Faith in Me."

Decca A-608. Dick Powell Souvenir Album with Dick Powell and Victor Young orchestra. "I'll String Along With You," "I Know Now," "The Rose in Her Hair," "Shadow Waltz" and "I Only Have Eyes for You."

Diskery Uses

Continued from page 2

musicians, and other such disk session shenanigans.

Victor ships none of these records to distributors, dealers or any one else. They can't be purchased.

Instead, the company gives its distributors post cards, which the distributors sell to dealers at 25 cents each. The dealer is supposed to give a card to any customer who purchases an RCA Victor album.

Of course, Victor has no control over the manner in which dealers use the cards. One dealer, for example, bought 50 cards, filled in the names and addresses of his 50 best customers, and dropped the customers a note saying he was having Victor send them the platter with his compliments.

Dealers and/or customers, at any rate, fill in customer's name and address on cards, and mail them to RCA Victor in Camden—and the company mails the record direct to the customer.

To date, dealers have bought 42,000 of the Call Me Madam Backstage cards. Obviously, at the 25-cent rate, the promotion is just about self-liquidating.

Recording Session platter and cards have not yet been completed, but will be ready in another couple of weeks.

Et Tu Brit?

Continued from page 2

Family Favorites) largely as a result of the success of I Taut I Taw a Puddy Tat, which Costa spun into a smash 200,000 copy seller.

He played the Capitol Mel Blanc disk two Sundays in succession and omitted it on the third Sunday.

About 4,000 letters piled in, asking Costa how come no Puddy Tat—and the song was off and winging.

Following the Tat success, publisher Reg Connelly suggested to English Decca President E. R. (Ted) Lewis that it might be a good idea to make another record of Puddy Tat on London, and proposed Ferry Boat Inn as the flip side.

Lewis liked the idea and made the pair of tunes with Benny Lee and Mary, and Connelly concentrated the drive on the four disk shows, with the aforementioned hefty results.

Cap Build-Up

Continued from page 10

stress will receive No. 1 plug tunes.

First plug to come her way is The Loveliest Night in the Year, only pop tune from Mario Lanza's MGM pic, The Great Caruso.

Walter Rivers, Cap's New York topper, will set up a series of TV cable shots for the songstress. She opens March 8 at Washington's Capitol Theater as the first of four Eastern theater appearances in which she shares billing with Vic Damone.

Cap is rushing disk release to be timed with her Eastern p. a.'s.

Hayes To Arrange for Rogers' RCA Disks . . .

Jack Hayes last week was set to arrange for Roy Rogers on all RCA Victor diskings. Hayes has been musical director of Rogers' stage band and arranges for the cowboy singer's p. a. tours. He is credited with making the arrangements for the Phil Harris hit platter, "The Thing," and Dennis Day's waxing of "Christmas in Killarney."

LATEST RELEASES

EILEEN BARTON'S

New Smash Hit
NATIONAL NO. 9137

'TELL ME I MET HIM AT 1 O'CLOCK'

SCOTTY GRAHAM

NATIONAL NO. 9141

"EASY TO SAY"

"SUNNY SIDE OF THE STREET"

MELVIN MOORE

Exclusively on National

NATIONAL NO. 9147

A Brand New Version

"MOANIN' THE BLUES"

"I'M STILL IN LOVE WITH YOU"

THE RAVENS

NATIONAL NO. 9148

"TIME IS MARCHING ON"

"LILACS IN THE RAIN"

Wire—Phone—Write

Orders direct to us or distributor



The ORIGINAL and BEST!

TATTOOED LADY (#145)

by Skeets McDonald

and ANOTHER Double-Sided HIT—

OKEE DOAKS (#126)

Backed with

DIRTY BOOGIE

by Roy Hall and His Cohutta Mountain Boys

FORTUNE RECORDS

AFRA Terms

Continued from page 11

would fall under the purview of the contract.

Only 3 Areas

AFRA, too, is asking that it be recognized as bargaining agent only for the areas of New York, Chicago, Los Angeles and adjacent territories.

Union is asking for union shop to extent permitted by law, after certification by the National Labor Relations Board. Also proposed are a no-strike clause similar to that obtaining in the transcription code, an arbitration clause, and a "most-favored nation" clause with regard to rates established by contract with any other comparable companies.

It is also proposed that dubbing (from telecasts; broadcasts, live or recorded, or from sound tracks, tape, etc.) be subject to the terms and conditions of the contract without reference to previous payments for the original performance.

Diskery execs and AFRA are likely to meet again in several weeks. Prior to that, however, diskery men will have a get-together among themselves. Diskeries at this point are not inclined to dispute AFRA's claim to the jurisdiction. Execs say the rates are way out of line but believe a pact can be worked out.

Ballroom Ops

Continued from page 11

peals thus refused to judge the Laramar case "on its merits" but merely followed the findings of another circuit court in another case.

The petition goes into considerable detail in explaining the distinction between cabarets and ballrooms. After listing several characteristics, the brief states that "ballrooms are classified and treated differently from cabarets" by the American Society of Composers, Authors and Publishers, the American Federation of Musicians, the NBOA "and The Billboard, the nation's largest weekly amusement magazine."

The writ was filed for the petitioners by the Washington firm of Gallagher, Osherman, Connor and Butler in behalf of the firm of Thomas B. Roberts, Clyde B. Roberts, Clyde B. Charlton and Louis A. Parker, of Des Moines, and Christopher T. Boland, Washington.

J. A. Osherman, legalist and representative of NBOA, will appear before the House Ways and Means Committee to ask for a remedial provision in the tax law.

The Harmonatones play

"WHAT'LL I DO"

flip

"RED SAILS IN THE SUNSET"

ON BELVEDERE 4001

"ICE CREAM POLKA"

flip

"HELENA POLKA"

ON BELVEDERE 205

BELVEDERE MUSIC CO.

336 S. Patterson Park Ave. Baltimore, Md.

RECORD MATRIX WORK

For Manufacturers of Phonograph Records
MASTERS . . . MOTHERS . . . STAMPERS
Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship . . . high fidelity reproduction . . . mirror-like appearance to your plates. Write today for our rate card.
THE CHARLES ECKART COMPANY
4880 Santa Monica Blvd.
Los Angeles 27, Calif. OLYMPIA 2901

40,000 New COLUMBIA RECORDS

Vocals, Bands, Classical, Hillbilly, Western, Popular, etc. Sell entire lot. 6 1/2¢ per record.
DURBIN CORPORATION
1200 Elmwood Kansas City, Mo. CH. 3533

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 1-0031

RECORD PRESSINGS

Shellac—Vinylite—Flex
78 RPM—45—33 1/3 L.P.
Test Pressings Free
Small or Large Quantity.
Labels—Processing—Masters
SONCRAFT, INC.
1650 Broadway New York 19, N. Y.

ASCAP Weighs

Continued from page 11

ability." This plan differs from the last under consideration (The Billboard, February 17). The latter would also introduce into the writers classification the concept of availability, but it would be a so-called "objective availability."

Present at the discussions this week was the regular writer classification committee, plus cleffers Milton Drake and Mack David from the East, and Ned Washington and Wolfe Gilbert from the Coast. Another get-together is scheduled Monday (12). This is all preparatory to a trip to the Coast by ASCAP Prexy Otto Harbach and board member Fred Ahlert, scheduled for next week. Gilbert is also scheduled to go back for the meeting with the Coast ASCAP contingent. Chief topic of conversation will be the classification of writers and a possible revision of the current plan—all, of course, to be done in accordance with provisions of the consent decree.

Joy-ASCAP Bans

Continued from page 12

as possible. When the pubber told the diskers that he had placed a restriction on the song at their behest, he was answered with the "What are you going to do, sue me?" routine.

The result is that the pubber was forced to lift the restriction date this week and allow performance of the song. This action was predicted in The Billboard of February 10. At least two new versions of the song were marketed this week, Blue Barron's on MGM and Lyn Murray's on Coral.

Simon-Johnson

Continued from page 12

part of the initial deal will remain with Simon. Firm recently paid a large sum to acquire *Tear Drops From My Eyes*, a tune which was to have given the firm a jumping-off item.

Johnson hasn't determined exactly what he will do in the immediate future. Meanwhile he will concentrate on the catalog in Hunter Music, a BMI affiliate, which he owns.

20th Century Sets Savage Film Tests

HOLLYWOOD, Feb. 10.—Bob Savage, ex-Majestic Records singer, will undergo an extensive series of screen tests at 20th Century-Fox studios. Singer has a 45-day option with 20th at which time it will be learned whether Savage is dropped or inked to a seven-year contract. Warners tested Savage last week, with results which were not disclosed. Disk artist meets next week with a director to choose material for his test.

Tests came following huddles with Manager Bullets Durgom, and 20th talent exec Billy Gordon. Savage exited Majestic recently when he learned of label's lack of AFM license.

YPR Kidisks Go 45 for \$1

NEW YORK, Feb. 10.—Young People's Records this week became the first of the subscription club kidisk outfits to issue 45 r.p.m. records. The label has decided to start with 10 of its best-selling kidisks and has set a \$1 price to include the federal excise tax. The diskery's 45 program includes the use of newly designed racks for retail counters.

According to Jerome Gordon, YPR sales manager, the new speed disks will be merchandised in boxes of 50, containing five each of the 10 titles selected. The disks are packaged in envelopes similar to those now used on the 78 r.p.m. series. Pressings are made on permadisc, an unbreakable record mix.

YPR this week also named two additional distributors, James H. Martin in Chicago and Midwest Distributing in St. Louis.

Decca Execs

Continued from page 12

week Coast recording sojourn, and Paul Cohen is back after an extended illness.

Decca's subsid label, Coral, had its execs on the go as well. General Manager-Veepee, Mike Ross, left for the Coast via Denver last week for his first Western check-up of the Coral picture since he was handed complete supervisory powers of the label's operation. Coral Recording Veepee Jimmy Hilliard left for the Coast Monday (5). His assistant, Hy Grill, left for Chicago to supervise a group of recording sessions.

Exiled? Nostalgic?

Continued from page 12

Allan Gray, Mischa Spoliansky, Reginald King, etc. Recordings were made with a full ork and are issued on 78 r.p.m. 10-inch shellac disks. Music is licensed by American Society of Composers, Authors and Publishers. Diskings are available at \$2.50 per platter. Recordings were made in London by Harmonic.

DIME ATTACHED FOR FAITH BALM

NEW YORK, Feb. 10.—The latest pitch to gain entrance to a music publisher is "hat made 'y Cleffer Kay Maxwell, who sent pubs "he following intriguing note or an engraved card:

"You are invited to restore a sad songwriter's faith in human nature by giving her 10 minutes of your long life. . . . hear some darned good songs . . . time: You name it. Place: Your Office. Kay Maxwell, Tel: Taylor 7-2689."

An asterisk reminds the pub that a dime for the phone call is affixed to the back of the card."

Disk Distributions, Set Makers

Continued from page 12

men's rail tie-up, set the record business back a full 10 days in the Midwest. A check of distributors indicated that all had been hit by decreased shipping facilities.

Sampson Company, which handles Columbia thru this territory, was least affected, with their trucking facilities bringing in almost regular shipments from Bridgeport, Conn. Shipments to out-of-town distributors were "miserable," however, as it was with all distributors.

Capitol's regional office reported

Distrib, Dealer

Continued from page 11

the opportunity to reinvest in current items. Also the manufacturer feels he will be able to resell most of the Christmas merchandise next season.

Retailers are now also reported to be in better financial condition than they have been for some time. Tradesters point to several factors which have improved the retail picture.

(1) The three-speed situation has finally settled down, but only after having created a large new market for phonograph records.

(2) What many dealers thought was a burdensome stock in three different speeds actually turned out to be a stock from which they could easily service the unprecedented demand during and after the Christmas season.

(3) A long string of powerful pop hits has increased traffic in retail stores.

(4) Heavy investment in carrying albums in three speeds forced many dealers to be more selective in buying pop records. Careful buying has given the dealer a quicker turnover on pops.

(5) Traffic created by the demand for television sets has overflowed into disk departments.

Further proof of the dealers' improved position is seen in the demand for old disks. With many dealers unable to find enough dead stock on their shelves, they are buying up odds and ends from jobbers to fill their 5 per cent returns. The result is that jobbers have doubled and tripled their price for disks.

Chicago AFM

Continued from page 11

minimum for the room. As a result, music and entertainment was dropped and the room is now on a straight dining room policy.

A rep of the hotel, when contacted, said that currently it was attempting to negotiate a new minimum with the union. Neither Otto Eitel, hotel op, nor Miss Barentine are in the city, so any such mediation will have to await their return. The Bismarck is the only major music buyer locally who dropped music as a result of the five-day week. The union emphasized that the Bismarck has not been put on the unfair list.

a slow-down to all 13 points covered. Decca's distribberly got its pop regularly from the Chi pressing plant, but album and catalog material was delayed. Jimmy Martin reported his indie distributorship did okay on shipments from Indianapolis, but said that shipments from the East and West Coast were nil.

Irwin Steinberg, Mercury treasurer, reported that the St. Louis pressing plant was hit two ways. Vital shipments of vinyl resins were lost in transit because of overloaded trucking facilities and merchandise piled up in the warehouse because of the truck shortage. Mercury's plant had a chance to press catalog items, for which there is a good backlog of requests.

Disk jockeys were probably hit hardest. Because of the eight-ounce embargo, their packages, except for some major label stuff, were cut 90 per cent. Boys agreed, tho, that it gave them time to go back thru the vast number of disks they've been receiving the past six months.

MPPA's Douglas

Continued from page 12

made at that time to secure an exemption for music. The government, too, has indicated that as soon as possible it would level out price inequities within an industry.

FREE • SAMPLE • FREE

Just the Thing for St. Patrick's Day

DICK TODD

SINGS

"MICHAEL McINERNEY"

with 20-piece orch. and chorus RAINBOW 40077

WRITE TO . . .

RAINBOW RECORDING CORP.
747 Tenth Ave. New York, N. Y.

Dot RECORDS, INC.
Gallatin, Tennessee. Phones 880-881
LITTLE RED ROOSTER
MARGIE DAY with
GRIFFIN BROTHERS' ORCHESTRA
1019

"EMMA LOU"

Jan Garber—Capitol Records
Ken Griffin—Columbia Records
Danny O'Neil—Oriole Records
FREDERICK MUSIC
2134 S. Wabash Chicago, Ill.

JACKSON INDUSTRIES OFFERS

TO WELL RATED AND ESTABLISHED JOBBERS AND DISTRIBUTORS

A MOST COMPLETE LINE OF

TABLE AND CONSOLE TELEVISION RECEIVERS • CONSOLE
RADIO-PHONOGRAPHS • RADIO-PHONOGRAPH-TELEVISION
COMBINATIONS

ALL AVAILABLE IN MAHOGANY OR BLONDE

FULL DISTRIBUTOR and DEALER PROFIT

Our Representative Will Call on You With
Full Information on Receipt of Your Inquiry.

JACKSON INDUSTRIES

500 E. 40th Street
Chicago 15, Illinois
Phone: Livingston 8-7700

AGVA Nixes 1% Salary Tax, Settles for Straight \$10

Stormy Three-Day Round-Clock Confab Ends in Compromise Plan

Continued from page 1

the sessions ran around the clock, with the board members exhausted, yelling at one another, making charges and countercharges and looking for fall guys. When the three-day confab ended, at least half of the agenda which hadn't been acted upon was thrown to the

National Executive Board for decision.

The 1 per cent bite, it was estimated, would have brought \$1,000,000, which AGVA claimed it sorely needed for operating revenue. It was strongly pushed by administration officials, some of whom made trips out of town to talk it up. The strange part of this reversal was that even the officers originally in favor of it turned against the 1 per cent in a show-down. The vote was 25 against the tax; seven for.

The tax was originally voted by the National Board in Cleveland last October and, under AGVA's constitution, didn't need any further ratification. But the rank and file whipped up such a storm that board members switched. The main objectors to the tax were the New York branch members, who later got the Philadelphia and Chicago branches to go along.

AGVA says it collects about \$500,000 a year from 15,000 members. If this levy, to be called an emergency assessment, is collected from all the members it hopes to get an additional \$150,000.

The board also appointed a committee of eight to investigate the possibilities of running an AGVA national theater. Members are Hy Jacobson, Irving Grossman, Jack Gilford, Jerry Wayne, Rex Weber, Jack Burton, Freda Burton and

Bill Lane. They are to report back at the next board meeting.

The subject of replacing Jimmy Lyons, New York regional rep, also came up for debate, with Lyons finding the heavy artillery on his side.

Gotham Houses Little Hurt by Train Tie-Ups

NEW YORK, Feb. 10.—The rail tie-up last week had various effects on business, tho few would hazard a guess as to its cash damage, or help, to any branch of showbiz.

Practically all the Broadway combo houses said their business was hurt more by the cold weather than by the rail mess, tho the Roxy stated unofficially that current show would've done \$25,000 better if conditions had been normal.

The Music Hall, which does a big business with suburbanites said biz was only moderate and thought the bus strike in New Jersey and the lack of trains hurt. But it said it was unable to estimate their effect on the box office.

The Paramount said, "We did very well but the cold weather hurt more than the rail strike." The Strand's comments were, "Our days were fine; the nights off. It's the cold that kept them home." The Capitol said about the same thing.

Clubs said they did better than usual. Consensus was that people stuck in town went to cafes.

Chi Chez Paree Back to Names

CHICAGO, Feb. 10.—The Chez Paree, Midwest showcase spot, which has been experimenting with economy budget shows since late in November, is returning to nitery headliner bills, starting February 24, when Georgie Price opens a four-weeker. Dave Halper, in charge of buying for the group which owns the Chez, said that Martin and Lewis are set for April 5; Jimmy Durante, May 15; and Sophie Tucker and Joe E. Lewis to follow in June. Chez also has a hold on Danny Thomas for an August or September date.

It's understood that the lower budget shows didn't do sufficient gross to keep a 500-seat spot such as the Chez in the black.

Frank Sennes Lining Up Big Talent Array

Million Buck's Worth of Acts Seen Working Circuits This Year

NEW YORK, Feb. 10.—Frank Sennes' recent buying activities makes him one of the biggest talent purchasers in the country. For 1951 he's already booked or is in the process of booking over \$1,000,000 worth of talent.

His latest deal is for a Tom Ball China Doll unit of about 25 people, including a line, which he'll put on the road starting February 20, opening at the Desert Inn, Las Vegas, Nev. Package has 16 weeks lined up for about \$8,500 a week.

Jack Entrtatter also has a Copa unit of 25 people going out in March, probably opening in Covington, Ky. The Copa unit will sell for about \$9,000 and will do 30 weeks.

The format has been decided, the people haven't been hired.

Minsky Package

Harold Minsky's package, a 35-people outfit, selling for about \$10,000, already has 36 weeks lined up by Sennes. Same package was put out by Sennes last year and did well around the circuit.

Shuttered Philly, N. J. Clubs Relit

PHILADELPHIA, Feb. 10.—Two niteries which ran into situations resulting in forced closings, reopened this week. Max Corina, who formerly operated the Cottage Inn, roadhouse on the Jersey side, has taken over the operation of the Orchid Club in the Frankford section of this city after settling differences with the musicians' union which resulted in the room being blacklisted. Harry Pinsky, former owner, said he is giving up the cafe business for good. New owner brings a floor-show policy to the spot, with Ann Howard in the lead and Tommy Mandell for the music-making.

The New Town Tavern at Delair, N. J., reopened after an enforced lay-off ordered by the New Jersey State Liquor Control Board. Shut down gave owner Iz Bushkoff a chance to enlarge the spot and whip together a new Negro revue. After billing the floorshow for the past 18 months as "Creole Burlesk," a safer title of "Creole Follies" is being used.

Minsky unit starts March 20, when the Miami Beachcomber closes for the season. Show is there now

The Lou Walters Latin Quarter unit, already on the road, is another Sennes operation. This one goes for around \$8,500 and has 28 weeks lined up.

The package plan is not new. Many bookers, and offices have tried them in the past. What makes buyers more receptive today is the fact that there is less and less names available for out-of-town dates. A package with a top night club handle figures to do some business. Names like the Latin Quarter, Copa, etc., having had plenty of publicity, are expected to bring them in.

TV DOUBLING QUANDARY

Cafe Ops Ponder Effect on B.-O.; Ben Blue's "House" Stint Argued

NEW YORK, Feb. 10.—Cafe ops are closely watching the effect of TV on box offices where their attractions are permitted to double from their clubs on a regular basis.

The first case where such a comparison could be made is in Ben Blue's doubling from La Martinique to Broadway Open House (WNBZ, Monday and Wednesday 11-12 midnight). The hope is that while Blue does okay as a cafe performer with his TV shows, he'll bring in enough new people to make the experiment successful.

Blue has been on the TV show only a few times, so the test isn't a fair one. But up to now the doubling hasn't helped the club, according to disinterested observers. Reasons for this are varied. The standard one, "why pay a \$5 minimum when they can see him on TV," is dragged out as a clincher. Others claim that a couple of shots on one show aren't enough to start a trend. "If people catch a performer on TV and like him, they'll pay extra to see more of him in a night club or a theater." Disinterested sources say there is

merit to both arguments but what is needed is talent and longevity. "A comic who is genuinely funny will draw them, but to register he has to be seen on shows often to make the impact."

As a bulwark to their argument they cite the case of Jerry Lester, who was in the \$2,000 to \$4,000 class before he hit on TV. A couple of weeks ago Lester did a club date and on the strength of his Broadway Open House packed Convention Hall, playing to s. r. o. "Before his TV show, he couldn't even play the spot, let alone do business," it was pointed out.

The same Lester now asks for \$10,000 to \$25,000 for cafe dates, tho so far there are no takers. Sid Stone, who does the commercials on the Berle Texaco Show, now gets \$500 for a week-end club date. Sam Levenson made about \$400 to \$600 a club date before he got his current TV show for Oldsmobile (Saturday, CBS 7 p.m.) His price now is about \$1,000 a club date, with more offers than he can fill. But at the beginning of the winter (before his current

Philly Clubs Stage Attractions Rivalry

Click's Freeman and Granoff Vie With Latin Casino in Name Line-Up

PHILADELPHIA, Feb. 10.—What promises to bring lively bidding for major name attractions is stemming from the name grab by Al Freeman and Buddy Granoff, who head the new combine operating the Click nitery, and Harry Steinman, operating the Latin Casino. Freeman, who originally handled the publicity for the Click when run by Frank Palumbo, and was associated with the George Evans Associates flack agency in New York, has done business for the Click with his floorshow policy.

Click is using names on one and two night stands, using name bands when acts are not available. Policy started with Frank Sinatra, followed by Tommy Dorsey. Acts do three shows a night. The next big names spot is working on are Perry Como and Jimmy Durante for quickie stands to give the room the hypo that Sinatra gave it last month. Billy Eckstine, Vaughn Monroe and Spike Jones are set for longer runs.

Also on the anticipated Click list and sure to create a situation as far as the Latin Casino is concerned, is the bringing in of Martin and Lewis. Harry Steinman says he has first call on the boys.

Steinman, who has shed his partners to take on a new financial backer in Dallas Gerson, local caterer, grabbed off Lena Horne for a 10-day stand. With the Click going after the ringside set in a big way, Steinman has added to his

name array, with Ted Lewis set for this month, with Billy Daniels following for a returning fortnight. Understood that Steinman is also trying to get Durante for his room, but insiders say that Freeman's Click has the inside track for a two-day Durante pitch late this month.

Friendly rivalry between the two nitery owners goes all the way down to the press agents for the rooms. Jerry Katz, who handled the Click bally and before that assisting Freeman for such chores, was hired by Steinman to assist Sid Gathrid in drumming up interest for his room. Last summer, when Steinman was operating the cabaret room at the 500 Cafe in Atlantic City, Freeman publicized the room for him. Moreover, Steinman had an earlier deal on to handle personal management for acts publicized by the Evans Associates agency in New York.

Mrs. Lindsay on WLW-T

CINCINNATI, Feb. 10.—Mrs. Cecile Sanker Lindsay, producer of dance groups and associate of the Frank Sennes Booking Agency in Hotel Sheraton-Gibson here, has joined the production staff at WLW-T here. Mrs. Lindsay's initial TV efforts are being centered on the station's Melody Show Case, heard Sundays, 7-7:30 p.m. She will be assisted by Phil Renzo in setting the dance routines for a line of six girls.

PHILLY PLAN BACK IN

5% Tax Bite Would Hit All Talent Buyers

NEW YORK, Feb. 10.—All talent buyers will be taxed \$5 to \$25, depending on their budgets, if the referendum to be taken by the American Guild of Variety Artists (AGVA) membership approves the plan.

This was one of the moves taken by the AGVA National Board on the plan presented by Dick Jones, AGVA rep of Philadelphia.

Jones presented the same plan at AGVA's June convention, where it was voted upon and accepted but never implemented so it never was enforced. Known originally as the "5 per cent plan," it was subsequently shelved in favor of the 1 per cent administration plan.

The Philly plan will call for every talent buyer to pay AGVA a minimum of \$5 per show, de-

pending on his budget, up to \$25 in the upper brackets. Theater, cafe, outdoor field and club date bookers; in fact, all users of AGVA talent will be affected.

The money will be used for the AGVA welfare fund.

AGVA & Irwin Join on Code

HOLLYWOOD, Feb. 10.—Lou Irwin Agency is the first to sign the American Guild of Variety Artists' National Code of Fair Practice laws in this area. Pacting took place in the AGVA office here. Signature is expected to start a rush of contracts between the Guild and other local agents and package producers.

Code, effective since December 4, 1950, established minimum conditions and rates of pay for club dates and casuals. Producers and agents who sign agree to terms that include overtime payments, 24-hour insurance coverage for artists before and after a date, accident insurance policy, reporting time, non-exclusive bookings, doubling, rehearsal, transportation, rebates, television, and other conditions that protect artists.

Philly Niteries Re-Spot Shows

PHILADELPHIA, Feb. 10.—Floorshows will replace the previous emphasis on musical units at Chubby's and the Wedge. Chubby Stafford, in doubling the seating space at his nitery across the river in Collingswood, N. J., will add shows to the recording names policy. Operating on an round-the-clock basis, with the combos alternating with the variety talent, Chubby's has Mickey Shaughnessy headlining. Next bill will spot the King Cole Trio, to be followed by Steve Gibson and the Red Caps

(Continued on page 40)

Night Club-Vaude Reviews

Extra Added

Brief but important night club-vaudeville news

Casino de Paris, Paris (Friday, January 26) Exciting Paris

Capacity, 1,200. Price policy, 57 cents to \$4.25. Six shows weekly; one matinee. Booking, non-exclusive. Produced by Henri Varna. Show played by Jacques Metehen and his house ork. Cost of this show, \$285,000.

Billed as the 100,000,000 franc revue, this 45-scene, two-act production, *Exciting Paris*, is undoubtedly the most exciting revue on the boards in Paris. Many of the numbers, especially the black-outs, are far too spicy for the States, but here Americans find exactly what their conception of racy Parisian shows are.

As an opener or "appetizer," as it is listed, the entire stage represents a huge table top. Undraped models represent the canapes. From then on the various courses emerge in the form of more models. Vocals are carried by Charles Vernier, Andree Grandjean and Guy Loyal.

With the aid of elevated and shifting stages, scenes shift rapidly, and varied and enormous production numbers follow in quick succession.

The next big scene is a Spanish *Rhapsodie* with the regular male vocals and thrush Gloria Velasquez. Eve Lyne carries the dance specialty. The closer of this series shows a *Constellation* scene, with planes landing on stage. The Pin-Up Mansfield Girls do the dance routine. The next slot shows the girls bathing at Casino Beach. There's the samba number, which carries over from Pigalle to the Jungle, with the Five Blue Orchestra beating out the rhythm on native instruments. In the latter part of this number Claudine Cereda sings and looks good.

Rodeo Theme

The second act opens with a rodeo in action, featuring the Mansfield Ballet Girls and Joe and Joe. This latter team does a cute trick as a collapsible bull which stretches across the entire stage, winks its blue eyes and sticks a foot-long tongue at the customers. A Scarlet O'Hara number, with the entire chorus participating, is impressive. There's a series of scenes called *Licentious Engravings*. The billing understates it. One blackout in English in which the only word used is "yes" is the eternal triangle with a salacious twist. There follows another blackout, entitled *Artificial Insemination*, which was shockingly funny. Next is a series of scenes called *The Sofa of the Cats*, in which the chorus costumed as felines dance over the roof tops.

The grand finale shows the arms of the City of Paris, with the entire cast participating. Ileana Simo carries the dance specialty off well.

The show is solid and action-packed. Undoubtedly the best money's worth in Paris today.

Arthur Rosett.

Chicago, Chicago (Friday, February 9)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Prima's house band.

Louis Prima's fine vaude band paces a good bill. Prima is 90 per cent of the show, doubling between his flashy, comic job of batoning and warbling. Some rehearsal is needed in the trumpet section, which did a poor job on show backing. Drummer Jimmy Vincent did a top-notch job on a solo with facial grimaces and tricky stick work. Chirp Keeley Smith has an intimate quality that Prima could spotlight on his Robin Hood label. Prima's obligato remarks while the shapely chirp was working were top comedy.

Bud and Cece Robinson, tap team, did some peppy, original routines. Their opener, a Charleston, hit with the oldsters, while their closing, a j-bug step, sewed them up with the under-30 group. In between, the male did a good eccentric routine.

Lee Davis needs some new material to replace his worn-out gags and losing politico bit. His hospital routine registered.

Johnny Sippel.

Chez Paree, Chicago (Thursday, February 8)

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 this show, \$4,800. Estimated budget last show, \$5,000.

Current bill fails to reach a climax because of the absence of a headliner. Comic Paul Gilbert, in the anchor slot, is a versatile youngster. With experience, he could blossom. His patter pulled yocks. In a brief song he showed a good baritone. In addition, he did a bit with the band in which he plays trumpet and wowed with handstands atop chairs and tables.

Jerry Ergan needs new material. His Swiss bell-ringer bit is good, and his hokey politico a closer, in which he stepped away from the mike, might be funny if it could be heard. Ann Russell's mimicry lacks realism, her Hildegarde aping being the only one to carry authority.

The Paul Steffan Dancers (three men and two girls) are expert modernistic terpers in a semi-ballet vein, but their work lacks core or theme. They need costuming and a story to give continuity and meaning to their work. Got a so-so mitt.

Johnny Sippel.

Palace, New York (Thursday, February 8)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Bines. House band, Dan Albert.

The picture will have to carry the full burden of this one; the stagemusical won't bring them in. First on were Vince and Ed Massive in their hand-to-hand act. Working in period costume, the muscle boys struck poses for good tableau effects, seguing into solid holds and lifts. Tho the act is well costumed and works well, it's too slow for an opener. Duke Art and Junior did their standard clay modeling act in rapid tempo for a pick-up to be followed by Bobby Brandt.

Young Brandt is a fine hooper and acrobat. His dancing, tho good, suffers from inept salesmanship. The Pitchmen did their usual kazoo-comedy act to good returns. Their bits drew giggles while their gags, some in questionable taste, pulled yocks. Donald Novis, once one of the top names in radio, showed a fine routine, starting with *It's a Most Unusual Day* and ending with an Irving Berlin medley. His fine tenor voice, dimmed only slightly by the years, is pleasant. He could help his act thru better dressing. His light coloring calls for dark suits. When caught, he worked in light gray.

Rigoletto & Aimee

Rigoletto Brothers, working with Mme. Aimee, did their comedy magic and ended with their standard boxing-Swiss bell for

Strand, New York (Wednesday, February 7)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five, week-ends. Warner chain booker, Harry Mayer. Show played by the Victor Lombardo ork.

With the Victor Lombardo ork cutting the show and doing a couple of ballads and novelties, three excellent acts rounded it out for over-all good effects.

Comely Denise Darcel can, of course, entertain the boys by just walking on. But her throaty delivery of three French-style songs also had a lot of appeal. She poured on the French accent but good, and her story about the American pilot in Paris had enough innuendo to get laughs. Her gown had a train she had to flip with every turn, each of which was accompanied by much yelling and whistling, but she handled it okay.

Bishop's Asides

Handicapped at first by the unruly audience, austere Joey Bishop got it working for him by his clever asides and steady stream of gags. His story about army life got constant laughs, finally begging off to heavy applause.

The three Berry Brothers did their quick dance routine of high kicks, spins and throwing of canes. They started with one of them shouting lyrics that nobody could have got, but their fast pacing won admiration from the audience and heavy mitts at the end.

With a trio of sidemen doing the vocals, *Get Out Those Old Records*, novelty by Carmen Lombardo, went over well. Another novelty, *The Chicken Song*, was also good. Rose Marie Lombardo started things off with an okay *You're Just in Love*. The Lombardo outfit registered as very congenial all around.

Pic, *Operation Pacific*.

Gene Plotnik.

Cafe Gala, Hollywood (Wednesday, February 7)

Capacity, 90-100. Price policy, \$2 minimum weekdays; \$3 on Saturdays. Shows at 10:45 and 12. Owner-operator, Jim Dolan. Press, Jerry Riley. Estimated budget this show, \$1,200. Estimated budget last show, \$600.

Spot has doubled its budget and now presents two exciting song stylists. Dorothy Dandridge, well-stacked chirper formerly with Jimmie Lunceford, packs a wallop. Singer won audience immediately with special material penned by vet 88'er Phil Moore who a companies her.

Gal works to the ringside and shows no song inhibitions in her unique stylings. Song and patter routines between thrush and Moore brought steady yocking and strong mitting. Act is ultra commercial, with accent on visuality. Heavy on looks and talent, this cutie can fill most top nitery bills.

Robert Clary has improved since last caught. The tiny Frenchman injects enough American ad libs into his line to give customers a highly entertaining 20 minutes. Clary pulled big hands with his Edith Piaf take-off on *La Vie En Rose*. Expressive gestures on *Orange Colored Sky* and *Pigalle* brought sock returns from an enthusiastic mid-week crowd. Also did *Be Happy*, *Crazy He Calls Me* and *If I Were a Bell*, to nice dividends.

Bobby Troup Trio cut the show and played intermission. Troup got off to a bad start with off-color suggestive lyrics to a couple of standards. Picked up with several of his own cleffings.

Joe Bleeden.

good hands. In the middle, the boys threw in a new bit, a double-dummy routine handled by Mme. Aimee, that is reminiscent of the double dummy act used by D'Mattiazzi, tho the latter's execution is much smoother.

The three Chocolateers showed a different routine this time; one of the boys wore drag, while the other two lads did the chasing, etc. Tho the bit was amusing, it wasn't in the same class as their cafe-drunk-waiter routine. The show closed with the Standfords, ballroom team, doing some effective lifts and spins to appreciative exit hands.

Pic, *The Man Who Cheated Himself*. Bill Smith.

New York

Merriel Abbott is in Paris looking for attractions. . . . The D'Andrea Trio is due to open at the Plaza February 15, but can't get a visa out of Paris. . . . Jane Morgan, originally set for the Waldorf, fell out when Rodgers and Hammerstein, who hired her for *Mary Martin's* role in "South Pacific," starting next June, asked that she don't make p.a.'s before the show. Nancy Donovan will go in instead.

Landre and Verna will get the London Palladium July 2 and will probably double into the Savoy. . . . Judy Garland opens at the London Palladium April 9 for four weeks. Asking price was \$15,000.

Al Herman's left the Willard Alexander Agency. . . . Leo Fuld's held over at Habibi for another month. . . . Arki-Yavonsonne got an agent's franchise, will now book the Sheraton chain in addition to other spots and will handle acts.

Jack Edwards now with Jerry Rosen. . . . Sid Marion got his first TV shot on the Ed Wynn show. . . . Jon Silo will leave the vaude field for a tour with "Springtime Folly" which starts in Allentown, then New Haven, Washington and, it is hoped, New York.

Roemar Feeley, Associated Orchestras' club-dater, formerly with McConkey and Art Goldsmith, is convalescing from a heart attack. . . . Ernie Nordeen, ex-lounge combo leader, now booking units for the Dave O'Malley office. . . . Tweet Hogan back in Wesley Memorial Hospital for the second time in four months, suffering from an ulcer condition. . . . Betty Barclay, once with Sammy Kaye, has inked with Lou Cohan. . . . Rose Lyte, wife and former dancing partner of booker Ray Lyte, is moving to California at doctor's orders.

Cincinnati

Spike Jones brings his Musical Depreciation combo to the RKO Albee here for two performances Thursday night, March 1, with all seats reserved. . . . Corky Robbins, singing pianist, until recently at WLW-T and the Maisonette here, is working Las Vegas, Nev., niteries. . . . Willard (Mess Aroun') Cole, for many years a top feature with rotary tabs in this sector, is working Southern theaters and niteries with his own All-American Nit-Wits unit. . . . Mae Mack, singing 88'er, who put in the last several years in West Coast niteries, has opened at Artie Denner's Club Alexandria, Newport, Ky. She was formerly for five years at Jimmy Brink's Lookout House, Covington, Ky. . . . Charlotte and Johnny Broderick are again sticking close to their home in Chicago this winter, while working convention, club and nitery dates in and out of town. They recently concluded their second season on the major fairs for Barnes-Carruthers, Chicago.

Philadelphia

Flossie Mack, who managed Lee Guber's *Rendezvous*, joined the new publicity firm formed by Bob Adelman merging with John Grohmer. . . . Beale Street Boys usher in a new floor policy at Little Rathskeller. . . . Margie Winters, acro-dancer out for a year as a result of an accident, working again at the Club Shagure across the river in Camden, N. J. . . . After a two years' absence June Arnold returns to head the ice show at the Benjamin Franklin Hotel's Garden Terrace. . . . Eddie Suez Agency signed *Cosy Morley*. . . . Joey Karter, local comic, gets his first New York date at Queen's Terrace. . . . Pete Hanley, signing emcee at the Celebrity Room, now handled by Joe Shribman.

Hollywood

Eddie DeSure has temporarily left the nitery biz. Op was last connected with Hawthorne Club and Ballroom, Vesuvio's and Eddie's Oasis. He is now with the American Home Furniture Company. . . . Martin and Lewis back in town for another Paramount flicker. . . . Three Stooges, having completed several pic shorts, prepping another p.a. trek.

Harry Mendoza, known professionally as the Great Mendoza, will play a bit in Warner Bros. "Painting the Clouds With Sunshine." The nitery and vaude performer was last seen in "Three Little Words" at MGM. . . . Dennis Day opened his first night club stint at the Last Frontier, Las Vegas, Nev., last week for a fortnight. This is his initial booking set by Music Corporation of America. He gets \$10,000 per for his chores. . . . Harry James goes into the Flamingo, Las Vegas, February 22 for his first nitery date.

Here and There

Don Covino has taken over operation of the Crossroads Restaurant Night Club, Westport, Conn., which has been shuttered for some time. Covino will start floorshows on a modest budget, featuring Julie Kaye as emcee, Art Graham vocalizing, a chorus line and Andy Wuhrer's orchestra.

Ciro's, Hollywood (Thursday, February 1)

Capacity, 250. Price policy, \$1.50 cover weekdays; \$2 Saturday. Shows at 10 and 12. Owner-operator, H. D. Hoyer; press, Rogers-Cowan. Estimated budget this show, \$2,750. Estimated budget last show, \$4,500.

The Weavers, three guys and a gal, come here on the heels of their recent Decca hits. Group pulls exceptionally well with folk tunes ranging from a Hebrew dance melody to American mountain ditties. Top musicianship, good looks and personality pay off for the foursome (Ronnie Siebert, Lee Hays, Fred Hellerman and Pete Seeger), who get patrons to sing lyrics of several faves. Hellerman and Seeger, on guitar and banjo, respectively, rock the house. Group begged off after many encores.

Jimmy Nelson, vent, impresses with his work but his patter is spotty and should be sharpened for a smart crowd.

Joe Stabile, brother of Dick, emcees, cuts show and shares dance tempi with Geri Galian's rumba combo. Joe Bleeden.

TOM McDERMOTT DUO



TOM McDERMOTT
Sensational Singing Star, His Piano and Hammond Solovox
CARLOS VACCARO
Ace Drum "Rhythmist"
"Truly an outstanding team."
—New Orleans Picayune
Currently Appearing
THE GABLES
Trenton, Missouri
Management: Johnny Coon Agency
P. O. Box 7023, Country Club Station
Kansas City, Mo.

Stars of Gotham and Decca Records and RKO Motion Pictures
THREE PEPPERS
Now on 4-Week Engagement until February 26 at the
Brasserie Lipp, London, Ontario
Write Wire Phone
JOLLY JOYCE
2005 Paramount Theater Bldg.
New York City, L.A. Wickliffe 4-9469
Earle Theater Bldg., Philadelphia, Pa.
WA 2-4677 and 2-3172

nan Blakstone

* Fabulous Nightclub and Recording Star of **SUPER Sophistication!** *

* A Nightclub Star Act Designed FOR NIGHTCLUBS ONLY! *

PERSONAL MGMT. RONALD GERARD
c/o The Billboard
1009 Fox Theatre Building, Detroit

Available Thru' Any Agency
Write or Wire for Open Time

Burlesque Bits

By UNO

JESSICA ROGERS, who followed **Crystal Ames** as feature into the Club Samoa, New York, for four weeks starting January 15, is booked up until June for other niteries in New Orleans and Baltimore. . . . **Dave Kayne**, former theater manager and treasurer for the Hirst Circuit, took over as spotlight man at the Hudson, Union City, N. J., February 4. . . . A switch of producers, due to the elimination of the chorus at the Casino, Pittsburgh, moved **Natalie Carlier** from there to the Troc, Philadelphia, and **Bill Henriques** from Philly to the Empire, Newark, where he replaced **Shirley Paige**. . . . **Al Baker** and **Marcella** birthday partied Al Jr., on his 17th anniversary at the Red Robin, Union City, January 29. . . . Friends of **Jay J. Hornick** are tendering him a testimonial dinner and presentation February 19 in the banquet room of the Cafe Footlite, Philadelphia, to commemorate his 25th year in showbiz and association with the **Isadore Hirst** theatrical enterprises. . . . **Jackie Whalen** is vacationing and doing a few club dates prior to opening at the Club Boheme, Miami Beach.

ROSITA ROYCE, following her Union City and Newark weeks, opens March 2 at the Gayety, Norfolk, Va. . . . **Princess Lahoma**, Hirst Wheel star, has **Salvador Dali**, Spanish artist, designing a sensational surrealist for her. . . . **Yvette**, recovered from an illness of two weeks, which caused a cancellation at the President-Follies, San Francisco, returned to clubs and theaters in Portland, Ore. . . . **Inez Claire** opened at the Burbank, Los Angeles, January 19. . . . **Peggy Bond**, who was a dancer on her last trip east three years ago, is now a featured strip with the **Moore-Devine** unit, a role she acquired in theaters and niteries on the Coast. The same cast has **Renee Grant**, new talker-stripper on the circuit from Ohio niteries, who replaced **Comet Smith** in Boston last week. . . . **Jean and Bob Carney** are in their third year at **Irving and Murray Ross's** Colony Club, San Fernando, Calif. Co-principals are **Billie Bird**, the **Four Barons**, **Harry Rose**, **Jacqueline Hurley**, **Marnie**, **Lizette** and **Iona**. . . . **Aida** continues indefinitely at the **Copa Club**, Baltimore, thru **Mim Grossman**, whose other recent bookings include **Dave Starr**, comic-emcee, and **Bobbi Bruce**, **Harem**, Baltimore; **Ursella** and **Belle Sloane**, **Andy's Musical Bar**, Chester, Pa., and **Karen Lee**, **Waldrop's Club**, Washington. . . . **Dolores Dawson**, dancer, following her recuperation in Bermuda from a recent fall, returns to **Jimmie Kelly's**, **Greenwich Village**. . . . **Georgia Sothorn**, **Joey Faye**, **Crystal Ames**, **Mandy Kaye**, **Joya Sherrill**, **Benny Moore**, **La Verne French**, **Bert Carr**, **Marcella**, **Al Baker**, **Eddie Lambert**, **Wilma Hayden**, **Joe Young**, **Sammy Smith**, **Sammy Birch**, **Count Remo** and the **Bongo Troupe** comprise the principals in a new full length pic labeled "Hurly Burly," due at the Rialto, New York, the early part of March. Scenes were shot at the West End Studio, New York, a year ago under direction of **Harold Goldman** and produced by **Harold H. Seiden**. **Herbert Bloom** is supervisor for the **Cinetech Company, Inc.**

Stem Combos Gross 435G

NEW YORK, Feb. 10. — Cold, snow and a rail tie-up didn't hurt Stem combo grosses to any marked extent, the figures would've been better if conditions were normal. Take last week for the six vaude-flicker houses was \$435,000 against the previous week's \$359,000.

Radio City Music Hall (6,200 seats; average \$124,000) came in with a \$116,000 for its preem week of **September Song**, **Harold Barnes** and **Rudy Cardenas**.

Roxy (6,000 seats; average \$76,000) racked up a juicy \$115,000 for its initial frame with **Danny Kaye** and **Call Me Mister**.

Capitol (4,627 seats; average \$43,000) slipped back to \$48,000 after a terrific \$73,000 for an opener with **The Enforcer** and the **Lionel Hampton** show.

Paramount (3,654 seats; average \$64,000) held up with a solid \$88,000 for its second week with **Harvey Stone**, **Ella Fitzgerald**, **Boyd Raeburn** and **At War With the Army**. Show started with \$110,000.

Strand (2,700 seats; average \$36,000) did a good \$50,000 for its kick-off week with **Joey Bishop**, **Denise Darcel**, **Victor Lombardo** band and **Operation Pacific**.

Palace (1,700 seats; average \$17,000) did \$16,000 for eight-act bill headed by **Claudia Pinza** and **Mystery Submarine**. Same figure was made the previous week. New bill has the **Pitchmen**, **Three Chocolateers** and **The Man Who Cheated Himself**.

Arden Terms OK'd by AGVA

NEW YORK, Feb. 10.—The **Donn Arden-Ron Fletcher** package which folded four weeks ago following its initial date at the **Look-out House**, Covington, Ky., settled all claims with the acts involved to the satisfaction of the **American Guild of Variety Artists**.

Package originally went out on a guaranteed 16 weeks work out of 20. Unit did four weeks, but after that no further work came up. **Arden-Fletcher**, who had guaranteed work to the six acts, tried to book them singly to meet contractual stipulations. Performers understood the problem and reached a settlement.

AGVA Crackdown On Pantomanics

HOLLYWOOD, Feb. 10. — The **Pantomanics**, comic duo, were fined one-third of their \$400 weekly salary and placed on six months' probation by the local **American Guild of Variety Artists'** executive board. **Pair**, **Buster Brand** and **Dwight Allwyn**, were cited as a result of a row started by them at the **Bamboo Club** in North Hollywood, where they were appearing.

Should a similar charge come before **AGVA** (conduct unbecoming a member), the two will have to forego any engagements for a six-month period.

Morgan Leases

Continued from page 38

Evansville, Ind. According to reports, **Morgan** is taking a two-year lease on the spot, with privilege of purchase.

Morgan, aided by his wife, **Alice**, plans to operate **Glenn Rendezvous** as a popular-priced niterie, opening February 25. The room formerly occupied by the casino will be converted into a cocktail lounge with music. The dining room will offer a band for dancing and floor acts.

Morgan plans to hold sway at the club for about nine months out of the year. He will manage the spot personally and commute to Chicago for his weekly television show.

Philly Niteries

Continued from page 38

for two March weeks. The **Wedge**, long identified as a musical bar, will bring in the **Frisolous Girls** revue, rearranging the stage to provide a runway. Owner **Henry Brody** will start building an upstairs room.

The **Last Word Cafe**, in the West Philadelphia sector, owned by **Eugene Porter**, has been sold for a reported \$60,000 to **George Brod-**

Hocus-Pocus

of Magic and Magi
By BILL SACHS

THE GREAT NAHALA has set his new combination **Illusion-Girl Show** with **Hill's Greater Shows** for the coming season, opening around the middle of March. Unit will work under a 35 by 70-foot canvas theater, with an 80-foot front, all constructed on two vans. . . . **Al Stanfield**, magician and vent, played host recently to **Herschell Johnson**, formerly advance man for **Virgil**; **Franklin McKinnon**, former assistant to **Virgil**; **Dr. and Mrs. Gaffney**, and **Joe Kinder**, vet magus-vent, at his **Magic Pine Ranch**, **Fordyce, Ark.** Fire recently destroyed the south wing of his ranch house, but **Stanfield** reports that damage was small. . . . **Landrus the Magician**, now on his annual Texas trek, dips over into Mexico this week for return dates in **Mexico City** and **Monterey**. . . . **Chester Morris**, flicker star, worked the comedy snake basket on the **Ken Murray** TV show February 3. . . . **Ira H. Duckett**, past president of the **William Baker Ring No. 44**, **International Brotherhood of Magicians**, Providence, is seriously ill in **New Veterans' Hospital**, **Little Rock, Ark.** Friends are urged to drop him a line. . . . **Ward Hall**, magical juggler, and **Harry Leonardo**, knives, have just closed a three-week stand at **Cobra Lounge**, **Baton Rouge, La.** . . . **Bela Lugosi Horror Show** has been playing the **New York area**. . . . **Don Sweet**, booking agent-magician, posts that things magical are perking handily in and around his headquarters town, **Moline, Ill.** . . . **Sweet** says he recently used **Paul Stadelman** on several **Moline** bookings. . . . **Frank L. Bunker**, one of the oldest active members of the **International Brotherhood of Magicians**, passed on recently at his home, 2310 **Roswell Avenue**, **Charlotte, N. C.** . . . **Milbourne Christopher** did another repeat on the **Garry Moore CBS-TV** network show last Monday, this time sawing **Moore** in half. . . . **Eddie the Magician** (**Edward Chernev Jr.**), posts from **Lorain, O.**, that he begins a 13-week tour of **Eastern Ohio** late this month. . . . **Magic Center**, **Al Cohn's** **New York** magic emporium, is pitching magic over **WPIX**, **New York**. His current offerings include the **Siberian Chain Escape**, the **Wizard Deck**, **Finger Chopper** and several other dollar items.

Wallace Circus Side Show & Museum Attractions on the **Larry Nolan Shows** the coming season. **Wallace** is this winter playing club dates with his magic under the name of **Roy Wallace**. He also bills himself as "Scrubboard" **Wallace**, the hillbilly magician.

RE-CONVERTED TO A THEATRE

IN PHILA. IT'S 'THE MET'

FORMERLY METROPOLITAN OPERA HOUSE

On Broad St. at Poplar

CONVENIENTLY LOCATED

4,000 COMFORTABLE SEATS

WORLD'S LARGEST STAGE

Now Available for STUPENDOUS EXTRAVAGANZAS VAUDEVILLE TELEVISION MUSICAL SHOWS EXHIBITIONS CONVENTIONS

REASONABLE RATES—INFORMATION

JIMMY TOPPI ENTERPRISES, INC.

858 N. Broad St. Phone ST 4-2400 PHILADELPHIA, PA.

COMEDY MATERIAL

For All Branches of Theatricals

BILLY GLASON'S FUN-MASTER

"The Original Show Biz Gag File"

NOS. 1 THRU 35 @ \$1.00 EACH (SOLD IN SEQUENCE ONLY)

SPECIAL—FIRST 13 FILES FOR \$10 ALL 35 FILES FOR ONLY \$25

3 BKS. PARODIES, per book . . . \$10

MINSTREL BUDGET \$25

4 BLACKOUT BOOKS, ea. book \$25

HOW TO MASTER THE CEREMONIES (reissue), \$2.00 per copy

GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS \$1. Price \$250, worth over a thousand.

No C. O. D.'s

PAULA SMITH

200 W. 54th St., N. Y. C. 19, Dept. BB

"FLASH" This Beautiful Zircon 3-Stone Men's Ring

FOR \$5 SEND RING SIZE, NAME & ADDRESS!

ONLY \$5

Don't Delay—Mail in Today to

HUBERMAN JEWELERS

Victory Building, Room 1065

1001 Chestnut St., Philadelphia, Pa.

ACTS WANTED

Break your jump East or West. Can offer many night club, theater, convention and banquet bookings now. Write, wire, come in!

RAY S. KNEELAND

75 1/2 W. Chippewa St., Buffalo 2, N. Y.

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY

8 x 10—\$1. Postcard—2¢

6 x 4—10¢. 5x7—15¢. 4x6—10¢. 3x5—8¢.

NEW NATURAL COLOR PHOTOS

Postcard—1¢. 8 x 10—12¢ in quantity. All other sizes.

Write for FREE sample & List 88

MOSS PHOTO SERVICE 350 W. 50 N. Y. C.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SHELL SCENIC STUDIO 581 S. High Columbus, O.

WANTED

EXOTIC DANCERS AND STRIPS

Be a booster for

MILTON SCHUSTER

127 North Dearborn St. Chicago 2, Ill.

GUITAR PLAYERS!

Become a TOP-NOTCH Rhythm Guitarist. It's NEW and DIFFERENT—first time on sale—a MANUAL for Guitar Players. KNOWLEDGE OF MUSIC NOT NECESSARY since everything is clearly illustrated and thoroughly explained. Truly an opportunity for the ambitious Guitar Player—don't pass it up! \$2.00 Postpaid. HOWARD D. PRICE, P. O. Box 292, Washington, North Carolina.

GENUINE 8 x 10

GLOSSY PHOTOS IN 1 DAY!

5¢ EACH

In 5,000 Lots 57¢ in 1,000 Lots \$7.50 per 100

Postcards 123 per 1000: Mounted Enlargements (30x40) \$3.95

Made from your negative or photo. Unsurpassed in quality at any price.

Under supervision of famous James J. Kriegsmann.

COPYART

Plaza 7-2233

165 West 46th St. New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE!

SELAN'S

World's Largest Creators of Hair Styled Pieces

Write for FREE CATALOG

Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR.

Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.

SELAN'S HAIR GOODS CO.

32 State St. Dept. 1, Chicago 2, Ill.

Waterfalls & Braids
Chignons & Page-boys
Top Curis
Switches & Transformations
Wigs
Toupees.

PHOTO BLOW-UPS

8x10 Glossies, photo post cards in quantity. The same studio that has faithfully served you for over 15 years with glossy reproductions as good or better than your originals now offers large blow-ups mounted on heavy cardboard at very low prices. Send today for complete price list, free samples, etc.

MULSON STUDIO

P. O. Box 1941, Bridgeport 1, Conn.

CLINTON HOTEL

10th below Spruce

200 outside rooms from \$2. Special weekly rates. Housekeeping apartments. Newly renovated. New tile baths. Beautiful air conditioned cocktail lounge. Walking distance of all theatres.

PHILADELPHIA, PA.

WANTED EXOTIC DANCERS

BOOKING 10 WEEKS IN FLORIDA

SAMMY CLARK AGENCY

540 West Avenue Miami Beach 39, Florida

HOWARD PHOTO REPRODUCTIONS

No Order Too Small or Too Large. Enlargements mounted, 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 2¢. 24-hour service. Mail orders coast to coast. Write, Call. Free Sample Kit.

Howard Photo Service, Dept. B

148 W. 46 St., New York 19, N. Y. LU 2-1460

8 x 10 5¢ QUANTITIES

Minstrels' Costumes & Accessories

CIRCULARS FREE

Dance—COSTUMES—Clowns

For all other occasions. Get in touch with

THE COSTUMER

228 STATE ST. SCHENECTADY 5, N. Y.

Sides and Asides

Production Notes and Personal Intelligence . . .

The engagement of "Where's Charley?" at the Broadway Theater has been extended to March 10 due to a heavy demand for tickets. Show will then embark for San Francisco and Los Angeles. . . . **Anthony Farrell** is considering **A. B. Shiffrin's** "Love, Hate and Murder" for next season. A 12-character thriller set in Central Park, New York, the show was recently put on by **Margo Jones** in her Theater '50 in Dallas. . . . **Michael Mindlin Jr.** is considering production of a musical for next year based on the life of the late **Wilson Mizner**, famous writer and raconteur. Mindlin is now looking for a librettist. . . . Circle-in-the-Square, a semi-professional group at Sheridan Square, New York, went into rehearsal last week with "Amata," by **Prof. Eugene Raskin**, of Columbia University. The play is a romantic fantasy set in Florida and calls for a cast of 14. Opening is set for March 6. . . . "A Young Wife's Tale," a comedy by **Ronald Jeans**, will be put on by **Jack Segasture** this spring. Cast skeds **Jean Muir** and **Angela Lansbury**, with **Louis Borell** due to direct. Rehearsals are set for February 20. . . . "A Matter of Living," by **Robert Lantz**, is a possibility for **Lars Nordenson's** production schedule. He wants **Rex Harrison** to direct. "Three Stories High," by **Winifred Wolfe**, has been optioned by **Elliott Nugent**, who hopes to produce it in association with **Jack Gordun**, the author's husband. . . . **Robert Whitehead** is interested in putting on "Clerambard," a play by **Marcel Ayme** done in Paris last May. . . . Scheduled for an early fall production by the Theater Guild is "Point of Departure," the **Jean Anouilh**

Rail Strike A B.-O. Boon To Stem Legit

NEW YORK, Feb. 10.—The railroad strike had little effect financially on the Stem legit picture, altho it entailed some additional production expense. A major ticket brokerage house, 40 per cent of whose clientele stems from out of town, reported no appreciable drop in sales during the strike period, and that this week has actually racked up higher than the previous. Friday (2) and Saturday (3) were reported as boom theater nights, due to the fact that so many potential customers couldn't get out of town. Monday (5) business was said to be good, with local b.-o. receipts falling somewhat the following night.

James Reilly, speaking for the League of New York Theaters, could give no definite figures. He thought, however, that the current week has been off on receipts, due as much to the temperature drop as to effects of the strike. He said, however, that the good business over last week-end would likely prove a saving grace for any b.-o. slump.

One production coming into town and two going out beat the strike tie-up. The Shuberts flew in the sets and cast of **Ti-Coq** from Chicago, immediately after the show closed there Saturday (3). Two cargo planes brought in more than 18,000 pounds of sets and properties. Sets for **The Green Pastures** were shipped to Boston and the same for **The High Ground** similarly made New Haven just before the rail service halted Sunday (4). The casts of both troupes made their destinations by bus.

Oppenheimer Pen Set for "Carnival"

HOLLYWOOD, Feb. 10.—George Oppenheimer has been signed to write the stage version of the French film, **Carnival in Flanders**. Play will bow on Broadway this fall.

Franklin Gilbert and Julian Claman will produce the legit.

play translated by **Kitty Black**. It is a modern treatment of the Orpheus and Eurydice legend.

Postponements: "Razzle Dazzle," the revue set for the Edison Hotel Arena Theater, moved its opening date from Wednesday (14) to Monday (19) in order to avoid conflict with the opening of "The King of Friday's Men." Latter show then also gave up the 14th to make time for script revisions. New opening date for "Friday" is Saturday (17). Unveiling of "Not for Children" was postponed from Thursday (8) to the 13th also to allow script revisions.

Sick list: **Eugene O'Neill** is hospitalized in Salem, Mass., with a fractured leg. . . . **Gloria Swanson** was absent last week from "Twentieth Century" with a cold and laryngitis. **Phyllis Hill**, wife of **Jose Ferrer**, substituted. . . . **Emlyn Williams** undergoing a kidney operation in London. . . . **Marc Blitzstein** underwent an op- (Continued on page 42)

DC Bills Would Aid Metop, Help College Legit

WASHINGTON, Feb. 10.—A bill to exempt grand opera from the 20 per cent federal admission tax was introduced in the House this week by Rep. Emanuel Celler. Celler said the exemption would make up a \$400,000 deficit now faced by the Metropolitan Opera Company. The bill faces a gloomy future currently because of the administration's drive to raise increased revenue in the mobilization emergency.

Among other legislation this week was a bill by Rep. Charles R. Howell to authorize the U. S. Commissioner of Education to bring university theater productions to the nation's capital from all parts of the land. In urging support for his bill, Howell complained of neglect of "the arts" and declared, "Support of the arts can no longer be left to the patronage of wealth; active encouragement of artistic expression in its various forms must become the responsibility of all citizens."

Legit House Ops Have Lotsa Gripes Too, Lotito Explains

Continued from page 1

that there have been cases of gross unfairness and squeezes on the part of the theater-owning gentry. But maintenance and operation of Stem playhouses are as risky a financial venture as any other show business gamble, and the rewards are far smaller than is generally taken for granted.

Louis A. Lotito, manager of the **Martin Beck** and president of **City Playhouses, Inc.**—which operates the **Fulton**, **Coronet**, **Morosco** and **46th Street** theaters—gives figures which clarify some operational problems, likely not clearly understood by legit's rank and file. According to the manager, the average legit Stem theater is lighted for only 30 weeks out of the year. Of course, a theater may get a hot one like **South Pacific** or **Where's Charley?**, but such are rental jackpots.

Taking the **Martin Beck** Theater as an example, and a 30-week occupancy as an average, Lotito's balance sheet stacks up something like this. The Beck can gross weekly \$30,000 at a \$4.80 top. At a rental of 30 per cent of the gross, house management can take in \$9,000 a week, or \$270,000 over a 30-week span—a very tidy sum on paper.

However, against this take must be balanced house operation expenses. Productions vary, of course, in requirements. Lotito

BROADWAY SHOWLOG

Performances Thru February 10, 1951

DRAMAS		
Affairs of State	9-25, '50	159
(Music Box)		
Angel in the Pawnshop	1-18, '51	28
(Booth)		
Bell, Book and Candle	11-14, '50	103
(Barrimore)		
Bill Budd	2-6, '51	1
(Billmore)		
Darkness at Noon	1-13, '51	33
(Alvin)		
Peer Gynt	1-28, '51	15
(ANTA Playhouse)		
Season in the Sun	9-28, '50	156
(Cort)		
Second Threshold	1-2, '51	47
(Morosco)		
The Country Girl	11-10, '50	107
(Lyceum)		
The Green Bay Tree	2-1, '51	12
(Golden)		
The Happy Time	1-24, '50	439
(Plymouth)		
The Lady's Not for Burning	11-8, '50	100
(Royale)		
The Member of the Wedding	1-5, '50	460
(Empire)		
The Rose Tattoo	2-3, '51	9
(Martin Beck)		
Ti-Coq	2-9, '51	3
(Broadhurst)		
Twentieth Century	12-24, '50	56
(Fulton)		
MUSICALS		
Bless You All	12-14, '50	68
(Hellinger)		
Call Me Madam	10-12, '50	140
(Imperial)		
Gentlemen Prefer Blondes	12-8, '49	492
(Ziegfeld)		
Guys and Dolls	11-24, '50	91
(46th Street)		
Jotham Valle	2-6, '51	7
(48th Street)		
Kiss Me, Kate	12-30, '48	874
(Shubert)		
Michael Todd's Peep Show	6-28, '50	261
(Winter Garden)		
Out of This World	12-21, '50	60
(Century)		
South Pacific	4-7, '48	756
(Majestic)		
Where's Charley?	1-28, '51	808
(Broadway)		
CLOSED		
H.M.S. Pinafore & Trial By Jury	2-10, '51	8
(St. James)		
(Opened 2-5, '51)		
King Lear	2-3, '51	48
(National)		
(Opened 12-25, '50)		
King Richard II	2-4, '51	15
(City Center)		
(Opened 1-24, '51)		
COMING UP		
(Week of February 12, 1951)		
The Gondoliers	2-12, '51	
(St. James)		
Not for Children	2-13, '51	
(Coronet)		
The King of Friday's Men	2-17, '51	
(Playhouse)		
Iolanthe	2-15, '51	
(St. James)		
The Small Hours	2-15, '51	
(National)		

Revue-in-the-Round Arena's New Switch

NEW YORK, Feb. 10.—Last June, when **Derrick Lynn-Thomas** and **David Heilwell** unveiled the Stem's first theater-in-the-round in a ballroom of the Edison Hotel, there was considerable head-shaking as to whether arena legit projection could hold up in commercial competition. The enterprise fooled the wise money.

Four productions, ranging from tragedy to farce, have been put on over 34 weeks. The little Arena Theater has never been dark since opening night, until January 20, when **Arms and the Man** wound up with a record of 108 performances. Since then the young entrepreneurs have been rehearsing a revue, **Razzle Dazzle**, which is likely the first time legit song-and-dance entertainment to be offered on Broadway via central staging. The official unveiling is set for Monday (19).

Aside from local crowd-pleasing, the boys have another objective in putting on a revue. Last fall there was considerable talk of putting Arena Theater productions into hotels over the country, setting up a sort of theater-in-the-round circuit. The Music Corporation of America (MCA) became interested in booking such productions into ballrooms of well-known hostleries. However, to convert such spots into small theaters entails some outlay for seating and lighting, and the notion has been hanging fire, pending a solid hit at the Broadway base of operations, something which could really click country-wide. The Lynn-Thomas-Heilwell combo hopes that its latest effort is the key.

While two of the Arena's previous shows ran over the 100-performance mark, the project has netted only small profits to date.

Singers Added To "This Is It"

HOLLYWOOD, Feb. 10.—Singers **Barbara Logan** and **Loren Welch** are the newest additions to the cast of **This Is It**. Musical revue, originally skedded to bow this month, will preem here March 23. Show features 24 numbers with a roster of unknowns.

Shari Robinson and **Bob Evans** are the only other members announced so far. Revue is being produced and directed by **Allan A. Buckhantz**, and will exhibit a cast of 28 in modern dance themes. Ork will be built around **Local 47** musicians, by Musical Director **Nick Carras**.

However, costs for this type of production are low, and \$15,000 got the theater going and saw it thru its first two offerings. The management points out also that all four productions are revivals. It is felt that something entirely fresh and original can develop into smash b.-o. lure. The production nut on **Razzle Dazzle** is less than 20G, and **Madeline Capp** and **Greer Johnson** are listed as associate producers.

Dazzle uses about half the material of **Come What May**, a revue given an off-Broadway tryout here last spring. Its sketches and lyrics are by **Mike Stewart** and **Leo Shummer**. **Irma Jurist**, **Shelley Mowell** and **Bernice Kroll** are responsible for the tunes. **Nelle Fisher** and **Jerry Ross** have done the dance patterns. **Pat Carroll**, **Dorothy Greener**, **Jean Sincere** and **Jane White** are holdovers from the downtown try-out. Newcomers to a cast of 14 are **Peter Conlow**, **Kate Friedlich**, **Lee Goodman**, **James Harwood**, **Bob Herget**, **James Jewell**, **Christine Karner**, **Jet MacDonald**, **Frank Reynolds** and **Flori Waren**.

A **Billboard** reviewer last spring dubbed **Come What May** "alive and lively" and "a most satisfying off-Broadway hit which gives evidence that it could achieve the same distinction on Broadway."

N. Y. Senate Okays Increase For Broker Fee

NEW YORK, Feb. 10.—A bill introduced by **Jesse Moss**, counsel for the New York Ticket Brokers' Association, calling for a hike in brokerage tariffs to \$1,000 from the current 75 per cent override on ticket sales, was passed by the New York State Senate Monday (5) with a registration of only three con votes.

The bill is now in committee, and **Moss** hopes that it will be reported out for action by the State Assembly sometime next week. If it passes the lower body, the legal maximum brokerage premium including federal tax on a single ticket will be \$1.20, instead of 90 cents as now charged.

Moss stated, however, that unless something occurs to change the picture, the new tariff, if made a law, will not likely be applied to the sale of all tickets. A general feeling among brokers, he says is to let the more expensive ducats, for musicals and such, carry the brunt of the new top scale.

Meanwhile, until final action is taken by the Albany solons, the League of New York Theaters and Actors' Equity are standing by for results. Nothing will be done in the matter of changes in the code by the Ticket Code Authority, until a full report on the situation is made by **Moss**.

"Great Man" Bows At H'w'd Century

HOLLYWOOD, Feb. 10.—Century Theater relights March 6 with a new play, **The Great Man**, by **Harold M. Sherman**. House shuttered six weeks ago, winding up with **Twelfth Night**. Play co-stars **Albert Dekker** and **Dolores Costello**, with **Louise Beavers**, **Douglas Evans** and **Carol Thurston**. Juvenile role has not been cast, but **John Barrymore Jr.**, previously rumored for part, is out.

Great Man is skedded to run two weeks, playing nightly. Opening is straight \$3.60. Regular run will be \$3.60, \$2.40, \$1.80 and \$1.20. Pic producers **San Baerwitz** and **Maurice Golden** are bankrolling the play and **Arthur David Hilton** directs. If legit clicks, company will try a fall Broadway opening.

Equity Prexy Derwent Lectures in Seattle

SEATTLE, Feb. 10.—Equity Prexy **Clarence Derwent** addressed the annual meeting of the Northwest Drama Conference, held at the University of Oregon in Eugene today (10).

(Continued on page 42)

Broadway Openings

JOTHAM VALLEY

(Opened Tuesday, February 6)

48th Street Theater

A musical play with book and lyrics by Cecil Broadhurst. Music by Broadhurst, Frances Hadden and Will Reed. Staged by Howard Reynolds in association with Lena Ashwell. Sets, Erling Roberts. Musical direction, Will Reed and George Fraser. Dances, June Day, Christine Nowell. Press representatives, Murdoch Pemberton. Presented by Moral Re-Armament.

Nielson Scoville Wishard
"Jotham" Jotham Leland Holland
Spindle Cecil Broadhurst
The Waggle Kids David Allen, Valerie Exton, June Day, Tom Kennedy, Christine Nowell.
Jennifer Ilene Godfrey
Mrs. Whipple Marion Clayton
Miss Hubbard Phyllis Konstam
Widow Waggle Elsa Purdy
Moose Dwight Bollean
Sluggo Frank McGee
Smokey Ron Roberts
Sundown Howard Boyd
Mart Billings Jack Stubbs
Jack Jack Currie
Seth Jotham Dick Stollery
Murray Wilkins Scoville Wishard
Will Robert Anderson
The Judge Eugene Bedford
Sarah Greta Stollery
And: Janet Binns, Mary Jane Broadhurst, Molly Corner, Mabel and Nancy Curtis, Leone Exton, Nancy and Sally Hore-Ruthven, Barbara Jardine, Clare Meynell, Rosemary Pinsent, Ruth Ridgway, Juliet Rodd and Rea Zimmerman.
Chorus Ensemble: Cyril Beall, Ben Trotter, Hope Kitchen, Walter and Florence Farmer, Eric Millar, Vere James, Ivor Sharpe, Carol Ann Beal, Phyllis Limburg, Eleanor Crary, Hugh Nowell, Helen Hunter, Aage Anderson, Harold Sack, Ken Twitchell Jr., Ed MacRae, Frank Sherry, Norman Schwab.

Since the Oxford Movement's Moral Rearmament program undoubtedly measures the success of its productions by the number of people exposed and converted to their message of brotherly love, it may seem pointless to measure their current product by the customary commercial-entertainment yardstick. However, since it presents *Jotham Valley* in competition with other Stem productions and at competitive scales, there seems reason enough to take it on its face commercial value.

Anyone visiting the 48th Street Theater with no firsthand knowledge of the purpose of the Oxford Movement needs no introduction. *Valley* makes its point from the first and sticks to it to the end, bludgeoning the while, as it were. Not that its message isn't an excellent one and not that it isn't served in good style, but a constant reminder that an oh-so-jolly world awaits can become a bit monotonous. Such world, says *Valley*, begins in the individual's heart—brother must love brother before nation can love nation. Honesty is the only policy, and unselfishness is its own premium.

These points are brought home via a dramatization of an actual occurrence in a Nevada valley. Two brothers, filled with bitterness, have been quietly feuding for some time. A water shortage brings a crisis—should the supposed "righteous" brother let the people in the lower end of the valley have water from his huge reservoir and thereby help his less fortunate, ne'er-do-well brother? The answer at first is a hard-hearted "No!" But a ranch-hand, recently reformed morally, converts the ne'er-do-well who, in turn, thru honesty and self-humiliation, softens the "righteous" brother's heart. So foregoing his legal right the brother turns the water into the valley and a new world dawns.

Ending on a happy note, the cast assures its listeners that if this valley can change, so can the world, thus giving one last punch to the theme of the opening numbers.

Commercially *Valley* will probably do well among the followers and sympathizers of the Movement, but the average ticket buyer will feel gypped on entertainment. So much pulpitering can hardly be described as great fun.

The tunes of *Broadhurst*, Frances Hadden and Will Reed are catchy enough, but *Broadhurst's* book and lyrics are completely repetitive. Erling Roberts' sets and the costuming and lighting add an excellent Western tang to the proceedings. Howard Reynolds' direction could still do much to put his principals more at ease. Vocally, they're fine; dramatically, lacking.

The company is obviously far from entirely professional, tho there are some good performances. There is an excellent amateurishness about the cast which makes the contributions from such people

H. M. S. PINAFORE

and TRIAL BY JURY

(Opened Monday, February 5)

St. James Theater

Operettas by W. S. Gilbert and Sir Arthur Sullivan. Staged by Eleanor Evans. Sets by Joseph and Phil Harker. Ladies' costumes by George Sheringham. Musical director, Isidore Godfrey. Stage manager, Jerome Stephens. Business manager, Bruce Worsley. Press representative, Sam R. Stratton. Presented by the D'Oyly Carte Opera Company.

H. M. S. PINAFORE

The Rt. Hon. Sir Joseph Porter, K. C. B. Martyn Green
Capt. Corcoran Eric Thornton
Ralph Rackstraw Neville Griffiths
Dick Deadeye Darrell Fancourt
Bill Bobstay Donald Harris
Bob Beckett Radley Flynn
Josephine Muriel Harding
Hebe Joan Gillingham
Little Buttercup Ella Halman
First Lord's Sisters, his cousins, his aunts, sailors, marines, etc.

TRIAL BY JURY

The Learned Judge Richard Watson
Counsel for the Plaintiff Alan Styler
Defendant Leonard Osborn
Foreman of the Jury Donald Harris
Usher Radley Flynn
Associate Ivor Emmanuel
The Plaintiff Enid Walsh
First Bridesmaid Joyce Wright
Chorus of Jurymen, bridesmaids and public.

As anyone remotely acquainted with Gilbert and Sullivan audiences could have predicted, the visiting D'Oyly Carte troupe unveiled its second bill to a packed house. *Pinafore*, of course, is a perennial favorite, reeking as it does with Sir Arthur's catchiest tunes and some of his partner's best remembered jingles. Whether or not a pewsitter is a real hair-tearing Savoyard fan, *Pinafore*, particularly as the Londoners play, or rather, over-play it, stressing all its corny, bravura nonsense, is grand fun.

When it comes to Sir Joseph Porters, there is no one to touch Martyn Green for deportment as Britain's first lord of the admiralty. His explanation of how he got the job is repeatedly a gem and he could encore choruses of the *Ring the Bells* number as long as his stamina would hold out. Darrell Fancourt is again the perfect Dick Deadeye, likely the first British sailor to admit to an inferiority complex, and Ella Halman staunchly upholds the robustly dulcet tradition of Little Buttercup.

Neville Griffiths rates a special salute for his love-sick Ralph Rackstraw. The satire needs a heavy hand in playing as well as a top-flight voice, and Griffith gives it both. Muriel Harding is thoroly competent as the lass who loves him in return. Eric Thornton's captain is stuffily splendid and there are fine supporting contributions from Donald Harris, Radley Flynn and Joan Gillingham.

Traditional Curtain-Raiser

Tradition calls for curtain-raising *Pinafore* with *Trial by Jury*, so whether or no you like the maestros' musical jibe at British jurisprudence, you get it. *Jury* has never been a favorite with this reporter, overloaded as it is with antic buffoonery. However, it does boost some nice tunes and occasionally tickles some lyrics, and the visiting Savoyards put their hearts into it, as usual. Richard Watson does well by the fettle some judge, and Leonard Osborn and Enid Walsh are more than sufficiently tuneful as the defendant and plaintiff.

But a matter like *Jury* gives a pewsitter a chance to take his eyes off the stage and watch Isidore Godfrey in the pit. His is always a top performance of a Savoyard evening. Godfrey knows the Sullivan scores likely as well as the maestro did himself, and undoubtedly could baton them in his sleep. He, with Green and the other veterans, is the essence of the Savoy tradition. **Bob Francis.**

as Leland Holland, Elsa Purdy and Dick Stollery all the more stand-outs. However, other meritorious jobs stem from June Day's dancing, the vocalizing of Ilene Godfrey and a chorus bit routine from a gal who is a natural comedienne.

In sum, the message gets the best break in *Valley*. It would seem, however, that if those involved had begun from the entertainment viewpoint and reserved their points for specific moments, *Valley* would be a better draw. **Dennis McDonald.**

TI-COQ

(Opened Friday, February 9)

Broadhurst Theater

A comedy drama by Fridolin (Grafien Gelinas). Staged by the author. Sets and costumes by Jean Fournier DeBellevil. Lighting by Leo Kurz. Incidental music by Maurice Blackburn. General manager, Al Goldin. Stage manager, Kenneth Johnstone. Press representatives, George and Dorothy Ross, Madelin Blitzstein. Presented by Fridolin Productions in association with Lee and J. J. Shubert.

Commanding Officer George Alexander
Padre Jacques Auger
Jean-Paul Clement Latour
Ti-Coq Fridolin
Papa Desilets Fred Barry
Marie-Ange Amanda Alarie
Aunt Clara Juliette Oigny
Germaine Denise Pelletier
Rosie Mary Barciay

• Continued from page 3

into the army. He meets the family of a fellow-draftee and falls in love with the latter's sister. His one hope of final security and escape from his social stigma is to marry and have legitimate children of his own. The girl promises to wait, but after a couple of years is talked into a loveless marriage by her family. He returns from the war to find that love isn't enough, even when she is willing to leave her new husband for him. The solution would leave him just where he started.

Winning Writing

There is much that is winning in Fridolin's writing. It is simple and direct and frequently earthy in what is evidently a literal translation. Actorwise, his standards differ considerably from our own. His delivery is clear and sharp and his reading for the most part has force and drive. But he is over-given to emphasis via choppy, angular gestures and the constant use of a cigarette for a prop. He is not what can be called an easy actor on a stage by any stretch of imagination.

The star gets excellent support from several quarters. Hugette Oigny does a splendid job as the confused and conscience-stricken girl who loves him. Denise Pelletier gets some of the play's most amusing lines and is evidently a good actress. But she is one of the chief offenders via a too-heavy accent. Juliette Beliveau contributes some of the play's best moments as an aunt lecturing the gal on the desolations of spinsterhood. There are other sharp performances from a troupe which obviously knows its way around a stage.

However, welcome as these Canadian visitors may be, *Ti-Coq* looks to have a very limited appeal. It hasn't got what it takes for Broadway.

THE HIGH GROUND

(Opened Thursday, February 8)

Shubert Theater, New Haven, Conn.

A melodrama by Charlotte Hastings. Directed by Herman Shumlin. Setting, lighting and costumes by Peggy Clark. Company manager, Harold Jacopy. Press representatives, Bill Doll and Michael O'Shea. Stage manager, Felix Jacoves. Presented by Albert H. Rosen.
Nurse Phillips Marian Seldes
Nurse Brent Patricia Hitchcock
Sister Josephine Ruth McDevitt
Willy Pentridge Logan Ramsey
Sister Mary Bonaventure Margaret Webster
Dr. Jeffreys Tom Helmore
The Mother Superior Margery Maude
Melling Nell Fitzgerald
Sarah Carn Leueen MacGrath
Miss Pierce Mary Bell
Martha Pentridge Jean Cameron

• Continued from page 3

lightens the drama's intensity. Her portrait is so sharp that she succeeds in stealing a complete scene from the Misses Webster and MacGrath by simply walking across stage.

Tom Helmore's young doctor is a capable performance, as likewise is Logan Ramsey's half-wit. No single member of the supporting cast, excepting Miss McDevitt, could claim any high individual honors, so well chosen were the players.

Direction is of high order, pacing one of the smoothest bow-ins in many seasons. While there are still minor faults and some corrections to be made, it is apparent that *Ground* will be well ironed and starched before its big-time debut. Peggy Clark's setting of the great hall in the convent is well executed.

In brief, *Ground* bids for a spot among the "must see" offerings of the season.

Arena To Play Revue; Still Lacks First Hit

NEW YORK, Feb. 10.—David Heilwell and Derrick Lynn-Thomas are still looking for the hit that will enable them to put their Stem theater-in-the-round productions on tour, and they hope to have it in *Razzle Dazzle*, which is due to open February 14. *Razzle Dazzle* will be the first professional

revue to be done in arena style on Broadway. Now housing its rehearsals, the Edison Hotel Arena Theater is dark for the first time in 34 weeks. Rehearsals for the four previous productions were overlapped.

The two of the shows ran over 100 performances, only small profits have been realized so far. But costs for this type of production are low. A total budget of \$15,000 got the hotel theater started, and saw it thru its first two productions. The nut on the upcoming revue is under \$20,000, and Madeline Capp and Greer Johnson are in as associate producers.

Selections for the theater, which the producers operate themselves, have ranged from tragedy to farce, and now a revue. The production of *Arms and the Man* going to the Atlanta arena theater with Francis Lederer directing has no connection with the production just terminated at the Edison Hotel, in which Lederer starred.

MCA Interested

Music Corporation of America has been interested in booking arena productions in hotels around the country, but is looking for a solid hit at the Edison to get the ball rolling.

Razzle Dazzle, written by Mike Stewart, uses about half the material of *Come What May*, a revue presented off Broadway last spring. *The Billboard's* reviewer called that show "young and fresh, a most satisfying off-Broadway hit that gives evidence that it could achieve the same distinction on Broadway."

Those from the original downtown cast who will appear in the uptown version are Pat Carroll, Dorothy Greener, Jean Sincere and Jane White. Also signed for leading roles are Peter Conlow, Kate Friedlich, Lee Goodman, James Harwood, Bob Herget, James Jewell, Christine Karner, Jet MacDonald, Frank Reynolds, and Flori Waren.

Cirque Theater Ending Yr. Run

SEATTLE, Feb. 10.—The Cirque Theater, only pro theater left here, completes a year's activity this month with its run of *Arsenic and Old Lace*. With Gene Keene as producer, the org has run 10 shows and employed 46 actors, including names such as Zazu Pitts and Frank McHugh. Dean Goodman has handled the staging of the in-the-round productions.

The Cirque is also the only house in this territory not now controlled by the University of Washington. Late in 1950 U. of W. bought the Seattle Repertory Playhouse which, for 22 years, had been rented by Burton and Florence James for pro performances. Reported buying price was \$80,000. House will now be used for college experimental productions and for children's theater.

The production side of Tryout Theater, the group strictly devoted to producing originals, has also been taken over by Glenn Hughes' U. of W. School of Drama. The tryout board will continue to screen all scripts submitted, but final decision will rest with Hughes. Tryout Theater newbies will be given at either the Penthouse or Showboat theaters. A minimum of three manuscript shows will be given each year, according to a signed agreement between Tryout Theater and the University.

Sides and Asides

• Continued from page 41

eration at French Hospital, New York, and will be there another week. . . . **Olivia de Havilland** had a slight case of ptomaine poisoning and could not go on for the Wednesday matinee performance of "Romeo and Juliet" in Cleveland. **Malcolm Keen**, the Capulet in the same production, ill with pneumonia. Director **Peter Glenville** has been filling in for him.

Castings: **Mabel Paige** signed for important role in "Gramercy Ghost." . . . **Jean Parker** signed for a leading role in "Sodom, Tennessee." . . . **Harry Delmar** has signed **Catherine Littlefield** to do the choreography for the revue, "So This Is Boorklyn." . . . **Diana Herbert**, daughter of F. Hugh Herbert, will be the understudy for **Barbara Bel Geddes**

Legit House Ops

• Continued from page 41

of 16G is reached, by which time he may have lost his shirt.

Lotito's contention is that a "stop clause" should be set at a figure to cover the producer's absolute net contingencies, with a reasonable leeway in case of a bad dip. In the case in point, a "stop" at 18G would have enabled him to shutter without serious financial consequences.

In sum, Lotito is well satisfied with the over-all financial returns from the City Playhouse and the Beck. The group has housed one or two successes each year and has made a reasonable profit up to the present. Currently it is doing exceedingly well. The 46th Street has a smash hit with *Guys and Dolls*. The Fulton is doing standee business with *20th Century*. The Morosco is getting along solidly with *Second Threshold*, and the Martin Beck is housing *Rose Tattoo*, which has all the earmarks of another sock.

But, taking the good with the bad, Lotito puts the long-term profits of the stockholders in City Playhouses, Inc., at around 5 per cent annually. This doesn't make theater ownership look like much of a gravy train.

Dramatic & Musical Routes

Apple of His Eye, with Edward Arnold (Paramount) Tucson, Ariz., 14; (Lobero) Santa Barbara, Calif., 16-17.
As You Like It, with Katharine Hepburn (Lyceum) Minneapolis.
Ballets de Paris (Metropolitan) Seattle.
Brigadoon (State) Winston-Salem, N. C., 14; (National) Greensboro 15; (Carolina) Durham 16; (State) Raleigh 17.
Death of a Salesman (Gayety) Washington.
Diamond Lil, with Mae West (Robinson Auditorium) Little Rock, Ark., 14; (Home) Oklahoma City, 15-16; (Forum) Wichita, Kan., 17.
Green Pastures (Colonial) Boston.
Guardians, The (Shubert Lafayette) Detroit.
Innocents, The (American) St. Louis.
I Know My Love, with the Lunts (Walnut) Philadelphia.
Kiss Me Kate (Curran) San Francisco.
Mike Macauley (Geary) San Francisco.
Mr. Roberts (Hanna) Cleveland.
Mr. Roberts (Auditorium) Huntington, W. Va., 15; (Municipal Aud.) Charleston 16-17.
Moon Is Blue (Playhouse) Wilmington, Del., 16-17.
Oklahoma (Palace) South Bend, Ind., 14; (Keith) Grand Rapids, Mich., 15-17.
Peter Pan (Shubert) Philadelphia.
Romeo & Juliet, with Olivia DeHavilland (Shubert) Boston.
South Pacific (Shubert) Chicago.
Street Car Named Desire (Memorial Auditorium) Louisville, 14; (Bijou) Knoxville, 15; (Temple) Birmingham, Ala., 16; (Murphy Aud.) Mobile 17.
Springtime Folly (Shubert) New Haven, Conn., 15-17.
Strange Sanctuary (Ford) Baltimore.

ARENAS AND AUDITORIA

Autry Unit Grosses Big In Troy, N. Y., Appearance

By DAPHNE (DEE) POLI

TROY, N. Y., Feb. 10.—Fortified by an advance sellout, Gene Autry's Western show played to capacity in Rennselaer Polytechnic Institute field house here Friday (9). Unit played under auspices of the Variety Club of Albany's Camp Thacher. Supporting cast included Eddie Peabody, banjo; Smiley Burnette and Pat Butram, comedians; Rufe Davis, Judy Clark, Jack Knapp, Winter Sisters and a band of Jamez Indians headed by Chief Tony White Cloud. House was scaled at \$2.40 and \$1.80 with children at half price.

The RPI aud seats between 5,000 and 6,000. The building has been put into community use for the first time this past year and events have included ice shows, stage shows and sports events.

Armory Available

MANCHESTER, N. H.—National Guard Armory here is available for public and community entertainments four days per week—Thursdays thru Sundays. Monday thru Wednesday the building is devoted to National Guard drills. The armory has floor space 100 by 150 feet and seats 3,000 when portable

Detroit Aud Up for Sale

DETROIT, Feb. 10.—Convention Hall, operated here for 25 years by the Grindley family and managed by Robert Grindley, is up for sale at a reported price of \$1,500,000. Deal is being handled by Leonard P. Reaume & Company, realty brokers.

Possibility that the present management may continue is termed likely as Grindley has plans for the addition of permanent seats to one of the building's main halls.

Present structure is capable of holding four different shows at the same time and is said to have the largest street-level exhibition space, 263,000 square feet, of any permanent building in the country.

Holland Kids Hold Grip in N. E. Meet

BRIDGEPORT, Conn., Feb. 10.—The second in a series of roller skating competitions sponsored by the New England Amateur Roller Skating Association took place at Holland's Skateland here recently.

Clubs entering the competition included Lordship Skating Club, Stratford, Conn.; Georgeville, R. I.; Sholes Figure Skating Club, Boston; Worcester, Mass.; Magic Wheels Skating Club, Lowell, Mass., and Brass City Skating Club, Waterbury, Conn.

The Holland team, undefeated in the seven years the contests have been held, continued its defense of the title. Leading the Holland team were: Senior dance, Louis Fazekas and Carolyn Macklow, Vivian Decker Stash and Joseph Bouchard, Nancy Bartalomey and Alan Meyers, Jean and Silvio Serra, Virginia Bogner and James Lavery; junior dance, Phyllis Decker and Charles Graham; intermediate dance, Fred Bartalomey and Pat Gaghone, Nina Marino and Roland Jones, Beverly Berry and Leon Berry, Connie Cogan and Ed Johnson, Ellen Werner and Walter Hopkins, and Jean Malstrom and Bill Elias.

bleachers are added. Seating capacity includes 800 on bleachers downstairs and the remainder in the permanent balcony. Shows interested contact Brig. Gen. Charles F. Bowen, State House, Concord, N. Y.

Turnaway Biz

OWENSBORO, Ky. — The Sportscenter, built here a year ago, has done capacity business on every venture thus far. Bob Hope opened the 6,000-seat building in March, 1950, and grossed \$17,000. Since then business has boomed. Early Maxwell, Memphis, is promoter for the Sportscenter.

HANGS UP SKATES

Ellis Retires; Sells Asheville, Florida Spots

ASHEVILLE, N. C., Feb. 10.—With the sale of his Skateland Roller-drome here and Silver Dome Skating Academy at Pensacola, Fla., Charles C. Ellis, for 20 years an active operator and worker for the advancement of the roller sport, announced that he will retire in suburban Pensacola. As a sideline, he will operate four kiddie rides at Pensacola Beach.

Purchaser of the local rink is Harold Bergemann, who is selling a wholesale and two retail ice cream businesses in Wausau, Wis., before taking over in Asheville in about four weeks. Ellis did not reveal the purchaser of the Pensacola property.

A note of humor crept into Ellis' announcement in which he said he would have the time and room at his Pensacola home to "entertain his many friends while deteriorating in Florida style. Jeeps, ponies and boats will be available, and for those needing more vigorous exercise, strawberry gardening tools will be available. For the sissies will be an acre of flowers to be terraced and maintained." Ellis said he will be able to switch from the fun of roller skating to gardening with a kick and sidepush around 40 acres, "which is one way to top all other operators in skating area."

Ellis, a member of the Roller Skating Rink Operators' Association, expressed regret over the resignation of Fred A. Martin as RSROA secretary, announced this week, but said it was a pleasure to learn that Martin will be on the receiving end of much-needed rest and diversion.

RSROA Polio Show Clicks in Hannibal; 400 See Offering

HANNIBAL, Mo., Feb. 10. — More than 400 people who attended the RSROA polio benefit show staged January 27 in Rol-Arena Skating Rink here acclaimed it as the best show ever presented in town, reports Loyd Meservey, Rol-Arena operator.

Skaters from Parkview Roller Rink, Springfield, Ill.; Regal Roller Rink, Decatur, Ill., and St. Louis faced zero weather and snowy highways to travel here and take part in the show. The 90-minute presentation was directed by John P. Rodger, of Decatur.

Fred A. Martin Resigns RSROA Secretary Post

Vacancy Filled by Son Bob; Former Exec Tours South

DETROIT, Feb. 10.—Shift in official skating circles was made here with the retirement of Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, and his departure for a motor tour of the South. The secretary's name remains Martin, however—R. D. (Bob) Martin, son of Fred, who has been RSROA officer manager for years, working closely with his father.

The elder Martin's resignation was accepted with regret at the December meeting of the RSROA Board of Control here (*The Billboard*, December 23), and became effective February 1.

Fred Martin is expected to visit numerous rinks in the South during his extended tour. Upon his return he will devote full time to the operation of Arena Gardens Rink here, which houses RSROA headquarters. Martin bought the rink in partnership with Earl King last summer.

Twin City High In AOW Hockey

ELIZABETH, N. J., Feb. 10.—Twin City Arena's entry, with a perfect record of three victories, leads the America on Wheels-sponsored Atlantic Hockey League, according to Jack Edwards, hockey director for the chain. Two non-AOW teams, representing the Florham Park (N. J.) Rink and Reading (Pa.) Rink, are participating in the six-team league.

The standing of others are Mount Vernon (N. Y.) Arena, 2-1; Reading, 1-1; Boulevard Arena, Bayonne, N. J., 1-1; Florham Park, 1-2, and Paterson (N. J.) Recreation Center, 0-3.

Al P. Hoffman, Vet Cincy Op, Passes

CINCINNATI, Feb. 10. — Albert P. Hoffman, 80, oldtime local roller rink operator and promoter of roller skating races, died February 6 in Indianapolis while visiting a relative. He had been ill several weeks.

At one time Hoffman operated the old Music Hall Skating Rink here and promoted city championship roller races for men and women. A three-day meet of the National Professional Roller Skating Association, which he sponsored in Freeman Avenue Armory, attracted national attention years ago. For the past 45 years he had been in the restaurant and retail tobacco business in Cincinnati. Details in the Final Curtain.

Ziem Places Second In Seattle Ice Meet

SEATTLE, Feb. 10. — Barbara Ziem, of the Stockton (Calif.) Roller Skating Club and St. Moritz Ice Skating Club, Berkeley, Calif., placed second in senior pairs skating at the U. S. ice championships held here February 2. Her partner was Armando Rodriguez, Sacramento.

Miss Ziem, who was taught roller skating by Paul J. Gilbert, manager of Stockton Rollatorium, will referee Northern California amateur roller skating championships February 22 at the Rollatorium. Entries for the roller contests have been heavy, the Stockton club supplying more than 30 of them.

Outlook for Skates OK in New Economy

No Immediate Supply Shortage Seen; Enough for All if Ops Don't Hoard

CHICAGO, Feb. 10.—Despite the mounting tempo of the nation's defense program and the necessity for cutbacks in materials allocations to makers of products for civilian use, the Chicago Roller Skate Company foresees no shortage of skates or skate parts in the immediate future, according to Joseph F. Shevelson, company treasurer.

Chicago has an adequate supply of steel, castings, ball bearings and other necessary components for steady production for at least the next three months, said Shevelson. Because of inventory controls all items are not on hand for this period, but where controls are in effect, Chicago has the maximum allowable inventory plus reasonable assurance of steady supply.

Don't Hoard

The manufacturer does urge operators and distributors in the skate business, however, to use moderation in ordering. The attempt to hoard and stockpile by a few, says the company, could cause an actual shortage for the many. To counteract this, Chicago is making an attempt to apportion skates equitably so that everyone gets what he needs but no more than is needed.

At present Chicago is up-to-date on all shoe-skate and clamp-skate orders. With the exception of one or two items, all repair parts are on hand ready for immediate shipment. Unless there are further restrictions on steel—or on the use of steel for roller skates—Shevelson says his firm will be able to supply the trade indefinitely.

However, he points out that there are some materials under restriction which may affect some

types of skates, repair parts and rink accessories. Foremost among these is aluminum used in precision skates and wheels, rubber for cushions and wheels, and hardwood used in wheels. All of these items may become scarce in the near future, but there are substitutes that can be used in every case. After April, says Chicago, it may be impossible to nickel plate skates and parts because of restrictions on plating. Should this happen, skates could still be manufactured, but their appearance would be less attractive.

May Use Substitutes

Chicago says it will maintain present quality of its products as long as possible, and believes that because of its size and reputation it will be able to obtain materials as long as most companies. When the supply of materials dries up, it feels that substitutes can be developed which will not detract from quality.

Since roller skating is one of the country's leading forms of recreation—an essential in time of stress—Chicago believes it will be permitted to operate much as it did during World War II. At that time the company was released to manufacture skates so that rinks could stay open.

WANTED GIRL FLYER

For standard whirling Skating Act.
Address:
BOX D-493
c/o The Billboard Cincinnati 22, O.

THE 64 \$\$\$\$ QUESTION

Just how do you propose to compete with TELEVISION unless you switch them from SCOOTING to SKATING and sell them plenty of RAWSON SKATING BOOKS? Discounts 10 to 40%.

RAWSON ASSOCIATES

Box 316, Asbury Park, N. J.

FOR SALE OR LEASE

Fully equipped Rink and Sandwich Shop. Rink floor, 110x50. Rink can be separated if desired. Good opportunity for ambitious person.

T. A. COBB

122 Marshall St. Albertville, Ala. Phone 339

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Original and Sole Distributor

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment
BILT RITE FLOORS & RINKS
108 East 4th St., Tyler, Tex. Phone 4-9585

PROFESSIONAL MARRIED COUPLE

Desire teaching job. Eight years' teaching experience; two years as managers. Address:

JACK E. BOYER

4908 Cameron Lane, Chattanooga 4, Tenn.

"A Longer Life"



No. 87 5L

"CHICAGO"
LAMINATED
WOOD WHEELS
run Smoother
Quieter
Last Longer

Order Now

CHICAGO ROLLER SKATE CO.
4427 W. LAKE STREET CHICAGO 24, ILLINOIS

EASTER SEALS ARE PRACTICAL AND HELPFUL TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

"Fit-Factor" REMOVED!

EQUIP NOW WITH **KINGSTON**... and Eliminate Odd Size Rental Stock

ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES

WRITE FOR COMPLETE INFORMATION

KINGSTON PRODUCTS CORP., Hdw. Div., BF-4, Kokomo, Ind.

The Final Curtain

BANDIERA—John, 74, former musician, December 31 at the home of his brother in Catania, Italy. He played first bass in the Massimo Bellini Theater in Italy and had played with leading bands in this country. He was also widely known as a maker of violins. He also leaves widow, Mary, Pleasantville, N. J., a son and a daughter.

BIGGERSTAFF—Harne Newton, former night watchman with several Midwestern carnivals, in Fort Worth recently following a year's illness. Interment in Denton, Tex. A daughter, Evelyn La-Mon, dancer, and a son, William, survive.

BRUDERER—Hans, 79, circus fan and collector of circus lore, recently in Bottmingen, Switzerland. As a boy he was a member of a flying act, but an accident halted his career.

CHAMBERLAIN—John E., 79, father of Howard Chamberlain, WLW, Cincinnati, news commentator, February 6 in Rochester, Ind., at the home of a niece. He also leaves his wife, Alta, and two other sons, Robert, Battle Creek, Mich., and Jerry, Peru, Ind.

CHAMPION—J. O. (Jack), dramatic, vaude and grandstand producer, recently in Mio, Mich. His widow, Grace, two sisters and brother survive. Burial in Luzerne, Mich.

COHN—Alfred A., 71, writer of "The Jazz Singer," first full-length talking movie by Warner Bros., February 3 in Los Angeles. He began to write for the screen in 1918 and wrote or helped to write more than 100 scripts, including the "Cohens and the Kellys" series, "The Cat and the Canary," "Jail Break" and "Carnation Kid." He also turned out the scenarios for "The Holy Terror," "The Cisco Kid" and "Mystery Ranch" and collaborated on the screen play of "Harold Teen." Surviving are a son, two daughters and a sister.

COMPTON—Richard J., 59, founder and former president of Compton Advertising, Inc., New York, February 6 at his home in Santa Fe, Calif. He became head of the agency in 1935, chairman of the board of directors in 1946 and retired from that post in 1947, remaining as a director and adviser to the firm until last December 31. Survived by his widow, his mother, two sisters and two brothers.

CONARD—Mrs. Pearl Field, 67, daughter of the late Al G. Field, minstrel showman, recently in Columbus, O. When Field died in 1921 she and

her late husband, William E. Conard, took over the minstrel show. Survived by two sons, Field Conard, treasurer of the Hartman Theater, Columbus; Jack, and a half-brother, Robert Bellis, Columbus. Burial in Green Lawn Cemetery, Columbus.

COSTANZO—Vincent, 67, retired musician and father of Frank Costanzo, of the Philadelphia Orchestra, suddenly January 23 at his home in Philadelphia. Also surviving are his widow, Virginia; four daughters, another son and a brother. Services and burial January 27 in Philadelphia.

DOHERTY—Lillian, 65, wife of Frank Doherty, formerly known as Daredevil Doherty, free act, at her home in Cincinnati January 27.

DONAHUE—Alma, 24, singer and daughter of the late Jack Donahue, dancer, February 6 in Los Angeles. Survived by her mother and two sisters, Barbara and Constance. Burial in Forest Lawn Cemetery, Glendale, Calif.

HEAD—Lewis Edward, 59, juggler with the Morton Jewell Company, five-person juggling, dancing and singing act which toured the Orpheum, Pantages and Sullivan & Conside circuses and in Europe, February 4 in Seattle. Survived by two sisters, Mrs. Ben Jule and Mrs. Frank Petry, both of Seattle. Mrs. Julie helped organize the act and toured with her brother. Mrs. Petry also was a member of the act.

HEAVEY—John T., 65, stage manager of the War Memorial Opera House in San Francisco since it opened more than 15 years ago, February 7 at a rehearsal of a symphony. A daughter and son survive.

HOSKINS—W. W., father of Mary Baker Ramsey, well-known San Francisco show club worker, January 22 in Miami.

HOFFMAN—Albert P., 80, former Cincinnati skating rink operator, February 6 in Indianapolis while visiting relatives there. (Details in Rink-Arenas Department.)

JOHNSON—Marshall, 54, Selma, Ala., circus and carnival fan and angel for several shows, February 7 in Tampa while visiting the Florida State Fair there. (Details in General Outdoor Department.)

KELLY, Harry L. (Cookhouse), 78, former circus cookhouse superintendent and calliope player, at Newton, Ia., January 28 of injuries sustained in an auto accident. For the past 20 years he had operated a service station. Surviving is a son, William S. Kelly, Minneapolis. Burial in Newton.

LEE—Allen, 74, retired character actor, February 5 in New York. He appeared in New York in "The Orphans," "Saratoga," "The Girl of the Golden West," "White Slave," "Sketch Book," as the lead in John Drinkwater's "Abraham Lincoln," "Cock of the Roost" and "Nowhere Bound." He performed in movies and acted in the American Jubilee Show at the 1939 New York World's Fair. He was a member of Actors Equity Association and the Actors Fund of America. A sister survives.

McCULKEN—Thomas J., 81, singer with the one-time Dumont Minstrels on the Atlantic City Steel Pier, January 17 in the Bullion Convalescent Home, Media, Pa. Two daughters survive. Interment in Cavalry Cemetery, Media, January 19.

MUNDIS—George, 53, February 3 in Punta Gorda, Fla., following a heart attack. His widow, Neva, and two daughters survive.

NICKEL—John H., 73, retired burlesque theater operator, January 31 at his home in Baltimore. He bought the Gayety Theater 25 years ago after his Folly Theater was destroyed by fire. Previous to acquiring the Folly, he operated the Monumental Theater. He retired from active promotion of shows two years ago. Funeral services were held in Baltimore February 3. Surviving are a son, daughter and brother.

PARKHOUSE—Frederick, 62, Universal-International technician, February 6 in North Hollywood, Calif. Survived by his widow, Gladys Mae, and a son.

PRESCOTT—George A., II, 63, manager of Michigan State Fair in 1935 and 1936, February 4 at his home near Tawas City, Mich., of a heart attack. Originally active with the Tawas Fair, Prescott served for many years as a member of the State fair board and was in charge of the grandstand for the past several years. His widow, Lois; three sons, George A. III, Richard T. and James E., and a daughter, Mrs. Effie Mallon, survive.

REED—Nellie, (Wotkyns), 71, former stage actress, found dead at her home near Rosamond, Calif., January 26.

BUTTS—Louise M., 60, pianist and singer, in Hahnemann Hospital, Philadelphia, January 25. Services and burial January 29 in Philadelphia.

SHRUM—W. H. Vanderbilt, 65, known as Boomerang Bill, at Miami January 30. He was a vaudeville performer and toured the Keith circuit for 43 years with boomerang, juggling and wire acts. In 1915 he was with Ringling Bros. Circus. Survived by his widow, three brothers and two sisters. Burial in Miami.

WACK—Edward W., 73, stage actor, February 4 in Los Angeles. Survived by his widow, Alice. Interment in Calvary Cemetery, Los Angeles.

WILBUR—Chester E., 44, bass violinist with the Beaudet Trio and well-known Rhode Island musician and nitery entertainer, February 2 in Providence. Burial February 5 that city. His widow survives.

WILLIAMS—Floyd E., 57, part owner of the Cinema Park Theater, Phoenix, Ariz., and a former mayor of Gary, Ind., recently in Phoenix. Burial in Gary.

Marriages

BANNON-JONES— Bonnie Bannon, pic actress, and W. B. (Bill) Jones February 9 in Las Vegas, Nev.

BROCCOLI-CLARK— Albert Broccoli and Nedra Clark, widow of singer Buddy Clark, February 3 in Las Vegas, Nev.

DORMAN-WARD— Tex Dorman and Katie Ward February 3 in Mount Olive, Ala.

KAISER-BRYAN— Norma Kaiser, dancer in the musical, "Call Me Madam," and Fred Bryan, singer in the revue, "Bless You All," February 4 in Fort Lee, N. J.

SKOURAS-SWEENEY— Athanasia Skouras, daughter of George Skouras, president of United Artists Theater Circuit, Inc., and Martin Sweeney Jr., realtor, recently in Rye, N. Y.

EDDY DUCHIN

Eddy Duchin, 41, one of the most prominent pop pianists and orksters in modern music history, died February 9 in Memorial Hospital, New York. He succumbed to leukemia after a prolonged hospitalization.

Duchin had been in the forefront of the band business for almost two decades. Billed as "the 10 magic fingers of radio," he was eminently successful in society circles. His first ork, built after a several-year hitch with Leo Reisman's band, opened at the Ross-Fenton farms, a class New Jersey spot, in the mid-1930's and was an immediate hit in the society market.

Music Corporation of America handled Duchin thru all his years in the business. He was one of the earliest stalwarts of the MCA band department and was a key figure in the development of that agency's ork business. Duchin was able to pave the way for the agency to clinch a good number of exclusive class accounts, including the Waldorf-Astoria Hotel in New York, which MCA lost as an exclusive only a year ago when the hotel was sold to the Hilton chain. Duchin was a regular of the Waldorf; he worked there six months of the year for over 10 years with the exception of a four-year period during which the orkster was in the service.

Mastery Preserved

Duchin's keyboard mastery has been well preserved in the waxworks. He recorded initially with Reisman's ork on Victor and inked with Brunswick Records when he formed his own band. On Brunswick he produced his best known dinking, *Ol' Man Mose*. When the American Record Company sold out to Columbia, Duchin moved to that label and was still pacted to that firm at his death. He pioneered the piano-and-rhythm album record business with his first package in 1940. The package, simply known as "Eddy Duchin," has been a best-selling item for the past 10 years. He since has recorded an additional five albums as well as scores of single pop diskings. His society following groomed him as a favorite of the leading class composers of the day, and he was often called upon to introduce new songs of such writers as Cole Porter, George Gershwin and Richard Rodgers.

Duchin served in the navy from 1942 to 1946 and was a combat officer, having been discharged with the rank of lieutenant commander, senior grade. He graduated from the Massachusetts Institute of Technology as a pharmacist.

In 1933 he married the socially prominent Marjorie Oelrichs, who died in August, 1937. In 1947, following his discharge from the navy, he married Maria Theresa Wynn.

Survived by his widow and a son, Peter, by his first marriage.

Pitchmen In French Capital

Continued from page 1

of Paris (the Opera) twice a year, for one month during the New Year festivities and for the same period during July 14 (French Independence Day). The big Flea Market district (outdoor market quarter) is the most popular spot for street salesmen, and part of the six-block area has operators working shoulder to shoulder, hardship when the crowds are filling the sidewalks all day long.

10% to Stores

As Parisian shopkeepers have proprietary rights over the sidewalk extending in front of the stores, pitchmen can make deals with shop owners in order to take advantage of shop prestige in return for 10 per cent of the sales. Pitches range from mechanical toys to small appliances, and found on many side streets are the song sheet salesmen, usually singers, who are accompanied

by small bands. Commonest items are unbreakable combs, cigarette lighter kits, and ball point pens, both sales and repair. The pens, according to President Brignolat, were introduced to France and pushed by pitchmen until they became a profitable enough item to be handled by the stores. Operators are interested in any marketable American products.

Mouse's Pop

One of the most popular of Paris street salesmen is "Father of the Mouse," a pitchman who sells a mechanical mouse toy and is able to give his pitch in some English and Spanish as well as French. President Brignolat works razors and hones.

Paris street salesmen were recently the subject of a film, *The King of the Pitchmen*, now in its first run here. They enjoy the salute but, at the same time, feel that films and teevee have made customers too blasé to be satisfied with the traditional forms of street selling. Pitchmen have been forced to add more flash and intrigue to salesmanship in recent years. Brignolat voices the fear that the profession has become "a little anachronistic."

Air Checks

Brief but important radio news

Continued from page 9

ant g.m. . . . Marty O'Shaughnessy, ex-Variety and UP staffer, joins TV Forecast editorial staff. . . . Francis E. Riley named director of promotion and publicity for Walter Schwimmer Productions. . . . Chicago's national TV and Electrical Living Show, after three successful years, postponed this year because of international situation. . . . Dr. Dallas W. Smythe, of the University of Illinois, will report on his New York educational survey at the Chicago TV Council meet Thursday (15).

Personal Intelligence And Production Notes . . .

Bill Lauten, new NBC trade press editor, succeeding Mike Dann, now TV program package co-ordinator. . . . Isabelle Biasini, assistant director of religious and educational programs at Mutual, returned to the WACS last week with the rank of captain. Mrs. Celeste Clause has taken over her post at the web. . . . WNEW's canary, Peggy Ann Ellis guests on Frank Sinatra's CBS show Sunday (18). . . . N. W. Ayer, New York, added two new staffers last week, commercial copywriter, Robert Godley, and Harold Mathews. Latter will produce and co-ordinate TV programs for the agency. Bob Blake, WOR publicity head, returned from a Massachusetts vacation Monday (12). . . . Art Ford tagged for the emcee chore on WNEW's "France Calling" airtel Sunday afternoons. . . . Tom Hawley has moved over from WCBS sales, New York, to CBS's radio sales.

New TV Agreement Irons Out 3-Way Hassle on Coast

HOLLYWOOD, Feb. 10.—Three-way hassle between Jerry Fairbanks, Hollywood American Legion Stadium and wrestling promoters was finally settled last week with tearing up of contracts and rewriting new pacts. Fairbanks a few months ago gained TV film rights to wrestling bouts at the stadium. However, contract with the stadium did not prohibit Fairbanks from releasing films locally. Movie maker started negotiations with local outlets to carry Legion wrestling films and word soon reached bout promoters. Promoters, who last year were instrumental in kicking out live TV from the stadium, raised a loud beef, claiming TV-filmed versions would cripple the gate. Fairbanks pointed out his contract with the stadium permitted local televising of the films and indicated he would do so. Promoters, however, won the last fall by threatening to match: only their poorest draws on filming nights in an effort to block Fairbanks. As this would give Fairbanks a poor product as well as ruin the stadium's draw, Fairbanks agreed to rewriting the contract.

Mail Order House Bids for TV Series

NEW YORK, Feb. 10.—In a bid to inject "prestige" into the video mail order business, Hometest Products is currently negotiating with two TV networks here to sponsor a weekly hour movie. According to Lester Persky, prexy of Product Services Group, Inc., Hometest's agency, the mail order house will go network some time next month at an estimated cost of \$500,000 for the series. However, Hometest will continue to move the bulk of its "mass" merchandise mail order sales on local TV stations. The firm, which sells different items for the home, will reserve the network time for "prestige advertising" and plugs for the company's more expensive merchandise. Persky says Hometest may retrench its current local video advertising in New York City, Philadelphia and Detroit somewhat, in order to expand its local station coverage in other markets across the country.

Show Business

Continued from page 2

that trucking concerns were overloaded. Then there was the weather, making icy roads impassable in many sections of the country. Indoor circuses, usually moving by rail, switched to trucks. Coin machine manufacturers, as well as makers of TV-radio-phonosets, found themselves temporarily stymied. All in all, show business was pulling out of the slump by this week-end. But the costs were significant in many cases. Details of the effects of strike, embargo and weather will be found in the various departments in this week's issue of *The Billboard*.

Divorces

BEAMS— Dani Nolan, pic and television actress, from Garrett Beams, actor, February 1 in Los Angeles.

COOPER— June Horne, film actress, from Jackie Cooper, one-time film juvenile, in Los Angeles February 5.

DOZIER— Actress Joan Fontaine, from William Dozier, pic producer, January 25 in Los Angeles.

ENGLUND— Mabel Englund from Kenneth A. Englund, pic and Broadway show writer, January 17 in Santa Monica, Calif.

GEORGE— Gladys George, stage and pic actress, from Kenneth Bradley February 6 in Los Angeles.

HILTON— Elizabeth Taylor, MGM actress, from Conrad N. (Nick) Hilton Jr., January 29 in Los Angeles.

JACKMAN— Nancy Kelly, pic actress, from Fred H. Jackman, film cameraman, February 1 in Los Angeles.

JAMES— Dian James, actress, from Robert C. James, TV repairman, January 26, in Los Angeles.

LUSK— Shirley E. Lusk, former singer and dancer, from Lyle W. Lusk February 7 in Los Angeles.

NERNEY— Kay Scott Nerney, actress, from John D. Nerney January 17 in Los Angeles.

NIXON— Marie Wilson, radio and film actress, from Allan H. Nixon, actor, recently in Los Angeles.

PALMER— Gloria Palmer, television singer, from Earl Palmer Jr., musician, recently in Wayne County Circuit Court, Detroit.

Washington Once-Over

By BEN ATLAS

Continued from page 2

other dizzy buying spree. The new boom has come just as observers had detected a leveling-off in a buyer's rush to get sets because of the shortages of materials. One major distributor here said the newest boom may be the biggest of all; folks aren't relying on the government's price freeze regulation to halt new rises if the excise is raised. Quipped the distributor: "We don't have to spend much for promotion these days; the government's doing it for us free in the front-page headlines."

More Controls on Way To Hit Manufacturers

Look for National Production Authority to put a controlled manufacturer's plan in operation within two months. This will be a preparatory step to the tough controlled materials plan which is expected in late June. Under the controlled manufacturers' plan, stiff cut-back orders will affect practically everything at the production level. Meanwhile, NPA will continue getting tougher in its piecemeal orders. Latest stiffening this week hit nickel, aluminum, steel and paper, all used extensively in various amusement industry items. In an anticipated action this week NPA announced that hardship cases under the amusement construction ban will be handled from now on at regional offices instead of in Washington.

Who'll Head Up NARTB? 21 Names on List

Capital scuttlebut is wilder than usual over who'll be the new president of the National Association of Broadcasters when the outfit formally becomes the National Association of Radio-Television Broadcasters. Lots of names are being mentioned, but selection committee hasn't begun screening yet. Com-

mittee has 21 names, some not being taken seriously, others not certainties as to availability. Committee's list currently doesn't include William Ryan, who quit general management to become Broadcast Advertising Bureau president, but some tradesters are suggesting that maybe Ryan might become a prospect if Maurice B. Mitchell could be induced to return as BAB prexy. Mitchell now heads Associated Program Services.

Copyrights, Mel Relief Among New Bills

New battle over copyright revision is in making on Capitol Hill as result of hopping of two bills this week by Rep. Hugh D. Scott Jr. Bills would extend Copyright Act to cover juke boxes and permit granting of copyrights on individual arrangements of recordings. Identical measures sponsored by Scott were shelved by 80th Congress after stormy hearing. . . . Bill to exempt grand opera from federal admission tax was introduced this week. Measure was aimed to help Metropolitan Opera Company make up a deficit. . . . Double-barreled drive to free ballrooms from cabaret tax coverage was launched here in a writ to Supreme Court for appeal from an adverse Circuit Court decision and in a move for remedial legislation. . . . Heavy opposition will be registered at House Ways and Means Committee hearings on Treasury Department's proposed hikes on excises on radio-TV-phonograph sets and phone disks. Tax hearings already under way will run at least six weeks. . . . McFarland Bill to overhaul Federal Communications Commission passed Senate this week as expected, but faces rough going in the House.

Paris Peek

By ART ROSETT

Continued from page 2

of tourists and French families from the provinces are expected.

Whirling Round The Disk Circle

The songs from *Colorado*, French Western musical comedy, composed by Jacques-Henry, will be recorded by Pathe. . . . The Peters Sisters will disk *Black Lullaby*. . . . *My Foolish Heart*, by Gordon Jenkins on Decca, has been top seller of the foreign songs here.

FILM NOTES: *Father of the Bride* opened here this week to rave reviews. . . . *Sunset Boulevard* is getting great advance publicity, with its story serialized in one of the daily papers and interviews with Billy Wilder. . . . Maria Montez is starring in a play about Hollywood, written by her husband, Jean-Pierre Aumont. It's called *The Happy Isle*. . . . Aldo Fabrizi, Italian star, got top reviews in his first French film, *His Majesty, Monsieur Dupont*. . . . Fernandel is directing himself in the film *Adhemar*, now shooting in Nice. Written for him by Sacha Guitry, also directing, the picture will be his first meg job until Guitry gets out of the hospital and resumes work. . . . *The Third Man* is in its second year at the Studio Universal and still going strong. . . . Danielle Darrieux is trying on fashions of 1910 which she will wear in a film being produced here.

Random Items

Re People and Places

Praline, one of Paris's most beautiful mannequins, will make her stage debut with Edith Piaf in the new show, *La Petite Lili*, opening Thursday (15) at the A.B.C. Theater. Praline will work the boards as a mannequin.

Jack Kennedy, who last year played the title role in the Center Theater of Paris production of *Liliom*, has had a varied career. He has worked as an undertaker's assistant, theater usher, writer of singing commercials for the Grant Agency, played the male lead in a color flick called *Europe at Your Window* and is presently engaged in negotiating a deal to be one of the *Three Musketeers* in a TV serial. For the next two weeks he is having his first one-man art exhibition here at the Gallerie Greuze. Critics have been giving him rave notices. In his spare time Jack is illustrating the book, *A Bachelor's Guide to Paris*.

London Dispatch

By LEIGH VANCE

Continued from page 2

London County Council \$70,000 grant, is having to change its tune. The LCC announces flatly: "We can no longer afford to subsidize art." Panic stricken, LPO cut down its players, induced the rest to take their annual holiday without pay, hopes to save \$28,000 a year in these and other ways. How to make up the deficit? "Tchaikowsky, Tchaikowsky and yet more Tchaikowsky."

Disk Jock's Disks

Click; Beloved & Tenn. . . .

Ex-Queen Mary's butcher, Teddy Johnson, 31, made a name for himself last year as a disk jockey playing other people's records. This year other people play his. His first record, *Beloved Be Faithful*, has sold 75,000 copies and is on top of this week's hit parade. His second, *The Tennessee Waltz*, sold 50,000 in the first two weeks.

Six of the once-famous Cochran young ladies turned up for the funeral of Sir Charles (CB) Cochran, 78, who died from the effects of a scalding. . . . Impresario Bernard Delfont launches *The Mad Woman of Chaillot* next week and a second edition of the fabulous *Follies Bergere* (English version) March 6. Cost of the new show is around \$100,000, jacked up by lavish costumes and over \$2,800 worth of white for furs. Headresses for the numerous nudes—permitted by

Roadshow Rep

CARL GRIFFIN is doing business with his feature 16mm. pix around Bennington, Vt. . . . Edward Ossinger has his vaudeville unit playing to okay returns in Northwest Oklahoma. . . . A. H. Washburn writes from Sedalia, Mo.: "I've been in Montana and Wyoming with my lecture show and have worked to good business. I met the Sully Show and Dr. Frank Horton. The latter's solo hypnotic show is one of the best I have ever seen. Small roadshows playing one or two-day stands can get money anywhere if they are operated by the experienced small-town roadshow man. Big city stuff is not what small towns want. Unless you know what this class of theater-goers want you had better stay with the city honky-tonks. I expect to have a good-sized platform show this summer and I'm here getting my trailer and other property ready." . . . Henry S. Cusick reports good returns with religious pictures in Louisiana. . . . Gerry Family Show, which started out from Pendleton, Ore., last September, is in Texas and reports good business around Laredo. Show is a four-person unit and gradually will make its way north.

I. B. NORRIS writes from Atlanta: "All the great minstrel people came from small towns and that's where they got most of their experience." Norris and his wife are making club dates around Atlanta and waiting for a weather break to get going with their small-town show which they have had on the road many years. . . . Herbert Rines is in South Dakota working a full schedule of dates with his lecture. He's headed for Oregon where he has six weeks of bookings. His brother, D. G. Rines, is in advance. . . . Page Family Show is playing Western Kansas on its trek to the West Coast. They report good business all along the line. Unit plays one-day stands. . . . Albey, lecturer and hypnotist, is in Central Colorado, with B. J. Birch handling the advance. Ross Eddy, who had held that post is back with Albey. . . . Three-cast Grozier Players are playing Baltimore territory to good returns.

LODEMA COREY, widely known in rep and tent-show circles, has been released from Rosebud Hospital, Winner, S. D., following a 17-week stay there and is en route to her home in Kansas City, Mo., where she will recuperate until June. Miss Corey, who has been putting on home talent shows for Empire Producing Company since closing with roadshows about 12 years ago, was the victim of an odd accident while rehearsing a show for the American Legion Post Ladies' Auxiliary in Winner October 9. As she was preparing to leave the auditorium following the rehearsal, someone turned off the lights leaving her in darkness. While attempting to find a light switch she walked off a six-foot stage and in the resulting fall she sustained a broken leg and fractured knee cap and shattered

smaller bones. She reports that she is able to walk about a city block now with the aid of a cane. She adds that she received numerous get-well cards and letters from friends during her hospitalization.

ANDREW LEIGH, for the past three seasons with the Slout Players, recently celebrated his 30th anniversary in the business and not his 50th anniversary as previously reported. He is wintering in Alton, Ill. . . . Irving Siegel, vet repster, reports from Miami that a number of his musical compositions were put on disks recently. They include "Montana Moon," "In My Dreams of 100 Girls," "Idaho Moon," "Florida, My Sunny Florida" and "Hilly Liddie."

Drivin' Round The Drive-Ins

TWIN open air drive-ins were opened in Phoenix, Ariz., recently, adjacent to the thickly populated motel section. Two mammoth screens, twin cafeterias, and free pony and train rides for the kiddies drew big biz. . . . Patrons of the Apache Drive-In Theater between Globe and Miami, Ariz., enjoy the spot even when the temperature drops, as it often does in Arizona. Operators of the spot recently installed electric heaters. The heaters, kept on stands with speakers, have forced draft blowers to assure even distribution of heat. When the weather warms up the owners plan to install a playground for children. They formerly operated theaters in Peoria, Ariz., and Bayard, N. M. The 400-car Apache Drive-In opened recently.

FOR RENT RAJAH THEATRE

READING, PA.

AVAILABLE FOR LONG LEASE

Reading's Largest Theatre, Seating Capacity 2,200.

Suitable for Pictures, Vaudeville, Legitimate, Etc.

For full information Write . . .

RAJAH TEMPLE READING, PA.

ROADSHOWMEN!



SEND FOR THIS BIG FREE CATALOG!

Ask for Catalog BB-2

59 NEW 16MM. SOUND FEATURE PICTURES NOW AVAILABLE!

Rental rates as low as \$3.95 for one day—\$8.95 for one week

LOOK TO Eastin Pictures FOR THE BEST IN 16mm. Colorful Epitomes, Colorful Characters, Newcomers, Stars

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1995. Time payment available to responsible parties. Write, giving location and number of cars. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52nd St., New York 19.

35 MM. Sound Features Musical Westerns (12), with John King; Hopalong Westerns (6), with Hopalong Cassidy. Special deal price. Murder on Lenox Ave., colored cast; It Happened in Harlem, colored cast. 1,000 Window Cards—plus Trailer. Both features in perfect condition, on 2,000-ft. reels and in cans, \$75.00. BRYANT SUPPLY CO., Emporia, Va.

Picture Business

By LEE ZHITO

Continued from page 2

Suggests TV Films Eligible for Oscars

Dr. Ferenz Fodor, head of the TV film company producing the Groucho Marx show, this week suggested in a letter to Motion Picture Academy head Charles Brackett that the Academy include TV films in its award considerations. Fodor pointed out that TV film production is being achieved thru the same talents and skills employed in theatrical movie making and therefore they deserve the Academy's recognition. So far no reply.

News and Notes on Productions and People

Sam Spiegel will roll *Hothouse* April 1 at Motion Picture Center. . . . Hal Stanley this week started sound-tracking *Come Out Singing*, film featuring Capitol Records' artists. Capitol's artist-repertoire department handled sessions. . . . Nathan D. Golden arrives next week to discuss raw stock problems with industry leaders. . . . Ernest Pascal got rights to Romain Gary's French novel, *The Company of Men*. Music Corporation of America handled the deal.

Billboard Backstage

By JOE CSIDA

Continued from page 2

takes delivery of the beans in lots of 1,000. . . . Now she is branching out with a couple of side lines—flashlight pen sets and toy dogs that jump. . . . She may

succeed in opening a Detroit branch sales office thru connivance with a cousin of her age.

"She got the idea from reading a copy of *The Billboard*, a trade magazine for theatrical folk and not ordinarily included on the reading list of even the most precocious tots. . . ."

How Sharon, or the doc, or the State Senator or any of those thousands of others got interested in the paper we don't know. But we're sure glad to have them.

WANTED

DRAMATIC PEOPLE IN ALL LINES. FAMOUS PLAYERS, originated by Geo. W. Sweet, want for summer season in Iowa. Dramatic People in all lines, those with specialties preferred. Send photos, which will be returned. Address: VINCENT "DENNY" DENNIS Rainbow Court Largo, Florida



• ALL the News!
• EVERY Week!
DIRECT TO YOU!
ON TIME!!!
LOWEST COST
• ON SUBSCRIPTION

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

B-2-17

Please enter my subscription to The NEW Billboard for 52 issues ONLY \$10.

Name
Address
City Zone State
Occupation

Tampa Midway Biz Hit by Cold, Rain; Big Finale Looms

Gasparilla Day Is Bright Spot As Grosses Top Same Day in '50

TAMPA, Feb. 10.—The weather man wasn't "with it" here this week and Royal American Shows, playing Florida State Fair, suffered just as it had last week when cold and rain hit early days of the run.

Of the normally big days, only Gasparilla Day, Monday (5), got what could be rated fairly good weather. Even then, the air was brisk. But the day was big for Royal American—bigger in fact than the corresponding day last year.

Wednesday (7) was hit by rain in the forenoon that caused postponement of the children's Gas-

parilla parade, but youngsters, given a day off from school, nevertheless thronged out in good numbers and the midway enjoyed biz that was rated good, tho under the same day last year.

Sked Double Bill

Big hope is that today, the wind-up, will turn out to be a whopper. Chances are that it will, for the fair is twinning its scheduled auto races with its postponed kid's parade, and the double bill should bring out a more-than-normal crowd. Midway spending on a per capita basis has been off. Eat-and-drink concessionaires thruout the fairgrounds made similar reports. Evidence was lacking as to whether it was a matter of less spending money on the part of patrons or the weather.

However, Carl J. Sedlmayr Sr., Royal American owner, expressed

(Continued on page 56)

Nunis Plans To Stage 60 Race Meets

ALBANY, N. Y., Feb. 10.—Sam Nunis, auto race promoter, announced at the annual meeting of the New York State Association of Agricultural Fair Societies here this week that he would stage 60 meets in 1951. He will present both big car and stock car races.

Nunis' season will get under way March 18 at Savannah, Ga., where a new track, known as Pulaski Speedway, is nearing completion. The track will feature 12-foot banked turns and grandstand accommodations for 5,500, Nunis said. Six meets are planned for Savannah, two more than Nunis will present at the Southeastern fairgrounds in Atlanta.

Two new drivers, Troy Ruttman and Duane Carter will be brought in from the West Coast

(Continued on page 53)

Horan Pacts 6 N. Y. Events

ALBANY, N. Y., Feb. 10.—Six fairs were signed up by thrill show operator Irish Horan at the New York State Association of Agricultural Fair Societies meeting Tuesday (6).

Horan announced papers had been inked with the following New York events: Ithaca (August 6-11), Caledonia (August 20-25), Boonville (July 30-August 4), Lowville (August 13-18), Whitney Point (July 31-August 4) and Gouverneur (August 6-11). He did not reveal exact dates and number of shows.

Gladewater Rodeo Re-Elects Execs; Increases Budget

GLADEWATER, Tex., Feb. 10.—All Gladewater Round-Up Association officers were re-elected and a \$13,000 budget was okayed for the event at the first directors meeting of the year here. Budget is \$500 above last year, when actual costs exceeded the appropriation.

W. O. (Bud) Chambers was re-elected president and Murray C. Sells, chairman of the board. Jack Yates, who once served 10 years as president, was named to the new office of vice-chairman of the board.

Other officers retained include Carl B. Everett, Ollie Millhorn and H. B. Walker, vice-presidents; Allan B. Caldwell, treasurer; Dale Brookings and L. A. Walker, assistant treasurers, and Loyd Taylor, secretary.

IOWA RACE BILL SETS AGE LIMIT

DES MOINES, Feb. 10.—A bill that would require auto race and thrill show drivers to have a chauffeur's license and be at least 25 years old has been introduced in the Iowa Legislature by Sen. Loyd Van Patten, Indianola. The bill is intended to include all types of auto racing as well as automobile thrill shows.

M. Johnson, Show Angel, Dies in Fla.

Carnival, Circus Backer Stricken At Fairgrounds

TAMPA, Feb. 10.—Marshall Johnson, 54, of Selma, Ala., a longtime outdoor show fan and angel of several shows, died here Tuesday night (7) of a heart attack while visiting the Florida State Fair.

Johnson had been in ailing health for several years and was stricken in the cookhouse of the Royal American Shows, where he died a few minutes later.

He was a director of the American Distilling Company, New York, and formerly was State sale representative for the company.

Surviving are two brothers, Clanton, Selma, and J. W., Daytona Beach, Fla., and three sisters, Matilda Johnson and Mrs. Louise Phillips, both of Selma, and one in Birmingham.

He was a member of the Showmen's League of America, Michigan Showmen's Association, Greater Tampa Showmen's Association, Miami Showmen's Association and Alzar Shrine Temple, Birmingham.

The body was taken to the Wilson Sammon Funeral Home here. Burial was to be in Selma.

Martin Signs Schaghticoke

ALBANY, N. Y., Feb. 10.—Al Martin, head of the Boston talent agency bearing his name, added the Schaghticoke Fair to his account books at the annual meeting of the New York State Association of Agricultural Fair Societies here this week.

Other New York fairs set by Martin include Norwich, Afton, Brookfield, Boonville, Ballston Spa and Ithaca.

Martin reported that his New York bookings were the best that he has garnered in three years of activity at the annual meeting here.

Chicago Show Sets Strong Talent Bill

CHICAGO, Feb. 10.—A stronger than usual line-up of outdoor talent will be seen at this year's Chicago Outdoors Show which opens a 10-day run at the Navy Pier here Friday (16).

Included in the act line-up, which will do three-a-day, are Marsha Cleary, 6-year-old aerialist; Rudy Dock's basketball playing dogs; the Noble Trio, bars; Fiddle and Fiddle, comedy; R. L. (Dick) Berg's Movieland Seals and a line of Gertrude Avery girls.

Other attractions include Monte Blue, veteran film and stage actor and Joe McKenna, musical comedy and radio performer. A style show will be presented daily by Kay Duffy.

Leweday Running Two Laredo Tracks

LAREDO, Tex., Feb. 10.—J. B. (Jack) Leweday, thrill show operator, has leased two race tracks in the vicinity of Laredo and is currently running events at the two plants.

A 150-lap stock car race is skedded February 22, at the half-mile oval located 3½ miles east of here. The plant also includes a rodeo arena and concession space.

Second track, a mile north of Laredo, was inaugurated last month with midget auto races plus the Billy Montana horse troupe.

Map Detailed Study Of Club Federation

TAMPA, Feb. 10.—Continued study of ways and means by which a federation of outdoor showmen's clubs could be established and how such a federation might function was approved here Tuesday (6) by representatives of six clubs.

Problems inherent in the formation and operation of the proposed over-all organization were mulled by club reps who were unanimous in their expression that a federation could be of substantial value to the club movement and to the interests of outdoor show business.

The meeting, held in the clubrooms of the Greater Tampa Showmen's Association, terminated with a vote that Gean Berni, secretary of the Tampa club and proponent of the federation, make a detailed study to determine the operating cost of such an organization and also to survey feasibility of some ideas

which might be incorporated in its operating plan.

Initially, it was agreed, the program should be limited in scope to give greater assurance of success. Projects and programs of an involved nature should be deferred until such time as the federation has been established firmly, the club reps pointed out.

Transcripts of the exploratory meeting here are to be sent to all of the outdoor clubs in the country.

In addition to Berni, others in attendance were C. J. Sedlmayr Jr., past president of the Tampa club; Syd Jessop and Floyd E. Gooding, representing the Showmen's League of America, Chicago; Leonard Traube, National Showmen's Association, New York; Matt Herman, Pacific Coast Showmen's Association, Los Angeles; J. Frank Warren, Regular Associated Troupers, San Francisco; and Joe Murphy, Lone Star Club, Dallas.

N. Y. MEETING NOTES

Strike, Weather Hurt Attendance at Albany

ALBANY, N. Y., Jan. 10.—The rail strike and treacherous driving conditions in the Lower and Western part of the State, as well as in some sections of New England, kept many familiar faces from the annual meeting of the New York State Association of Agricultural Fair Societies here Sunday thru Tuesday (4-6). The air lines got a big play, but the usual representation of persons sporting a Florida tan was way off, indicating trouble in the securing of flight reservations.

Here's another transportation note. Al Martin, Boston talent merchant, journeyed by bus to a hamlet on Sunday to steal a march on competitors in booking the free acts at the hinterland fair. Intent upon the job of selling, Al miscalculated and missed the last bus back to Albany. Resourceful, as ever, he hitch-hiked his way back. He didn't even get the contract, thus adding a second unhappy ending to his story.

Joie Chitwood flew in from Tampa where his thrill show unit was playing the fair. The air line misplaced his bag with the result that Joie was strolling around in Albany's usually frigid climate attired in a fawn-colored sports ensemble. Joie had to stock

up on new shirts and underwear to get thru the meeting.

Seek More Fairs

Al Howard and I. Trebish, with 20-odd rides distributed between their two units, I. T. Shows and Carnival Shows, which they combine for fair dates, are seriously batting away at the booking of annuals. Ambitious Al would like to extend the org's season and its safe to assume that he'll be in there pitching from now on.

(Continued on page 55)

Yule Seeks Retirement At Calgary

CALGARY, Alta., Feb. 10.—J. Charles Yule, manager of Calgary Exhibition and Stampede, announced this week that he would like to retire if a replacement could be found, citing poor health as his reason.

A committee appointed by the board has asked Yule to reconsider his resignation, but in the event he stands by his decision, it will recommend a replacement.

Yule assumed the post of manager in 1940 following the retirement of E. L. Richardson, then general manager. Prior to this appointment, he was president of the annual for several years. Three years ago he was named managing director and given wide administrative powers.

Selden Injured In 50-Ft. Plunge

FORT MYERS, Fla., Feb. 10.—Arzeno Eugene Selden, 61, known professionally as Selden, the Stratosphere Man, is in critical condition at Lee Memorial Hospital here with a multiple leg fracture, severe face and body bruises, a dislocated hip and internal injuries sustained in a 50-foot fall in his "slide for life" at the conclusion of his act here Monday night (5) at the Southwest Florida Fair. An opening night crowd of some 2,000 persons witnessed the accident.

Selden was appearing here as a feature of Prell's Broadway Shows. His injuries are expected to keep him confined to the hospital for at least eight weeks.

In the fall, Selden was catapulted forward some 30 feet, landing on top of a truck. His usual finish slide runs between 125 to 150 feet. Due to lack of space, it was shortened here to some 75 feet, bringing the cable to an angle of about 45 degrees. As he started his slide, the trolley apparently fouled, throwing him out of his neck yoke.

Auto Race Confab Set For Hartford

HARTFORD, Conn., Feb. 10.—An Antique Auto Day will be held in conjunction with the first annual National Auto Racing Convention and Exposition, which opens an eight-day run March 3 at the Hartford State Armory.

In addition to sessions scheduled for stock cars, midgets, big cars, hot rods and sport cars, several old car groups have signed up to have a number of their vehicles on display at the armory and in the street parade, according to Joseph Kizis, managing director. Each session of the convention will be devoted to a different phase of auto racing and allied fields.

Godin Signs 7 N. Y. Fairs

ALBANY, N. Y., Feb. 10.—Joseph Godin, head of the Interstate Fireworks Manufacturing & Display Company, Inc., of Bridgewater, Mass., announced at the close of the New York State Association of Agricultural Fair Societies meet here Tuesday (6) that he had completed contracts for fireworks with seven fairs.

New York annuals inked by Godin include Afton (August 6-11), Elmira (August 12-18), Sandy Creek (August 20-25), Norwich (August 27-September 1), Brookfield (September 3-6) and Boonville (July 30-August 4). In addition, he will supply O. C. Buck Shows this season.

Godin also said he had re-signed all the parks in the New England area which he serviced last year. He said his recent Western Canada trip had been successful and that his outlook for the year was good.

Movie Chain Adds Circus To Kid Fare

CHICAGO, Feb. 10.—Development of a new outlet for outdoor acts was seen here this week with the announcement by Balaban and Katz, movie house ops, that starting March 3, they would incorporate a circus-type stage show with their usual Saturday matinee movie fare at the Uptown Theater.

The March 3 program will be a test, according to Warren Jones, of B-K, production department, and if it proves successful will be extended to other neighborhood houses.

In addition to the stage program, entertainment will also be presented in the lobby. Acts set for the first show include Ala Ming, wire; Chico, slide-for-life; Berg's Hollywood Seals; Paul Stadelman, ventriloquist; Andy Mayo and Pansy, the horse; Carl Marx, Wally Matz and Roy Stark, clowns and a six-piece circus band.

Fairfield, Calif., Cancels '51 Rodeo

FAIRFIELD, Calif., Feb. 10.—By unanimous vote, the Fairfield-Suisun Chamber of Commerce has gone on record to discontinue the Fairfield rodeo here.

Frank Higgins, committee chairman, said the rodeo netted the chamber about \$1,100 in 1949, but last year lost that amount.



TENTS

Size	Top	Wall
10'x10'	\$ 32.00	\$ 38.00
12'x12'	39.00	46.00
14'x14'	44.00	50.00
16'x24'	48.50	60.00
20'x20'	90.00	48.00
20'x30'	149.00	85.00
28'x50'	175.00	95.00
30'x50'	186.00	100.00
30'x70'	365.00	None
40'x80'	750.00	None
40'x120'	990.00	None
60'x90'	875.00	None
60'x135'	2100.00	None
80'x110' Rd. End	2400.00	None
80'x80' Sq. End	2300.00	None
80'x230'	2900.00	None

These are used tents—all are usable without repairs, complete description, age and condition of any sizes on request.

R. LAACKE COMPANY
1025 W. Walnut St. Milwaukee 5, Wis.

SHOW TENTS
WILL BE IN SHORT SUPPLY IF PRESENT DUCK ALLOCATIONS CONTINUE
PLAN YOUR 1951 NEEDS NOW
WRITE TODAY

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

WINTER ADDRESS
S. T. JESSOP
122 FLORASOTA AVE.
SARASOTA, FLA. TEL. 35-172

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.

Do not delay. Buy an Eli Power Unit for complete satisfaction. Write for Price List A-63 today.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Ave. Jacksonville, Illinois

SHOW TENTS
CENTRAL Canvas Company
516-518 EAST 18th ST.
Kansas City 6, Missouri
Phone: Harrison 3026

HARRY SOMMERVILLE

HIT THE DECK
Get your share of 1951 profits with our amazing new Boat Ride.

Send for details today

SMITH AND SMITH INC.
SPRINGVILLE, NEW YORK

Also Builders of: Adult and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane, Waves, Trailer Mounted Jeep and Fire Engine Rides.

T-E-N-T-S
CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
300 E. 9TH ST. (Phone: HARRISON 6867) KANSAS CITY, MO.

TENTS
All Sizes—NEW AND USED—All Styles
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

CAMPBELL TENT & AWNING CO., INC.
100 CENTRAL AVE. (Phone 38855) ALTON, ILLINOIS

EWART RIDES ARE TOPS IN PERFORMANCE
Adult Rides—Ewart 2 and 3-Abrest Merry-Go-Rounds, EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Bank terms.

H. E. EWART CO.
707 E. GREENLEAF STREET COMPTON, CALIFORNIA
Phone: NEMark 1-0808—NEVada 6-1976

CLOSE-UPS: LESTER ESSIG

No Limits to His Business Except Tag on Firm's Name

By **TOM PARKINSON**
(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

LESTER C. ESSIG calls his Chicago costume business Lester, Ltd., but there have been few limitations to his career, and he notes that even the company is limited only in name.

For 33 years he has been supplying costumes for Chicago's theatrical great. And, in late years he also provided costumes for Royal American and Cetlin & Wilson shows, and the 1950 Chicago Fair in addition to providing outfits for clowns, and circus troupes like the Cristiani Family.

The costume business is no masquerade for Lester. In climbing to one of the leading spots in the field, he has known not only the actors but also many real people akin to the characters such as Eskimo, king, cowboy, Hindu, bull-fighter, peasant or Fuzzy Wuzzy depicted by his costumes.

Lester's career started in a blaze—the great Spokane fire in 1888. That's the year he was born. It was that fire, too, which prompted townspeople to blow up the building that housed the office of his father, Dr. N. Fred Essig, a surgeon so outstanding that the famed Mayo brothers visited him in their student days to observe his operating technique.

Rides Western Range

In his youth, Lester spent much time on horseback, playing polo or riding the range. He was one of 500 hands who worked the last major round-up of horses in Washington. Along with Ed Vollman, now secretary of the Stockton, Calif., fair, he worked to corral a share of the 5,000 horses in that round-up.

It was with Vollman that he went as a spectator to the Pendleton, Ore., Round-up in 1913. Friends there induced him to enter the pistol shooting contest and he came off with top prize.

Enters Berry Market

Lester's first job was with a food and produce house in Spokane. To break the control another firm had on the strawberry market he took a crew to Southern California. In turn, he claims that he gave the State of Washington its first citrus fruit. After five years of directing fruit pickers, he decided the strong back routine was not for him. So he lit out for Europe.

Essig's father had taken the whole family to Europe in 1906. In all Lester has since made eight or 10 trans-Atlantic crossings, but the most notable was the one immediately preceding World War I. He toured Portugal and stopped off in Madrid, where, thru an embassy official, he met the King of Spain, in whose presence his prowess with a pistol was mentioned. At a second meeting with the king, Lester found that the casual remark about his shooting ability had borne fruit. He was

asked to instruct Spanish cavalry in use of the pistol. Heeding the king's request, he stayed in Madrid a while.

Shoe Deal Fails

In France he went to school to further his interest in sketching and art. He moved thru Scandinavia, entered Russia from Finland and went hunting with a tribe of Siberians who, he recalls, fed him dog meat as a "treat."

His trip took him next thru the Balkans and Middle East to the Upper Nile River region. In the



LESTER ESSIG

land of the Fuzzy Wuzzy tribe he was accosted by three tribesmen when he innocently wandered into their midst. One of the trio pulled a long knife. Only the intervention of a German animal merchant who happened by saved his life. The knife, incidentally, is now in the Lester collection of African costumes and props.

In India he was invited to a wild boar hunt. Figuring he would need some practice, he tried it alone a day before the scheduled hunt. While on the trail of a boar, Lester went one way, his horse another. For 14 days the traveler didn't know what happened, but when he regained consciousness he found that an old Indian woman had been taking care of him. He hiked back to civilization and learned that the British Army had been searching for him during those two weeks.

"Sells" to Pawn Shops

He returned to Spokane about the time World War I began and with his brother, N. Fred Essig, who also is in the costuming company, went into business. They tried to sell Kansas merchants a machine for dispensing gummed tape used in wrapping packages. To get the territory they had to buy a carload of machines and, after walking all over the State, they learned that Kansas storekeepers liked string better. Fred sold one machine and then went home; Lester kept at it until the carload was gone.

After a stint of peddling tin whistles to school kids, Lester hit upon a plan for making beauty marks, then in style. He fashioned butterfly shapes out of court plaster, decorated them and then saturated them in perfume. He contrived to have Chicago fashion show models wear them and later he got orders from major stores, drug companies and hotels. In time, he became one of the nation's largest buyers of court plasters when he turned to production line methods of making Wee Kiss beauty marks. A newspaper story reporting that Germany was poisoning the output of Russian court plaster halted that boom.

Begins Costuming

Lester was not daunted. He believed that perfection of artificial rhinestones would put him back in business and by accident he found a process for making them. His first sale was a rhinestoned costume for Harry Clifton, an imitator of comedians. The sale was made when his finances were at a low ebb. In fact, he says he used the last of his cash to buy a ticket to see Clifton's rhinestone costume. The rhinestone business clicked and he prospered.

In 1917 he and Margaret Whitney, producer of operettas on the Pantages Circuit, were married in Salt Lake City. Together they began operation of the costume business that grew out of rhinestone sales. Their first office was in a Chicago building with producers, music publishers and *The Billboard*. Neighbors sent costume business to Lester, Ltd.

Lester explains that he used only his first name in the company title because in 1917 and 1918 his German surname would have been an obstacle.

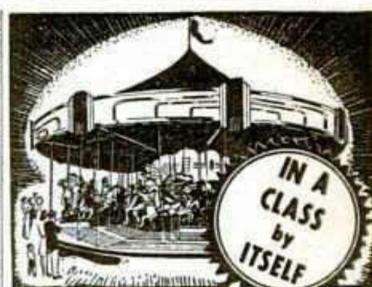
When the Essigs sold costumes in those early days they didn't know how to do the work but accepted orders in the hope they could. Eva Tanguay was an early customer and subsequently, they made many gowns for her. Fanchon & Marco was another early customer. Biggest of the early orders was one to costume Lou Lester's Clowns in Clover.

There also were troubles in those early days. Once Mrs. Essig, on her way to deliver a \$100 costume, lost it on a streetcar. By working day and night for a week a replacement was made in time for the opening. Fire dealt a blow. One Friday they moved to new quarters, which burned the following Monday. But they borrowed money to reopen.

"Names" as Clients

The business really rolled in the '20s. Lester costumed for the Ford Sisters, Trixie Friganza, Anna Held, Stella Mayhew, Carl Nor-

(Continued on page 50)



Allan Herschell MERRY-GO-ROUND

★ Most famous riding device ever built ★ Many still in service after 35 years ★ Brilliantly decorated and illuminated ★ Built better to last longer—with less maintenance ★ 5 sizes and styles ★ Write for literature.

ALLAN HERSCHELL COMPANY
Incorporated
NORTH TONAWANDA, N. Y.
World's Largest Manufacturers of Amusement Devices

BULGY, The Whale
A First Attraction with the moppet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

Proven BEST by Performance TEST

Two passenger capacity, sturdy alloy cast cars and simplicity of control assure a high grossing, economical, long life.

Phone, wire or write for additional details about this sensational money winning ride.

Salem Oregon

Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

NEW KIDDIE RIDES!

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO. • MT. CLEMENS, MICH.

The TLT-A-WHIRL Ride
Prominently

- ★ Attractable ★ Popular
- ★ Profitable ★ Enduring
- ★ Practicable ★ Modern

SELLNER MFG. CO.
Faribault, Minnesota

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

22 RIDES AND DEVICES WRITE FOR OUR NEW CATALOGUE
featuring complete kiddielands
★ IMMEDIATE DELIVERY ON SOME RIDES

B.A. SCHIFF and ASSOCIATES
901 S.W. 69th AVE. MIAMI-44-FLORIDA

Ready-Rolled Floss Cones Available!
... but quantities are limited. Order now if you don't want to be caught short next season. CONCESSION EQUIPMENT's sure to be scarce, too. Better see POPPERS while good popcorn, floss, candy apple, peanut and snowball equipment is still available.

DISTRIBUTORS OF GOLD MEDAL PRODUCTS
POPPERS SUPPLY CO., INC., of Phila.
1211 North Second St., Philadelphia 22, Pa. CARfield 6-1616

No matter what happens . . .

SKEE-BALL

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.

The future is bright with Skee-Ball.

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

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL ST.

PHILADELPHIA 44, PA.

DOUBLE YOUR PROFITS with "THE NEW TRIPLE THREAT TURF" (all electric race horse derby for) PARKS, BEACHES AND CARNIVALS



THE FASTEST, MOST ECONOMICAL, MOST BEAUTIFUL AND TROUBLE-FREE GROUP GAME THAT MAN CAN BUILD OR THAT MONEY CAN BUY. New features eliminate all faults of former group games. A skillful player cannot ruin your "tip" with "THE TURF." NOTICE—Gov't Order M-12 prohibits manufacture of games using copper after April 30. This covers all electrical group games. As no one knows how long this emergency will last, IF YOU WANT THIS TOP MONEY MAKER, YOU WILL HAVE TO ACT AT ONCE. Free information and photo.

ELECTRONIC GAMES, INC.

GREENSBURG, PA.

Multiplex Faucet Co. Serving the Trade 45 Years

a 3 1/2¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive!

Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS.

Manufacturers: MULTIPLEX FAUCET CO.



STURDY OAK STAINLESS STEEL HOOPS 4325-B Duncan Ave. St. Louis 10, Mo.

PEANUTS · POPCORN · SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy

Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.

TED VINES 2908-14 Smallman St. Pittsburgh 1, Pa.

ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

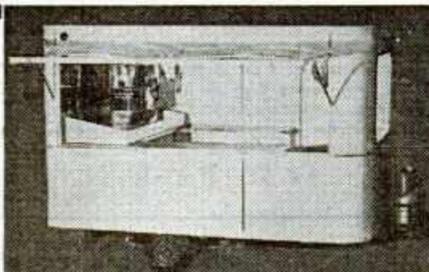
TRAILERS FOR ALL PURPOSES

Fully equipped. Priced to suit your pocketbook.

WRITE FULL INFORMATION

CALUMET COACH CO.

11575 S. Wabash Ave. Chicago 28, Ill. Phone: WAterfall 8-2212



BASEBALL BATTING RANGES

Small Investment—Fast Profits

NEWEST SPORTS THRILLER

ELECTRO-PITCH AUTOMATIC BASEBALL PITCHING MACHINES

Pitch high, low, inside and outside curves, with each ball cutting plate—offers all sensations of facing a big league pitcher. Fool-proof mechanism. All machines guaranteed. Be first in your locality to be protected with an Electro-Pitch Franchise.

WRITE . . . WIRE . . . PHONE

ELECTRO-PITCH COMPANY, INC.

6630 ROSS STREET PHILADELPHIA 44, PENNA. Phone: TEnnessee 9-2773 or TEnnessee 9-2774

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

Talent Topics

By CHARLES BYRNES and JIM McHUGH

Wally Overman sailed on the S. S. Europa February 9 for Nassau, W. I. He is being booked for a South American tour by the New York office of McConkey Artists Corporation. . . Edna and Louie Alcido, of the Sky High Alcidos, have been spending time at Idle Hour Park, Phenix City, Ala., before going to their home in St. Andrew, Fla.

Pape and Renee, perch act, who were at the Shreveport (La.) Shrine Circus, were snowbound closing night. They were forced to cancel engagements in that vicinity, due to hazardous highway conditions. . . Acts appearing at the Florida State Fair, Tampa, were Allen and Lee, head balancing; the Paroffs, Roman ladder; the Morpheys, shooting; Turina Eric (Girl in the Moon), high act; Lamont's Cockatoos; Drake Danlo, comedy talking; Laddie LeMont, comedy balancing and globe; the Ericksons, high wire; Benny and Betty Fox, high pedestal, and Merle Evans' band.

George Mundis, who died of a heart attack in Punta Gorda, Fla., February 3, formerly appeared with Miss Happy Harrison's dog and pony act and the Carlos Circus of Jamaica, L. I., N. Y. He and his widow, Neva, spent the past several winters in Punta Gorda, playing for dancing in Pat's Grill and Cocktail Lounge. The Mundises made their home in Hartford, Mich., the past few summers.

Will Hill will take his bulls to Tom Packs' indoor circus following a stint with Orrin Davenport's show at St. Paul. He will join the latter org February 26. Hill's act also has been booked to play the Wisconsin fair circuit for the Charles Zemater Agency, Chicago. . . Los Aeros, high act, will open with Gil Gray's Circus at Sioux City, Ia., February 26. . . Josephine Berosino, now doing a solo wire act with the American Circus in South America, letters that she has signed to play fairs this year for Barnes-Carruthers The-

atrical Enterprises, Chicago. . . The Lesters, well known in the outdoor field, info from Houston that they are skedded to open at the New Tivoli Cafe in Ciudad Juarez, Chihuahua, February 16 for a four-week stint.

Three Milos, high act, will open their season in Hobart, Ind., May 28. The Aerial Snyders, also high performers, are skedded for their first outdoor appearance May 28 at Rockford, Ill. . . Clodold Berio, with the Three Milos last year, has been inducted into the army. . . The Skylarks, high act, will open the outdoor season June 18 in Gary, Ind., and have been booked for two weeks at Pontchartrain Beach, New Orleans.

Theodora and Bobby Cepler, youngsters in the Great Cepler Family, high wire, were the subjects of a feature article in the January 28 issue of The San Antonio Sunday Light. The story used two pictures. . . Capt. Roy Simms, high act, has been hunting and fishing on his Dennard, Ark., (Continued on page 53)

Husted Preps Funspot Near Marine Base

BEAUFORT, S. C., Feb. 10.—Sherman Husted has acquired 14 acres near here and will open Sea Island Amusement Park March 1, he announced this week. The site is near the Marine training base at Parris Island.

Husted has begun operation on a week-end basis. His ride line-up includes Merry-Go-Round, Ferris Wheel, Chairplane, Spitfire, Octopus, Rolloplane and four kiddie rides, Auto, Chairplane, Ferris Wheel and train.

Plans are made for construction of a dance hall and swim pool. Husted said that a strong advertising campaign is under way and that, based on early grosses, good business seems assured.

Fifteen concessions are in operation and spot includes a grove which has been cleared for use as a picnic area.

L. F. Raley is general manager and Ellen Welsh, secretary.

Hart Miller Named Sales Director at Arcadia's '51 Fair

ARCADIA, Calif., Feb. 10.—Hart H. Miller has been named director of exhibit sales of the World Transportation Fair at Santa Anita Park here June 30-September 9. Appointment was announced by Ira W. Curry, WTF producer.

Miller handled the exhibit space sales at the California Pacific International Exposition, San Diego in 1934 and 1935, the Texas Centennial in 1936 and the Texas Pan-American Exposition, Dallas, in 1937.

Out in the Open

Mr. and Mrs. Eddie Carroll and Harry Storin, of Riverside Park, Agawam, Mass., are vacationing in Bermuda and Havana. . . Jack McCormick, concessions manager of New Jersey State Fair, Trenton, is en route to Hot Springs.

Bill Powell, globe-trotting concessionaire, lately in Manila and Honolulu, is now heading for Hong Kong, Saigon and Singapore. . . Stanley W. Wathon, talent merchant, resumed his excursions to the Broadway sector last week after hospitalization and convalescence caused by an attack of pneumonia. . . Joe Basile, bandmaster on the TV Big Top show, last week flew from Albany, where he played at the banquet of the New York Fair Association, to Memphis to appear with the Hamid-Morton Circus. Joe will have to miss the upcoming Big Top presentation, but he has made arrangements to make all of his skedded video appearances in the future.

Herbert S. MacDonald, of New Haven, Conn., has registered with State capital officials at Hartford as a lobbyist for the Association of Connecticut Fairs during the present legislative session.

Stephen J. Koske, operator of Bear Pond Park, North Turner, Me., is among the amusement ops at Winter Haven, Fla., for the off-season. Koske has been traveling since closing his park season last fall.

Mary K. Sarlow, sister of Rose Sarlow, secretary of Ionia (Mich.) Free Fair, is in a Grand Rapids, Mich., hospital, recuperating from injuries sustained in an automobile crash January 30.

Charles (Kid) Koster, veteran circus agent and second man, who in recent years has served in a similar capacity with roadshows, is back at his home in North Hollywood, Calif., after 15 weeks ahead of the ill-fated American Legion revue, "Red, White and Blue," which, Koster says, ended its trek some \$700,000 in the red. Koster is slated to hit the road again soon ahead of the Bob Hope show.

SOFT ICE CREAM — FROZEN CUSTARD Big Volume—Long Profits!



MODEL 1-131

NOW is the time to cash in on the nation-wide popularity of delicious long-profit specialties like soft ice cream and frozen custards. Serve 'em fresh from a SWEDEN Speed Fountain Freezer and watch your summer volume soar! Automatic consistency controls and accessibility of all parts for quick servicing and cleaning make SWEDEN easy to operate and maintain. Serves milk shakes and malts at same high speed, low food cost. Your only investment is the down payment. SWEDEN pays for itself out of EXTRA profits.

For further information write to

Sweden Freezer Mfg. Co.

DEPT. P-7 SEATTLE 99, WASH.

ASTRO FORECASTS

All Readings Complete for 1951 Crystal Balls Imported On hand in these sizes: 2 1/2 inch; 3 9/16; 4 3/16. Write for prices. 15¢ Single Sheet, 8 1/2 x 14, 100, 75¢; Per M. \$6.00 Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12 Signs, Any Quantity, Each . . . 1 1/2¢ "WHAT IS WRITTEN IN THE STARS." . . . Folding Booklet, 12-P, 2 1/2 x 5, Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample . . . 10¢ FORECAST AND ANALYSIS, 10-P Fancy Covers, 8 1/2 x 11, Each . . . 5¢ Samples of each of the above 4 items for . . . 25¢ No. 1 45 Pages Assorted Color Covers . . . 50¢

NEW DREAM BOOK 120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 20¢ HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. . . 25¢ PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. . . . 60¢ Sign Cards, Illustrated, Pack of 36 . . . 15¢ Graph Charts, 8x17. Sample 5¢. Per M. \$7.50 MENTAL TELEPATHY, Booklet of 21 p. 25¢ Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. \$ a m p l e s postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO. 19 West Jackson Blvd. CHICAGO 4, ILL. Send for Wholesale Prices

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

JOHN BUNDY REPRESENTATIVE

Haus-Standard Chevrolet

1325 STATE ST. EAST ST. LOUIS, ILL.

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M. \$10.50 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.50 Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS 1 ROLL . . . \$1.50 EACH ADDITIONAL ROLL SAME ORDER AT 60¢ PER ROLL

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Most Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

METRO DERBY

We have acquired the physical assets of the Metro Electronic Company of Indianapolis. Due to the National Emergency Program and Material Shortage, we will be able to manufacture only one or two Derby Racers for spring delivery, if orders received at once. We have large stock of parts available for METRO DERBY Owners.

METRO MANUFACTURING CO.

2002 BIRD ST. PH. 372762 TAMPA, FLA.

KIDDIE FLYER HAND CAR RIDE

Terrific Money-Maker—Streamlined—NAAPB Award Winner—Portable Write

HAMPTON AMUSE. CO.

2231 Oakdale St. Louis 20, Missouri

Gowns, Jewels Sparkle At GTSA Banquet-Ball

TAMPA, Feb. 10.—Fur coats, capes and wraps were the vogue at the second annual banquet and ball of the Greater Tampa Showmen's Association in the Davis Island Country Club here January (4). Colorful gowns and jewels added glamor to the event.

Mrs. Carl Mantey, wife of the Cara, Mich., fair secretary, wore a red wool bejeweled street suit, while Mrs. Harry B. Kelley, of Hillsdale, Mich., came in a brown wool and silk print costume suit. Mrs. Rich Paul's blue chiffon dinner dress was trimmed with lace and seed pearl embroidery, while Lola K. Hunter chose a grey nylon net over pink taffeta. Mrs. Al (Hattie) Wagner appeared in a black and soft beige-pink formal, the bodice embroidered in crystal beads. A Cecil Chapman original was worn by Mrs. O. J. Weiss, with a mint sherbet nylon net and tulle topping the lime taffeta.

Purple Satin

Mrs. Archie Wagner wore an Adelle Simpson purple satin gown unadorned except for twin clips at the draped shoulders. Mrs. Russell J. Caughey chose an aqua slipper satin cocktail dress with a black lace off-shoulder line. Mrs. P. R. McGee chose a blue strapless of satin and net, while Mrs. Harry Pyle wore a flame lace and satin, strapless formal. Mrs. Jack Horbett chose a soft blue strapless net gown. Mrs. R. W. Cobb and Mrs. Wallace Cobb wore blue crepe and black crepe short dinner dresses, respectively, while Mrs. Billie Cooper came in a Christian Dior passion pink strapless number.

Mrs. C. J. Sedlmayr Sr. wore a dusty rose lace dinner suit and Mrs. Curtis Hixon, wife of Tampa's mayor, chose a mauve crystal beaded dinner dress. Mrs. C. J. Sedlmayr Jr., selected a black crepe Jacques Fath original. An off-the-shoulder Irene creation was worn by Mrs. Harry Julius, trimmed with a corsage of red roses. Mrs. Annie Gruberg came in a deep wine taffeta Hattie Caregie dinner dress and Ida Cohen in a Ben Reig cocktail dress of black faille.

Metallic Formal

Sally Rand attended in a strapless metallic formal. Mrs. J. A. Pendino wore a black taffeta and net gown. Mrs. Raymond Lee chose a tailored suit. A strapeless gray lace formal over satin was worn by Mrs. Paul Kleider while Mrs. George Ringlin selected gold metallic cloth in a formal dinner dress. Mrs. Pete Burkhardt was in flame starched net embroidered in gold, while Mrs. Al Morin wore a black net over taffeta. Mrs. Harry Dennis' white nylon net was trimmed in shrimp velvet.

Mrs. Lloyd Serfass chose a formal of white chiffon velvet with a white ermine cape and a white net with a three-inch band of mink trimming. Mrs. Earl Purtle wore a black crepe trimmed in sequins, while Mrs. Arthur Spencer chose a black and white crepe. Mrs. Philip LeMay's black gown was trimmed with a silver sequined bodice. A Rembrandt original of starched cocoa nylon net was worn by Mrs. Eddie Young, while Mrs. Bob Parker chose a brown lace over crepe cocktail dress. Mrs. George Mattox wore a long-sleeved dinner dress of toast.

Mrs. Mable Wright chose a turquoise and black silk dinner dress and Mrs. Frank Warren came in white aqua crepe. Mrs. Mickey Davis wore a strapless cocktail dress of plum broadcloth. Mrs. Frank Daniels chose a black taffeta dinner suit and Mrs. Nat D. Rodgers came in a pink satin and net formal. Mrs. Sam Gordon's strapless cocktail creation was honey colored nylon net over satin, and trimmed in ostrich feathers. Mrs. Sibley wore Navy lace with rhinestone trimming and white orchids at her wrist. Mrs. Mike Tisser came in a blue crepe cocktail dress with iridescent beads at the neck-line. Mrs. William Johnson chose a black crepe with silver sequins and Mrs. Florence Doan a garnet satin dinner suit.

A dessert pink taffeta cocktail dress was selected by Mrs. Jack Yazvac while Mrs. L. I. Thomas chose a red satin with gold satin insets. Mrs. Henry McCaully wore a beaded green crepe short model; Mrs. Roland Ade, a beige and brown print, and Mrs. H. Brady a white chiffon and lace formal. Mrs. Lou Torti wore a wine brocade dinner suit and Mrs. David Swartz a midnight blue satin dinner suit. Mrs. Charles Owens chose a short black crepe, while Mrs. Clyde Warbritton attended in gold and beige net and brocade.

Mrs. Sammy Applebaum came in a formal of Navy blue chantilly lace and Mrs. Julian Turov in orange net over satin with a black mantilla. Mrs. Roy Varnier's short gown of black crepe was trimmed in silver sequins. Mrs. Harry Hauck's eggshell satin was trimmed with an emerald clip. A moss green satin was chosen by Mrs. Bertha (Gyp) McDaniels and Mrs. Woodrow Jones wore black crepe. Mrs. Gladys McClain selected a black crepe sequin trimmed gown with a black taffeta jacket. Mrs. Beulah Thomas came in a strapless white chiffon and Margaret Young in white satin and net with silver sequins and beads on the strapless bodice. Miss Toni Mackamer chose white net and lace with green satin. Mrs. Harry Gaughn wore white satin and nylon net sprinkled with rhinestones.

Mrs. Lou Arner chose a pale pink net over taffeta and Mrs. Harry Ruben a strapless number in olive green taffeta. A dinner dress of black crepe was worn by Mrs. Walter J. Edelbut, while Mrs. Lulu McGuey came in a midnight blue crepe. Mrs. Sam Greco wore a flock-dot chiffon over beige satin. Mrs. Robert Purvis chose a silver on white brocade with white net. Black net and velvet was worn by Mrs. Pat Chly and Mrs. Ralph Lockett attended in a black taffeta dinner suit. Ruth Winters' taffeta cocktail dress was trimmed in white net while Mrs. Freddie Cooper appeared in an East Indian sheer print of pure silk.

Sequin Trim

Aqua net with sequin trim was worn by Mrs. Don Greco and Mrs. Glen Porter a formal of black net over satin with baby orchids in her hair. Mrs. Joseph Sciortino's shades of roses and was sprinkled with rhinestones. Mrs. Eddie Hunter wore a pink net while Mrs. Harold Yennie chose a white nylon backed by aqua taffeta. Mrs. Bill Clain attended in black velvet with an orchid corsage and Mrs. Joe Pontico wore white crepe embroidered with rhinestones. Mrs. Sue Walters chose a black dinner skirt with beaded blouse while Mrs. Art Frazier wore a cocktail length black skirt with a red velvet strapless blouse. Doris Coulston came in a ballerina length strapless of white net over satin with a white satin bodice.

Mrs. Wesley Hamilton chose black taffeta and Mrs. Sam Delaney blue chiffon with metallic trimmed bodice. Mrs. Kelly Abbott's cocktail dress was in black taffeta with a tiny bolero. Mrs. Jack Young came in a short black velvet cocktail gown and Mrs. Frank Mercuri wore a black faille cocktail number. Mrs. Shirley Dodson attended in a light olive green formal and Mrs. Roy L. Johns a formal of aqua chiffon and lace. Mrs. W. B. Meyers came in a beige street suit. Mrs. Max Goodman wore a brown taffeta dinner dress and Mrs. Gean Berni a soft Nile green chiffon over taffeta. Mrs. Elton Edwards wore a light green satin with net trim. Mrs. Jack Norman wore a short formal, white crepe with an off-shoulder effect. Mrs. Thad Work selected a black

Club Activities

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Feb. 10. — President Harry Stahl occupied the chair at the February 5 meeting. On the rostrum with him were Third Vice-President William Zazoor, Treasurer Louis Rosenthal, Chaplain Ford and Secretary Paul Greeley. Robert Morrison, by-laws committee chairman, and members Harry Letzer, Stanford Baker, Irving Rubin and Charles Schimmel presented recommendations for changes in the by-laws to the body for their discussion and adoption. Sick list includes Harry Letzer, Gilbert Cohen, Sam Fishman, Sam Gold, Nat Golden and Herman Manguson.

Ladies' Auxiliary

Regular meeting was held February 5 with President Bernice Stahl presiding. Also present were Grace Zigler, first vice-president; Francis Moran, second vice-president; Maud Pence, third vice-president; Muriel Miller, secretary; Marion Dickstein, treasurer, and Charlotte Richardson, corresponding secretary.

Reported on the sick list were Alice Wagner, Faye Stone, Ada Green and Erma King.

President Stahl appointed the following committees for 1951: Membership, Peggy Cohen, chairman; Lottie Johnson, co-chairman; Ann Borker, Clara Balog, Irene Bounds, Hilda DeCorrado, Marion Dickstein, Mable Dugan, Viola Lippal, Rose Schimmel, Sadye Schwartz and Hattie Wagner.

Ways and Means, Rose Lewiston, chairman; Bessie Gallagher, co-chairman; Mollie Decker, Dorothy Gold, Alma Martin, Mildred Miller, Clara Silber, Grace Zeigler, Mazie Pence, Mary McMillen. Entertainment, Marjorie Manzell, chairman; Marion Dickstein, co-chairman; Clara Balog, Leona Bennett, Patricia Crognale, Betty Greeley, Lottie Johnson, Francis Moran, Charlotte Richardson, Virginia Sample, Julia Soloff.

Sick and Relief, Mayme Wade, chairman; Grace Zeigler, co-chairman; Laura Baker, Leona Bennett, Dotty Miller. Funeral and Cemetery, Bernice Stahl, chairman; Sophia Rockkind, Lillian Urquhart, Mazie Pence. House, Olga Schultz, chairman; Edith Schulz, Hilda DeCorrado, Mayme Wade.

Sergeants at arms, Lottie Johnson, Hilda DeCorrado, Rose Gold. Receptionists, Ruby Widger, Ethel Emerson, Irene Gordon. Gift Shop, Mazie Pence, chairman. Press, Carrie Dear, chairman; Jennie Hessler, Frances Moran, Charlotte Richardson.

crepe trimmed in beads and Virginia Shumway a short blue crepe model. Mrs. Don Pierson wore pink chiffon in a ballerina style and Mrs. William Tara a Nile green taffeta formal. Mrs. Freddie Howes' formal was of light blue taffeta and Mrs. Joe Sanfratello's was black crepe with a mandarin neckline. Mrs. Harold Hesch wore a strapless yellow. Barbara Nicholas chose a black crepe and Mrs. Pete Thompson a formal of royal blue taffeta and chiffon. A deep pink net and satin was selected by Mrs. Ernie Wenzik and Mrs. Minnow Waver wore a blue on blue strapless satin. Melody Morgan Miller's short formal was of turquoise chiffon over satin.

Mrs. Fred King came in a short black halter neck formal with deep red carnations as a corsage. Mrs. Bill Kemp's white chiffon was topped with a huge stole of the same material and Mrs. W. E. Taylor wore rose beige with gold sequins. Mrs. Faye Ungar chose black crepe and lace. Mrs. Edmundo Zacchini wore a long black velvet set off by a pearl and jet necklace. Egle Zacchini chose blue nylon lace over white satin. Mrs. Everett Fillingham came in a blue pebble crepe dinner formal and Mrs. Benny Fields an old gould foulard taffeta, the bodice caught with jeweled buttons.

Mrs. Hal Carder came in a toast cocktail number with starched nylon net, the skirt a mass of ruffles. Esse Tate wore a black taffeta dinner suit and her daughter, June, a short formal of sheer white nylon shirred from strapless top to hem. Mrs. Eddie Yeager came in street attire, a large antique cameo at her throat. Mrs. Muri Deemer chose white silk jersey and Frances Scott green crepe with green iridescent bead trim. Mrs. Milt Morris wore black crepe and lace in a dinner dress model.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 10.—Eligibility committee has just approved applications for membership from Louis Miller, sponsored by Irving Sherman; Sam Fruchtman, sponsored by William Lish, and Sam Nunis, sponsored by John S. Weisman. These sponsors, plus Phil Cook, Frank Rappaport and Morris Brown are working for life membership cards.

The annual barn dance will be held Saturday night, March 17, and will feature the music of Joe Basile's band. Tickets are \$1 each and can be had either from the office or the committee. A visitor to the clubrooms was Izzy Cetlin. Louis Rosshandler dropped in after a three-month stay on the West Coast, and Babe Harris came in for a short stay from a Florida vacation. John McCormick is leaving for Hot Springs, Ark., and Morris Glass is heading for Miami.

Still on the sick list are Joseph Horan, U. S. Veterans Hospital, White River Junction, Vt.; Henry Fein, Welfare Island, New York, and Sam (Peanuts) Weisser, Kingsbridge Veterans' Hospital, Bronx, New York. The following shut-in members also would like to hear from their friends: James Cox, Pawling Sanitarium, Wyanntskill, N. Y.; Irving Udowitz, Ward's Island, New York, and True Perkins, Farm Colony, Staten Island, N. Y. Stanley W. Wathon has recovered from his recent illness and was a visitor this week.

Others who stopped by the clubrooms recently were Joseph Weissman; Michael Goldstein, Baltimore; Joseph Prell, Jack Hornfeld, Mark Rosen, Edward Cohen, Larry Benn, Herman Malek, Sam S. Levy and Jack Schenck.

Hugo Showmen's Club

Hugo, Okla.

HUGO, Okla., Feb. 10. — The newly elected officers include Frank Ellis, president; Kelly Miller, vice-president; Wayne Sanguin, secretary-treasurer; board of directors, Tom McLaughlin, Herb Walters, Bob Bunch, Dan Sherwin, James Hamiter, T. J. Strong; steward, Andrew (Sweaters) McFarland; correspondent, Art Miller; maintenance superintendent, Lee Bradley; legal counsel, O. A. Brewer; chap' n, Charlie Cuthbert; interior decorations, Dick and Don McLaughlin.

On January 27 Frank Francois, of the Kelly-Miller Circus, served a spaghetti and meat ball supper, which was followed by entertainment, presented by Herb Walters, an ex-repertoire Toby. Art Miller, general agent for the Kelly-Miller Circus, recently visited the Hot Springs Showmen's Club. Visitors at the Hugo club included Art and Glen Henry. Several members visited the Shreveport, La., Shrine Circus. Bob Stevens had the concessions there. Dick and Don McLaughlin decorated the newly acquired clubrooms with plenty of circus motif.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Feb. 10. — President Bessie Mossman and these officers were present at the Tuesday (6) meeting: Claire Sopenar, first vice-president; Lillian Lawrence, second vice-president; Wanda Derpa, treasurer, and Irene Coffey, financial secretary. Invocation was delivered by Emma Atzel, chaplain pro-tem.

Welfare Chairman Ann Sleyster reported Mary Stutzke is home from hospital after surgery. Edith Streibich stayed overnight in hospital for a minor operation. Clara Etta Barker was absent several weeks because of a heavy cold. Bessie Mossman's husband, Morris, has recovered from pneumonia.

Annual spring party will be held in the Crystal Room, Hotel Sherman, Saturday, April 7. Eighth birthday party is scheduled for April 17. Plans for a "Rolling Fin" were discussed and accepted. Claire Sopenar, assisted by Wanda Derpa, will have charge of summer activity books. A silver spoon will be sent Emma Atzel's granddaughter, Vallene Patricia Green, who was born February 5. Ann Brahm and Mildred Maniloff were welcomed after absences.

FLOSS OPERATORS...



\$295

Sugar may soon be short. Get your supply . . . our Model #120 will get you more money per pound of sugar because of its variable speed motor. 6-month guarantee. Get the best . . . Concession Model #120 . . . \$295.00.

CONCESSION SUPPLY CO.
3916 SECOR RD., TOLEDO 13, OHIO

NOW! IS THE TIME TO BUY...

REFRESHMENT EQUIPMENT AND SUPPLIES...

- peanut roasters
- candy floss machines
- popcorn machines
- and many more!

★ IMMEDIATE DELIVERY

Theatre Candy Co., Inc.

219 Stuart St., Boston, Mass.
400 Dinwiddie St., Pittsburgh, Pa.

MAKE \$100.00 A DAY

On Candy Floss



Our new Super Deluxe new style head, bowl brushes, holders, spindle. Smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers — send your machine in now for check-up

ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Avenue Nashville 4, Tenn.



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. BOX 7803, Fair Park, Dallas, Tex.

COTTON CANDY!

Make it the easy way —with the new Whirlwind, the only NEW floss machine. Write for circular.



IT'S FUN TO RUN A WHIRLWIND

GOLD MEDAL PRODUCTS CO.
318 E. Third St. Cincinnati 2, O.

WEST COAST

HEADQUARTERS FOR CONCESSION SUPPLIES

In addition to our complete line of Popcorn Supplies and Peanuts, we are now West Coast distributor for GOLD MEDAL PRODUCTS CO. Now we have everything you need for • SNOW CONES • COTTON CANDY • CANDY APPLES • POPCORN When you are west of the Rockies see us first. 24-Hour Service.

A. UNGER CO., Inc.

105 Golden Gate Ave. at Jones St. SAN FRANCISCO, CALIF.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

Amusement Industries, Box 2, Dayton 1, O.

FOR SALE

10 MODERN PERCY TURNSTILES
Lightweight Excellent Condition Portable
\$125.00 each

C. H. WALKER

500 5th Ave., N.Y.C. BRyant 9-5158

STEEL OR WOOD CHAIRS

Folding or Non-Folding
Prompt delivery. Minimum order 1 doz. Ask for prices, tell number needed.



ADIROMACK CHAIR CO.
1140 6th Way, N. Y. (27 St.), Dept. 5. MU 3-1385

SHOOTING GALLERIES

STATIONARY AND PORTABLE MODELS
Guns, loading tubes and ammunition. Both new and used equipment always on hand for IMMEDIATE DELIVERY. Write 25-day for Catalog "A"

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for Circular.
H. W. TERPENING
137-139 Marine Street Ocean Park, Calif

OUTSIDE SNOW WHITE PAINT

\$2.50 GAL. IN FIVES
Tested Titanium, lead and oil formula. Money-back guarantee not to peel, rub or wash off or turn yellow. Cleans beautifully. Over million gallons sold. \$4.95 value, \$2.50 gal. in 5 gal. cans.
SNOW-WHITE PAINT CO.
2545 Parkwood Ave. Toledo 10, Ohio

3000 BINGO

No. 1 Cards, heavy white, black back, 3 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000. \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 3 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.

Set Numbered Ping Pong Balls... \$15.00
Replacements, Numbered Balls, ea... \$40
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25
Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow... 2.00
Per 100... 2.00
3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/8" diam. Red or Green Plastics, M... 1.50
Adv. Display Posters, size 8x16. Ea. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4" inch, Per M... 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M... 2.00
Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch dia., 1800 to 10,000; larger size, 3/4" dia., 1000 to 10,000. Either size, lb... .85
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.

Send for illustrated circular. For 135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago 4, Illinois

SERVING SHOWMEN IS MY BUSINESS...
FOR OVER 29 YEARS
SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

CHAS. A. LENZ
The Showmen's Insurance Man
★
1492 Fourth St., N. St. Petersburg, Fla.
Phone: 7-5914



SANI-SERV
CONTINUOUS DIRECT DRAIN DAIRY FREEZER



WRITE FOR FREE CATALOG
GENERAL EQUIPMENT SALES, Inc.
824 S. WEST STREET
INDIANAPOLIS 2, INDIANA

INSURANCE
RELIABLE COMPLETE COVERAGE FOR ALL OUTDOOR SHOW BUSINESS

★
WE HAVE SPECIALIZED IN INSURING SHOW PEOPLE FOR 15 YEARS. This experience and unexcelled service is at your disposal.

McGOWAN AGENCY
A-1338—175 W. Jackson Blvd CHICAGO, ILL.
Wabash 2-3033-4-5-6

The Billboard
Payoffs, Chasers Move Into TV As Time Squeeze Grows

● ALL the News!
● EVERY Week!
DIRECT TO YOU!
ON TIME!!!
LOWEST COST
● ON SUBSCRIPTION

The Billboard
2150 Patterson St.
Cincinnati 22, Ohio R-2-17

Please enter my subscription to The NEW Billboard for 52 issues ONLY \$10.

Name
Address
City Zone State.....
Occupation

No Limits to His Business Except Tag on Firm's Name

Continued from page 47

man, Morton Family Jugglers, Billy (Swede) Hall, Kilroy and Briton, Grace LaRue, Molly King, and Ann Seymour and scores of others.

In 1920 he began supplying costumes for Mike Barnes, then top man of what is now Barnes-Carruthers Theatrical Enterprises, and in 1921 he began with Ernie Young, whom Lester calls the "Ziegfeld of Chicago," as a tribute to Young's productions at the old Marigold Gardens. In more recent years Chicago's Chez Paree and Edgewater Beach Hotel have been steady Lester clients.

From 1925 until 1928 Lester, Ltd., had branch offices in Paris, Vienna and Berlin. Now a plan is in the works to reopen those offices and also to re-establish contacts with European costumers for authentic wardrobes of modern and ancient Europe.

Immediately prior to the depression of the '30s, the Essigs made a European trip, during which they bought Hungarian peasant costumes, Spanish toreador wardrobe and similar stock all along the way. Upon their return to the States they found their cash had dwindled. The only stock they had was that which they had brought back from Europe. But they remained in business.

First Models' School
As a sideline, they opened a school for fashion models and a reference book lists them as first in that business. Mary Lola Patterson, once a member of the Melvin Brothers' act, who joined them as instructor of models, now is secretary of the company.

Lester has carried on an endless plan of research for his stage costumes and rental stock. He has, for example, a photo of every costume ever worn at the Follies in Paris. The firm has amassed a huge reference file on costume designs worn by all nationalities thru the ages. Lester's travels have added to his stock of Oriental jewels, English cross bows, armor, opium pipes and most anything else a property manager might need.

The Essig brothers have done much research on black light materials for costumes. They started with concoctions made from sulphur and finally perfected a liquid which can be applied to any material and which remains luminous after being exposed only briefly to lights. While others hold patents on black light process, Essig says, his use of it has not been challenged because of "prior usage."

Hunting Hobby
In 1936 he and his son, then 14, went to the Hudson's Bay country and the boy bagged a huge polar bear with a bow and arrow. As a result, you can get a stuffed bear from the firm now. That same trip, incidentally, was the source for 150 real Eskimo fur suits.

Lester's hobby of hunting also led to a collection of guns, but he keeps these separate from his rental guns. He is credited with having brought down a lion, tiger and other big animals, but he holds that duck hunting is the best sport.

One of his firm's many distinctions is that it is one of the nation's largest importers of Irish shillelaghs. There is a good market for them among nonpros who want to treat their Irish friends. It's the same with brilliant red suspenders, stocked for comedians and now sold to veterans groups and other clubs. Lester expects the same market to show up for a trick device consisting of a basket from which a Cobra rises.

In 1940 he first supplied the Raynell Girl Show on Royal American

Shows and still costumes the Raynell unit now on Cetlin & Wilson Shows. The Leon Claxton Show with Royal American is costumed by the firm.

Changing times are reflected sharply in the demand for items, Lester points out. During World War II a shortage of clown shoes developed. A search of the Lester warehouse uncovered three pairs which were rented regularly.

By pushing these rentals, demand for such shoes was heightened. The firm placed and continues to place orders for them in 100-pair lots with a special shoemaker. Lester estimates 1,200 pairs have been sold in the past few years, with many going to nonpros as well as to clowns and comedians.

110,000 Items in Stock
His force of about 55 employees is constantly at work designing and making new items. The trotting horse race coat field was entered last year with considerable success. An order for 1,000 yards of red and black hair has been placed to assure ample material for making animal costumes.

Chain mail material from Germany is to be delivered soon for use in knight's armor. These and other material orders will boost the firm's stock on hand to well over the current 110,000 costumes and parts on hand.

The last war provided Lester's with its biggest rental order—75 minstrel costumes which were flown to Trinidad for a navy show. When Henry Ford introduced his V-8 model to dealers, Lester, Ltd., made 350 special costumes, including 250 for midgets, plus all the props and stage parts.

Advertising costumes have become a big thing for the firm. Most unusual of these was topped off with a hat shaped like a sardine can, made to bally a sardine company.

Lester, the specializing in showbiz costuming, also tailors suits for business men and gowns for society women. One Chicago woman, Lester says, orders a new gown for each time she is to attend the opera.

Turns to TV
Television has brought a new boom to the rental business. It was the video demand, in fact, which led to the recent expansion of quarters, to twice its former size. Additional dressing rooms also were installed.

To handle the new television department, Roy Hoyer, who gained fame as Dorothy Stone's partner, Montgomery & Stone Productions, will join the Lester staff soon.

From beauty marks and rhinestones to black light and television—costuming for Lester, Ltd., and life for Lester Essig has been anything but limited.

Rock's Spot Sets Preem For March 18

NEW YORK, Feb. 10.—Opening date for week-end operation at Rockaways' Playland here has been changed from March 25, Easter Sunday, to March 18, Palm Sunday, President A. Joseph Geist announced this week.

The park will operate Saturdays and Sundays thru April and add Friday nights to the schedule starting May 4. Daily operation will begin May 26 and run thru September 30. At present, rides are being assembled for the week-end bow, and painting and art work is under way.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Davenport, Orrin: Cleveland, O., 12-18; Detroit, Mich., 19-March 4; Hamid-Morton: Memphis, Tenn., 12-17; Milwaukee, Wis., 19-24; Polack Bros. (Eastern): (Legion Auditorium) Roanoke, Va., 14-17; (Pied House) Huntington, W. Va., 21-23; Polack Bros. (Western): (Taft Auditorium) Cincinnati, O., 14-24; Seers Bros.: Cedar Keys, Fla., 13; Chiefland 14; Dade City 15; New Port Richey 16; Brooksville 17; Dunedin 19; Largo 20; Mulberry 21; Punta Gerda 22; season ends; West Bros.: Las Cruces, N. M., 14-15; El Paso, Tex., 16-17; Nogales, Ariz., 18-19; Phoenix 20-21; Tucson 22-25.

Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Feb. 10.—Past President Ernie A. Young presided at the regular Thursday (8) meeting, assisted by Walter F. Driver, treasurer, and Joe Streibich, secretary.

Robert L. Peck was elected a member, Mel Harris showing improvement, altho still confined to the hospital. Ozy Breger and Morris Mossman up and around following illnesses. Still confined are Joe Shapiro, Ainslie Lambert, O. W. Perrot, W. C. Deneke, William (Billy) Blencoe and Bob Seery.

Back after absences were Ben A. Young, Dave Picard, Joe Murphy and Earl Tauber. Orville Harris advises that he has completely lost the sight of one eye. Moving of quarters to the seventh floor has been completed.

Ladies' Auxiliary

Regular meeting was held February 1 in the Jade Room of the Sherman Hotel. In the absence of Lillian W. Glick, president, Mrs. Mae Taylor, second vice-president conducted the meeting. Other officers present were Mrs. Henry T. Belden, first vice-president, pro tem; Mrs. L. M. Brumleve, treasurer, pro tem, and Mrs. Robert H. Miller, secretary. Invocation was rendered by Mrs. Joseph L. Streibich, chaplain pro tem.

Louise R. Donohue was welcomed back after spending a vacation in South America. She will show colored movies at a later date. Members were grieved to learn of the death of Blanche Lytton, of Miami. Sick list includes Billie Wasserman, Jeanette Wall, Lillian Ptashkin, Nora Radtke, and Billie Lou Bunyard, of North Little Rock.

A sizable donation was sent to the National Foundation for Infantile Paralysis and \$300 to the American Hospital Linen Fund. Lillian Glick, president, who is in Florida on business, was given a rising vote of thanks for the social conducted last week. Mae Taylor, second vice-president, acted as hostess at the social of February 8.

Frances Keller, chairman of the ways and means committee, is in Hot Springs, Ark., also Viola Fairly, past president, Grace Goss, and Bertha Dutcher. Alice Hennies is in Houston. The next regular meeting will take place February 15.

Phoebe Carsky, past president and daughter, Lynne, are in Miami Beach; Sophie Carlos, in Mira Loma, Calif.; Lucille Hirsch, treasurer, in Los Angeles. Secretary is holding letters for Viola Parker, Mrs. Marjorie Kralie and others. Please forward your address to Elsie Miller, secretary, 4215 W. Fifth Avenue, Chicago 24, Ill. Those who have not paid their 1951 dues should do so at once.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Eagle: Pascagoula, Miss. Franklin, Don: San Antonio, Tex., 16-25. Greater United: Laredo, Tex., 17-March 4. Kile, Floyd O.: (Fair) St. Francisville, La., 21-24. Orange State: Marathon, Fla.; (Fair) Stuart 19-24. Pirelli's Broadway: (Fair) Ft. Pierce, Fla.; (Fair) Ft. Lauderdale 22-March 3. Robertson & Caler Am.: Moultrie, Ga. Royal Crown: Winter Haven, Fla. Strates, James E.: (Fair) Orlando, Fla., 19-24. Sunshine: Ft. Myers, Fla.; (Fair) Spring 19-24. Tassell, Barney: Homestead, Fla., 19-March 3.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Henie, Sonja, Ice Revue (Olympia) Detroit, Mich., thru March 4. Ice Capades of 1951 (Sports Arena) Hershey, Pa., 12-17; (Cincinnati Garden) Cincinnati, O., 22-28. Ice Follies of 1951 (Boston Garden) Boston, Mass., 13-25. Lee's, Estel, Arizona Wildcats (Roaden) Loyall, Ky., 15-25. Miller's, Irvin C., Brown-Skin Models (Lincoln) Tampa, Fla., 14; (Roxy) Lakeland 15; (Star) Sanford 16; (Fair) Orlando 19-24. Skating Vanities of 1951: White Plains, N. Y., 13-18.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Feb. 10.—The regular meeting was called to order January 29 by President Fred Weidmann. He led us in the salute to the flag. At roll call of officers, the absence of First Vice-President Bill Kindel and Third Vice-President Ed Helwig, was noted. Margaret McCloskey and Rolly Castle Burglon were called to fill in. Letters were read from Gene Rosencrantz, Portland, Ore., and M. W. McBride, Salt Lake City. Corresponding Secretary Albert Roche sent letters to Elmer Hanscom, Sam Dolman and Gene Rosencrantz, notifying them of their appointment as honorary members to the board of directors.

Mrs. Nell Francis and Vincent A. Bresso were elected to membership. Al Rodin, chairman, announced that next Monday night would be Past-Presidents Night, a night on which we honor our past-presidents. February 19 will be Night in Hawaii, with Eddie Burke, chairman. On March 5 our second annual Hi-Jinks will be held, with Bill Kindel and Past-president Whitey Monette, co-chairmen.

The president presented the following new members, guests and members who have been away for some time: Margaret McCloskey, Rolly Castle Burglon, Solly Hoffman, Nancy Anne Miller, Evelyn Nelson, Ralph Emerson, Mr. and Mrs. Jack Lee and Mr. and Mrs. C. B. Doyle, Mr. and Mrs. Benny Dotson, Nick Ferrara, Ethel Brard and Dolores Coronada. A recess was called for the pot o' gold. The holder of the winning ticket, Bill Coles, received \$21; the balance was given to the refreshment fund.

Past-President Eddie Burke thanked all who aided him as collectors, when he gave his vaudeville shows on downtown streets in San Francisco, for the benefit of the March of Dimes. Past-President Mike Krekos asked for a standing vote of thanks for Eddie Burke, who, by keeping the name of Show Folks before the public in the recent March of Dimes, gained much publicity for our organization.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 10.—Plans were outlined at the Monday night (5) meeting for the membership's visit with Orville N. Crafts at the National Orange Show, March 13. Cars will leave Lincoln Park at 10 a.m., affording transportation for all who need it. Crafts will host the group at lunch.

On the rostrum for the meeting were M. J. Doolan, president; Jerry Mackey, first vice-president; Charlie Walpert, second vice-president; Al (Moxie) Miller, fourth vice-president, and Lou Manly, secretary.

Gerald O'Brien and H. P. Freeman were voted into membership. A letter to President Doolan from J. W. (Patty) Conklin was read, expressing his appreciation for courtesies extended during his West Coast visit.

Members present included Lee Smith, Larry Nathan, Sam Lasky, C. H. Kincaide, John Branson, Mike Collins, Bob Downie, Bob McDearmon, Harry Myers and Charles Carpenter.

Lone Star Show Women's Club of Texas

3105 Forest Avenue, Dallas

DALLAS, Feb. 10.—Monday (5) meeting was called to order by President Millie Cepak. Dutch and Millie Wilson and Curly and June Reynolds visited.

Leaving for Tampa recently were Mr. and Mrs. Fred Tennant, Mr. and Mrs. Jack Lindsey, Mr. and Mrs. Ed Meek and Joe Murphy. Edna Hacker was hostess at the meeting, with June Reynolds winning the night's award. Mrs. Felton won the door prize.

J. Shaffer, of Shaffer Shows, has recovered from a recent illness. Fred Clark has returned home from the hospital where he underwent an operation recently. Helen Teeters is still in the hospital.

Coney Is. Ops Benefit From Mercury Rise

Prompt Removal Of Snow Builds Week-End Play

NEW YORK, Feb. 10.—Unexpected rise in temperature last Sunday (4) drew a large afternoon turnout to Coney Island and brought good business to ride and concession operators who were open for business.

While the Boardwalk lured the biggest crowd only one ride spot, the Kiddy Wonderland at the beach end of Feltman's establishment, was open for business. Arcades, games and eateries, however, were open and getting good play.

Operators of the Kiddy Wonderland at Feltman's have acquired some efficient snow removal equipment and had their entire spot cleared and in good shape for Sunday's biz despite the snowfall of Saturday night (3). It is also worth noting that all walks in the Coney Island amusement area were cleared before noon, which seems to indicate that Coney is out to recapture winter week-end biz which in recent years has been allowed to peter out.

Practically all Merry-Go-Rounds, kiddie rides, Penny Arcades, games and eateries along Surf Avenue were also open Sunday (4) and getting fair business.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET A REVOLVING HOLLYWOOD SPOTS-LITE

IT'S NOT A CRYSTAL BALL

NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS SEATING RINGS CLUBS TAVERN BARS AMUSEMENT PARKS HOTELS RESORTS

Write For Complete Free Details

HOLLYWOOD SPOTS-LITE Co.
Dept. B 912 No. 16th St. Omaha, Nebraska

MINIATURE TRAIN FOR SALE

Larger than Kiddie Train, Engine, Tender, 4 Coaches seating 32 kids or adults. All steel, 3 years old, in excellent condition. 1800 feet new rail, ties, spikes, 2 special built switches, depth 6x20, includes office space.

Steam type engine powered by Ford V-8—has gear drive, beam headlight, train bell, wood brakes. Lacquer painted thruout. A real buy—and a good money maker. Price \$6,500—some terms, \$5,500 cash price. Train now at Ponce de Leon Springs, 26 miles west Daytona Beach, Florida.

BOB KINKADE
c/o Hertz Drivervelf Co.
29 S.W. 4th Street Miami, Fla.
Ph: 3-8476

REVERE BEACH

At Boston, Mass., wants Park Job Fun-house or Dark Ride. Consider portable job if a special front is built; no junk. Cream location. Reply: W. J. (BILL) O'BRIEN, Revere Beach, Mass. Will be at President Hotel, N.Y.C., about March 1st, for Side Show People and other Attractions.

FOR SALE 12 UNIT GREYHOUND

On hinges, either on location or with top for road.

EUGENE YOUNG
889 Columbus Ave. New York
MOhawk 3-1053

Miniature Golf Courses

Designers and Builders of Distinctive Courses. Scientifically laid out with bottlenecks and drainage problems eliminated. Material used based upon satisfactory use over a period of years from our exclusive specifications. References and photography gladly furnished.

HOLMES COOK COMPANY
Room #208, 302 State St., New London, Conn.

MINIATURE TRAINS

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.

IRON HORSE LINES
106 Main Street Wareham, Mass.

MINIATURE TRAIN

Steam type engine, Pop-off and whistle. Gas driven. 14 in. gauge. Four cars. Seats 32 adults. 1200 ft. 8 lb. rail; also one Wurliitzer Dual Player Band Organ. Also a quantity of Rep. Show Scenery. For sale or trade. Write for information. (Wanted—Distortion Mirrors.) Write: JOYLAND PARK, 55 N. Sierra Madre Blvd., Pasadena, Calif.

NPA Sets Up Field Offices To Pass On Hardship Cases

Agency Says Quicker Decisions Forthcoming On Building Pleas

Continued from page 3

Washington to regional handling of cases will enable the agency to give "quicker decisions and thus avoid unreasonable hardship to persons entitled to relief under the construction order" suspending starts on most commercial construction until mid-February. Acting Administrator Manly Fleischmann said, however, that "only clear-cut cases of exceptional hardship will be acted on immediately." Ordinary applications for authorization to commence construction will be accepted at the

designated offices, but no authorizations will be granted except in demonstrated cases of special hardship until February 15, it was stated.

Application forms, NPAF-24, and information can be obtained from all regional and district offices. There are over 80 such offices. NPA stated, however, that only the following offices will accept completed applications and act on them:

Boston regional office, covering Massachusetts, Connecticut, Maine, New Hampshire, Rhode Island and

Vermont; New York City, covering New Jersey, New York and Puerto Rico; Philadelphia, covering Delaware and Pennsylvania; Richmond, Va., covering North Carolina, Virginia and West Virginia; Baltimore, covering Maryland, except counties in metropolitan D. C.; Atlanta, covering Alabama, Florida, Georgia, Mississippi, South Carolina and Tennessee; Cleveland, covering Ohio and Kentucky; Detroit, covering Michigan. Also Chicago, covering Illinois, Indiana and Wisconsin; Minneapolis, covering Minnesota, Montana, North Dakota and South Dakota; Kansas City, Mo., covering Iowa, Kansas, Nebraska and Western Missouri; St. Louis, covering Eastern Missouri; Dallas, covering Texas, Arkansas, Louisiana and Oklahoma; Denver, covering Colorado, New Mexico, Utah and Wyoming; San Francisco, covering Hawaii, Nevada, Arizona and Northern California; Los Angeles, covering Southern California; Seattle, covering Alaska and part of Washington; Portland, Ore., covering Oregon and part of Washington.

Hayden To Revamp Kentucky Funspot

Consultant Suggests Price Hikes To Help Absorb Rebuilding Costs

LEXINGTON, Ky., Feb. 10.—Edward J. Hayden, art director of Rockaways' (N. Y.) Playland, has been engaged by Garvice D. Kincaid, president of Joyland Park here, as advisor on both the business and artistic aspects of operating the spot.

Hayden spent January 24-25-26 here, made a full survey of the park and then gave a report to Kincaid on improvements needed immediately. Hayden is presently drawing up an over-all three-year program for Joyland. He recommended an increase in prices due to rises in the cost of materials and labor. As an example, Hayden suggested that the Roller Coaster should be jumped from its present 15-cent price to 20 cents.

Refurbishing Aids
Pretzel ride at Joyland is the first device on the list of improvements, according to Hayden. He

will ask \$1,500 for the budget front for the ride, the sum to be amortized over a five-year period. Hayden claims a conservative estimate on increased revenue for the ride after refurbishing would be 200 per cent. The line-up of rides at Joyland also includes a Roller Coaster, Dodgem, Tilt-a-Whirl, Rocket Ship, Kiddie area includes Sky Fighter, House of Glass, Carousel and pony track. The park also offers a swimming pool, ballroom and a miniature zoo with bears and other animals.

The park is located on a main highway and is amply serviced by busses. A large parking lot is located at the rear of the spot, which is a mile from the center of Lexington. Joyland also will launch advertising and publicity campaigns, Hayden said. The spot is the only one in its area and draws on a population of about 100,000 persons.

CIRCUS OPS EXPAND

Bougliones Plan Invasion Of French Funspot Field

PARIS, Feb. 10.—The Bougliones, whose unorthodox methods of ballyhoo have brought them wealth and made them a thorn in the flesh of more conservative French circus operators, are threatening to use the same methods they used in the circus field to gain a foothold in the park business by taking over city-owned Jardin d'Acclimatation in Bois de Boulogne, largest public park in Paris.

Jardin d'Acclimatation for many years was operated by the late M. Seguin, Latin-American park operator. Park was a heavily wooded spot with artificial ponds and rivulets. Primarily designed as a small zoo, it also had several rides, a big open-air stage and circus ring and concessions—all maintained on a standard with Bois de Boulogne. Since Seguin's death this sole amusement park in Paris has deteriorated.

The Bougliones, operators of the indoor Cirque d'Hiver, in Paris, and Cirque Bouglione, on the road, are seeking permission from city officials to take over Jardin d'Acclimatation, which they promise to revitalize in sensational fashion.

Among projects they propose are a Negro Village, featuring platter-lipped belles of Africa; a tribe of Sioux Indians, a midget village and a bit of Wild West. The Bougliones also offer to install a menagerie of 1,000 animals.

A super double eight Coaster,

with a dip thru water, is also promised, as is a huge swim pool with sand beach.

The Bougliones got their start in circus business some 30 years ago with a small tent show dubbed Stade Capitaine Buffalo Bill. Their billing was surprisingly along American lines and well done, but the show was a routine European one-ringer bearing no resemblance to the Buffalo Bill org. When they made an attempt to play Paris, circus and music-hall operators plastered the town with posters calling attention to the fact that Buffalo Bill was dead, and the Bougliones dropped the Buffalo Bill title.

Bridgeport Allots 261G To City Spot

BRIDGEPORT, Conn., Feb. 10.—Comptroller John Morris has allocated \$261,500 for municipal operation of Pleasure Beach Park here in setting budget recommendations for this city for the coming year. The amount allocated is a drop of \$42,500 from the \$304,000 granted for the 1950-'51 period.

Figures show that Morris expects park concessions to bring in about \$30,000 less for the upcoming season than the amount estimated for last year. John C. Mollo will be managing director of the spot this season.



THE WORLDS Safest

"18,000 passengers in 1 day at Riverview Park"

THE MINIATURE TRAIN

Write for Free 1951 Catalog

MINIATURE TRAIN CO.
RENSELAER, INDIANA

BINGO-WANTED-BINGO

Permanent Bingo locations at parks, beaches or resorts. Eastern area preferred. Reply:

JOS. GOODMAN
952 Meridian Ave., Miami Beach, Fla.
(Phone: 58-3065)

FOR SALE OR LEASE

PLEASURE PARK

Rides, Golf Course now in operation. Good location for train owner. On main street to former Camp Bowie—may be reactivated. Long season.

DEAN WILLIAMS
Box 583, Brownwood, Texas

Wanted.. Wanted.. Wanted

Amusement Park wants to purchase the following:

- (1) Complete Show (Wax Figure, Mechanical) or any other type that can be made into a permanent set-up.
- (2) Complete Insides for a Fun House, including Mirrors, Slides, etc.

Write all information to

Box D-494, c/o Billboard, Cincinnati 22, Ohio

MIDWAY PARK

ON LAKE CHAUTAUQUA

15 Miles from Jamestown, N. Y.
65 Miles from Buffalo, N. Y.

WILL BE SOLD

To Settle the Estate of the Late Thomas Carr

PARK CONSISTS OF 25 ACRES

- With 1,300 Feet Lake Front
- 9 Cottages ● Merry-Go-Round
- Large Skating Rink
- Bath House
- Bar and Dining Room
- Refreshment Concessions, Best Refrigeration and Equipment
- Picnic Buildings ● Athletic Field

● Modern Arcade and Shooting Gallery, only Concession Leased for next 5 Years.

FOR PRICE AND FULL INFORMATION

GEORGE CARR

Care Bank of Jamestown, Trust Dept. Jamestown, N. Y.

FOR SALE--KIDDIE RIDES

SIX MONTHS' OLD--EXCELLENT CONDITION

1950 Model Tom Thumb Streamliner Train, Boats, Jeep and Fire Truck with fluid drive clutch, 1 HP Electric Motor, 8-Place Chair Swing. All located on 60,000 sq. ft. park in city limits. Landscaped, lights, artificial lake, permanent refreshment stand, train depot and rail on rock ballast. 47 blocks from heart of city on main highway entering city from Tampa. Attractive ground lease, including buildings, on year-round operation.

P. O. BOX 32A
St. Petersburg, Florida

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.

Ringling Movie Work Booms; Film Seen as Circus Boost

Big Top Acts Shine as Flicker Folk And Vice Versa; '52 Release Set

Continued from page 1

his make-ready. He first started to tour with Ringling in August, 1949, and was with it off and on much of last year.

Fred Frank, top story writer for the picture, was also exhaustive in his preparation. He even went so far as to travel ahead with Willie Carr, 24-hour man, to drink up background.

Correct TV Impression?

The picture probably will be released about the middle of next year. Done on the traditional lavish DeMille scale, it should develop countless new circus fans and correct the rapidly growing and erroneous conception of circuses as projected by the circus-type TV shows.

In addition, it should enrich the Ringling show, which gets a big chunk for the film title and a percentage of the pic's gross.

All the talk in Ringling quarters is about the picture. Announcement of how many cars the show will use has not been made. Chances are it will again go out on 80, if for no reason other than that DeMille will take some shots on the road and the cars will be

needed to carry the Hollywood crew.

Sign 18 New Acts

Eighteen new acts are contracted to join. Of them, only one, the Mountours, described: "a sensational Austrian aerial act," is here. The male member holds by his teeth a globe in which his fem partner rides a motorcycle.

Incidentally, this act is the only new Ringling addition to be worked in the picture. The others now working in it are the Alzanas, high wire; Charles W. Rockanski, Liberty horses; La Norma, trap; Shanchó Morales, dogs; Four Chaludis, bicycle; Zoppe Troupe, with Cucciola, midjet, riding act; Peterson's Jockey Dogs; Idnavis, perch; Gutí and Gorilla, comedy; Lilo and Willy Juston, trap; Flying Comets and the Artonys, flying

acts; Miss Loni, foot juggler; Trisco, head balancing-trap, and Truzzi, juggler. Tony Concello will work in the flying numbers.

Ringling girls, working iron jaws, webs, or doing walk-ons, are Rose Alexander, Charlotte Bell, Marian Siefert, Jeanne Sleeter, Dolores Murphy, Mary Jane Miller, Dolly Copland, Patricia Scott, Rusty Parent and Norma Wright.

Special Costumes Used

Clowns in the picture are Lou Jacobs, Charlie Bell, Ernie Burch, Buzzie Peters, Prince Paul, Jimmy Armstrong, Homer Goddard, Paul Horompo and Arthur Burson.

Miles White designed the costumes to be used in both the film and the show.

The costumes, again made by Brooks, arrive before the start of shooting here, marking the first time in years that they have been on hand so early.

DeMille and his staffers contributed some suggestions to White on the costumes so that they would serve both for the film and the show.

Pat Valdo, in charge of personnel for the Ringling show, is putting in an unusually busy winter, what with the make-ready for the show's opening and handling the personnel being used in the picture. Ringling acts have had the busiest off-season stretch in years, due to the five-week stand in Havana that followed the regular close and the picture-making. Some acts, too, are with the Orrin Davenport show.

Biller Lists 283G in Debts, 67G in Assets

NEW YORK, Feb. 10.—Acting for Biller Bros.' Circus, attorney Alfred S. Julien filed a bankruptcy schedule yesterday (9) in Federal Court here listing the show's liabilities at \$283,052 and its assets at \$67,400.

The breakdown of liabilities follows: \$10,000, wages; \$71,000, federal taxes; \$90,507, secured claims, and \$110,668, unsecured claims. The figures for assets were \$8,500, animals, including three elephants, seven horses, eight ponies, three lions, two bears and six monkeys; \$13,705 machinery, and \$44,350, autos, trucks, jeeps and other vehicles.

The circus' creditors had previously agreed to allow the show to pay off its indebtedness in the amount of 100 per cent at the rate of 25 per cent a year. The money troubles stemmed from a scheduled two-week New York date last Christmas that was cut after a week with stiff losses ensuing. A following stand at Providence slated and run off for a week, proved fairly good for the circus. Next came a series of legal hassles with creditors, which led eventually to the present action.

Packs Signs Wallenda Act

SARASOTA, Fla., Feb. 10.—Tom Packs announced here this week that he has signed the Wallenda unit, Cycling Sidneys and Jane Cordell, flying rings, for his summer tour.

The Packs show will open in Tennessee early in June and will run about two months, including Canadian stands. Packs is vacationing with his family here.

The Wallendas now are playing Orrin Davenport Shrine dates. Numerous tourists visited the Wallenda training quarters, located about a mile from Ringling-Barnum winter quarters here, where the family was working out prior to joining Davenport.

Rail Strike Delays O. Davenport Bulls

Five Elephants Were Sidetracked In Michigan; Eight Arrive From Florida

CLEVELAND, Feb. 10.—Five Ringling-owned elephants appearing at Orrin Davenport's indoor dates were stranded this week at Grand Rapids, Mich., but eight other bulls arrived here from Sarasota, Fla., on the second day of Davenport's Cleveland engagement (5-18).

Delay in the baggage car movement of the five animals was due to the strike of railroad switchmen. Henry Demuth remained in Grand Rapids in charge of the elephants. With the rail strike easing in most sections of the country, it was believed likely that the elephants would arrive here soon. However, late in the week an embargo still was in force on Michigan railroads.

The eight animals, originally intended to augment the smaller herd for engagements in major cities, were detoured via Baltimore en route here. Opening performance here was given without elephants.

The herd of five had appeared at earlier Davenport dates, including Grand Rapids and Saginaw.

They were en route from Saginaw, where the show closed January 28, to Cleveland when they were halted Saturday (3).

Included with the eight Ringling bulls were 20 Liberty horses. Twenty-five persons also joined the Davenport show here from Sarasota.

Trucks and busses were used by the Davenport unit to move all of the show except elephants from Saginaw. A week ago the show moved overland from Grand Rapids to Saginaw in order to make an early opening.

Show runs 2 hours and 50 minutes. The Rose Midgets are playing here as a concert attraction. Business has been on a par with other years, opening with a three-quarter house and getting half houses for matinees on first two days. Cleveland is seen as a week-end town, it was reported, where Shrine committee usually makes the nut on the first week-end and fills the 8,800-seat auditorium on the second for its net profits.

CLUB GETS CUBS IN BEATTY DEAL

SHREVEPORT, La., Feb. 10.—A unique promotion has been set by Clyde Beatty Circus for opening here March 17-18, under Lions' Club auspices.

Show will give the club a lion cub for each 1,000 tickets sold.

Club will give the cats to the new city zoo and will donate its circus profits to an association for the blind.

CHRISTY WQ

Dailey Bulls, Cats Stabled Near Houston

SOUTH HOUSTON, Tex., Feb. 10.—Mayor George W. Christy said this week that permission had been requested for keeping five elephants and several lions at the old winter quarters here of his Christy Bros.' Circus. He did not identify the present owner of the animals but said they formerly were owned by Dailey Bros.' Circus.

Christy said that Bert Rutherford, former general agent, is rental agent for the Christy property here. Other Christy veterans in the vicinity include Everette James, bandmaster; Hank Ellis, former show blacksmith and now in charge of a body building shop, and Walter Hodginson, former musician and front door man now a painter at Beaumont, where all make their homes.

Christy stated that he has used his circus experience in activities here. As president of the Rotary Club, he had directed construction of a baseball park, and as mayor he arranged construction of a fully equipped recreation park and swimming pool without cost to the city.

All buildings at the old winter quarters have been used for factory purposes for the past several years. A wood-carved sign bearing the Christy name is mounted on one building. Several baggage wagons of the 1930 Cole Bros., Circus are stored on the grounds and Christy's Barnum, Bailey & Hutchinson cage wagon is parked at the rear of quarters.

March Opening Set for Loyal

SANTURCE, P. R., Feb. 10.—Giustino Loyal's Cran Circo Americano is scheduled to open about March 15, it was reported at winter quarters here this week. Loyal's new canvas and some department heads are expected to arrive next week.

Loyal and the Loyal Repenski Family will come here from Mexico where they are appearing with a circus. Their Puerto Rican show was purchased several months ago from Jerome Wilson.

Stevens Bros.' Elephants Rip Barn; 1 Dies

HUGO, Okla., Feb. 10.—Sparks Babe, an elephant belonging to Bob Stevens, owner of Stevens Bros.' Circus, died here last week after it and another bull knocked down their barn at Stevens' quarters and were exposed to the cold weather for several hours.

Sparks Babe was formerly on Ringling and purchased by Stevens along with two others after they had been with Dales Circus in 1950. The second bull is Palm, which at one time was with Gollmar Bros.' Circus. Stevens recently sold the third elephant.

Hamid-Morton Preps Debut; Advance Up

European Talent Arrives for Org's Memphis Starter

MEMPHIS, Feb. 10.—Hamid-Morton Circus prepped for its season's bow here Saturday (10) with an advance sale well above the 1950 score, it was reported by Col. Bob Morton.

He stated that advance sales numbered 42,000 this year as compared with 36,000 last season. Reserved seat sales were on a par with 1950 and general admissions showed a hefty increase. Carl Sonitz handled advance work.

Morton said the org would unveil a program here which will be about 75 per cent new. Several new acts have arrived from Europe, he stated.

Performances will run thru Friday (16). Fifteen acts will appear Sunday (11) at a naval base here to entertain 600 army and navy men convalescing after being returned from Korea.

Morton ventured that business will be close to last year's par, with a chance of bettering 1950's near-capacity total.

Don Robinson Org Readies For April Bow

SARASOTA, Fla., Feb. 10.—Don Robinson Ameri-Congo Animal Circus will move on 10 show-owned trucks plus private vehicles and will use a 60-foot round top with two 40s and a 30, Howard Ingram said this week. Opening is set for mid-April.

Ingram and Eddie Billetti, co-owners, are framing the new org around the Ameri-Congo Animal Expedition, operated during the past two seasons by Ingram. Billetti last year was with Hagen Bros.' Circus and formerly had the Billetti high-wire act.

General agent will be Clarence Auskings. Art Eldridge is breaking elephant, bear, riding ostrich, riding mechanic and other acts, assisted by Emmett Pugh. Billetti is building new rigging. Ed Hiler is to be featured in the old style after-piece concert and Leo Co-gazzo's monkeys will be carried as a pit show. Side Show will be a 40 by 100 top.

Ingram said he had framed the earlier show with the intention of switching to circus operation. He recently returned from Louisiana, where he picked up a number of rides and other equipment, but this will not be used on the circus, he stated.

Colombian Stands Give Okay Houses For American Org

MANIZALES, Colombia, Feb. 10.—The American Circus will end 11 days here Sunday (11) and move to Medellin, Colombia, for a three or four-week stand, giving two shows nightly. North American acts with the show include Josephine Berosini, Mabel Stark, Alex Konyot and Beatrice Dante.

The show opened here February 1 to a packed house. Business has been satisfactory this season, it was reported, and good business is anticipated at Medellin. The circus will close April 3.

At Pereira, Colombia, heavy rain made it difficult to work the Konyot horses and Stark tigers. Carini, a Cuban performer, fractured a bone in his hand while practicing a one-finger stand here February 2.

Show equipment is moved by truck and personnel moves by train and plane.

Polack Units Move on Time In RR Strike

CHICAGO, Feb. 10.—Both units of Polack Bros.' Circus were threatened with delays by the railroad switchmen's strike, but all equipment and animals were on hand for all performances, it was reported at the Polack office here this week.

The Western Unit used trucks and busses to by-pass rail tie-ups on the jump from Fort Wayne, Ind., to Louisville, where it opened Monday (5). Normally, equipment and part of the animals, including camels and elephants, are moved by baggage car.

The Eastern unit had several days off between Lansing, Mich., and Roanoke, Va., stands and was able to wait for delayed service before moving equipment by baggage car as usual.

At Louisville severe weather trimmed business for the Western Unit. Opening on Monday night was not too bad considering local traffic conditions. Rain hurt on Tuesday while zero temperature on Wednesday and more snow Thursday discouraged attendance.

In Fort Wayne the org had bucked more cold weather but filled limited seating capacity of Quimby Auditorium with capacity crowds. Louis Stern, managing director, said crowds could not have been accommodated if weather had been better.

Show closes in Louisville Sunday (11) and opens an 11-day stand at Taft Auditorium, Cincinnati, Wednesday (14). Omission of Sunday shows there, however, will leave 10 playing days.

Sam Ward handled advance at Fort Wayne and then moved to Erie, Pa., for the Eastern Unit. Jimmy Rison worked Louisville and goes next to Sacramento.

Frank Wirth Inks Talent for Show At Orange Bowl

SARASOTA, Fla., Feb. 10.—Frank Wirth will produce Variety Club Circus at the Orange Bowl, Miami, February 23-25. He recently signed these acts:

Frank Torrence, the Maschinos, Schmitt's chimps, Cycling Sidneys, Naitto's dogs, Gretona Family and Edmondo Zachinni's cannon and flying acts. The Lone Ranger will be featured.

Under the Marquee

Zack Terrell, former owner of Cole Bros. Circus, will vacation at Clearwater, Fla., and plans to visit winter quarters of the Ringling show at Sarasota. . . . **Buck Leahy**, clown contortionist, is playing club dates in and around Boston.

Warren Bros. Circus will produce a circus for the American Legion at New Orleans at a date yet to be set. Show will be for the benefit of the Legion's junior baseball activities.

Bette Leonard, of Wichita, Kan., reports **Frank Noel**, last season with Mills Bros. Circus, has purchased a Liberty act from Dr. and Mrs. E. L. Cooper, Wichita. The Noels will open with Hamid-Morton Circus at Memphis, February 10. . . . The **Zoppe-Zavatta** act, now at Gainesville, Tex., also will open with Hamid-Morton. **Keko** and wife have rejoined the act. **Jack and Velma Harrison** are visiting their daughter, **Peggy Zoppe**, at Gainesville before opening their circus season. . . . **Bessie and George Geddis** are wintering at New Orleans. . . . **Eva and Joe Lewis** will be back with **Orrin Davenport** starting at Toledo. . . . **Don Cavilla**, 101-year-old clown, wintered at Fort Towson, Okla., after closing with Barker Bros., and expects to troupe again this season. . . . **Whitey and Mary Thorn** are wintering at Corpus Christi, Tex., where Mary is recuperating from an operation. . . . **Fred and Bette Leonard** are mourning the loss of their fox terrier, "Tex."

Charlie Campbell, general agent of the Hagan-Wallace Circus, visited the org's quarters at DeLand, Fla., and then stopped off at Jackson, Miss., and St. Louis.

News dispatches from Paris reported last week that the shah of Iran would have a circus as part of the activity at his wedding in Tehran Monday (12). Horses, lions, pythons and bears were flown from Paris for the command performance.

C. B. Shuler, press rep with the Biller show, will be back with that org this season. He will direct the press department, handling

contracting press assignments and initial story breaks. His wife will be back to contract radio, schools and uptown ticket sales. The Schulers have been with Biller since the show was organized.

Wimpey, the clown, after closing a month's engagement with a Duluth, Minn., hotel, is in Chicago. He expects to appear in television shows soon and will be with the Hadacol show this summer.

Clyde Beatty quarters at Shreveport, La., are the subject of a story in the February issue of Shreveport Magazine. Coming in for mention are **Beatty; Bill Moore**, general agent; **W. M. Petty**, auditor, and **Ralph Clinton**, animal man.

Bill Bailey has signed with Mills Bros. Circus for his second season in clown alley. . . . **Al Sweeney**, of National Speedways, Inc., is in Chicago for his regular stint with Polack Bros. Western unit as press man for the Chicago stand. He will work with **Justus Edwards**, Polack press chief. The Chi stand opens March 2.

John Ringling North, prexy of the Ringling-Barnum show, is recuperating from an operation at Rochester, Minn., and expects to be released from the hospital shortly.

Presence of movie stars at Ringling-Barnum quarters for work on **Cecil B. DeMille's** "Greatest Show on Earth" is expected to hypo attendance of the tourist trade during circus performances at the quarters.

Clyde Beatty will appear with the **Orrin Davenport Shrine** show at Detroit, February 19-March 4, as he has in previous years. He'll be back with his show prior to its opening about March 16.

Mrs. Bessie Polack, co-owner of Polack Bros. circuses, was in Chicago last week. . . . The **Maschinos**, recovered from injuries received in an auto accident, are playing a St. Petersburg, Fla., night club. . . . Infant son of **Alberto and Jenny Zoppe**, Ringling riding act, has been named **Giovanni Alberto**. Mrs. Zoppe is the former **Jenny Wallenda**. . . . The **Lone Ranger's** horse is quartered at Hayer's Stables, Sarasota. . . . **Hans Lederer**, New York agent, conferred recently with **Tom Packs** at Sarasota. **Bud Hoerber**, of the Packs office, and his family have returned to St. Louis. **Jack Leontini** remains at Sarasota.

Charles T. Hunt, owner of Hunt Bros. Circus, was a recent visitor at the DeLand, Fla., quarters of Hagan-Wallace Circus.

Bill Snyder, Fay Alexander and Trisco, all aerialists with Ringling-Barnum, recently underwent hair-curling and tinting treatments in a Sarasota beauty salon so that they might double for flicker star **Cornel Wilde**, who will appear in the forthcoming circus film now being readied at the Big One's winter quarters.

Doc Waddell, advises that he preached to the prisoners at the London, O., Prison Farm February 4. The band there played **Karl King's Grand Entry March**. . . . **John R. Thomas**, clown, played a two-week engagement at the carnival in Rosenbaum's Department Store, Pittsburgh.

Nunis Plans

where they have earned top reputation in race circles, **Nunis** said.

To Feature Champ
On June 3 **Nunis** will present at the Reading (Pa.) Fair what he believes will be the first big car race after the Indianapolis 500-mile Memorial Day classic. He plans to present the Indianapolis winner. On June 24 at the Langhorne (Pa.) Speedway a 100-miler is planned, also with the Indianapolis winner participating.

Nunis will open his fair season July 28 at Harrington, Del. Scheduled dates are Atlanta, April 1; Reading, April 8; Augusta, Ga., April 15; Trenton, N. J., April 22; Atlanta, May 6; Reading, June 3; Atlanta, June 10; Langhorne Speedway, June 24; Atlanta, July 1; Harrington, Del., July 28; Bedford, Pa.; August 11; Myersdale, Pa., August 18; Cedar Rapids, August 19; Hamburg, N. Y., August 25; St. Paul, August 25-27; Essex Junction, Vt., September 2; Flemington, N. J., September 2-3; Altamont, N. Y., September 3; Rutland, Vt., September 7-8; Atlanta, September 9; Reading, Pa., September 15; Springfield, Mass., September 20-21; Allentown, Pa., September 21; Shelby, N. C., September 21; Trenton, N. J., September 30; Richmond, Va., October 6; Charlotte, N. C., October 6; Raleigh, N. C., October 20; Atlanta, October 28.

British Operators Knock Import of Ger. Equipment

LONDON, Feb. 10.—Tom Arnold, well-known English producer who for several years has put on a big Christmas-New Year circus season at the Harringay Arena, is getting ready to hit the road with a circus big top this coming season.

Announcement of Arnold's project brought a deep howl from the Association of Circus Operators who strenuously object to the fact that Arnold is bringing big top and equipment from Germany. Equipment, which Arnold used to present an ice show in a tour of Europe last summer, is that of the late Harry Williams, British-born operator of a German circus, who recently succumbed as result of an accident he suffered while performing last month at the Arnold circus in Harringay Arena.

Williams was the husband of **Karola Althoff**, member of the German circus family, the **Althoffs**. Mrs. Williams has announced that she is bringing her entire circus to England—and that's what is causing the British circus owners to squawk. Already 11 trailer loads of **Althoff-Williams** circus equipment has been unloaded at Tilbury, England, and 10 more loads are en route.

The Tom Arnold-Harringay group belongs to the Association of Circus Proprietors, which should make the squabble interesting.

Talent Topics

Continued from page 48

farm. . . . **Selden the Stratosphere Man** has been booked into several Chicago area spots this year. The swaypole act is set for Blue Island, Ill., July 17-22, and Harvey, Ill., June 12-17. . . . Act line-up for the Monroe, Wis., fair this year by **Ernie Young** includes the **Great Smetonas** wire; **Flying Siegrists; Buddy and Jean**, skaters, and the **Rollins Brothers** hand balancing. . . . **Wimpy the Clown** is skedded for an early appearance on ABC's Saturday morning TV show, "Acrobat Ranch," which originates in Chicago.

The **Belmont Brothers**, jugglers, are playing club dates in Dallas, Fort Worth and Houston, after a five-week tour of camp shows in Texas, New Mexico, Arizona and Colorado.

Lynn and Linda, aerialists, who have completed three and one-half months at Paramount Pictures, Hollywood, leave soon to fill dates for the George Hamid office, opening at Palisades Park April 30. Their next date is the California Mid-Winter Fair, Imperial, Calif., for the Hunt-Webb Agency. While at Paramount, they were assigned to teaching **Betty Hutton** traps, web, trampoline and aerial work for her part in Cecil B. DeMille's film, "The Greatest Show on Earth." Good publicity breaks came from the studio assignment when feature articles appeared on Miss Hutton in many newspapers, including The Los Angeles Times. At the completion of the training period, Miss Hutton was able to do one-and-a-half forward somersaults and back flips on the trampoline. They also helped **Dorothy Lamour** with her acrobatic work.

Joe Lemke, who is working his chimps daily at the Gainesville (Tex.) Community Circus in preparation for indoor circus dates, has added a tandem bicycle number to the act. **Edward Stevenette** will assist Lemke this year.

Felicia, Robert and Clayton Behee, known professionally as the **Flying Behees**, have returned to the United States after a two-year tour of New England and Australia with **Wirth's Circus**. The act is working out at **Zacchini's** winter quarters in Tampa, following a two-week California vacation. . . . The **Great Virgil**, illusions, is playing sponsored dates in the Southwest.

ford, Pa.; August 11; Myersdale, Pa., August 18; Cedar Rapids, August 19; Hamburg, N. Y., August 25; St. Paul, August 25-27; Essex Junction, Vt., September 2; Flemington, N. J., September 2-3; Altamont, N. Y., September 3; Rutland, Vt., September 7-8; Atlanta, September 9; Reading, Pa., September 15; Springfield, Mass., September 20-21; Allentown, Pa., September 21; Shelby, N. C., September 21; Trenton, N. J., September 30; Richmond, Va., October 6; Charlotte, N. C., October 6; Raleigh, N. C., October 20; Atlanta, October 28.

Dressing Room Gossip

Polack Eastern

Lots of bad weather at Lansing, Mich., but business held up. **Ed Raymond** is the sandwich king during snow storms, being the one hardy soul who has the temerity to venture forth to the chopped sirloin and Salisbury steak castles. **Red Carter** says they can call them what they will but they're still hamburgers.

Kenneth Waite keeps busy with his clown heads for the walk-around and with getting his crew assembled. **Mickey McDonald** was recalling the good old days with **Hagenbeck-Wallace**. He looks like **Peter Donald** with the Irish chopper whiskers.

Gin rummy has started and **Alfred Shyretto** holds the championship so far. Lots of good-natured kibitzers are on hand. **Billy Griffin** is hustling around with his pad dog. **George LaSalle** is practicing **Swanee River** on the breakaway clarinet. Visitors to clown alley include **Harold and Jerry Conn**, formerly with Ringling and now of Lansing. **Kathryn Donnelly**, of Mount Pleasant, Mich., visited **Mickey King**. The flying act has all new music, and **Tennessee Waltz** predominates as No. 1 on the Polack hit parade. Lots of pets on the show, including the dogs of **Ninon Hannels** and **Francine Volante**.

Some of **Bill Green's** ticket giveaways on radio have backfired. He gets telephone calls in the middle of the night from people who want the answers to the circus quiz questions.

A pitch-till-you-win gourmet party will be held in Roanoke. The mystery chefs have been in a huddle arranging sample menus for the board of governors to approve. **Fish Fry Brownie** and other knights of the skillet have been invited.

Several old-time butchers are here. Among them are **Roy Bowen**, **Big City Hyman**, **Benny Sweitzer** and **Fanny John Brice**. Recent visitors have included **Joe Easton**, **Nick Carter**, **Mussetta**, **Charles Davis** and **B. Ladd**. **Bill and Dorothy Kay** have gone to London, Ont.—HENRY KYES.

Orrin Davenport

Much kidding the past two weeks about our return to mud show days. Bus trips have been pleasant, however. We welcomed the **Kimiris** and the **Wallendas** into the fold. **Clyde Beatty** is waiting for us in Detroit. **Carla Wallenda** is thrilling all with her two-high head stand, which she did for the first time recently. **Papa Karl** is bursting with pride. **Mama Helen** stays in the hotel. Says she is afraid to watch her daughter.

The **Shyrettos** are back with us again. **Joe Short** walked in recently just in time to join a clown walkaround, sans make-up.

Boss Davenport says one or two more mud show trips and he will be ready for a padded cell.

Izzy Cervone is the fan-fare specialist. He recently composed one which lasts 10 minutes. When the musicians finish playing it they are so exhausted the act has to continue to the accompaniment of a drum roll. **Col. Harry Thomas**, equestrian director, thought he was back in his cowboy days the other night when the **Liberty** horses decided to take over the building.—ALBERT WHITE.

H-W Contracts Five Staffers

DE LAND, Fla., Feb. 10.—A partial list of staff personnel for Hagan-Wallace Circus was announced here this week by **Dub Duggan**, owner-manager.

Charlie Campbell will be general agent and is now on the road for the show. **Bill** car manager will be **Bob Dickman** and **A. A. Porter** is to be business manager. **John Stikes** will have the Side Show and **Billy Sheets** will be equestrian director. Additional appointments are to be made soon.

Paper has been ordered from **Globe Poster Company**, Chicago. Show plans to open here late in March and will carry an elephant and a number of hay-eating and cage animals used last year on **Duggan's Pan-American Animal Exposition**. Eleven trucks will be used at the outset. Rural routes will be circularized with heralds.

Seal Bros.

VENICE, Calif., Feb. 10.—Norman Anderson bought a new canvas loader in Hugo, Okla., and a new Side Show tent from the O. Henry Tent & Awning Company. Org is buying three new Chevrolet trucks and adding more animals to the Side Show. **John D. Foss** will be the agent; **Steve Kuzmick**, boss billposter, and **Jack Turner**, legal adjuster. **Hall and Leonard** will have the Side Show and **Laura Anderson** will be in charge of the office. **Al Conners**, who will be with the org, is vacationing in Texas.—NORMAN ANDERSON.

ACTS WANTED
FOR MY 1951
FAIRS & CIRCUSES
ERNIE YOUNG
203 N. WABASH.
CHICAGO 1, ILL.

Want 8 Phonemen Now
KING BROS.' CIRCUS CREWS
ALL POLICE & SHRINE
For Asheville, N. C.; Greenville and Spartanburg, S. C. U.P.C. Tickets and Banners. Standard commission and a splendid opportunity for advancement. Energetic hustlers. No drunks or old-school pressure men. 32 weeks' solid work. Address:
PHIL STREIT, Promotion Mgr.
Masonic Temple, Spartanburg, S. C.

SEAL BROS.' CIRCUS
WANTS
Acts and Family Acts, Bannerman, Concert People, Organ Player, Candy Butchers and Mechanic. On account of disappointment want **Brigade Manager; Jonney Cousins** and **Brunk**, answer. Also want to hear from **White, Owens, Johnny Carlos, Doc Ellington, Andy Kelly**. Winter Quarters open to Builders and Painters February 15. Show opens April 1.
Norman Anderson
General Delivery Venice, Calif.

PHONEMEN
Mills Bros.' Circus
UPC Tickets, Banners, and Block Tickets.
HOMER CANTER
American Legion, Chillicothe, Ohio

WANT
For opening Feb. 28th and long season. Man and Wife for Circus Cooks, man must drive; Working Men in all departments. Best Cookhouse on the road. Want **Banner Man** who can work without heat. Want three good **Candy Butchers**. All write or wire but pay your own. No advances.
Pawnee Bros.' Circus
P. O. Box 523 Punta Gorda, Fla.

ROGERS BROS.' CIRCUS
Can use several good, sober Promotional Men capable handling men and committees. Good sponsors, Shrine and Grotto and Large Cities. Write:
SI RUBENS
BOX 869 FT MYERS, FLORIDA
P.S.: J. R. Fremont and Herbert M. Knight, contact Si Rubens.

PHONEMEN
For Police and Fire Deals, all summer's work. UPC Tickets Book and Banners. Contact at once
JIM BURKE
Hotel Franciscan Albuquerque, N. M.

WANTED
Billposter with car, Organist for Hammond; above wire. Want Mechanic, Sign Painters, Seat Butchers, Working Men, come on. Want a few more Acts for Big Show. All people contracted with this show be here Feb. 17. Show opens Feb. 19. **George Vest**, wire Dale Madden. Want Grab Joint.
BILL MORRIS
Kelly & Morris Circus
General Delivery Vinton, La.

PHONEMEN
6 months' work—all good auspices—tickets and banners—standard commission. Experienced, steady workers. No floaters, drinkers, advance artists. No collect calls or wires. Write
CHARLEY PHILLIPS
Alexander Hotel Tulsa, Okla.

PHONE MEN—TWO
Year Round Deal. Masonic and Veterans' Publications.
P. O. Box 304
Kansas City, Missouri

WANT PARTNER
For small Circus. I have all equipment—70x140 Top, 24 sections, 7-High Seats, 2 Light Plants, Marquee, 2 Semi Trailers and Tractors, complete Sideshow, Wire, etc. Ready to go. Must be able to manage circus and have some cash.
W. E. (SHOTGUN) PAGE
Hill Top Trailer Park
8312 Florida Ave. Tampa, Fla.

ROGERS BROS.' CIRCUS
Opens Ft. Myers, Florida, March 9th. Long season. Want to hear from Family or Acts doing 2 or more. If you wrote before write again as some mail was mislaid and not answered. Can also use 3 Girls for Aerial work (will train if needed). Ticket Sellers, also one Feature Act. No Stock Acts needed. Write: **Si Rubens**, Box 869, Ft. Myers, Fla.

PHONEMEN
U. P. C. AND BOOK
"PASSION PLAY"
LIMIE STILWELL
303 Houston Bldg., San Antonio, Texas

WANTED—PROMOTIONAL DIRECTORS
Capable handling, good auspices, best sponsors. Police, Shrine, Jaycees, Lions, etc. Plenty towns ready, phones in. If you can't produce, do not answer. Wire me where I can phone you. Do not call me. Drunks and limbers, stay where you are, this is not a finance corp. **Bill Osborne**, answer: A. K., phoned you Tucson, you had checked out; wire me. **BILL MORRIS**, Kelly & Morris Circus, General Delivery, Vinton, La.

PHONEMEN—25%
PAID DAILY
STRONG AUSPICES—START NOW
PHONE:
R. J. COONEY
Michigan 1461 or 1501 Dayton, Ohio

SALES REPRESENTATIVE
Must be qualified to call on top-level executives. Car helpful but not necessary. Earnings dependent upon ability to sell attractive proposition. Apply in person.
A. R. CAMPBELL
4814 East Thompson St., Philadelphia 37, Pa.

WANTED TO BUY OR LEASE
Lion, Tiger, Leopard or other Wild Animals. Age no object but must be gentle and BROKE TO LEASH.
We have Horse and Dog Acts available for all types of indoor & outdoor dates at all times.
Steele's Attractions
London, Ohio

Rain, Cold Weather Holds Down Crowds At Tampa Annual

Reshuffle Special Event Schedule To Build Up Closing Day Attendance

TAMPA, Feb. 10.—Not in years has Florida State Fair, which closes its 11-day run here today, encountered the off-weather that it has had during the current run.

Only the first few days were given typical Tampa fair weather. The others were marred by either near-freezing temperatures, rain or brisk, chilly air.

Rain, however, cost the loss of only one grandstand show, Friday night (2). But the schedule was reshuffled for some of the special events. This reshuffling may give the fair a big closing day, far above normal, as the children's Gasparilla parade, originally scheduled for Wednesday (7), was held today, along with regularly scheduled auto races.

Of the track events, the Gasparilla Day parade Monday (5) and

the auto races fared best. Parade day was given clear, tho brisk, weather and the turnout was better than last year. The auto races, staged by Al Sweeney and Gaylord White, caught similar weather and the hardy race fans responded.

Near-freezing weather last week failed to hit the exhibits. Even the flower show is up to its usual high standards. Outstanding this year again is the Electrical Building, which as a new feature, offers television in this TV-less city. RCA cable unit is used with cameras picking up faces of fair-goers in the building.

Merle Evans, Ringling band leader, again leads the grandstand band, with Bob MacFarland, Chitwood announcer, handling the mike. Acts are the Ericksons, perch and balancing; Great Arturo Family, high wire; Paroff Trio, unsupported ladders; Lamonts, cockatoos; Lucy and Danto, dog act; Allen and Lee, balancing; Shooting Stars, rifle and pistol; Turina and Eric, two-stars-in-a-moon aerial act; Laddie Lamont, rolling ball and ladder; Robert Drake and Little Jean, comics; Louis Murphy, impersonator, and Betty and Benny Fox, high pole dancing.

Va. Annuals Set '51 Dates

RICHMOND, Va., Feb. 10.—Dates for 29 Virginia and three West Virginia fairs were announced this week by the Virginia Association of Fairs.

The West Virginia fairs, members of the group, are Kyowa Fair, Huntington, August 13-18; Syaye Fair of West Virginia, Lewisburg, August 20-25, and West Virginia Agricultural and Industrial Fair, Charleston, September 1-9.

Dates for Virginia annuals are:

Atlantic Rural Exposition, Richmond, September 28-October 5; Campbell County Fair, Rustburg, August 13-19; Tazewell County Agricultural Fair, Tazewell, August 13-19; Galax Agricultural and Industrial Fair, August 20-25; Page County Fair, Luray, August 20-25; Rockingham County Fair, Harrisonburg, August 21-24; Eastern Shore Agricultural Fair, Keller, August 27-September 1; Lynchburg Agricultural Fair, August 27-September 1; Shenandoah County Fair, Woodstock, August 27-September 1; American Legion-Franklin County Fair, Rocky Mount, August 27-September 1; Roanoke Fair, August 27-September 1; Manassas Horse Show and Fair, September 2-3; Lee County Fair, Pennington Gap, September 3-8; Virginia State Fair, Staunton, September 3-8; Northern Neck Agricultural Fair, Warsaw, September 3-8; Craig County Fair, New Castle, September 5-8.

Alleghany County Fair, Covington, September 10-15; Tidewater Fair, West Point, September 10-15; Martinsville Agricultural Fair, September 10-15; Scott County Fair, Dungannon, September 12-15; Fredericksburg Agricultural Fair, September 17-23; Botetourt County Fair, Fincastle, September 18-22; Chesterfield County Fair, Chesterfield, September 20-21; Danville Fair, September 25-29; Five County Fair, Farmville, September 24-29; Petersburg Fair, October 8-13; Mecklenburg County Fair, Chase City, October 8-13; Halifax County Fair, South Boston, October 9-13; Amherst County Fair, Amherst, October 17-21.

Oregon Moves To Establish State Board

SALEM, Ore., Feb. 10.—A move is under way here to re-establish a State fair board as the result of the controversy between Leo Spitzbart, director of Oregon State Fair, and E. L. Peterson, State director of agriculture, which resulted in the fairman's dismissal, his reinstatement and resignation. Several legislators supported the return of the fair board in off-the-record opinions. A State fair board managed the event until 1930 when it was placed under the jurisdiction of the State director of agriculture.

Against the establishment of the board is the fact that legislators are against creation of any more boards or commissions. However, legislators, for the most part, favor a board in the interest of harmony and peace.

Good Turnout At Utah Confab

SALT LAKE CITY, Feb. 10.—About 75 fair delegates and attraction representatives attended the annual meeting of the Association of Utah Fairs and Livestock Shows here in the Newhouse Hotel Friday (2).

All officers of the association were re-elected for '51, including J. A. Theobald, secretary. Attraction reps on hand included Monte Young and Pete Siebrand, of the shows bearing their names; Art Briese, Thearle-Duffield Fireworks, Inc., Chicago; Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises, Chicago, and Clarence Smith, Salt Lake City.

Jack Afflerbaugh Urges Annuals To Run

Pomona, Calif., Feb. 10.—Terminating fairs more important in war than in peace time, C. B. (Jack) Afflerbaugh, president-manager of the Los Angeles County Fair here, this week answered the question of should fairs run in 1951, proposed by a number of fair execs.

Afflerbaugh said that since the first of the year, representatives of several major fairs in the United States had visited the local grounds to gain ideas for incorporation in their plans and all seemed to have the same question.

Among those sending representatives here were the State Fair of

Texas, Dallas, and the Oklahoma State Fair, Oklahoma City. The latter annual has been supplied with films to be used in connection with its campaign to raise \$5,000,000 thru a bond issue for new grounds and buildings when restrictions are lifted.

North Montana State Fair, Great Falls, also has received information about the Los Angeles County Fair with the idea of patterning some of its improvements along the lines employed.

Afflerbaugh's stand on the continuance of events is in line with that expressed by other California and Western fair men.

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. Pullenwider.

FLORIDA

Cocoa—Indian River Orange Jubilee, March 6-12. Mrs. Marion Oxford.
Daytona Beach—Hallifax Fair First week in March. Turner Scott.
Delray Beach—South Fla. Gladiola 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.
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.
West Palm Beach—Palm Beach Co. Expo, Feb. 16-25. W. Karl Latona.
Winter Haven—Florida Citrus Expo, Feb. 12-17. Phil E. Lucey.

LOUISIANA

St. Francisville—W. Feliciana Fair, Feb. 22-24. C. L. Flowers.

Imperial Sets United Nations Program Theme

IMPERIAL, Calif., Feb. 10.—California Mid-Winter Fair has added International Fete to its title and will feature a United Nations of its own national groups from February 24 to March 4, D. V. Stewart, secretary-manager, announced.

Exhibits, folk dancing and cultural events will be staged by the Swiss, Mexicans, Chinese, Japanese, Hindus and Filipinos, who have large colonies in the Imperial Valley. A specific day has been set aside for each nationality.

Event will award about \$90,000 in prizes, along with blue ribbons and gold trophies. Annual again will have horse shows and horse racing, featuring pacers, trotters and runners. The grandstand show will be produced by George Hunt, of Hunt-Webb Agency, Hollywood. Ferris Greater Shows will be on the midway for the second consecutive year.

Calgary Ex Hikes Prices

CALGARY, Alta., Feb. 10.—Best seats for grandstand performances at the Calgary Exhibition and Stampede this year will sell at \$2.

Reserves, which go on sale February 15; sell at \$2, \$1.50 and \$1. Previously there were just two sections, \$1.50 and \$1. Afternoon grandstand tickets remain at \$1.25 and \$1.

Rising costs, increased prize money and more grandstand attractions were given as reason for the boost.

Erwin Smith Prez At North Haven

NORTH HAVEN, Conn., Feb. 10.—Erwin Smith was elected president of the North Haven Fair Association at the annual meeting of the board. William Kielwasser was named first vice-president.

Other officers include Edward S. Halkovetz, second vice-president; Harry Wooding, secretary; Mrs. Laura Bartlett, corresponding secretary; Franklin Wooding, treasurer; Mrs. Norvin Stephens, secretary of entries; Horace I. Brockett, superintendent; Joseph Bartlett, general manager, and Norvin Stephens, in charge of concessions.

Dates for 1951 are September 6-9.

Bloomfield Sets Plans

BLOOMFIELD, Ia., Feb. 10.—Davis County Fair here, August 14-17, will return harness races to its program after trying one year of all running races. Other attractions set include a night thrill show, two revues and a rodeo.

Full Speed Ahead At Pomona in 1951

Annual's Net Profit Tops '49 by 42G; Jack Afflerbaugh Re-Elected Manager

POMONA, Calif., Feb. 10.—Plans for the 1951 Los Angeles County Fair have been under way since the close of last year's event in October, C. B. (Jack) Afflerbaugh, president-manager, reported at the association's annual meeting. The statement squelched rumors that the grounds would be taken over by the armed forces and converted into a military installation.

Afflerbaugh, who was re-elected along with other officers and directors, submitted a detailed report on the past year's event.

"There will be a fair in September," Afflerbaugh said. "Our ambition for 1951 is a substantial increase regardless of present conditions. An indication of the widespread territory which the Los Angeles County Fair covers was contained in a report from a number of exhibitors. The registration at one booth included 348 cities in 28 States and eight foreign countries."

Nets 428G

Afflerbaugh's report revealed that receipts and expenditures for the 1950 fair showed a net excess over expenditures of \$428,394.30 compared with a net excess of \$386,669.71 for 1949, or an increase of \$41,925.

The fair spent \$1,562,960.66 for expenses and labor plus capital expenditures of \$50,221.30, making a total of \$2,063,181.93. It was emphasized that much of the \$1,500,000 went into local trade channels thru pay rolls during the year. A part of \$329,900 paid in premiums and awards also was credited with boosting the town's business.

Major receipts revealed in the report included admissions, grandstand, parking and the like, \$713,639.15; concessions, \$236,745.17; sale of space, \$99,925; parimutuels, \$596,704.86, and State appropriation, \$426,041.

An appropriation of \$142,000 was approved for an over and underpass to be located inside the fairgrounds, with a six-lane entrance from Walnut Avenue and a four-lane exit from the parking lot to Walnut Avenue. Cost of the project is \$85,000, leaving a balance of \$57,000.

Money for the pass came from a request made last October to the fairs and expositions fund for \$625,000. Because of building restrictions later imposed the application was revised to \$575,000. Of this amount the \$142,000 was granted with the assurance that \$329,000 additional would be forthcoming when funds are available.

However, the \$57,000 surplus was approved for the development

Cattle Congress Sets '51 Dates

WATERLOO, Ia., Feb. 10.—Dates for the National Dairy Cattle Congress here have been set for September 29-October 6, E. S. Estel, secretary-manager, announced.

The eight-day run will extend from Saturday thru Saturday.

Bill Seeks Switch In Detroit Control

LANSING, Mich., Feb. 10.—A bill, embody major changes in control of Michigan State Fair, Detroit, was introduced in the State Legislature here Tuesday (6) by Sen. Elmer R. Porter. Principal provisions include:

1. Transfer of control of grounds from Department of Agriculture to a board of managers.
2. Restriction of membership on the board to 15 appointees from county fairs or similar associations, and five from 4-H clubs.
3. Appointment of a fair superintendent, presumably on a semi-

of 30 acres of additional parking. The money will be used to revamp a walnut grove into the parking area.

Afflerbaugh pointed out that the fair is continuing its program of 52-week service. He said that the Kaiser-Frazer Corporation has negotiated to store between 700 and 800 new automobiles at the fairgrounds in the immediate future. They are being shipped here from Willow Run for distribution in the area.

The grounds will be put to further extra use February 18 for the first AAA big car race. Some 30 cars and drivers are expected to compete for \$2,500 guaranteed purse. The race is being staged by J. C. Agajanian, of San Pedro.

In addition to Afflerbaugh, re-elected officers include Arthur M. Dole, vice-president; B. Chaffey Shepherd, secretary-treasurer; Gladys M. Donlavy, assistant secretary; Joseph A. Allard Jr., attorney. Board members are W. A. Kennedy, chairman; Afflerbaugh, T. J. Brownrigg, Phil J. Curran, Dole, Merrill E. Fellows, Fred C. Froehde, Shepherd, Raymond E. Smith, Hugh W. Stiles and H. L. Stoker. County Supervisor Herbert C. Legg is board's ex-officio member.

Wash. Annuals Set '51 Dates

SEATTLE, Feb. 10.—Dates for Washington's 26 fairs this year have been announced by the association here as follows:

Northwestern Junior Livestock Show, Auburn, April 4-6; Central Washington Junior Livestock Show, Toppenish, May 1-3; Spokane Junior Livestock Show, May 8-11; Grays Harbor County Fair, Elma, August 17-19; Jefferson County 4-H Fair, Townsend, August 17-19; Southwest Washington Fair, Centralia, August 22-26; Clallam Fair, Port Angeles, August 23-26; Kitsap County Fair, Bremerton, August 23-26; Skagit County Fair, Mount Vernon, August 23-25; Benton County Fair, Kennewick, August 24-26, and Tri-County Fair, Deer Park, August 24-25.

Columbia Empire Fair, Longview, August 28-31; Southeastern Washington Fair, Walla Walla, August 31-September 3; Kittitas County Fair, Ellensburg, September 1-3; Evergreen Fair, Monroe, September 5-9; Columbia Fair, Dayton, September 6-8; Lincoln County Fair, Davenport, September 6-8; Grant County Fair, Moses Lake, September 7-9; North East Washington Fair, Colville, September 13-16; North Central Washington Fair, Waterville, September 14-16; Whitman County Fair, Colfax, September 14-16; Western Washington Fair, Puyallup, September 14-23; Garfield County Fair, Pomeroy, September 22-23; Central Washington Fair, Yakima, September 26-30, and Washington State 4-H Fair, Yakima, September 26-30.

permanent basis, in place of the biennial term of the present secretary.

4. Revenue from the fair would be turned into a separate fund, instead of being diverted to the State's general funds, requiring re-appropriation thru the budget every year, and giving the management, at present, little fiscal autonomy.

The bill is expected to meet heavy opposition if the second proviso is interpreted, as first summarized, to exclude fair board members not affiliated with existing groups.

SS TAX FOR FAIRS

Aggie, Education Status Rule Application of Law

ALBANY, N. Y., Feb. 10.—Rami-fications of the latest broadening amendment to the Social Security Act and its application to fairs received a going-over at the Monday (5) session of the New York State Association of Agricultural Fair Societies' meeting here.

The last speaker in a line-up of three, Deputy Tax Collector George Price, spelled out the amendment in forthright fashion. He explained that under the amendment, effective this year, any fair employee who earns more than \$50 in any calendar quarter is covered by SSA. Price stated that benefits are computed quarterly and that it would be to the fair executive's advantage to split his workers' wages on a quarterly basis rather than pay them by lump sum.

Wages are the standard of benefit computation, according to Price, and the amount of time an employee works does not enter into the matter. He said emphatically that application of the amendment is mandatory.

Situation got a bit muddled when Charles Bochert, manager of Min-

elo (L. I.) Fair, questioned this last statement. Bochert said he had written communications from division governmental agencies handling SSA matters saying that application of the amendment was optional. The Mineola Fair is chartered as an educational institution under Section 101-6 of the SSA. Bochert said, and as such is exempt from benefit payments. Bochert emphasized that his annual had operated on that basis for several seasons.

Price held firm to his statements and told Bochert and other fairmen to check with Washington offices of SSA for final clarification of the problem in order to avoid future penalties. He explained that fairs properly should be classified in the 101-1 bracket, the section pertaining to agricultural societies. Under the 101-6 section, it was pointed out, a vote of employees decided whether SSA coverage would be installed. This holds true, Price said, even if a few winter employees should decide on its application. The result would be binding on the greatly increased staff during seasonal operation.

A warning note to those in Bochert's position was sounded from the floor when it was stated that the government relations committee of the International Association of Fairs and Expositions had practically secured repeal of the federal admission tax for annuals before the present world situation stalled the move. This repeal action would apply only to fairs classified in the agricultural society bracket, leaving those in the educational institution field to go on paying the levy, it was explained.

Also brought out was the fact that SSA deductions must be made irrespective of age. Price stated that fair employees who have no SSA registration cards should be induced to obtain them. If they refuse, the federal SSA offices should be notified and a card will be issued regardless of the employee's wishes, Price said.

Western N. Y. Officials Elect Barrett Prexy

BUFFALO, Feb. 10. — Elmer Barrett, Lockport, was elected president of the Western New York Association of Fairs at annual meeting of the group held here Saturday (3) at the Hotel Lafayette.

Frank Slade, Hamburg, was named vice-president and Glenn Grinnell, Batavia, was elected secretary.

The meeting was well attended with a good representation of show and attractions people, despite curtailed transportation due to the railroad strike.

Marlinton, W. Va., Names Barlow Prez

MARLINTON, W. Va., Feb. 10. — A. C. Barlow was elected president of Pocahontas County Fair here at the annual meeting of the board.

A. O. Baxter was named vice-president; Kerth Nottingham, treasurer, and Robert Sydenstricker, Lewisburg, secretary. Fred Allen, Ward Barlow, E. H. Williams and Charles E. Sharp complete the executive board.

Directors are Dr. T. R. McClure, B. B. Beard, Page Hamrick Jr., Mack Brooks, A. C. Baxter, Jacob Hoover, Howard Heavener, Z. S. Smith, E. H. Williams, D. S. Ruckman, Denny Callison, Maynard Dilley and Ivan Barlow.

Sacramento Board Adds Earl Kelly

SACRAMENTO, Feb. 10.—Earl Lee Kelly, bank executive, has been appointed to the State Agricultural Society governing the State fair. He succeeds Harold J. McCurry, who resigned after serving 24 years.

Kelly's appointment is for a term of four years. Appointment was made by Gov. Earl Warren.

N. Y. Execs Pledge Civil Defense Aid

Name W. Ray Converse President; Confab Features Varied Program

By TOM O'CONNELL

ALBANY, N. Y., Feb. 10.—With a resolution submitted by Bligh A. Dodds, of the Gouverneur Fair, and approved by those present, the New York State Association of Agricultural Fair Societies pledged at the Tuesday (6) morning session that member annuals would place their facilities at the disposal of local civil defense units for those agencies to use as they see fit. The group also unanimously backed the current national defense effort in the only resolution acted upon at the meeting.

Election of officers saw the following chosen: W. Ray Converse, president; J. Victor Faucett, first vice-president; Edward L. Harde-man, second vice-president; Clarence L. Taylor, secretary; James A. Carey, executive secretary; William Dardas, treasurer, and George Harrison and Clyde Schultz, honorary secretaries. Named to the executive committee were Allan Madden, Phillip Caird, Sen. Gilbert T. Seeley, Clayton Muzzer, William Miller, John Myers, H. K. Leeworthy, and John Williams and John Greenman as ex-officio members.

Taxes, Insurance Discussed

Highlight of the Monday evening (5) session was the confusion arising from statements by a government tax collector regarding the new Social Security amendment and its effect on fairs (see separate story). The opening address was given by Henry G. Eisemann, insurance expert from Hicksville, L. I., who noted that county fair directors have heavy responsibilities to the association, exhibitors and public. Since those staging an annual generally have in their custody property whose value greatly exceeds that of the property owned by the association, Eisemann warned that adequate insurance coverage often means the difference between loss and successful operation.

Eisemann listed losses to annuals as coming from three main sources: association property, injuries to the public and loss of property by public and exhibitors, and loss of earning power due to disaster. He then went on to detail specific coverage in each of these broad categories.

Need for Special Days

George G. Sipprell, Erie County Fair, Hamburg, N. Y., stressed the importance of holding special days and making them tie in strongly with local interests. He emphasized that the event should always be kept close to the people, and suggested that with the switch to a semi-war footing veterans' days could be used to good advantage.

At the Tuesday afternoon session C. Chester Du Mond, commissioner of the Department of Agriculture and Markets of New York, welcomed the gathering and noted the increased growth in general education of youth on the farm. He urged that annuals help to develop farmers who are fully aware of the contributions of fairs so that events might continue their usefulness thru the years. Du Mond also noted that during the past year it had been arranged for Executive Secretary Jim Carey to devote full time to association members and their interests.

Buck Comments

Oscar Buck, manager of the O. C. Buck Shows, pointed out that several annuals had laid out their grounds years ago and that space was not adequate for present needs. He said that fairs should set one or two children's days as a means of building good will for the future, and that these days should be thoroly exploited. Buck commented on his good relations with events thruout New York and attributed the fact to mutual fairness in business dealings.

Milton Danziger, general manager of Weymouth (Mass.) Fair, followed with a talk also stressing the identification of an annual with its locality and people. Among factors in obtaining local co-operation Danziger listed: Buy locally as far as possible, use local labor and train local understudies for key positions, pay bills promptly, keep fairgrounds in good shape, do not mislead publicity outlets, answer all communications promptly, keep an up-to-date

pass list, give local concessionaires first call and stay out of local controversies.

Hamid Speaks for Youth

George A. Hamid Jr., speaking on youth's place in the fair business, held that the young man is just as likely to possess the innovation, imagination and education necessary for successful operation of an event as an older person. He pointed out that a large part of midway biz at fairs was furnished by young persons, and that co-operation between both young and old could solve whatever errors might be made in fair operation.

Talking on his observations at the 1950 International Association of Fairs and Expositions convention in Chicago, Bligh A. Dodds, who acted as the New York representative and chairman of the Government Relations Committee, claimed that the committee had almost secured the lifting of the federal admission tax on fairs when the present world crisis stalled final legislative action. He is confident that the move will be made when world conditions stabilize.

Dodds touched on many aspects of fair operation, including the "everybody pays" system, State licensing of concessionaires, relative amount of dues in various States, issuance of passes to association members in some States which are good reciprocally thruout the State, and slack operation bred by overample State subsidies.

Neary Toastmaster

Toastmaster for the Tuesday evening banquet was Edward J. Neary, former director of the New York State Division of Veterans' Affairs. Introduced for bows were J. Victor Faucett, Henry Eisemann, George A. Hamid Sr.; Harold Creal, director of New York State Fair; Bernard (Bucky) Allen, concessions manager of World of Mirth Shows; Henry James, director of the New York State Trotting Association; Jim Carey, Milton Danziger; John Williams, New York State Harness Racing Association, and C. Chester Du Mond. Tribute was paid to retiring President J. Alfred Valentine and the new president was introduced.

The show following the banquet was emceed by George A. Hamid Jr., and included Paul and Roberta Brady, knockabout comics; Flying Quinlans, roller skaters; Alec and Galina, accordion and guitar players with head balancing; Pedro and Durand, knockabout and balancing; Three Rays, comic across; Ricardis-Amandis Troupe, teeter-board, and the Holiday Dancers. Joe Basile played trumpet with the band backing the show.

R. Vaughn Heads Boonville, N. Y.

BOONVILLE, N. Y., Feb. 10.—R. Vaughn was elected president and general manager of the Boonville Fair at the annual meeting held recently. Also elected were R. H. Ryder, assistant manager; E. R. Hargrave, treasurer, and C. H. Fickbohn, secretary. Dan Covey is grounds manager.

Coleman Bros. Shows have been awarded the midway contract. The Al Martin Agency, Boston, will furnish the grandstand entertainment.

Claresholm Rodeo Re-Elects Carroll

CLARESHOLM, Alta., Feb. 10.—Dr. J. P. Carroll was re-elected president of Claresholm Stampede and Fair Association.

Other officers are secretary, H. R. Dawson; business manager, D. L. Reynolds; treasurer, J. F. Hamshaw; vice-presidents, J. T. Merchant and Neil Stewart; stampede manager, J. F. (Pat) Burton, and arena director, C. Dick Andrews.

Drum Contest, Rodeo Set for Cedar Rapids

CEDAR RAPIDS, Ia., Feb. 10.—The Hawkeye Tournament of Drums, held last year as a separate event, will be incorporated into the All Iowa Fair here this year as a grand final attraction.

Fair also has signed Clyde Miller's rodeo to play Hawkeye Downs June 7-11.

W. Va. Meeting Feb. 20

CHARLESTON, W. Va., Feb. 10.—The annual meeting of the West Virginia Association of Fairs will be held at the Ruffner Hotel, this city, February 20. There will be a get-together night of the 19th. J. O. Knapp is secretary of the association.

Swing & Sway the "Ortons" Way

THE Sensational ORTONS
CRISS-CROSS SWAYING POLE THRILLERS
With their own original creation
A FLIRTATION IN THE SKY
Represented by: AL MARTIN AGENCY
Hotel Bradford, Boston, Mass.
Foreign Representatives: LEW & LESLIE
GRADE, Ltd., Regent House, London, W.

CARNIVAL WANTED
for
MAURY COUNTY FAIR
September 10-15
Want to book Free Acts not to exceed one and a quarter hour. Contact
J. W. SHAPIRO
Box 627 Columbia, Tenn.
Phone 2190

New York Meeting Notes

Continued from page 46

Partner Phil Isser, sojourning in Florida, missed the confab.

Dee and George Poli, of *Skating Vanities*, were in Albany setting up the advance sale for the show. It took the Polis the better part of two days to get around to renewing acquaintances with all of their friends among the attending show folks. George was once associated with Frank Wirth, well-known outdoor booker who, incidentally, missed his first New York meeting in a number of years. The Polis were joined here by Harry Miller, exec director of the roller skating show.

Kay Leeworthy, a man of many interests, including a number of ride units on the Carl Ferris Shows, is planning a trip to Brazil. While here he was attempting to sell Jimmie Strates, show owner, on going along with him.

Altamont Goes Western
Foster Potter and other execs of the Altamont Fair have decided on a Western theme for the 1951 annual. Col. Jim Eskew's rodeo has been contracted. Other features will include quarter-horse racing, staged perhaps for the first time in this area. Young America Day, a new title for children's day adopted last year, will be continued.

Dave Rosenberg, of the Triangle Poster & Printing Company of Pittsburgh, had the Boonville Fair crowd flabbergasted when he accepted an order for their 1951 poster printing in the morning and presented them with finished samples in the afternoon. Actually there was no magic involved since Dave had the samples in his luggage in happy anticipation of receiving the business. However, he did demonstrate certain clairvoyant qualities when he included Coleman Bros.' Shows in the copy since it wasn't until later in the day that Dick Coleman got to scratch a pen and seal the midway pact.

Popular Premiums
Smith Tent & Awning Company of Auburn, N. Y., had the most popular souvenir—a yardstick made of a semi-hard wood and thicker than the usual flimsy offering. Almost everyone could and did envision a home or business use and did their best to obtain

one. Ben Allen, Posters, Inc., found his calendars and other novelties just about as popular.

Bligh Dodds, president emeritus of the State association, continues to follow thru on the interest and comfort of all concerned even though he could now retire to the background and watch the goings on. Mr. and Mrs. Dodds staged a cocktail party in their suite prior to the banquet.

Joe Godin, president of the Interstate Fireworks Company, provided transportation for a group going to the Toronto meeting. Included in the group were George A. Hamid, Jack Koshman, and Irish Horan.

Succulent Spread

King Reid, owner-operator of the shows bearing his name, again rated honors for staging the most lavish buffet and open house. The King had a royal spread featuring many luxury edibles, plus champagne.

A large group gathered to celebrate George A. Hamid's birthday at a dinner Sunday night. Included in the group were Mrs. Bess Hamid, Mr. and Mrs. J. Alfred Valentine; Mr. and Mrs. Bligh A. Dodds, Mr. and Mrs. James A. Carey, W. Ray Converse, Charles Bochert, John F. Williams, Philip Caird, Paul Woodward, Joe Hughes, George Smith, Henry Eisenmann, D. Church, J. Edward Neary, Sam Underhill and J. Victor Faucett.

Jim Carey, executive secretary of the association, whose penchant for telling stories earns little appreciation, nevertheless deserves much credit for the smooth functioning of the multiple sessions.

9. N. Y. Annuals Ink Handy Sound

ALBANY, N. Y., Feb. 10. — George Handy, operator of the Handy Soundy Company, Norwich, N. Y., has contracted to furnish sound amplification equipment to nine New York fairs in 1951.

The annuals are Boonville, Afton, Ithaca, Walton, Sandy Creek, Norwich, Brookfield, Trumansburg and Dundee. In addition, Handy will also furnish the sound system for the Wilson (N. C.) Fair.

BLEACHERS
Wood or Steel
WE CAN DELIVER



Chairs—Every Type—We Rent
TENT
Used part of one season, 160x60, fire-proof, guaranteed perfect. Priced for quick sale.
U. S. SEATING CO.
570 7th Ave. (41st St.), N. Y. C. LO 4-3524

ATTENTION!
FAIR SECRETARIES
CONTACT
ERNIE YOUNG
AGENCY
FOR YOUR
1951 GRAND STAND
SHOW
203 N. Wabash Chicago, Ill.

GIVE TO THE RUNYON CANCER FUND

Few Changes Set At Albany Despite Keen Competition

New York Annuals Mostly Stick To Familiar Midway Offerings

ALBANY, N. Y., Feb. 10.—Owners fashioned the bullets and general agents fired them in barrage-like assaults in an effort to unseat rivals in the affections of a number of fairs represented at the annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel here Sunday thru Tuesday (4-6), but the onslaught proved ineffective and at exit time the midway situation was almost an exact facsimile of the 1950 season.

The handful of solidly entrenched units, which have long dominated the New York booking scene, remained invulnerable. But it wasn't for lack of training on the part of the invaders. Intricate maneuvering was begun early and continued thru the pre-banquet cocktail sessions Tuesday before the allotting of some spots was properly documented.

Strates Sets 3

The James E. Strates Shows, only active railroader represented, will repeat at the State Fair, Syracuse; Cortland, and Hamburg. Dave Endy, operator of Endy Bros. Shows, failed to attend despite predictions that he would. It was reasoned that Endy, who has the Bloomsburg and Lehigh fairs in Pennsylvania, would endeavor to fill out his route with New York annuals. However, it was

Ferris Cards First Southern Annual Route

ALBANY, N. Y., Feb. 10.—Carl Ferris, operator, and Marty Smith, general agent of the Carl Ferris Shows, announced here this week that they would invade Southern territory for the first time. Fair dates have already been set at Washington, Reidsville and Roanoke Rapids, N. C., and Chester and Bishopville, S. C.

The org, which was founded by Ferris' father more than 50 years ago and which winters at Medina, N. Y., has previously limited its territory to the northeast.

H. K. Leeworthy will again have a number of rides and bingo with the shows, it was announced. The shows will carry two Ferris Wheels, Merry-Go-Round, Rocket, Little Dipper, Fly-o-Plane, Tilt-a-Whirl, Rolloplane, Octopus, boat ride, miniature train, Kiddie Auto and a pony ride.

Eight shows are planned, including a Minstrel, Side Show, Snake Show, Life Show, Monkey Drome, Wild Life and two girl shows.

Morris Hannum Sets '51 Tour

READING, Pa., Feb. 10.—Morris Hannum, owner of the shows bearing his name, announced the signing of four Eastern Pennsylvania fairs to complete his route. Annuals inked included Spring Mill, Flourtown, Kutztown and Cahill-Field.

Org's season will close October at the Ephrata (Pa.) Street Fair.

Motor State Shows Contract 5 Fairs

DETROIT, Feb. 10.—Joseph Frederick, owner-manager of Motor State Shows, this week announced that he has signed five fairs thus far for 1951.

Michigan annuals inked include Hale, Big Rapids and East Jordan. Toledo and Fort Wayne, Ind., also have been signed, Frederick said.

RAS Tampa Biz Suffers From Cold Weather

Continued from page 46

himself satisfied with the business "in light of the weather." He predicted that the '51 fair season would be a good one and that, barring unforeseen circumstances, business will improve as the season progresses.

Line-Up Unchanged

The Royal American line-up will be virtually unchanged from last year. A new revue will be readied between now and the first still date. Sally Rand is here, heading the revue for this spot. Leon Claxton opened his *Harlem in Havana* here with new routines, but his unit will not be completely revamped until RAS plays its first still date.

Attendance of visiting showmen, who long have made the date a winter meeting place, was below any recent year, due largely to storms which hit the North and partly to the fact that fewer showmen are holding as much money as they did at this time last year.

Those who did come were saddened by the sudden death of the lot of Marshall Johnson, show fan and angel of several shows. (For details, see story in General Outdoor section.)

Bright spot was the jamboree tossed in the *Harlem in Havana* top for the benefit of the Greater Tampa Showmen's Association. It yielded a reported \$2,100.

Home State Gets Warwick As Manager

BELLE PLAINE, Ia., Feb. 10.—Stanley Warwick, formerly with the William T. Collins Shows, has been named general manager of the Home State Shows, Don Trueblood, org's co-owner, announced.

Warwick will move to the show's Huron, S. D., winter quarters in early March to get refurbishing work under way. Robert Laughlin, who will serve as assistant manager this year, is in Kansas City, Kan., rebuilding the org's Dodgem. Co-owner Carl Larsen is wintering in Arkansas.

SEEN, HEARD AT TAMPA

WOM Gets Dick Best; Lorows Okay on TV

TAMPA, Feb. 10.—Dick Best, veteran Side Show operator, whose unit was with Johnny J. Jones Exposition last year, will go out this season with World of Mirth Shows. Deal was closed here by Frank Bergen, World of Mirth owner, during Florida State Fair. Clem Porter, who had the Side Show on the WOM in 1950, will go out with the Cavalcade of Amusements, it is believed. Official confirmation, however, was lacking here. Gerald Snellens also was on hand for WOM. Bucky Allen, org's concession manager, passed up attending for the first time in several years.

Cortez, Snooky and Skeeter Lorow, who have the Side Show on Royal American Shows, have been doing okay on TV this winter. They have a 13-week contract for a half-hour show Sunday mornings over WTVJ, Miami, their winter base. Program features Punch and Judy, with Snooky and Cortez working the puppets, and Skeeter reading *The Miami Daily News* comics. Punch and Judy portion is built around the Lorow family's life on circuses.

Bill Wendler, of Allan Herschell Company, North Tonawanda, N. Y., and Mrs. Wendler were delayed in arriving due to storm conditions in New York. After spending several days here, they headed for Nassau and a vacation. . . . Leonard Traube, here on behalf of the International Association of

Fairs and Expositions, had to pass up the children's Gasparilla parade when rain forced a postponement of that event to two days beyond his scheduled departure time. What with business and renewing his friendships in the outdoor biz, he put in a busy time.

Harry A. Illions did nip-ups at the excellent operation of the new cars on the Scooter ride on Royal American Shows. . . . J. C. McCarrall, secretary, Anderson, Ind., fair, made the rounds, with John Gallagan, bingo operator out of Knoxville, stepping in to introduce some showmen to him. . . . Johnny J. Denton, of the shows bearing his name, made the trip from Knoxville with Gallagan.

Mac McCrary, who with Al Martin owns the 20th Century Shows, was on the receiving end of many compliments for the strong route lined up for that org this season. Business kept Eddie Young, owner of Royal Crown Shows, which also has built a powerful 1951 fair route, from putting in much time here. His show bases at near-by Largo.

Frank Mencuri and Clair Meyer, of Exhibit Supply Company, Chicago, were much in evidence around the Arcade owned and operated by Harry Julius, where they beamed over the big bucking horse, the battery of six shooters and the mechanical card vender they placed with the Julius unit. (Continued on page 65)

A SEASON IN PARIS

French Orgs Thrive Despite Old Equipment

PARIS, Feb. 10.—In spite of tired equipment and lack of flash and innovation, carnival business still flourishes in this city. Time-honored tradition and the lack of big money for entertainment in the pocket of the average Frenchman is part of the answer. The rest is convenience of operation in a city of this size.

It is possible for a small show to move from one quarter to another, playing a three to four-week stand, and stay within the city for the entire year. Shows are usually brought into a district by local business organizations in each of the city's 20 quarters and are licensed separately by each mayor.

A typical small Parisian carnival operator uses the parkway dividing the biggest boulevard in the quarter he is playing. Everything is scaled down to the poor man's pocketbook, and nothing costs more than a dime. Wheels, offering candy and champagne as prizes, never charge more than 3 cents a chance. Candy concessions all specialize in nougat, cheap and popular. One ride, usually a pre-war Merry-Go-Round, is featured. A unicyclist, a dog act (one outdoor act has a trained house cat working with the dogs), weight lifter and fortune teller all work without booths and pass the hat for contributions. There is little organization among the operators, tho a central committee for Field Shows distributes information, dates and show possibilities. The carnivals operate and are owned individually.

The bigger orgs are to be found in the Pigalle, Republique and Flea Market districts. The latter is the outdoor showmen's ideal set-up. The market itself, at the beginning of a section where poor persons came to sell junk, has expanded until it covers six square blocks and includes superior shops that sell expensive antiques, jewelry and art objects. Open on Saturday, Sunday and Monday, the place is packed, and during the tourist season the crowds are good spenders.

The Flea Market show features wild animals, girl shows, a motorcycle pit, six shooting galleries, a Snake Show, a troupe of acrobats, a prewar American Scooter ride and a French giant swing, also prewar. In addition, there are 12 wheels and countless candy concessions. The Scooter plays Paris districts all year round. Some

of the big outdoor shows play the near-by provinces occasionally.

Peak time for all outdoor shows occurs twice a year, for one month during the Christmas-New Year's holidays and for a month during Easter celebrations.

Huge Turnout At Tampa Club Banquet-Ball

TAMPA, Feb. 10.—Greater Tampa Showmen's Association's second annual banquet and ball in Davis Islands Country Club here Sunday night (4) drew 385 persons.

Curtis Hixon, Tampa mayor, was the guest of honor, with Harry Jarkey doubling as banquet toastmaster and emcee-comic for the floorshow which followed.

Also on the dias were C. J. Sedlmayr Jr., club's 1950 president; Edward L. Young, 1951 president; Nat D. Rodgers, first vice-president; Lloyd Serfass, second vice-president; C. J. Sedlmayr Sr., third vice-president; Harry Julius, treasurer, and Gean Berni, secretary.

Other club reps were Sid Jessop, Showmen's League of America; Phil Cook, National Showmen's Association; R. L. (Bob) Lohmar, International Showmen's Club; Fred Silber, Michigan Showmen's Association; Matt Herman, Pacific Coast Showman's Association, and George Golden, Miami Showmen's Association.

Show talent included Flo Nickerson, comic-singer; Bob Ketrow, comic drunk; Jack Waller and Doryce Drew, song and dance; Hank Seimon, ventriloquist, and Rowena Rollins, impersonator.

Paul Sprague chairmanned the banquet committee, of which Gean Berni, Jack Young, Paul Kleider, Harry Gaughn and Everett Fillingham were members.

Crafts Expo Leaves Barn For '51 Bow

NORTH HOLLYWOOD, Calif., Feb. 10.—Crafts Exposition Shows, one of the three units of Crafts Enterprises headed by Orville N. Crafts, moves out of the barn here tomorrow to open its 1951 season in Brawley, Calif.

Org, managed by Roger Warren, opens Tuesday (13) in Brawley for six days and then moves to Yuma, Ariz., February 20-25. Following the Arizona run shows play Calexico for four days, closing there March 4.

Exposition will be combined with Crafts 20 Big and Crafts Fiesta Shows in San Bernardino for the National Orange Show, where Crafts will have the largest array of equipment that he has ever assembled. The layout will include 20 major rides, 16 kiddie rides in a separate section, 6 searchlights and 3 archways.

Exposition's line-up includes 7 rides, 5 shows and about 18 concessions.

John Francis Extends Tour

ST. LOUIS, Feb. 10.—John Francis Shows this year will extend its tour beyond the usual Labor Day closing date, playing spots in Arkansas and Mississippi in September and October, Owner John Francis, announced here.

Francis, who recently returned from a booking trip in those States, reported that he had signed seven Mississippi and three Arkansas spots.

Mobile Cold Hurts Ride, Concess Biz

MOBILE, Ala., Feb. 10.—Ride and concession business at the Mardi Gras here snapped back a bit this week with the advent of warmer weather but grosses failed to make up for the snow and cold that dogged the event in its early days. Celebration closed its nine-day run here Tuesday (6).

Al Wagner, owner of the Cavalcade of Amusements, had seven rides plus concessions here and reported poor business as did Bernie Smuckler, of Alabama Amusement Company. Thomas D. Hickey, owner, Gem City Shows, did little better with his two rides spotted on the Greyhound bus station lot.

Concession ops did little or no business as people stayed away from the well-stocked stands. Another bad break for the latter was changing of the parade route to obscure St. Louis Street, thus bypassing most of the stands set up on Dauphin Street.

Nearly all rides and stands shuttered Friday night (5) when temperatures dove to a 14 degree reading.

BOONE, Ia., Feb. 10.—Merriam's Midway Shows will open their 1951 season here with a week's stand beginning May 12, Alva Merriam, owner-manager announced from Ogden, Ia., quarters this week.

EVERYTHING FOR THE EXHIBITOR . . . WILD ANIMALS

SNAKES



REPTILES

WILD ANIMALS, INC.

Silver Springs, Fla. Phone: 668 White

'America's Finest Show Canvas'
TENTS—SIDESHOW BANNERS
PLACE YOUR ORDER NOW
 TO AVOID DISAPPOINTMENT DUE TO THE SHORTAGE OF FABRIC AVAILABLE FOR TENT CONSTRUCTION.
 Bernie Mendelson—Charles Driver
O. Henry Tent & Awning Co.
 4862 N. CLARK ST. CHICAGO 40

SLUM SPINDLES
 Will Get You Top Money on Any Midway
\$\$\$\$\$\$\$\$
 You can safely flash your best prizes. Work for 10¢, 15¢ or 25¢ with our new, attractive, precision built "G" Model Spindle. 30 inches square, has 44 two-inch spaces. Complete and ready to work on any counter top, only \$39.50.
 \$10.00 deposit, balance C.O.D.
K. Max Smith Enterprises
 Box 9147, Tampa 4, Fla.

W. G. WADE SHOWS
 Now Contracting
 Want Ride Foremen and Helpers for all rides.
 For 1951 Season
G. P. O. BOX 1488, DETROIT 31

GOLDEN VALLEY SHRINE CLUB
 CLINTON, MO.
 Will sponsor Carnival, Circus, Indoor Show. Write
FRED WILKINSON
 Box 428 Clinton, Missouri

NOW BOOKING SHOWS and CONCESSIONS 1951 SEASON
 Opening April 21st. Contact
DAN-LOUIS SHOWS
 Louis T. Riley, Gen. Mgr.
 P. O. Box #397 Owensboro, Ky.
 Phone 3-8494

WANTED
 Experienced Neon Man with own equipment to move into our park for several weeks' work.
G. D. Kincaid, President
JOYLAND PARK
 Lexington, Kentucky Phone 2-6455

Available for 1951 Season
 For Kiddieland and Parks. New 36 ft. Allan Herschell 3 abreast Merry-Go-Round. Full details first letter.
BOX 422
 The Billboard, Chicago

WANTED FIRST-CLASS CARNIVAL
 To play at Tamaqua, Penna., for the Six County Firemen's Association convention to be held in Tamaqua, Penna., from June 18th to June 21st, inclusive. For further information please contact immediately. **RAY H. PFEIL**, Convention Secy., P. O. Box #69, Tamaqua, Penna.

LESLIE'S TRAILER PARTS & ACCESSORIES
 Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

Producing America's Best Carnival and Circus Side Show
BANNERS
SNAP WYATT STUDIOS
 RT. 3, BOX 1180 TAMPA, FLA.
 Phone, Write or Wire

Midway Confab

F. W. and Jahala Miller have booked four girl shows for the season "Sho Bar" and "Parisienne Follies" will be with John Quinn's World of Pleasure Shows. "French Casino" and "Paris After Midnight" have been placed with Roscoe Wade. . . . Jimmie Travis is ill at his New Orleans home, 3623 Iberville Street, and would like to hear from friends. . . . Mr. and Mrs. Joseph Mikloiche bought a 1951 Oldsmobile and will celebrate their seventh wedding anniversary in Miami. . . . Ruth Saunders, Alamo Shows concessionaire who wintered in the Rio Grande Valley, has returned to San Antonio to superintend construction of a new concession. . . . Homer R. Sharar, last year with Royal Crown Shows and Rogers Bros. Circus, is working as manager of a chain of cafes in San Antonio during the winter and may not go on the road this season.

Guests at the annual Italian dinner given by Mr. and Mrs. Louis Cechini in their new Spueveda, Calif., home included Mr. and Mrs. Johnnie Levaggi, Mr. and Mrs. O. N. Crafts, Mr. and Mrs. Roger Warren, Mr. and Mrs. William Moffat, Al Cechini, Harold Mook, Mack Doman, Alf Maler and Mrs. Virginia Kline. . . . Mrs. Joe Steinberg is in the Presbyterian Hospital, Los Angeles, for surgery.

Marguerite Shapiro is at her home recuperating from a bout with pneumonia. . . . Pearl McGlynn and Edna O'Shea motored to Miami from Chicago recently. . . . Mae Oakes planned to Miami Sunday (11) to visit Ann Roth. . . . Louise Donahue has returned from a 38-day cruise to South America. . . . Leo Lipka is at his home in Detroit recovering from a recent operation and would like to read letters from friends.

Charles Richardson, Philadelphia, was a guest of Jimmy Lambert on a recent visit to McComb, Miss. Lambert and Richardson planned to leave for Fort Smith, Ark., following the New Orleans Mardi Gras, to visit Pvt. E. A. Sandifer Jr. . . . Earl D. Becker, who was with the Gold Medal Shows last fall, is piloting James Ayers' Sugarfoot Sam from Alabama Show thru the South. . . . Bobby Kork is vacationing in Miami with Peggy Ewell, Amber West and Roxanna at the Jewel Box Casino.

John E. Payne, Diesel electrician, is under medical treatment at Jefferson Barracks, St. Louis, and will not return to the road this season. He expects delivery on a new car soon when he will make a business trip to Port Huron, Mich.

Armed with security clearance papers, Nichola, formerly with the Pete Kortez Side Show, has left for Caracas, Venezuela. An exponent of the Highland Bagpipes of Scotland, he also took along a Punch and Judy act. . . . George Reinhardt, veteran cookhouse operator, has opened an eatery in Augusta, Ga.

Harry Mamsch, of Chicago, is the guest of Ruth and Benny Samuels at their home in Altadena, Calif. Mamsch & Samuels have rides in the Chicago area and play sponsored dates. . . . The weekly meeting of The Dirty Six Monday (5) in Mike Lyman's Restaurant, Los Angeles, was attended by Morosa Herman, Lucille Dolman, Ruth Samuels, Mabel Brown, Ann Doolan and Peggy Forstall. . . . Edward Bates Smith, with the Side Show of the M. A. Strader Shows last year, recently took delivery on an Oldsmobile sedan.

Joe Brooklyn, formerly on Pioneer Shows, is back in the air corps. Recent visitors to the org's winter quarters at Waverly, N. Y., were Mr. Shepherd, of Craft's 20 Big Shows; Mr. and Mrs. Robert E. Parson, Flighty Tuttle and Paul Merrick. Merrick is now a florist. Pete Percell is on a Florida vacation, while Mrs. Mickey Percell, wife of Pioneer's manager, is in New York buying merchandise for her string of concessions.

150,000 will attend the SUN DANCE WEST PALM BEACH—MARCH 5TH TO 10TH

Still open—Hanky Panks, Ball Games, Photos, Derby Racer, Rotary Merchandisers, Age and Scales, Novelties, Jewelry, etc. All Eats sold.
Sun Dance Concession Mgr.
 P. O. Box 403, W. P. B. West Palm Beach, Fla.

FIRST CALL DOWNRIVER AMUSEMENT CO. FIRST CALL
 SEARCHLIGHT LIGHT PLANTS
 Michigan's Cleanest Midway
 Opening April 5, River Rouge, Mich.
 WANT CONCESSIONS—Hanky Panks that work for Stock, French Fries, Jewelry, Novelties, Mug Outfit. SHOWS—10-in-1, Grind Shows of all kinds. RIDE HELP on all Rides—must drive. (Have 10 office-owned Rides.) MARK WILLIAMS—Can give you good proposition. No graft or gypsies. Address: 10138 W. Jefferson, River Rouge, Mich. Phone: Vineland 2-1810

PERCELL'S PIONEER SHOWS
 Want Shows and Concessions of all kinds. Will book Girl Shows with or without equipment. Useful Help—Ride Men who drive Semis. Have all defense area route. For Sale—Kiddie Airplane, new motors. Five Semi-Trailers.
BOX 106, WAVERLY, N. Y.

SUNSET AMUSEMENT COMPANY
 Opening Thursday, April 19, Excelsior Springs, Mo.
 Still dates until June 18, after that nothing but Celebrations and Fairs. (See various write-ups in Billboard issue of January 27.) Have others not listed.
 WANT SIDE SHOW, ANIMAL SHOW, IRON LUNG, MECHANICAL, UNBORN, FUN HOUSE and ARCADE. This is it for ones not liking to play still spots. Want Bill-poster with or without car. Address: P. O. BOX 468, DANVILLE, ILLINOIS.

FIREMEN'S JUBILEE
 SAXONBURG VOLUNTEER FIRE COMPANY AND RELIEF ASSN.
 Saxonburg, Penna., July 16th to 21st
 Western Pennsylvania's Largest Firemen's Carnival Wanted—Concessions and Shows.
 Wire or write Ralph Kroneberg, Secretary

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.
SEND FOR CATALOG
H. C. EVANS & CO.
 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

VIVONA BROS.' COMBINED SHOWS
SEASON OPENS APRIL 2
TOP STILL DATES ALL IN NEW JERSEY—WITH 24 ACE FAIRS STARTING AUGUST 13
 Winter Quarters Now Open at the Air Port in Goldsboro, N. C.
 WILL BOOK—Monkey Show or Chimp Show, Glass House, Wild Life, Mechanical Show or any Novel Grind Show; must conform with our adopted operating policy.
 CAN PLACE—The following exclusive Concessions: Cookhouse, Long and Short Range Galleries, Age and Scale, Photos, Jewelry, Balloon Darts, American Palmistry (No Gypsies), Snow Balls, Cotton and Taft Candy.
 WILL HIRE—A few Ride Foremen and Second Men who drive semis, Canvasmen and useful Carnival People, all departments. All Help with us before, please contact Winter Quarters. JACK GALLUPO, contact Herb Shive NOW.
JOHNNY VIVONA P. O. Box 688 Goldsboro, N. C.
MORRIS VIVONA 103 S. 21st St. Irvington 11, New Jersey Phone Essex 3-9112 or 2-8827

ROSS MANNING SHOWS
 Opening March 19th, Jacksonville, N. C. Camp Lejeune, 40,000 Marines Payday March 20th
 Will book the following concessions for 1951: Cookhouse, Photo, Duck Pond, Cigarette Gallery, Long and Short Range Gallery, Two Ball Games, Hanky Punks, Novelty, one Mitt Camp, Penny Arcade, Rotary, Guess Age and Scales. SHOWS: Will book one Girl Show for four weeks (Jim Ferenzi, write). Want Motordrome (Thompson, write); C. F. Thomson (Two Headed Cow). Have Tops and Fronts for Grind Shows. Doc Jones wants for Side Show, Ticket Seller who can make second openings. Fire Eater, Pin Cushion, and Working Acts. Want Man to operate office owned Glass House; must drive semi.
 RIDES: Will book Tilt and Rolloplane, Kiddie Rides.
 RIDE HELP: Want Help who can drive semis. Top salary.
 This show will play best dates in New Jersey starting April 23rd. Get with a winner. All address:
ROSS MANNING
 63-45 Alderton Street, Rego Park, N. Y. Phone: Havemeyer 6-8624

MEEKER'S SHOWS
 "IN THE WEST IT'S THE BEST"
 16 Best Fairs and Celebrations in Northwest
 Wenatchee Apple Blossom Festival, Walla Walla Race Meet, Sunnyside Stampede, Emmett Cherry Festival, Twin Falls Stampede, Chief Joseph Days, Caldwell Rodeo, Rupert, Ellensburg, Lewiston, Yakima Fair and others.
 WANT Ride Foremen who drive Semis. Electrician, Mechanic who can keep fleet rolling. Front Gate Man. WANT Show Talkers, Monkey Drome, worth-while Shows with own transportation. Doc Baldwin, get in touch. Few more Hanky Panks open. If you can stand prosperity, write.
RALPH MEEKER, Owner-Manager
 3305 EAST J STREET TACOMA, WASHINGTON

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.
ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

OPENING FEB. 26, NORTHEAST LOUISIANA DISTRICT LIVESTOCK SHOW, DELHI, LA. WANT—SOUTHERN VALLEY SHOWS—WANT
 CONCESSIONS AND SHOWS OF ALL KINDS. Want first-class Cookhouse and Grab Stands. Everything open except P.C., Bingo, Fish and Duck Ponds, Popcorn, Grass Pitch, Snow and Floss, Diggers. Will book Girl Show, Monkey, Athletic, 10-in-1, Fun House, Animal, What is It?, Illusion, Snake Show. Want to book Spitfire Ride for the season. This show carries 8 Major Rides, 4 Baby Rides, 6 42-ft. Light Towers, own Light Plants. Have 16 Fairs, Celebrations and Reunions. Write or wire **EDDIE MORAN, Mgr.**, Southern Valley Shows, 1301 Emerson St., Monroe, Louisiana. P.S.: Have Wurlitzer Model 125 Calioia for sale.

<p>STOCK TICKETS</p> <p>One Roll \$ 1.50 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH Double Coupons Double Prices No C. O. D. Orders Size: Single Tkt., 1x2</p>	<p>Enjoy present pleasure in such a way as not to injure future ones.—Seneca.</p> <p>We manufacture TICKETS of every description</p> <p>THE TOLEDO TICKET COMPANY 114-14 Erie St. Toledo (Ticket City) 2, Ohio</p>	<p>SPECIAL PRINTED Cash With Order Prices:</p> <p>2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 30,000 15.50 50,000 20.50 100,000 33.00 500,000 123.00 1,000,000 258.00</p> <p>Roll or Machine Double Coupons, Double Price</p>
--	--	---

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"
GET WELL WITH PRELL

BROWARD COUNTY FAIR 10 BIG DAYS-NIGHTS FT. LAUDERDALE, FLA. FEB. 22-MAR. 3	2 MORE FAIRS TO FOLLOW	FLORIDA STRAWBERRY FESTIVAL PLANT CITY, FLA. MAR. 5-10
--	-------------------------------	---

WANTED All kinds Honky Panks—Eat and Drink Stands. Can use Ride Help—Semi Truck Drivers preferred. Johnny Barro wants Girl Drome Rider; Anita Sharpe, answer. All address: **SAM E. PRELL, Fort Pierce, Fla.**

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

OPENING MARCH 17, DOWNTOWN LAKE CHARLES, LOUISIANA
Good Auspice and Strong Promotion

Now booking Shows and Concessions for 1951 season of 35 weeks. Entirely booked up, including the following ten Fairs and Celebrations: Strawberry Festival, Hammond, La.; Colored Fair, Alexandria, La.; Water Carnival and July 4th, Lake Village, Ark.; Fair, Stamps, Ark.; Parish Fair, Leesville, La.; Jonesboro, La.; Marksville, La.; Ruston, La.; Many, La., and Farmersville, La.; all Fairs. Also the cream of Louisiana Still Dates. Can place legitimate Concessions of all kinds. Will sell exclusive on Cook House, Bingo, Diggers, Custard, American Palmistry, Short Range, Age and Weight, Hi-Striker, Dennis O'Leary, Frank Evans, if interested, contact me at once. Shows with own equipment: Motor Drome, Monkey Show, Snake Show, Wild Life, Fun House, Midnets, Atomic Show, Illusion or any Show of merit. Virgin territory for Shows. Want Manager for completely framed Snake Show. Curley March wants Minstrel Performers. Want Foremen for Tilt and Chairplane, Second Men on all Rides; must be sober and drive Semi. **FOR SALE:** Cook House and Bingo. Cook House, 14x24, completely framed, counters, stools, butane, coffee urn, steam table, dishes, everything ready to go. Good canvas. Bingo, 18x36, new canvas, completely framed, some merchandise. Will book either or both on Show. Have Steel Van Semi-Trailers for both Concessions. Will sell if wanted. **All replies ED GROVES, Mgr.**
Route 1, Box 84-B Phone 8945 Lake Charles, La.

DUMONT SHOWS

OPENING AUGUSTA, GEORGIA
9 BIG DAYS — MARCH 1 TO 10 — 9 BIG DAYS
SOLDIERS' PAY DAY AND CONSTRUCTION WORKERS FOR ATOMIC BOMB PROJECT

WANT WANT WANT

Concessions: Photos, Guess Your Age, Ball Games, Penny Pitches, Hoop-La, String Game, Long and Short Range Galleries, Coke Bottles, Guess Your Weight, Pitch-Till-You-Win. Want reliable Side Show People. Rides: Will book set of Kiddie Rides. Help: Ride Help who drive. Need First Man for Rocket. No tickets or advance on salary. All Help engaged be in Augusta not later than February 19. All address:
LOU RILEY, Mgr., P. O. Box 496, Augusta, Ga.

HEART OF TEXAS SHOWS

GRAND OPENING, MARCH 1-10, BROWNWOOD, TEXAS

9 OFFICE-OWNED RIDES 8 SHOWS—40 CONCESSIONS

FREE ACT **HARRY FROBOESS, THE SWAYING MARVEL, TAFFY, 4 TON ELEPHANT.** **FREE ACT**

Can use Rides, book Octopus, Little Dipper, Roll-o-Plane, Train, Boats or any Major or Kiddie Ride not conflicting. Want Funhouse, Glass House. Concessions—Will book Bingo or you can run mine; Cookhouse, not Grab Joint; Arcade, Diggers, Basketball, High Striker, Glass Pitch, Fish Pond, Duck Pond, Bumper, Coke Bottle, Cig. Shooting Gallery, String Concessions of all kinds, Ball Games, Agents, Line-Up Store. Ride Help—Foremen for Major Rides and Kiddie Rides. Two men drivers preferred. Wives on tickets or concessions. General Help. Man for Pony Ride that likes ponies. Shows—Will book, with or without own outfit, meritorious Sideshow, good proposition. Also Sit-Down Burlesque Type Show suitable for carnival. Your outfit or mine. Want Girl Show, Hawaiian type or Latin American type. Book Illusion, Mechanical, Midget, Fat, Atomic, Snake Show (large or small).
HARRY CRAIG Phone 8704 Brownwood, Texas

DEWISE PURDIN

"The Handless Ball Player"
WANTS FOR VIVONA BROS.

Side Show Acts and Outstanding Freaks
All must have good costumes. Those who closed with me last season contact immediately. Early opening—long season. Fat Man or Woman, Lady Sward Swallow, Giant, Fire Eater, Midget, Scotch Bag Pipe Player, Tattoo Artist (with own outfit), Magician, Iron Tongue Man or Woman, Glass Blower, Mind Reader and A-1 M.C. Ticket Sellers who can grind and Boss Canvasman.
Replies to Dewise Purdin
HOTEL PRESIDENT, 48TH ST. & 8TH AVE., NEW YORK CITY

LAST CALL WILSON GREATER SHOWS

OPENS FEBRUARY 17

Want Stock Concessions of all kind. Want Agents for Ball Game, Short Range, Cork Gallery, Country Store and Swinger. Will sell X on Photo and Corn Game. Want Ride Help who can drive. Have the following spring celebrations: Guadalupe Fiesta, Phoenix, Arizona; Barelans Community Center, Albuquerque, New Mexico; San Felipe Fiesta, Albuquerque; Flagstaff, Arizona, 4th of July.
LOYD WILSON
204 S. 23 ST., PHOENIX, ARIZ. TELEPHONE: 8-3534

WILL BUY... WILL BUY

Merry-Go-Round, Little Dipper, any other Rides suitable for park. Cookhouse on Wheels, Single 0 Ground Cable. Address:
GEORGE PENCE, Mgr., or MAD CODY FLEMING
Paradise Park, Ruskin, Florida

STOCK TICKETS 10 Rolls ... \$ 5.00 50 Rolls ... 19.00 100 Rolls ... 37.00 Rolls each. Size 1 1/2" x 2 1/2" Double Coupons, Double Prices.	ROLL TICKETS Printed to Your Order ACE FORMS MFG. CO., INC. 45 Bleeker Street New York 12, N. Y.	PRINTED TICKETS 10,000 \$ 8.50 30,000 14.00 50,000 17.00 100,000 28.00
--	--	---

Meeker Inks Strong Route; Bows in April

TACOMA, Wash., Feb. 10.—Ralph Meeker, owner-manager; George French, general agent, and Charles R. (Curly) Mason, public relations director of Meeker's Shows, announced from local quarters this week that they hold what they consider to be one of the strongest routes in the org's history. They said that a number of new fair and celebration dates have been signed for the 1951 tour. Among their pacts are contracts to provide midways at the Wenatchee Apple Blossom Festival, Walla Walla Race Meet, Sunnyside Stampede, Kennewick Fair, Ellensburg Labor Day Celebration, Whitman County Fair and Yakima Fair, all in Washington. Idaho dates include the State Cherry Festival, Emmett; Rupert Fourth of July Celebration, Twin Falls Citywide Celebration, Chief Joseph Days, Weiser Fair and Rodeo, Caldwell Night Rodeo and Lewiston Round-up. Shows will by-pass Montana this year, confining their route to Washington, Eastern Oregon and Idaho. Shows open the 1951 tour in Yakima late in April and a number of innovations are in the works, officials said. Plans for a new dark ride have been completed and construction work will get under way soon. A new style cookhouse, under management of Ma Russell, will be carried this season. Mason, formerly with American United Shows, is laying the groundwork for new types of publicity and promotion for the org. His wife is assisting him.

FOR SALE
FACTORY BUILT PRETZEL RIDE
(DARK RIDE)
A-1 Condition
\$5,000.00
Cash
JACK PUGAL
2219 Teutonia Ave. Milwaukee, Wis.

JAMES BOLEY
(BAD EYE)
get in touch with
M. F. Kaufman Jr.
at once
Phone: Highland 1785
Louisville, Kentucky

CONCESSION FRAMES
Of all kinds. Wooden Milk Bottles, pints, \$1.25 each; quarts, \$1.75 each. Hoop-La Blocks, \$1.00 each. Pitch-Till-You-Win Blocks, \$2.00 each. For Sale—Used complete Kiddie Whale Ride, \$800.00; Venetian Swings, complete, \$395.00; Pea Pool Table, complete, \$50.00.
LEONARD'S CONCESSION CO.
164 Rockland St. New Bedford, Mass.

FOR SALE
One 18-foot Gruner Chairplane, used one season, perfect condition. Calumet Coach Popcorn Trailer, complete. 16x32 Bingo Top and Frame, four-way awnings, used one season.
J. L. KEEF
Box 201 Valdosta, Ga.

TROY SCRUGGS
Wire me where I can call you. Important.
JOE C. DUNCAN
2213 Lake Ave. Knoxville, Tenn.

ROYAL MID-WEST
Booking Stock Concessions — Digger, Glass Pitch, Fish Pond, Coke Bottle, String Game, Dart Store, Six Cats, Novelty, Hoop-La, Cork, Short and Long Galleries.
ROXIE HARRIS
Box 142 Findlay, Ohio

UNITED EXPO SHOWS
OPENING NOW, FEBRUARY 17-25, BAYTOWN, TEXAS; THEN FEBRUARY 28-MARCH 10, ORANGE, TEXAS. SHIPYARD PAYDAY AND SAILORS' PAYDAY.
Can place useful people. What can you do? 36-week season. Booked solid July 1 to Nov. 1, Celebrations and Fairs.
Wire Galveston, Tex., Seawall Hotel, until the 15th; then per route.
C. A. VERNON

American Carnival Ass'n, Inc.

By MAX COHEN
ROCHESTER, N. Y., Feb. 10.—Informal conferences held with members at the New York fair meeting in Albany on tax legislation, material and labor shortages, and pending unemployment insurance laws. Present were representatives of the World of Mirth Shows, James E. Strates Shows, Buck Exposition Shows, Coleman Bros.' Shows, King Reid Shows; I. T. Shows, Inc.; Marks Shows, Continental Shows, Worthy Shows, Ross Manning Shows, B. & C. Exposition Shows, Carl Ferris Shows, Gaiety Shows; Spencer Fireworks, Inc.; Poster, Inc.; Curtis L. Bockus and Clemens Schmitz.

Pioneer Inks Four Annuals

WAVERLY, N. Y., Feb. 10.—Returning to winter quarters here from West Virginia and Pennsylvania fair meetings, Mickey Percell, manager of Pioneer Shows, announced that the org is pacted to play the Bradford County Fair at Troy, Pa.; Fulton County Fair at McConnellsburg, Pa.; Bean Soup Picnic at McCure, Pa., and the Roscoe, N. Y., Community Fair. A new Monkey Speedway and Mechanical City have been purchased for the shows and will be added to the back end. Jimmy Raglin will have four concessions, using all new canvas, and he has a new semi-trailer and tractor to handle his equipment. Mr. and Mrs. Robert Adderton will have popcorn, apples, candy floss and two hanky panks. Herman (Slim) Wolf has purchased a new set of donkeys for his baseball unit, and Popeye Andrews is repairing rolling stock. John Wendell and Jimmy Ogden have booked a Steeplechase attraction.

BOHN & SONS UNITED SHOWS
Due to Disappointment
Want to contact General Agent and Legal Adjuster who knows Middle West. Honky Panks of all kinds open. Phone 2723 or wire c/o Western Union.
CARL H. BOHN, Mgr.
Leesville, Louisiana
P.S.: No collect wires or phone calls.

FOR SALE
Rat Game, 12-Ft. Duck Pond, 12x14 Punch Rack, Beat the Dealer.
JOE KANE
Vagabond Trailer Court
7570 46th Ave., N. St. Petersburg, Fla.

WOLF GREATER SHOWS
Opening first of May in Minnesota. Now booking Shows and Concessions. No gift. Will sell Spitfire, 1947 model; must stay on show for the season. Also 1947 Rolloplane. Both with Trailers. Address: P. O. BOX 2725, Bloomington Sta., Minneapolis, Minn.

FOR SALE FERRIS WHEEL
25, reconditioned, priced to sell at once.
821 Wadsworth Lakewood 15, Colorado
(Phone: Lakewood 301)

WANTED
Foreman for Smith & Smith Chairplane. Good salary to Man who knows his business. Also Second Men on Eli Wheel and Merry-Go-Round. No drunks or chasers wanted.
Lee Becht Amusements
P. O. BOX 92 CINCINNATI 31, OHIO

L. J. HETH SHOWS
NOW BOOKING 1951 SEASON
Shows, Rides, Concessions,
North Birmingham, Alabama.

WANTED
CONCESSIONS that work for stock: Milk Bottle, Cat Rack, Scales, Balloon Dart, Hi Striker, Basket Ball, Photos or any legitimate Concession. Only one of a kind booked. No gypsies or racket. Good opening for Fun House.
LEE BECHT AMUSEMENTS
P. O. Box 92 Cincinnati 31, Ohio

CARNIVAL LIGHT PLANTS

A-1 condition. Complete, ready to go. Two 100-kw. Caterpillar Diesel Electric Sets in Hermann Trailer. Visit, write or phone:
JOHN FABICK TRACTOR CO.
3100 Gravois St. Louis, Mo.
(Phone: LAclede 8900)

Thomas Joyland Shows CAN PLACE
SHOWS, RIDE FOREMEN, CONCESSION AGENTS, BINGO MANAGER AND CALLER.
Address: BOX 1593, Riverside Sta. Miami 35, Florida

FOR SALE
Eight-Tub Octopus, good running condition, good motor, with or without transportation. Has large decorative aluminum ball in center. 1941 Int. K-7 Tractor; 24-ft. Nabors Semi Trailer, loading runs and seat holders on Trailer. Priced reasonable. Write or wire EDDIE MORAN, 1381 Emerston St. Monroe, Louisiana. Phone 2-0150. (P.S.: Have Wurlitzer Model 125 Caliola for sale.)

FOR SALE
Small Chairplane. 17 Kw. Light Plant. plenty wire. \$650.00. All loads on small Semi. Snake Show on Semi, ready to go. \$450.00. 1940 Snub-Nose Tractor, \$300.00. 14x20 Top, frame, \$125.00. 4 Skillos, \$100.00. 1941 Schult House Trailer, \$400.00.
TOMMY MIDDLETON
General Delivery Hammond, La.

WANTED—WANTED FREE ACTS
For all day July 4th
State all in first letter, price, etc. Also want Colored Acts or Entertainers for July 5th Celebration for colored. Write
JNO. M. MORGAN
Box 207, Martin, Tenn.

Attention—Ride Owners
If you have a Ferris Wheel and a Merry-Go-Round or Ferris Wheel and Kiddie Rides, and would like 20 good weeks' work with my #1 Unit which has had 16 years of successful operation, contact me for details.
KAY AMUSEMENT COMPANY
2756 N. 46th St. Philadelphia 31, Pa.

WANT CARNIVAL RIDES AND CONCESSIONS FOR 10TH ANNIVERSARY CELEBRATION
July or August, 1951
Apply—Chester A. Ostrowski, Commander, 972 Hertel Avenue, Buffalo 16, N. Y.

WANT
West Feliciana Parish Fair & Stock Show
St. Francisville, La., Feb. 21-24
Few more Stock Concessions, Kid Rides. Space and time limited. This is bona fide State-Aid Stock Show. Contact:
FLOYD O. KILE
P. O. BOX 85 BATON ROUGE, LA.

WANT CARNIVAL
For LABOR DAY Weekend. Annual Celebration in public park. Free gate. Large Army camp nearby. Contact:
AL ROBERTS, Sec.
Sparta Junior Chamber of Commerce Sparta, Wis.

BLUE GRASS SHOWS
NOW CONTRACTING FOR 1951
SHOWS—RIDES—CONCESSIONS
P. O. Box 621 Owensboro, Ky
Phone 35321

WORLD OF PLEASURE SHOWS
Now contracting for 1951
SHOWS—RIDES—CONCESSIONS
Opening in April. Vicinity of Detroit.
JOHN QUINN, Owner
6923 Calhoun St. Dearborn, Mich.

FOR SALE
1947 Allan Herschell Looper, very good condition, priced to sell. 24-Car Caterpillar, partly overhauled, will sell cheap. These rides are up and can be seen in our park.
GRIFFEN AMUSEMENT CO.
Jacksonville Beach, Florida

FOR SALE
1946 Super Rolloplane
A-1 condition, with or without transportation.
JOHN M. BLOYD
FULLERTON, NEB.

C. A. STEPHENS SHOWS
CAN PLACE FOR 1951 SEASON
Opening March 19
Shows, Rides, Concessions.
Address: BOX 1017, Crystal River, Fla.

LOW PRICES—While Stocks Last!

In spite of rising markets, we will not raise prices while our stocks on hand last!!

Popular Styled LIGHTERS



Best Quality

CAMERA STYLE LIGHTER

With Compass

Camera style with compass on front. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. BB83J822 Dozen \$12.00

PISTOL LIGHTERS

Small size. Highly polished chrome plated with black trim on handle. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J852 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. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J851 Dozen \$12.00

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

MAKE MONEY with Joseph Bros.

Merchandise ELGIN • BENRUS • BULOVA GRUEN • WALTHAM



For men and women, new model watches, cases and dials. Reconditioned like new. Complete with leather straps. \$9.95

15-J, \$11.95; 17-J, \$14.95; 21-J, \$18.95 Gold Plated Expansion Band, 95c add.

25¢ Will bring you our new 1951 wholesale catalog. Take credit of 25¢ on your first order, so you get this catalog FREE.

FACTORY CLOSEOUT! RINGS! Heavy 1/20 14K. R.G.P. rings with imitation rubies and whites that look like the real things. Big eye appeal. Included are rings that sold \$34.60, wholesale. (2 doz. asst. with tray only.) Doz. \$12.95

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-17 Chicago 3, Ill. "The Watch and Diamond House."

GENUINE COWHIDE BAGS



HAND-CARVED • HAND MADE

Stock up now for the spring tradet! Smart hand-laced bags that are fast becoming a fashion trend throughout the country!

Large Shoulder Bag, Lined, Zipper. (See illustration) (\$35 Retailer) \$14.25

14-inch Handbag, Double Zipper, Lined. (\$30 Retailer) \$12.75

11 1/2-inch Handbag, Zipper, Lined. (\$20 Retailer) \$8.75

8-inch Bag, Zipper, Not Lined. (\$5.95 Retailer) \$2.85

6-inch Bag, Zipper, Not Lined. (\$4.95 Retailer) \$2.35

Hand-Tooled Wallet. (\$5.95 Retailer) \$2.85

These bags now come with SUEDETTE linings at NO EXTRA COST!

Money-Back Guarantee if Not Absolutely Satisfied! SAMPLE ORDERS FOR ONE OR ANY AMOUNT FILLED SAME DAY RECEIVED ORDER BY MAIL. Send check or money order in full confidence. Postpaid if remittance sent in full, or send 25% deposit, balance C.O.D.

ATLAS NOVELTY MFG. CO. 1128-16th Street Denver 2, Colo.



LUCKY RANGER CLOCK

Thrilling, fascinating, like "Wild West" days; action galore and so realistic. You'll marvel at how true to life. The lucky ranger rides along on his spirited steed. Case in walnut tenite plastic sturdy spring wound movement. Height, 11 1/4"; width, 6"; depth, 4" with base. Individually packed; 4 to master carton.

Per Sample \$5.00 Ea. Plus Postage

Lots of 4 \$4.75 or More Ea.

25% deposit required on all orders, balance C.O.D.

Send for our free 44-page catalog. Serving the trade in Chicago for over 34 years.

M. K. BRODY 1116 S. Halsted St., Chicago, Ill. LD Phone: MO. 6-9520

Merchandise You Have Been Looking For Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, 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.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12¢ A WORD—MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

NOTICE New Rate Effective March 24 Issue 15c A WORD — MINIMUM \$3

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS Material for any act; 1951 catalog free. Kleinman, 11202 Oxnard St., North Hollywood, Calif. mh10

ARRANGING FOR BAND, ORCHESTRA- Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimates; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. mh3

ATTENTION—SMART SONGS, PARODIES, Monologs, Ventriloquial Dialogs? Free list. Tizard, 110 W. 76th St., New York.

ATTENTION! COMICS, EMCEES, DISC Jockeys, TV Entertainers. Start a gagfile of laugh-lines. All clean material classified form for quick reference; \$1 per set of 5 pages; sets 1 to 5 now ready; cash, check or money order. Frank Reynolds, 1429 Westmoreland St., Philadelphia 40, Pa.

PARODIES, GAGS, SPECIAL SONGS, SPECIAL Material, Guitar Solos, Piano Arrangements, Orchestration, etc. list free. Mel Butler Publications, 600 Beaman St., Clinton, N. C. ap21

QUICK WIT—HOW TO GET LAUGHS every four seconds, includes 108 sparkling remarks; \$1 postpaid. Star Scenic Co., 1712 Boston Rd., Texarkana, Tex. fe17

SENSATIONAL COMEDY MATERIAL— Monologs, Blackouts, Gags, etc.; list free. Edman Books, Metro. Box 5556, Los Angeles 55, Calif. mh17

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 908 Tampa St., Tampa, Fla. fe24

ABCO-FANNETTE, \$3.90 DOZ.; MATCH- less Beauties, 3 doz. \$5; Wolf Decks, \$9.75 doz.; Fatima, \$3.25 doz.; cash advance. Box 46, Marlboro, Md. fe24

ADULTS NOVELTIES—20 ASSORTED SAMPLES, \$1, prepaid; also cleouseut merchandise. Cundiff's, Blufford, Ill.

AGENTS AND DISTRIBUTORS—RED HOT! Laugh Provoking! Everyone buys! Sell to tap rooms, 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 Blvd., 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 \$5 for price list and sample. Harwood, Box 116, Debel, Dayton, O. fe24

AMAZING MAGIC KEY FINDER—AT each key, locates immediately. Lost, misplaced keys; outstanding line of onyx-gold-plastic business cards; hottest selling novelty; advertising or merchandising; \$1 bill brings liberal quantity both items with your name, address or telephone gold imprinted on each; hurry. Sales Manager, Box 229-BBc, Hollywood, Calif. fe24

ART MODELS—CLEAR, GLOSSY 4x5 PHOTOS in sets; gorgeous beauties in curvaceous poses; 100; \$1.00; 100; \$1.00; 100; \$1.00; 100; \$1.00. Kisch, Box 575, Pacoima, Calif. fe24

ATOM BOMB PROTECTION—TERRITORIAL Salesman—Distributors wanted immediately. "The Chell" (chemically treated headketcher), worn as mask, is a remarkable and timely invention now being offered the public for first time. Retail for one dollar. Possibilities enormous for responsible men of quick action. Sample \$1. R. S. Taylor Co., P. O. Box 612, Benj Franklin Station, Washington, D. C.

BE MODERN—SELL FOLDING TOOTH Brush in beautiful plastic case, with sliding drawer for tooth powder or paste; convenient in pockets; for men, women or woman's purse; retail \$1, \$6 doz. as sorted; sample 50¢; mail money order. Smith & Smith, 200 Shiloh St., Pittsburgh 11, Pa.

BEST MEXICAN SPIDERS—HUNDRED, \$10; dozen postpaid, \$1.50. Address 1. Stern, Box 2037, Route 6, New Orleans, La. fe24

BIG PROFITS—MAKE FAST-SELLER! Chicotte Holiday Flowers, Monkey Trees, Dolls; literature free. Velva, Bohemia 6, N. Y. ap14

BUY NYLONS DIRECT FROM MILL—Write for Jobbers' prices. Joy Hosiery Mills, Delaware 8, N. Y. mh10

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save" Service Publishing, 1420 E. Investment Bldg., Pittsburgh 22, Pa. fe24

CLOSE-OUT! IMPORTED ENGLISH CIGARETTE Lighters; side roller action; medium size square design, attractive chrome finish; typical "Jeweler's" item (\$3.50 retail). \$12 dozen; sample deposit, \$1.50; refund guaranteed if returned; inquiries unnecessary (no literature). Trans-State Trading Co., 47-07 41st St., Long Island City, N. Y.

COMPLETE LINE OF PLASTICS—SCAL- loped Table Cloths, 54x54, latest prints, \$3.50 doz. and up; aprons, drapes, curtains, quilted spreads and other novelties, lowest prices, free literature. Samuel Rosenzweig Access Co., 8 Herzl St., Brooklyn 12, N. Y.

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 Personalized Stationery, Napkins; write today; it costs nothing to try. Cheerful Card Co., 78 White Plains, N. Y. fe24

EXCLUSIVE NEW NOVELTY LIGHTER first in U. S. Looks like 3.50, looks like 2.00, keyring as shown in Glamour Magazine. \$13.50 in dozen lots, cheaper in quantities. Quantity buyers, Distributors, Salesmen need it returned; inquiries unnecessary (no literature). Trans-State Trading Co., 47-07 41st St., Long Island City, N. Y. fe24

FLORIDA 110 VOLT CYPRESS KNEE TELE- vision Lamps; New, novel design; fast \$3.95 seller to homes, gift shops, etc.; cost \$18 doz.; sample, \$2.50 postpaid. Boyer Sales, St. Cloud, Fla.

FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, artistic novelties, ashtrays, keyholders, religious and nurse objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

FREE FOLIO—700 MONEY MAKING Deals; Plans, Formulas, Supply Sources; unusual items. Kolamite-A, Box 572, Dayton 1, O. fe24

GENUINE WOODEN NICKELS—SOUVE- nirs, advertising, 100 like for 3.50, Benke, 2405 Blanco, San Antonio, Tex. (No samples.) fe24

GIRL PICTURES—BEAUTIFUL POSES, 25 assorted, \$1. Fred G. Hine, 1314 Douglas St., Dept. NM, Omaha, Neb.

GIFT SHOPS—BEAUTIFUL MIRRORED 10x12 Plastic Shadow Boxes, crystal or mahogany, \$15 seller, \$15 dozen; sample \$2 postpaid. Ace Novelty, 343 S. Pulaski, Chicago 24, Ill. fe17

GIRL PHOTOS, MODELS, SHOW GIRLS—The most beautiful spectacular collection; 360 miniature glossy photoprints; on 4x5 prints, all different, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. (BB 12). mh3

GRAB BAGS—RETAIL, 10¢; 80¢ DOZ. IN 5 doz. lots. "E" Sales, Park Ridge, N. J. fe17

HUGE PROFITS—WESTERN SADDLE Horses and Metal Novelties; beautiful two-tone bronze; bargain package, 15 different samples; postpaid for \$5 cash order; unconditional 30-day money-back guarantee; free catalog. Bill Turbin, 40-41 195th St., Flushing, L. I., N. Y. fe24

ILLUSTRATED COMIC CARTOON AND JOKE Booklets, Illustrated Comic Postcards, 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' FULL FASHIONED NYLONS—Converters, \$1 grade, \$6.50 per dozen; 2's, \$3.50; 3's, \$1.50 per dozen; 2's and 2's enveloped and packed 3 pairs to the box; 2's banded 12 pair to the box; sample of 3 pair 2's, 3 pair 2's and 12 pair 2's for satisfaction guaranteed. United Sales Co., 118 Main St., Chattanooga, Tenn.

LADIES, LOOK! NYLONS AT WHOLESALE. Ladies' full fashioned, all shades and sizes; first quality; sample, 3 pair, \$3.25; dozen, \$12.12; first grade sample, 3 pairs, \$2.25; dozen, \$8.50; 3 grade sample, 3 pair, \$2; dozen, \$7. A. Barth, Route 1, Spokane 16, Wash. fe24

LET "PORT OF OPPORTUNITIES" SHOW you the most profitable things to sell! Hundred new products monthly. Publishers, Gardenville 12, N. Y. fe24

LUCKY CALENDARS—TELL LUCKY Days, Lucky Numbers, send dollar for starting outfit; bring back ten dollars; also Magic Joker Novelties (dime sellers), Seventy Pieces, dollar; prepaid; satisfaction guaranteed. Wholesaler Pauly, 2295 Concourse, Bronx 53, N. Y. fe17

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; expand territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. mh31

MAN AND WOMAN COIN-RISQUE COIN, both sides good; sample, \$1. Tupier Bros., 216 W. Jackson, Chicago.

MEDICINE MEN—SALESMEN ARE GETTING rich distributing foot powder. Foot- powder, to soldiers in camps and abroad. Quers sell liquid tonic in their neighborhood making themselves independent for life. Establish your own business. Send no money. Standard Products Co., Post Office Box 443, Detroit 31, Mich.

MEN! DOLLARS DAILY! DISTRIBUTING Adult Book Invitations! Start immediately. Complete supplies \$2. Hollywood Service, Box 12153, Los Angeles 26.

NOVELS FOR MEN—POCKET SIZE RE- prints from \$2 original editions, 4 different titles, \$1 postpaid, with wholesale price. Cosmo Service, Dept. BBN-3, 370 Beach St., West Haven 16, Conn. fe17

POCKET COMBS, 12 ON CARD, 100 CARDS, \$20; Clip Combs, 12 on card, 100 cards, \$25; also daps, towels and variety merchan- dise. Carleton House Distributors, Texas City, Tex. fe24

REAL GIRL PHOTOS IN BREATHTAKING poses; 24 different glossy photos \$1 post- paid; illustrated catalog 50¢; none free. Nutrix Co., Dept. M-49, 212 E. 14 St., New York City 3, N. Y.

RED HOT MONEY MAKER—SELLS FOR \$1; 1000 cost you \$6; \$994 profit; sample, instructions, \$1. Worldwide Sales, Everts, Ky.

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

SALESMEN DISTRIBUTORS—FAST SELL- ing Jewelry Items; direct factory connec- tion. Pickering Co., B-19 Bank St., Attle- boro, Mass. fe17

SELL DUPONT UNIFORMS—COMPLETE line famous exclusive Hoover styled nylon uniforms for beauty shops, nurses, doctors, waitresses, others; best quality, splendid values; exceptional income; real future; equipment free; write fully. Hoover, Dept. K-109, New York 11, N. Y. mh24

SELL TIES—DIRECT FROM MANUFAC- turer; lowest prices, finest fabrics; values up to \$2 each; your cost only \$6.50 per doz. and 3 doz. for \$18; double your money; send for free catalog; act now. Empire Cravats, Dept. B251, 648 Broadway, New York 12, N. Y.

STAG ASSORTMENT FOR MEN: RED HOT Cardstock Flowers, breath-taking lovelets. \$1, postpaid Steele, Box 4763-K, San Francisco. fe17

TV-ART ALBUMS—A NEW PORTFOLIO of female glamor, sample \$1; quantity prices Jay's Service, Box 864, Dayton, O. fe24

WIN REAL CASH—EVEN BEGINNERS make handsome profits selling new 21 for \$1 3-dimension Everyday greeting card assortments; novelties, gift wraps, house- hold items; free samples Imprinted Stationery, Napkins. Notes; de luxe All-Occasion samples on approval; bonus! Summer, Dept. R-10, Boston, Mass.

100 COMIC CARTOON CARDS, \$1—FREE List for your Letterhead. Cheshires Fun House 739 Poydras, New Orleans, La. fe24

\$124.50 WEEKLY GUARANTEED! AT home sparetime, \$1 (deposit). Science Syndicate, Howard Gibson, Distributor, 1332 Ark. Memphis 9, Tenn.

PHOTO KNIFE 1 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.

RAKE

TREATS YOU RIGHT!

EASTER STUFFED TOYS 38" High FOUR STYLES No. 134—Begging Rabbit, Ass. Colors No. 142R—Animated Face Rabbit, Ass. Colors No. 141—Pudgy Bunny, Ass. Colors No. 142D—Human Face Rabbit, Ass. Colors Sample, \$3.50. \$40.00 Doz.

GOLD STRIPED TABLE LAMP No. 648 22K Gold & Lustre Decoration. 22" High. Shade made of wash- able vinylite with rib- bon bow trim. Sample, \$4.75. \$4.25 Ea. in Doz. Lots BOUDOIRS TO MATCH 15" Tall. Individually Boxed. Sample Set, \$6.00. \$5.50 Per Set of Two in Lots of 3 or More Pr.

4-PC. DELUXE RHINE- STONE JEWELRY SETS No. 808, 4 styles, sin- gle strand. Sample \$5.00 \$52.50 Doz. No. 908, 8 styles, double strand. Sample \$6.00 \$66.00 Doz.

Full cash with orders under \$10.00 —others 1/3 Dep., Bal. C. O. D. Write to Dept. M for Complete List of Premium & Novelty Merchandise 609 Spring Garden St. Philadelphia 23, Pa. Lombard 3-2676

RAKE Full cash with orders under \$10.00 —others 1/3 Dep., Bal. C. O. D. Write to Dept. M for Complete List of Premium & Novelty Merchandise 609 Spring Garden St. Philadelphia 23, Pa. Lombard 3-2676

BINGO B 15 I 30 N 45 G 60 O 75 Supplies and Equipment

Red or Black Plastic INDESTRUCTO BALLS

ELECTRIC FLASH BOARDS ELECTRIC BINGO BLOWERS

Immediate Delivery Write Dept. K for Catalog and Sample Ball

MORRIS MANDELL, INC. 26 E. 13th St., New York 3, N. Y. Phone: Algonquin 5-5912

LAST CHANCE For our regular buyers and new accounts to obtain this stock at the low \$25.00 price. On account of conditions, we will be compelled to advance prices as goods get harder to find. Slum (Giveaways), Novelties, Toys, Gifts, Good for grab bags, giveaways for all kinds of games. 3000 Pc. Lot \$25.00 Satisfaction guaranteed or money re- funded. 25% Deposit, Balance C.O.D. **Mds. Distributing Co.** 19 E. 16th St., Dept. 88, N. Y. City 3

EVERYONE IS YOUR PROSPECT! Sell the New, Improved **GEM POSTCARD DUPLICATOR** Opportunity for alert salesmen to make Big Cash Profits and build up a steady repeat busi- ness. Thousands of GEM Stencil Duplicators are currently used by all types of businesses, organizations and individuals. Show it —it sells itself. Very simple to operate —no experience necessary. The Nationally Adver- tised GEM is GUARAN- TEED FOR LIFE. Learn how you, too, can make big profits and establish a steady, repeat supply business. Write for sales plan—no obligation. Our 21st Year. **BOND EQUIPMENT CO., Dept. 13** 6423 Enright St. Louis 5, Mo.

DELICIOUS CHOCOLATE EASTER EGGS Direct From Factory. Jobbers' Prices Luscious Coconut Fruit Cream Cen- ter. Hand Made. Hand Dipped. Each in Fancy Box, 1 Lbs., \$5 Doz. 24 to Case. Case Lots Only. Sample \$1 25¢ Cash C. O. D. **BARBARA FRITCHIE CHOCOLATES** Frederick, Maryland

ENGRAVERS with it since 1907 send for new 1951 CATALOG day and nite service phone: Blyport 1-5338 **MILLER CREATIONS** 7739 Avalon Ave. Chicago, Ill.



LAPEL SHAMROCKS

Green silk thread wound over wire frames. N3060—With Hat. Gro. \$1.90 N3059—With Pipe. Gro. 1.90 N3058—Plain. Gro. 1.10 IRISH FLAGS—Green silk, 1 1/2x2 in. N7824—Gross Flags. Full adult size, American made, heavy cardboard. N5212—Carton of 24 \$4.00 Write for St. Patrick's and Easter Circular. Deposit of 25% required on C. O. D. orders for other merchandise.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

Electro-Pop Toasters. \$24.95 retail. Ea. \$12.00 (\$11.50 ea. lots of 6) 10-pc. heavy gauge aluminum, perfect match Cook-Ware Set. \$24.95 retail. Set \$10.95 (\$10.50 set in lots of 6) First quality full-fashioned 51-15 Dupont Nylon Hose. Box \$ 3.49 (\$13.25 box doz. boxes) 24-pc. Silverware Set. Set \$ 5.75 (\$4.95 set in case lots of 25 sets) 4 pc. Cassini Jewelry Set. Set \$ 5.95 (\$5.50 set lots of 6) 16 pc. Knife Set. Set \$ 6.50 (\$5.75 set lots of 12) New Liquid Center Golf Balls. Dz. \$ 6.50 Refinished Golf Balls. Dz. \$ 4.50 25% dep., bal. C.O.D., F.O.B. Chicago. Note: For Nylon Hose only — we pay postage if cash in full accompanies order.

Del Marre, Inc. 411 Harrison St. Oak Park, Ill.

"OO-LA-LA," QUEEN OF THE PEEP SHOW in Magic Skin — Her Dance is Enchanting. Turn the crank and it's a Sale. A Hot \$1.00 number. It's Alluring — Fascinating. They All Buy — From 7 to 70. Price \$4.50 dozen in gross lots. Dozen \$4.75. Also FATIMA, \$3.25 dozen. LOW PRICES ON EASTER SPECIALS. Dz. Gr. Lots Dz. Fur Jumping Rabbit \$4.50 \$4.75 Fur Jumping Dogs 4.25 4.50 Tumbling Fido 4.25 4.50 Large Circus Seals 6.50 6.75 Bears 6.50 6.75 Itchy Dogs 1.50 1.75 25% Deposit—Balance C.O.D.

UNITED ENTERPRISES 175 5th Avenue New York 10, N. Y.

Easy to MAKE MONEY

WITH FAMOUS BOSTONIAN SHIRTS Thrilling new money-making opportunity — spare time, full time, sideline — with nationally known Bostonian Shirts. All styles, sizes, fabrics, colors. Dress and sport. Finest quality — sensational low prices. Also rain wear, 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.

METAL HORSES CLOCKS BULLS In Bronze and Gold Finishes. 10 1/2" Horses are available for immediate delivery. WE SELL TO WHOLESALE ONLY Write to Dept. 21 for Price List. Cardinal Mfg. Corp. 430 Keap Street Brooklyn 11, N. Y. Evergreen 7-5027

Big Profits Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25c. Bart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

PHOTOS in MILLIONS QUALITY PHOTOS IN QUANTITY 8 x 10—5¢, Postcard—2¢, Snapshots, 20 x 30—\$2.30 40 x 33. NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes. Write for FREE sample & list 88 MOSS PHOTO SERVICE 350 W. 50, N. Y. 19

ANIMALS, BIRDS, PETS

BEST PERFORMING SEALS — SELECTED from ocean by only trapper-trainer in the business; basic training given on definite order; two trained seals, props, ready for road. Homer F. Snow's Sealitorium, 1538 Golden Ave., Hermosa Beach, Calif. fe17 CAGE ANIMALS—CINNAMON RINGTAILS, \$17.50; Sooty Mangabeys, \$35; Spiders, \$20; Squirrel Monkeys, \$17.50; Marmosets, \$17.50; Ocelots, \$45; Grey Raccoons, \$10; Siamese Raccoons, \$25; send 1/4 cash balance c.o.d.; write for complete list. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fla.

FOR SALE—ONE TRAINED MONKEY, does a nice act, also rides a pony in good shape and nice to handle, price \$150. Obert Miller, Hugo, Okla.

FOR SALE—ONE TRICK MULE, BUCKING and Chaser, also works kicking cart. Contact Renee & Jim, R. F. D. #1, New Hope, Pa., c/o W. Sharkey.

FREAK—BELIEVE IT OR NOT HOLSTEIN Steer with heart in its throat; very healthy, over year old; will endorse medical information for show purposes; veterinarian 17 years and have never seen anything like it; amazing sight; best offer. Dr. G. A. Wiedemeier, Marcus, Iowa.

FREE—SPECIAL SHOWMEN'S PRICE LIST on Snakes, Reptiles, Animals, Birds for exhibit; prompt delivery domestic poisonous and non-poisonous Snakes, South American or Mexican Boas; ten per cent discount telephone sales. Wild Animals, Inc., Silver Springs, Fla. Telephone 668-White. fe17

GIANT SEA TURTLES—HARMLESS; VEGETARIANS; great attractions; live anywhere, \$150; other tropical birds, animals, etc. Marine Gardens, Clearwater, Florida. fe17

PROTECT YOUR VALUABLE PETS FROM loss: Metal Collar Plates stamped with your name and address, 2 for \$1; rivets included. C. Horton, Box 152, Sta. A, New Haven, Conn.

SURPLUS STOCK FOR EXCHANGE—MALE Llamas, all ages and colors; tame, hand-raised Deer, many varieties; African Pygmy Donkeys; over 150 surplus animals. We wish to acquire 2 Snow White Shetland Ponies, 2 Black Shetland Ponies, 2 Palomino Shetland Ponies; we are interested in a pony of any color not over 28 inches high; young Giraffe or Elephant, 3 to 5 years old. Will trade on a very liberal basis, over 700 animals on hand. Catehill Game Farm, Inc., Zoological Garden & Recreation Park, Catskill, N. Y. fe17

WANT TO BUY 3 YOUNG ZEBRAS, 1 to 2 years old, must be sound and priced right for cash. Obert Miller, Hugo, Okla.

BUSINESS OPPORTUNITIES

AMUSEMENT ROAD TO RICHES—AUTOMATIC Miniature Bowling Alley (13 1/2 ft., 18 1/2 ft., 23 1/2 ft.); can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; 895-8950 starts you; indoors-outdoors. Kingpin, 128 North Court Square, Memphis 3, Tenn.

COLLECTION AGENCY BUSINESS EASILY learned by mail; pays big; free booklet. Franklin Credit School, Roanoke 7, Va. mh10

FOR SALE—ROLLER RINK, 100 FT. square, volcanic ash, beautiful snack bar, Wisconsin hard maple floor, overhead natural gas and heaters. Fort Collins Amusement Co., Dba. Long Pond Roller Rink, 1009 Laporte Ave., Fort Collins, Colo. fe17

FOR SALE—COMBINATION REFRESHMENT Stand, Bar and Restaurant; located on Staten Island Beach near Fort Wadsworth; five year lease, established 14 years; excellent opportunity, owner leaving because of illness; price \$12,000, \$8,000 cash, balance terms. Box 617, The Billboard, 1564 Broadway, N.Y.C. fe17

FOR SALE—MINIATURE TRAIN AND Kiddie Car Ride; located in nationally known Lando Park; full price \$4,900. Ray Biedermann, 1135 W. Mill St., New Braunfels, Tex. mh10

FREE FOLIO—700 MONEY MAKING Deals, Plans, Formulas, Supply Sources; unusual items. Kolamite-E, Box 572, Dayton 1, O. fe24

HUGE PROFITS! MAKE FAST DOLLARS working small town promotions; legitimate, tested, tried. Write Smith Associates, Paragould 3, Ark. fe24

INDIAN BEADWORK, BUCKSKIN BEADS. Feathers, Moccasins, Wigs, Supplies, buying direct from Indians, prices reasonable, free list. Pawnee Bill's Indian Tradeable Post, Box 35-B, Pawnee, Okla. fe24

NEW CONCESSION TRAILER, 20x7 1/2, Steel and Masonite, work 2 sides, ideal for road or still spot, \$1,200. Box 1, 2162 W. 83 St., Cleveland 2, O.

PORTABLE SKATING RINK—SIZE 40x90, office 12x12 in sections; 155 pr. Skates and all equipment, 5 Pool Tables with equipment; you must see these two outfits to appreciate price; must sell due to ill health; everything in perfect condition; can be bought right. Write 421 South St., Gastonia, N. C. Phone 6080, Gastonia, N. C. Phone 33075, Charlotte, N. C.

"PRICED TO SELL"—ROLLER RINK AND Amusement Park with new 2 R.R. Hour or beautiful north shore of Minn.; will consider some good income property in trade in Minnesota or Wisconsin. For further information write: Income Estates Co., 2431 Hennepin Ave., Minneapolis, Minn. Attention, Wallie Zimmerman.

QUICK SIGN PAINTING—USE LETTER Patterns; avoid sloppy work; no waiting time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51, Ill. mh3

RACING AND AMUSEMENT PARK—NEW \$18,000 drive in service; 25 miles from the site of the new bomb plant that is to employ 24 thousand people; only place in 125,000 investment offers for Minn.; 30% down, balance 10 years. Seay's Realty Co., Augusta, Ga. fe17

SELL FREE RADIO TIME—500% PROFIT. P. E. Brooner, 1810 American, Pomona, Calif. fe17

WANTED—MEN AND WOMEN TO OPERATE missing persons bureau. Write, Jan, 2266 S Chase Ave., Milwaukee 7, Wis. fe24

YOUR ADVERTISEMENT IN 40 WEEKLY newspapers, \$3.50 (24 words); 132,000 readers; Texas or elsewhere. M Pennebaker, Kerrville, Tex.

\$10,800 PROFITS AT HOME! LIFETIME opportunity! Free Advertising Method Builds Your Own Home Mailorder Business! Capital, experience unnecessary; start spare time; no merchandise investment! No advertising risk! Exciting, practical; copyrighted, notarized, proven plan, 25¢ satisfaction guaranteed. Treasurer, 149 Storey, New Rochelle 26, N. Y.

200 CAR DRIVE-IN MOVIES IN CENTRAL W. Va.; 16MM Arc Equipment and Concession Trailer; \$1,000 down. Riverside Drive-In, Gassaway, W. Va. fe17

1,000 POSTCARDS, \$10, REPRODUCED from photograph-negative or picture; 15 word advertisement, name and address; sell them or save them, mails for 1¢; samples, 10¢. Tuclaw Art, Stanhope, N. J.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 65 in this issue.

COSTUMES, UNIFORMS WARDROBES

THEATRICAL PAPIER MACHE MADE TO order. John Pretorius, Box 932, Riviera Beach, Florida. Formerly of N. Y. for 45 years. mh31

JEWELRY! IS OUR BUSINESS VALUE! IS OUR MOTTO We Have Everything For: Jewelers • Engravers • Demonstrators CATALOG No. 55 BF Contains most everything in merchant disc for the jeweler. CATALOG No. 105 Contains complete selection of engraving jewelry especially for the engraver and the demonstrator. (STATE YOUR BUSINESS) All Orders Shipped Same Day Received BIELER-LEVINE 5 No. Wabash Ave. Chicago 2, Ill. ALL PHONES Central 6-7966

LOW PRICES WHILE STOCK LASTS FAST SELLERS—ORDER TODAY EASTER PARADE \$6.75 Dz. LARGE FUR SQUIRREL 6.75 Dz. FUR CORILLA 7.20 Dz. NEW KITTEN 6.75 Dz. G.I. SHARPSHOOTER 3.25 Dz. FATIMA—It's Hot 3.60 Dz. FANETTE 4.80 Dz. F. O. B. CHICAGO 25% deposit on C. O. D. orders Banner Merchandise 145 S. WELLS CHICAGO, ILL.

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. 40¢; Per 100 \$4.50 Irish Paper Hat Candy Box (2"x3"), Doz. \$1.25; Gr. \$1.40 St. Patrick's Day Balloons, Gr. 6.75 St. Pat Crepe Party Hat, Gr. 4.50 Jointed Green Wigs Snakes, 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 35, IND.

Quick Photo Invention! PDQ CHAMPION PHOTOMASTER Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper, picture size 2 1/4 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88 PDQ CAMERA CO. 1161 N. Cleveland Ave. Chicago 10, Ill.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz. Each pair in beautiful cellophane envelope. 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

ART STUDIES For ARTISTS and PHOTOGRAPHERS. Beautiful and alluring models. 12 glossy 4x5 photos to a set. 1 doz. sets \$ 7.20 100 sets 50.00 500 sets 225.00 1000 sets 400.00 1/4 deposit with order, balance C.O.D. HAROLD HANSEN SALES 2851 Madison St. Chicago 12, Ill.

"The book you must own!" DRAWINGS FROM HUMAN FIGURES! For the artistically inclined! Contains HUNDREDS of Illustrations—Notes, Charts and other Detailed and Related Information on every Part of the Body. Both male and female. Pencil—Ink—Rope and in Action. Priced \$1.00 specially at WAYERLY BOOKS, 80 E. 11 St., Dept. S-16 N.Y. 3, N.Y.

FOR SALE SECONDHAND GOODS ABOUT ALL MAKES POPPERS AVAILABLE; Candy Corn Machines, steam powered Popcorn and Peanut Wagons cheap. Krispy Korn, 120 So. Halsted, Chicago, Ill. mh31 AMPRO 16 MM. TWIN ARC SOUND Projector (dual unit) complete; practically new, list \$3,090, take \$1,600 cash, f.o.b. Strickland Film Co., 220 Pharr Rd., N. E., Atlanta, Ga. FOR SALE—CARPENTER SHOP EQUIPMENT, like new, reasonable price; see or write. Mr. Byrd McChesney, Box 44, Dawson Springs, Ky. FROZEN CUSTARD MACHINES—POPCORN Machines, Popcorn "See" Vendors, Cigarette Machines, Candy Vendors, complete "Drive Ins." State your needs; 30 years' experience enables us to help "you." The Beverator Co., 600 Hyatt Ave., Cambridge, O. Phone 32941. fe17 NEW FLOSS MACHINE, \$219; NEW NICHROME Ribbons, \$3 ea.; \$30 doz.; New and Used Popcorn, Peanut, French Fry, Snowball and Water Ice Machines. Jones, 140 Vine St., Philadelphia 6, Pa. fe24 POPCORN MACHINES, PEANUT ROASTERS, candy floss, geared popping, candy, caramel corn kettles. Northside Co., 509 E. 4th Indianola, Iowa mh3 WILL TRADE FOR HANKY PANK CONCESSIONS, Kid Rides or House Trailer; Three acres level land, 3 miles south of Arcadia, Mo., heart of Ozarks, vacation land; 1,700 feet elevation, panel highway, electricity, commercial and school buses, hundred miles south of St. Louis; wonderful location for home or business catering to tourists. Large entrance of new State Park, visited by thousands of tourists each year. William Allen, Zion, Mo.

FOR SALE—SECOND-HAND SHOW PROPERTY ALL 16MM. SOUND—1,000 FEATURES. 2,000 Shorts, Serials, \$5 reel; 50 DeVry Natco Projectors, \$150 each. Roshon, North Court Square, Memphis, Tenn. BARGAINS GALORE THEATER AND Sound Projectors, 16 and 35mm. 1 Area, Rectifiers, Chairs, Drapes, Screens, S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. fe24 BRILL HAS FOUR NEW PLANS—14x28 Bingo, African Dip with Roll Out Mable, 6 Platform Illusions; \$5 each; Live Pony-Goround, \$3; free circulars, catalog. Brill, Box 875, Florida, Ill. COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; price low on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. fe24 FACTORY BUILT TRAILER—EQUIPPED for Snow Cones, used two years, A-1 condition, price \$500. Mrs. S. H. Corley, 500 W. Sixth St., Newton, Kan. FOR SALE—20 NEW MERRY-GO-ROUND Horses, medium size, hand painted jumpers, all or in pairs. W. A. Merriam, Ogden, Iowa. Phone 205. FOR SALE—SMITH AND SMITH CHAIR—o-Plane, 22 feet high, front box and truck for request. Ride, \$700; both, \$1,100. William Mesplet, Fair Grounds, Greenwood, S. C. FOR SALE—MINIATURE TRAIN, 1946 model; Train, Three Coaches, Front Ticket Box, Center Light Tower and plenty track. Half price, \$1,500. William Mesplet, Fair Grounds, Greenwood, S. C. FOR SALE—HASSAN DIRECT POSITIVE Camera, double sizes, 1 1/2x2 1/2 and 2 1/2x3 1/2, mounted in back of living trailer, complete; bargain, \$450; consider good operator for road or book for season. Peerless Amusements, Fair Grounds, Greenwood, S. C. FOR SALE—ONE KING FUN HOUSE, mounted on a twenty-four-foot trailer and opens up to a forty-eight-foot front, complete with lower and International traction; price \$2,500 cash; one Smith & Smith Chairplane, 18-foot tower, completely rebuilt at the factory two years ago; LeRoil four-cylinder motor with V drive, complete with International tractor and trailer; price \$2,000 cash; this equipment is not junk; can be seen in Altoona. Write Thompson Bros., Altoona, Penna. FOR SALE—KIDDIE AUTO, KIDDIE AIR-plane, Smith & Smith 24-seat Chairplane; all in running condition, ready to go; also Public Address System, Record Player, Mike for 6-8 volt or 110; first \$1,200 gets used or will sell separate. Write wire or phone C. Crittenden, 710 Mill St., Midland, Mich. FOR SALE—PORTABLE ROLLER RINK; 50 by 120 tent and floor, sound system, pop cooler, cash register, 100 pr. Chicago skates; all in A-1 condition. For details write Don White, Fairbault, Minn., fe24

FOR SALE—HIGH SWAY POLE RIGGING. Pulley Blocks, Cables, complete 165 ft. high. Contact Renee & Jim, R. F. D. #1, New Hope, Pa. (c/o W. Sharkey.) FROZEN CUSTARD TRUCK, ABSOLUTELY complete; machine, power unit, truck excellent; sacrificing. Robert Fleming, 40 E. 316 St., Willowick, O. mh3 MERRY-GO-ROUND PONIES — ROCKING and stationary; outside circular scenery for 2¢; 18 in. Herschel Brown Novelty Rides and Shows, 5720 Este Ave., Cincinnati 15, O. MINIATURE ROCKET TRAIN RIDE—Capacity 15, complete setup. Truck with Hoist. A DeKeyser, 1842 23 Ave., Moline, Ill. OUTDOOR SHOWMEN, ATTENTION — Axes for Stakes, \$2.50 ea.; Nashville Double Head Cotton Candy Machine, Head used one week, \$150; outdoor Barrel, \$35; Peanut Warmers with Whistles, \$35 ea.; Star Peanut Roaster. Send 1/4 deposit with order, bal. c.o.d. Sam Miller, 127 Profile Ave., Portsmouth, N. H. SECOND HAND FILMS BOUGHT, SOLD and Exchanged. Write for our Lists, Film Classic Exchange, Fredonia, N. Y. fe17 STRONG SHIPPING CASES—40x26x28, FOR plaster, canvas, \$10 each, Indianapolis. Write Lasser, 115 W. 18th St., Chicago. TWO COMPLETE AMPRO-ARC 16MM Sound Projectors with 55 Watt Amplifiers and Hi-Int Lights; complete unit, \$750 or dual outfit, \$1,300; cost over 3M. Ideal Store Gassaway, W. Va. fe24 WANTED TO BUY—TWO ANDRE FLOSS Candy Machines; no other make considered; state lowest cash price. J. B. Kirby, 2251 First Ave., South, St. Petersburg, Fla. \$5 ELY FERRIS WHEEL, GOOD CONDITION; for sale or lease. Box 147, Ansonia Station, N.Y. 23, N.Y.

INSTRUCTIONS BOOKS & CARTOONS

HAVE FAMOUS ARTIST CARICATURE You! Ideal present; photo and \$5. C. Lowen, 552 St. Marks Ave., Brooklyn, N. Y. YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 10¢. Balda, the Lightning Cartoonist, Oshkosh, Wis. mh17

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$56.00 gross. Send \$ for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D. SUNBEAM PRODUCTS 634 4th St., South St. Petersburg, Fla.

\$5.25 Each ORIGINAL HORSESHOE ELECTRIC WESTERN HORSE CLOCK, #3MS In lots of 6 or more, Sample \$5.75. BEST BUY IN U.S.A. Finely Detailed Horse Shoe Case. At the base of clock two horses roaming in corral. A mounted original Western Designed Metal Horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high, 17" long on wood base. Individually boxed. \$6 or more Sample HULA LAMP \$10.00 Ea. \$11.00 Ea. SESSIONS ELECTRIC HORSE CLOCK, self-starting sweep second hand movement. Gold, Silver or Rose Gold finish. 6 or more, \$6.75 ea. Sample \$7.25 ea. 25% dep. with order, bal. C. O. D., F. O. B. Chicago. 816 W. Maxwell St. Chicago 8, Illinois WHOLESALE ONLY

FREE! FREE! WHOLESALE CATALOG MONEY-MAKING OPPORTUNITY! Agents — Distributors — Salesmen Deal direct with nationally known wholesale 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 533 Woodward Detroit 26, Mich. GEM SALES

HAWAIIAN NUDE DOLL Made of soft flesh-like plastic rubber—lifelike, over 7 1/2" high. She wiggles, she shimmies, she bumps, she grinds without any mechanical device. \$13.80 Doz. Without Sample, \$1.25 \$12 Doz. 3 for \$3.50, Blonde, Brunette & Redhead. Send \$10.00 for assorted samples of our complete merchandise. No C.O.D.'s. Jobbers: Write for quantity prices on all items. PARISIAN ART PRODUCTS 141 Fulton St., Dept. 2, New York 8, N. Y.

The Laugh Gag of 1951 THREE OF A KIND STALIN and 2 Other A... CASH IN on the popular American feeling about Soviet aggression! Every-one will want one of these statuettes. Gets laughs wherever shown. These unbreakable plastic statuettes can be hung on wall as plaques or stood on table, bar or mantel piece. Hot! Timely sellers! YOUR COST \$3.00 DOZ. ONLY \$3.00 Individually Boxed Sample 50¢ Order From Your Jobber or Direct From EXCLUSIVE PLAYING CARD CO., Mfrs. 1139 S. Wabash, Chicago 5, Ill.

Sell Ultra-Blue Stock Signs To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display MAKE MONEY on our fast selling signs! COST 6¢—SELL 35¢ 15 Samples Ultra-Blue Store Signs, 7x11 \$1.00 15 Samples Ultra-Blue 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, 8 1/2x22 1.00 Sample Assortment of Pricing Tickets... 1.00 Above Samples Mailed Postpaid 100 Ultra-Blue Stock Signs, 7x11, 3¢. No COD's L. Lowy, 812 B'way, N. Y. 3, N. Y., Dept. 609

We Sell Wholesalers Only BINGO Specials—5 ups, 6 ups, 7 ups 7 COLORS PAPER PLASTIC BINGO BALLS—MARKERS SERPENTINES—CONFETTI STAGE MONEY A. J. Wildman & Son 139 W. 19 St. New York 11, N. Y. Samples and quotations upon request SOMETHING NEW! 1. Unpainted Home "Television Bar." 2. Trapelette Electric Bingo Blower. Priced so you can buy today! LIPKA MFG. CO. 617 East 11th St. New York 9, N. Y. Spring 7-3327

NEWEST SENSATION!!

Novelty Salt and Pepper Shakers, beautiful hand painted ceramic figurines in Cactus, Animals, Birds, Houses, etc. Collectors go wild over these. Retail 69c to \$1. Sample 24 assorted sets. \$9.00. BALL POINT PENS, with Metal Cap and Clip, every pen guaranteed! Ass'd colors, \$8.00 gr. KNIGHT IN SHINING ARMOR Cigarette Lighters, individually boxed, \$4.75 doz. PEARL NECKLACE in 3 1/2x6 1/2 satin lined, leatherette covered, hinged gift box, \$4.80 doz.

25% Deposit, Balance C.O.D.

MIDWEST PRODUCTS

210 GF FIFTH AVENUE NEW YORK 10, N. Y.

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors, smart finish. Attractively boxed.

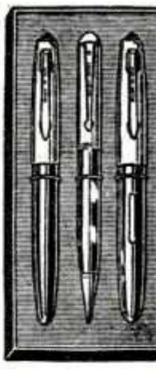
SPECIAL PRICE

\$54.00 Per Gross Sets

Sample Set, \$1.00

25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!



H. EPSTEIN 27 East 22nd St. New York 10, N. Y.

PLASTIC 7 PIECE CORDIAL SETS

AT A LOW, LOW PRICE!

\$1.75 Ea.

In Lots of 12

Sample: \$2.75 ppd. Cash with order.

ROBEL SALES CORP.

244 Canal St., Dept. Q, New York, N. Y.

Profit Making SPECIAL SENSATIONALLY PRICED

PRECISION MADE

ELECTRIC SHAVERS

Individually wrapped with \$22.50 price tag, including simulated pigskin pouch

SINGLEHEAD DOUBLEHEAD

GROSS LOTS \$1.75 ea. \$2.50 ea.

LOTS OF 60 1.85 ea. 2.60 ea.

LOTS OF 12 1.95 ea. 2.75 ea.

Full Line of Watches Available Sample, \$1.00 Extra.

25% Deposit, Balance C. O. D

NATIONAL DISTRIBUTING CO.

CALUMET BLDG. MIAMI, FLA.

NEW MAGIC TRICK CONTROLLED DICE BOX

POCKET SIZE

Mystify and amaze your friends. Make any number you desire at any time. Sent complete with operating instructions and without these secret instructions it is impossible to control the dice. Uses only fair dice and will stand the closest inspection. Cash in now, be the first to own one of these amazing tricks. GREATEST INVENTION SINCE THE TRICK KNIFE.

\$7.50 Ea. (\$2.50 with order) Balance C.O.D.

R. E. YAGER DISTRIBUTING CO.

435 Collinsville Ave., East St. Louis, Ill.

Powerful, ALL METAL BINOCULARS

Retail Only \$1.00 Your Cost

50¢ Each

Min. Order 2 for \$1.00

Your customers will thrill at the sight of these wonderful binoculars. Powerful, sturdy, all metal construction. Genuine ground lenses give clear, close-up views of sports, nature study, seashore, etc. Amazingly sharp details. Compare with binoculars selling for much more. ORDER TODAY. \$6.00 per dozen while they last.

B. M. LULOFF, Dept. B1

107 Manhattan Ave., Brooklyn, N. Y.

Attention! Novelty Stores!

Rush \$2.00 for Samples of 15 Fast Selling MAGIC TRICKS, JOKES & PUZZLES. Retail Value, \$4.00.

STATE LINE OF BUSINESS AND ASK FOR LARGE WHOLESALER CATALOG NO. 10.

D. ROBBINS & CO

131-B W. 42nd St. New York 18, N. Y.

MAGICAL APPARATUS

AAAA-2 2-HEADED NICKELS, \$1 EACH: heads or tails. Jet Motivation & Co., 13 Harrison Pl., Clifton, N. J. mh10

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog. Buyer's Guide, both 50¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. fe24

JOKES, TRICKS, PUZZLES, NOVELTIES—Latest list, 25¢. Package Hot Gum and Key Puzzle free. Bolay's Hobbies, Bolay Building, Decatur, Ill. fe17

RUBBER MAGIC—RUBBER BEER BOTTLE, good for productions, \$1; Rubber Milk Bottle, packs small, very good, \$1; Rubber Fried Egg, sunny side up, 25¢; Rabbit from Hat, Rubber Rabbit used for productions from hat, \$1; all prices prepaid. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, O.

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound, easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 South High, Columbus, O. fe24

THE MIND READING SNAKE—FOR Snake Charmers, Magicians and Mentalists; for show folks only; secret, \$2. Clyde W. Hudnall, Box 266, Omak, Wash. fe24

512-PAGE CATALOG OF 2,500 TRICKS—Pocket parlor stage; World's Finest Magic; send \$1.50 for catalog (refund first \$6 order). Kanter's, B-1311 Walnut, Philadelphia 7.

MISCELLANEOUS

"BELLY TANKS"—\$9.95; STEEL, SIX OR ten foot size; free picture. Buck's Auto Parts, 1625 "T", Merced, Calif. fe17

DOLLAR GIFT FOR WIFE, DAUGHTER or Sweetheart; send 50¢ coin or stamp. Behm, 3635A Roosevelt, Chicago 24. fe17

LEATHER BADGE HOLDERS FOR IDENTIFICATION badges, \$1.90 dozen prepaid; money order. Jerome Co., Box 40, Tremont Station, New York City. fe24

PULLMAN BUS—SLEEPS 18, GALLEY, running water, excellent condition, \$1,500, terms. For pictures and description write Todd School, Woodstock, Ill.

SEWING MACHINE—WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximately \$9 ea.; \$x100, \$62.74; \$x100, \$72.50; \$x100, \$82.25; \$x100, \$92; \$x100, \$101.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Canvas Products, 417 East Fern, Detroit 26, Mich. Phone: Cadillac 5699. fe17

WANTED—OLD SILENT MOVING PICTURE Machine, with or without film; offer the better. Don Malkames, 7 Plymouth Ave., Tuckahoe, N. Y. fe24

WANTED—PLACE TO BOARD THREE bear cubs; must be immediate vicinity NYC. Write or phone Win Goulden, Benton & Bowles, 444 Madison Ave., N.Y.C. MU 8-1100.

MUSICAL INSTRUMENTS, ACCESSORIES

HAND ORGANS—(1) 23 KEY, PLAYS 9 tunes, \$225; (2) 20 KEY, plays 10 tunes, \$300; both in good condition. L. French, 26 Dix, Worcester, Mass.

HURDY GURDY—HAS MANDOLIN ATTACHMENT; good condition; make offer. L. French, 26 Dix, Worcester, Mass.

VIBRATO WANTED—WANT TO FIND VI-brato Tail-Piece Attachment for standard guitar. Kent Kistler, Alta Vista, Kan. fe24

PERSONALS

AT YOUR SERVICE—PERSONAL SHOP-per! On the road, or deep in rehearsal! We'll shop for you. Modest fee. Simon Posna Co., 41 Union Square, NYC. Algonquin 5-6070. fe24

"BROADWAY, THE MAIN STREET OF Heaven." Factual, Truthful and Biblical; free copy. Showman's Testament Fellowship, Box 1, Pontiac, Mich.

GLAMOUR GIRLS! PROUD PARENTS! PEN Pals! Salesmen! Your favorite snapshot on stamps! Stick 'em on books, letters, greeting and business cards, etc. Special! Rush snapshot (returned) and \$1 for 50 professionally made stamp size photos. Roscoe Heavener Jr., Colmar, Pa.

HAVE A CHICAGO MAIL ADDRESS—Business or personal; information free. Schultz House, 3115 N. Seminary, Chicago. fe24

"SHARKEY," PAINTER OR TATTOO artist; also George Williams; get in contact with me at once; important. O. B. (Babe) Francis, Soldiers' Home Hosp., St. James, Mo.

PHOTO SUPPLIES DEVELOPING-PRINTING

CLOSE-OUT—450 2x2 COLOR ART SLIDES; late series; first money-order for \$67 for the lot. Hansen, 2851 Madison, Chicago 12.

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts, Photo Novelties, DP Camera, 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 indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable. 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. Hankel Photo Supply Co., 1414 McGee, Kansas City, Mo. fe24

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper, now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. fe24

PRINTING

ALWAYS LOWEST PRICES! QUALITY 3-color 14x22 and 17x26 non-binding Window Cards for all occasions; write for prices, samples; specify samples wanted. Tribune Press, Earl Park, Ind. mh3

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-Lithography, 5233 Cleveland, Kansas City 4, Mo. mh10

LOW-COST FOLDERS—3x5, \$3 1/2; WRITE free samples, prices, other sizes. Penn Photomounts, 335 Woodland, Glenside, Pa. fe24

PHOTOCOPIES (PHOTOSTATS)—UP TO 8 1/2x11, 25¢; stated; we pay postage. Curry, 3170 S. W. 8th St., Miami, Fla.

PROFESSIONAL PEOPLE—SPARKLING, original designs for letterheads, still envelopes, show cards, newspaper ads, theater sig cuts, etc. Advertise yourself when you mail; tell me your needs; I'll send sketch, no charge; satisfaction or no sale; I supply printing plates and mats; twenty years in theatrical advertising. Bobbing Studio, 1112 Esplanade, La Fayette, Ind.

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$2. Smallwood Printery, 2715 W. Cincinnati, O. mh17

WANTED CARDS, PROGRAMS, HERALDS; Photo-Offset Printing, Cato Show Printing Co., Cato, N. Y. fe24

14X22 WINDOW CARDS, THE BELL PRESS, Winton, Pa. fe24

\$1 POSTPAID—50 8 1/4x11 HAMMERMILL Letterheads with 50 6 1/2 Envelopes. Benneville Printing Service, Box 1931, Pittsburgh 30, Pa.

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS, Lincoln, Chicago. np

MAKE MONEY WITH FAMOUS, EASY-selling Bostonian Shirts; spare time, full time sideline; fabrics, outfit free. Bostonian, 89 Bickford, Dept. B-77, Boston 30, Mass. mh31

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 8-2544. fe24

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

NOTICE New Rate Effective March 24 Issue

15c a WORD—MINIMUM \$3

BASS AND VOCALS FOR ESTABLISHED quartet; locations only; state all in letter. Bert Dean McKinley, 3519 S. Cedar, Lansing, Mich.

CLARINET MAN, DOUBLE TENOR FOR established polka band. Write L. A. Berg, Albert Lea, Minn. fe17

DANCE MUSICIANS—GUARANTEED SALARY. Cliff Kyes, Box 611, Mankato, Minn. mh17

GIRL ACCORDIONIST, AMATEUR CON-sidered; have new accordion; stage show. Bert Dean, 518 W. Arderton Rd., Flint, Mich.

GIRLS WANTED FOR POSING GIRL Show; experience unnecessary; top salary; state age, height and weight. Address Bill Woodall, Gen. Del., Moultrie, Ga. fe24

JOIN SERGEANT GRAFFIN'S CIRCUS, playing army camps, going to Florida; will teach aerial acts; must have transportation; share receipts. Charles Graffins, Alexandria, Va.

LEAD TENOR, DOUBLING CLARINET FOR semi-band, prefer salesman; state salary. Carl Colby, Alexandria, Minn.

MIDGETS WANTED—MALE OR FEMALE. Win Goulden, Benton & Bowles, 444 Madison Ave., N.Y.C. Murrayhill 8-1100.

MUSICIANS FOR TWO BEAT BAND—Salary, sleep, bus; state experience. Buddy Bair, Box 113, Colome, S. D. mh3

MUSICIANS—SEMI-NAME COMMERCIAL Bands, hotel and ballroom locations; steady employment; state experience and draft status. Box #C-310, Billboard, Cincinnati, O.

MUSICIANS WANTED—ALL INSTRUMENTS; single, experienced, fake; year contract; good salary, plus room and board; whisky, dopeheads, lay off; others state all first letter too. Orchestra Leader, 503 Omega St., El Campo, Tex.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

WANTED—BILLPOSTERS AND LITHO-graphers for summer season. Write Art Miller, Hugo, Okla.

WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

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

BANDS & ORCHESTRAS

BAND—COLORED; AVAILABLE FOR MUSIC for all occasions. Write 315 Pratt, Buffalo 4, N. Y., or call CL 0047 after 5 p.m. Jimmy Beard.

COLOR ORCHESTRA AVAILABLE FOR engagement; 3 to 7 pieces; union, well organized; big library of pops and standards; go anywhere, travel or locate; wire, write, telephone 9546. W. "Pops" Harris, 210 E. Seminary St., Danville, Ill.

MISCELLANEOUS

PROF. ERWIN SPIES—THE DE-MATERIAL-izing medium or escape artist is at leisure. 202 Lyell Ave., Rochester, N. Y.

SITUATION WANTED BY SINGLE MAN—No experience, but interested in any form of show business. Am successful salesman, but wish change of occupation; consider all propositions. Virgil H. Lehr, 5333A Terrell, St. Louis, Mo. fe24

MUSICIANS

ALTO SAX DOUBLING CLARINET—Union, Leo Johnson, Lynnhurst Hotel, New Orleans, La.

AVAILABLE—VIOLINIST WITH SYM-phony, dance, radio, television experience; double on trombone; draft exempt, union. Musician, 713 W. 14th, Austin, Tex. Phone 25532.

AVAILABLE IMMEDIATELY—TENOR Clarinet, Alto; honest, commercial band, no jazz. WA 1181, Eddie Klah, 416 E. 17th, Indianapolis, Ind.

AVAILABLE—VIOLINIST WITH SYM-phony, hotel band, Western, radio and television experience; play hot fiddle, double trombone; draft exempt, union. Musician, 713 West 14th St., Austin, Tex. Phone 25532.

AVAILABLE—EXPERIENCED, RELIABLE, sober, solo or combo pianist, double organ; draft exempt. Contact Oliver Compagnon, "Once the Ship," Drebach, Minn.

BARITONE, TENOR, CLAR., VOCALS—Name, experience; nice appearance, reliable, draft exempt; excellent references. Box C-307, care Billboard, Cincinnati, O.

DRUMMER—SEMI-NAME EXPERIENCE, available immediately, sober, reliable, read, cut shows, Latin-American rhythms; prefer location. Jerry Udelhofen, 843 Wall St., Mankato, Minn. fe24

DRUMMER VOCALIST (BALLADS)—Name available immediately, name, semi-name experience; jazz, commercial; cut shows, etc.; draft exempt. Musician, 1831 Galloway St., Memphis, Tenn. Phone 7-5381-W.

DRUMMER—VOCALIST—EXPERIENCED commercial bands and combos; 25, draft exempt; experienced ballad singer, baritone. Art Williams, 119 N. 5th St., Springfield, Ill. fe24

FEMALE ACCORDIONIST—PIANIST; LIM-ited vocals; union; experienced as inter-missionist, musical attraction or stroller; available now. Musician, White House Hotel, Apartment 6, Biloxi, Miss.

HAMMOND ORGANIST—HAVE OWN OR-gan and transportation; play classical and popular; desire hotel or cocktail lounge; desire no charge present engagement. Homer Shenton, c/o YMCA, Box 29, Warren, O. fe17

HAMMOND ORGANIST—DESIRES POSI-tion in dining room or cocktail lounge; double on piano; smooth styling; refined; can meet people all social levels; excellent repertoire; completely reliable; 15 years' experience. All inquiries will be answered. Organist, Box 528, Corning, N. Y. fe17

HAMMOND ORGANIST—MALE, NON-union, years of experience; very large library, excellent references; play piano and organ combination; preferably in the East. Ben Leaman, 56 Ontario St., Corning, N. Y. Phone 1239-W.

HAMMOND ORGANIST WITH ORGAN, Chimes; sweet music for your cash register, customers! Photo, record, reasonable; draft exempt. P. O. Box 208, Chicago. mh10

LEAD ALTO, CLARINET AND FLUTE—cut or no notice; name experience; available immediately; union. Rudy Fischer, Waterloo, Ill. Phone 95.

MUSIC COPYIST—COPY READY FOR printer; chords added; title printed; lyrics typed. Delpha Foster, Box 1323, Central Station, Tulsa 1, Okla. fe24

NEW ORLEANS STYLE JAZZ TROMBONE; cut any book, go anywhere, draft exempt. Howard Stratton, 528 N. Rampart, New Orleans, La.

PIANO MAN—WELL EXPERIENCED IN territory bands and combos; married, dependable, draft exempt; join immediately. Tex Catron, Woomersocke, S. D.

ROLLER RINK ORGANIST AT LIBERTY April 1; first in years; best of refer-ences; married, sober, draft exempt; com-pletely reliable and congenial; desires per-manent location; past experience with RSOA rinks; thoroughly familiar with dance steps; if you want a first class organist answer this ad. Box #C-311, care Billboard, 2160 Patterson St., Cincinnati. fe24

STRING BASS, DRAFT EXEMPT, EXPERIENCED, read, fake, will travel, reliable, sober, prefer hotel band, consider others; write, wire. Rudy Bandy, 2602 Jay Ave., Cleveland, O.

TENOR—LEAD, ANY CHAIR, VOCALS, semi and name experience; Latin, shows, society, jazz! Full tone, excellent instruc-tion, phrasing; will travel, draft exempt. Ed Arnold, 101 Union, Doylestown, Pa. fe24

TENOR SAX AND CLARINET—READ, fake, transpose stocks for tenor band; experienced, draft exempt, travel anywhere, union. Al Phillips, 301 Randolph Ave., So. Plainfield, N. J. fe24

TENOR CLARINET, FLUTE—NAME EXPERIENCE; 25; available immediately; all offers considered. Jerry Noble, 25 Cherry St., Palmyra, Pa. Phone 8-5024. fe17

TENOR MAN—PREFER LEAD; ARRANGE any style or combo; go anywhere; write or wire. Al Gaffney, 4849 Marysville Rd., Del Paso Heights, Calif.

TROMBONE, SEMI-NAME EXPERIENCE, good tone, reader and fake; consider any good offers. Jack Brooks, 3105 Park Ave., Memphis, Tenn. Phone 35-3374.

TRUMPET, VOCALS—DOUBLE TROM-bone; combo name, hotel, show, lead experience; single, sober, reliable; available now. Musician, White House Apt's, Pensacola, Fla.

TRUMPET, DOUBLING TENOR, VIBES; also vocals, arrange; plenty experience, good reader, fake; combo or commercial band; will travel; good Drummer also avail-able. Ken Wolf, Box 165, Canton, Mo. mh3

ASTOUNDING! AWE INSPIRING!—135 Ft. high in the sky; unique breath taking high ladder trip; a World's Fair attraction, featured in many big city outdoor stadium thrill circuses, celebrations; priced at \$700 per engagement; one week or less; no pro-rated propositions, please! Photos, Mats, Paper? Yes!!! Write Crash Dunigan's Sky-High Thrillers, 237 Osgood Ave., New Bri-tain, Conn. fe24

BALLOON ASCENSIONS, PARACHUTE jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. mh17

SEMI-NAME COMMERCIAL Bands, hotel and ballroom locations; steady employment; state experience and draft status. Box #C-310, Billboard, Cincinnati, O.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

WANTED—BILLPOSTERS AND LITHO-graphers for summer season. Write Art Miller, Hugo, Okla.

WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

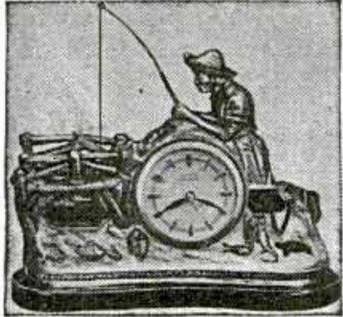
WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City, Ky. fe17

WANTED—PIANO PLAYER, VOCAL, FOR small combo; club work, Hammond, Trailer, Sleeper; state all. Red Lee, Box 1305, Havre, Mont.

WANTED—EXPERIENCED, RELIABLE Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 300, Park City

NOW... THE FIRST TIME ANYWHERE
 This New ACTION Money Maker...
#107 FISHERMAN CLOCK...



Lacquered Gold and Silver Plated. 2-tone finish, guaranteed not to tarnish. Two miniature fish swim in a glass enclosed pond with lighting controlled by separate switch. Fisherman's rod moves as fish nibble bait.

Dependable United self-starting electric clock manufactured under Westinghouse license. A SURE-FIRE SALES WINNER!

25% deposit, balance C.O.D. If not for resale, add Federal Excise Tax.

Telephone: ORegon 3-6330

\$8.50 Each in Dozen Lots
 Samples, \$9.50 Ea.

CUTTLE & COMPANY, INC.
 928 Broadway...New York 10, N. Y.

Mdse. Topics

From All Around

G & S Manufacturing Company, Nashville, wholesale importer and manufacturer, has moved offices and showrooms to larger quarters at 514 Deaderick Street. . . **Oak Rubber Company**, Ravenna, O., has been licensed by **Walt Disney Productions** to manufacture a line of toy balloons patterned after characters in the "Alice in Wonderland" film. There are toss-ups and head balloons of Alice, March Hare, Mad Hatter and Cheshire Cat. Round balloons are printed with various Disney characters, and round story prints have four characters around the balloon. The balloons are enjoying brisk demand. An exclusive and new item by **Ted Burke Industries**, New York, is the Hula Dancer lamp. A press of the button and the 26-inch lamp lights. Press again and the "grass" skirted girl dances. The metal lamps come in richly toned gold, silver, rose gold or bronze, with skirt and satin shade in maroon, chartreuse or green. Dealer discounts are available on the item which retails at \$18.95 and carries a 20-year guarantee.

Kan-Kraft, Inc., Hillside, N. Y., announces its simplex 3-in-1 can and bottle opener to sell for 49 cents retail. The item punches two holes in one operation and is said to eliminate splash. The reverse side lifts bottle caps. It comes chrome plated with red, yellow or black plastic handle. . . **Sun Rubber Company**, Barberton, O., has introduced Dippy Duck to retail at 98 cents. The vinyl plastic tub toy, eight inches long, makes a gurgling duck sound when squeezed with the bill held partially submerged. It is white with pink, yellow and blue tints. . . For prices varying from 15 to 79 cents **Ideal Novelty & Toy Company**, New York, has a line of plastic military vehicles that should catch the eyes of kiddies in these days in which emphasis is on national defense. The line includes an engineer's tractor-bulldozer and military police, signal corps, canteen and ambulance vehicles. Patrol, hospital and tugboats are also included. . . **Dillon-Beck Manufacturing Company**, Hillside, N. J., has announced a line of clothes racks for doll clothes to retail at 39 cents. The complete stands with assorted color hangers are packaged in four-dozen lots and come individually boxed. . . **Albert H. Prow** was recently elected a vice-president of **Eagle Rubber Company**, Ashland, O., manufacturer of play balls and toy balloons.

Chicago

Something different in novelties is being offered by **Exclusive Playing Card Company**. Called the cocktail dice set, it consists of seven plastic drink stirrers with dice heads and a plastic container shaped like a die. This novelty item is packaged in individual gift boxes and comes in assorted colors. The dealer is supplied with a counter display with each dozen ordered. Set is made to retail for \$1.50. "The Thing," laugh novelty, recently introduced by **Exclusive**, is doing so well that the firm going back into production on this statuette that expresses its feeling about Soviet aggression.

Nat Cook, of **Cook Bros.**, has moved his family from New York to a permanent residence in Chicago. . . "Back Seat Driver," a new laugh-getting plastic novelty being introduced by **Topic Toys**, is an item for wives who do their steering from the back seat. When set in motion, the gal in the back seat pokes the driver in the back and starts "yakity-yakking." Gadget attaches by means of suction cup to auto dashboard. Will retail for about 79 cents. Dealers will be furnished counter displays.

Los Angeles

The souvenir concession at the World Transcription Fair at Santa Anita Park, Arcadia, Calif., will be handled by **Frontier, Inc.**, headed by **Roy Rogers**. The fair opens June 30 for 72 days. **Ira W. Curry**, managing director of the fair, said that Western souvenirs will predominate and that **Rogers** has stated that all articles will be sold at competitive prices. It was said that this marks one of the few times **Rogers** has backed such an idea and that he accepted on the assurance that all articles sold will have fair-trade prices.

Beauty Combined With Utility
IT'S A BUCKLE—IT'S A LIGHTER

Easy one hand operation with the dual purpose belt buckle-lighter. Eliminates bulging, sagging pockets.

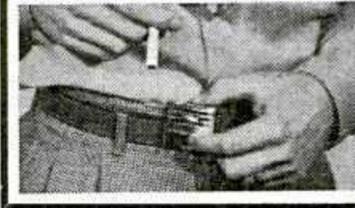
Sample \$4.00

DeLuxe ensemble complete with high quality genuine cowhide belt in small, medium, large and extra large sizes. Lighter-Buckle comes in gold or chrome finish. Specify.

6 or more \$3.75 each

#6712-B Gold—1" width
 #6711-B Chrome—1 1/4" width

Packaged in embossed leather-like gift box which can be used as a utility box around the house, with 2-color gold & black price tag of \$14.95.



U.S. Pat. Pend. D12453

Terms: 25% dep. with order, bal. C.O.D., F.O.B. Chicago.

COOK BROS. 816 W. Maxwell St. Chicago 8, Illinois
 WHOLESALE ONLY

EASTER SPECIALS!



MECHANICAL FUR COVERED HOPPING RABBIT
 \$4.50 DOZ.
 \$48.00 Gr.
 Individually Boxed. Immediate Delivery.

FULL COLOR 5"x7" RELIGIOUS LIVING PICTURES
 Madonna Sacred Heart Pope (Bl. & Wh. Only) \$6.60 Doz.
 in Bl. and Wh. \$7.80 Doz.
 in Full Color



1 1/4" St. Patrick's Buttons . . . \$2.00 per 100; \$17.50 per M
 1" Green Ribbon . . . \$2.50 per 100 Yds.
 Large Mechanical Hopping Bear . . . \$5.75 Doz.; \$43.00 Gr.
 Mechanical Fur Covered Seal . . . \$5.75 Doz.; \$43.00 Gr.
 25% deposit required with all orders, balance C. O. D.

KIM & CIOFFI

912 ARCH STREET PHILADELPHIA, PENNA. MARKET 7-2283

#10 EASTER ASSORTMENT



Assortment consists of

	Cost	Retail Value
10c Easter Grass—12 boxes	\$.80	\$1.20
10c Easter Dye—1 display box (36 pieces)	2.16	3.60
19c Easter Napkins, pkd. 32—6 packages	.75	1.14
25c Rubber Bunny—6 pieces	1.00	1.50
10c Pulp Rabbits—6 pieces	.40	.60
10c Plastic Rabbits—12 pieces	.80	1.20
\$1.89 Soft Stuffed Plush Rabbit—1 piece	1.20	1.89
Easter Egg Candy—2 lbs.	.64	.96
10c Easter Basket, small—6 pcs.	.40	.60
50c Easter Basket, large—3 pcs.	1.00	1.50
10c Easter Coloring Books—6 books	.40	.60
69c Metal Motorcop Bunny and Cart—1 pc.	.45	.69
	\$10.00	\$15.48

Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880
 340-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

ATTENTION, WIRE ARTISTS



The use of copper and nickel materials for jewelry is now prohibited by Government Regulations.

Write at once for new prices on your requirements of Sterling Base.

We regret that since our wire is now all precious metal, we cannot give free samples.

25% deposit on all orders, balance C.O.D.

THE IMPROVED SEAMLESS WIRE CO.
 775 Eddy Street Providence 5, R. I.

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



HOT SPRING SPECIAL!

Workers' Tool Tie Slides



Highly polished 18 kt. gold plated, two tone finish (white and gold) in attractive display boxes. \$2.50 price tagged. Six different implements—sell on sight!

25% deposit—money order, balance C.O.D. Allow for postage on prepaid orders. Write for list of hot specials!

#901 Dozen \$4.50
 Gross Lots \$51.00
IMPERIAL MDSE. CO. 893 Broadway New York 3, 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.
 303 5th Ave., N. Y. 16, N. Y.

ELGIN • BULOVA • BENRUS



Watches for Big Profits
 Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new.
 15-Jewel \$12.65
 17-Jewel \$14.45
 21-Jewel \$18.95
 Gold Plated Stretch Band, 92¢ add.
 R. G. P. Combination Band, \$1.50 add.
 Leatherette Gift Box, 65¢ add.

25¢ Cash or stamps brings you our 73-page new 1951 wholesale catalog—will be credited to your first order.



CHRONOGRAPH
 Copies of \$75 watches with ass. colored radium dials, genuine leather strap. White cases. Individual gift box.
 Lots of 4 \$3.95 Ea.
 Rose colored case. Lots of 6, ea. \$4.75.
 Sample \$1 add'l.

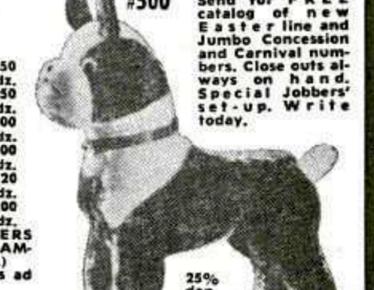


Brand New Rhinestone Case Watch
 Copies of expensive \$200 & \$300 watches. 7 Jewel—
 \$9.95
 17-Jewel, \$12.95
 RHINESTONE OR PLAIN DIALS

Matching Expansion Wire Band, 25¢ add. Rhinestone Dial, 50¢ add. Wholesale Only—25% Deposit With Order, Balance C.O.D. Open Account to Rated Houses.
MIDWEST WATCH CO. 5 S. WABASH AVE. CHICAGO 3, ILL.

UNBELIEVABLE LOW PRICES!

JOBBERS—DISTRIBUTORS
 Terrific Values. Order Easter Stuffed Toys Now.
EASTER ITEMS
 • 32—38" hi-grade rayon plush \$37.50 dz.
 • 35—36" rayon plush Cuddly \$37.50 dz.
 • Rabbit, asstd. colors \$18.00 dz.
 • 82—12" REAL FUR White \$18.00 dz.
 • Begging Rabbit \$15.00 dz.
 • 26R—18" Rayon Plush Begging Rabbit, asstd. colors \$15.00 dz.
 • 44R—Assorted 8" Plush Rabbit and Chicks \$7.20 dz.
 • 699E—12" Rayon Plush Elec. tric-Eye Rabbit, asstd. colors \$18.00 dz.
 SEND \$21.25 AND RECEIVE 17 NUMBERS POSTPAID! (One dozen = 44R and SAMPLES of each of the other 5 numbers.) Send \$35 and receive all samples in this ad POSTPAID!



SENSATIONAL PRICE SLASHES
 • 500 19x21" Rayon Plush Black and White Terrier \$18.00 dz.
 • 600 19x23" Rayon Plush Donkey. Open mouth. \$18.00 dz.
 All dressed in plastic collars, saddles, blankets, etc.
 • 700 20x24" Rayon Plush Elephant. Asstd. colors. \$18.00 dz.
 • 800 14 1/2x25" Rayon Plush Colt. Open mouth. \$18.00 dz.

25% dep. req. bal. C.O.D. if not rated.
 Each \$36.00 All Four \$14.50 of the \$36.00 Samples dx. Postpaid!
 SPECIAL SET-UP FOR QUANTITY USERS!

ACE TOY MFG. CO. 122 WEST 27 ST., NEW YORK 1, N. Y.

WHOLESALE ONLY UNREDEEMED WATCHES

ORIGINAL, RECONDITIONED—LOOKS LIKE NEW
 Gents' Bulovas only. Every watch cleaned by registered watchmaker.
Bulova 15 Jewel \$12.75 **Bulova 17 Jewel \$14.50** **Bulova 21 Jewel \$18.50**
 Bulova expertly rebuilt in new modern cases. Rhinestone ruby dials.
Bulova 15 Jewel \$12.75 **Bulova 17 Jewel \$14.50** **Bulova 21 Jewel \$18.50**
 Swiss 17j. a shield movement modern case, rhinestone ruby dial, looks like real diamond watch, \$12.50.
 Every watch with gold filled expansion band. \$3 dep. on every order, bal. C.O.D.
LOUIS BARRETT 611-A GODCHAUX BLDG. NEW ORLEANS, LA.



All Extra Heavy Mountings
 10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Solid.
 • B2200—1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby, emerald, sapphire, aquamarine, topaz, white, fire opal.
 Per Doz. \$15.75
 Per Doz. \$4.00



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

COMPARE—IMPORTER TO YOU!

FUR Hopping Rabbit \$5.00 doz. \$4.80 case or gr.
PLUSH Hopping Squirrel 6.20 doz. 5.75 case or gr.
New "Easter on Parade" 6.20 doz. 5.75 case or gr.
 Chocolate Easter Eggs direct from factory—Old fashioned hand dipped—No raisins or currants—Roasted Cashews and Diced Citrus—Individual two color set-up boxes—One pound, \$4.00 per dozen, 10% discount on 3 dozen or over—SAMPLE, 75¢.

EASTERN-WESTERN ENTERPRISES
 Manufacturers—Manufacturers' Agents—Wholesale Distributors
 740 McKean Avenue Showroom—Sales Donors, Pa. Phone 1300
 Diamond Wholesalers—Factory Watch Distributors—Toys—General Merchandise
 Request Free Catalog—25% deposit or prepaid with all orders.

ARMY AND NAVY RUBBER STAMPS

(MADE WHILE YOU WAIT)
 Alex Freedman—Original Mfr.
GLOBE RUBBER STAMP CO.
 5414 VICTORIA AVE. LOS ANGELES 43, CALIF.



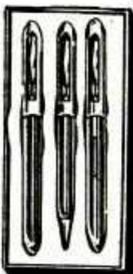
**POT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET**
54x72 Packed 30 to Case
\$3.50 EACH IN CASE LOTS OF 30
\$3.60 Each in Less Than Case Lots
\$4.00 for Sample Postpaid

Case lots of 30
No. 140 TOBAS \$3.25
No. 144 Midway 3.25
No. 145 Magnet 4.10
No. 146 Mingo 4.10
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

IMMEDIATE DELIVERY



← **STYLE 3CC**
3 pc. Plastic Pen Set
METAL CAPS
Fountain Pen
MECH. PENCIL
Ball Point Pen
\$45.00 GROSS
\$4.00 DOZEN

STYLE 4PK
4 Pc. Plastic Pen Set, METAL CAPS.
With Knife
\$67.75 GROSS—\$6.00 DOZ.

STYLE 4MC
4 Pc. Plastic Pen Set, METAL CAPS.
With Flashlight
\$64.00 GROSS—\$5.50 DOZ.

SAMPLES \$1.00 EA.
25% deposit with order, M.O. or Cash—F.O.B. N. Y.

International Pen Corp. 7 West 22nd St. New York 10, N. Y.

THERE IS NOTHING LIKE A DAME!!
And NOTHING Like GORDON'S
Line of HOT NOVELTY SIZZLERS!!
Write for catalog of 500 sellers

SALOME DANCING GIRL—Watch her wiggle and shake DZ. \$3.60
STRIP TEASE PHOTOS—Clothing disappears when tilted DZ. 2.25
MATCHLESS FLAMES—Large matchbook of 15 color art poses DZ. 1.90
ART MODEL PHOTOS (2)—An plastic frame with key chain DZ. 1.30
"BUST WITH HUMOR"—20 "type" pictures in booklet, a riot DZ. 1.10
DIAL-A-BASE—4 art views in case; just turn; on key chain DZ. 1.20
GIRLIE PUZZLE GAME—Try and roll balls into "right place" DZ. 1.65
ART MODEL VIEW WALLEY—With 2 art inserts; indiv. box DZ. 4.75
DANCING DARLENE—Curvaceous beauty on suction cup DZ. 2.25
MILD CIGARETTE VIEWER—20 poses to pack; new; 10 packs to ctn. 5.40

GORDON MFG. CORP. 110 East 23rd Street, New York 10, N. Y.

SEND FOR FREE COPY TODAY!

**OUR LATEST
GENERAL
CATALOG**

IS NOW AVAILABLE
ATTENTION, CONCESSIONAIRES
AND NOVELTY WORKERS

Our general catalog illustrates
the latest and most complete
line of Novelty and Premium
Merchandise, including Blankets,
Electric Appliances, Glassware, Aluminum
ware, Clocks, Lamps, Toys, Dolls and
hundreds of other popular items suitable for
Salesboard Operators, Premium Users, etc.

GELLMAN BROS. Inc. 119 NORTH FOURTH ST.
MINNEAPOLIS 1, MINN.

BINGO GAMES—SUPPLIES
Punch Boards, Raffle Cards, Carnival Goods,
Noisemakers, Paper Hats, Decorations—Write for our
Special Winter Catalog—Be Sure and mention your line of Business

MIDWEST MERCHANDISE COMPANY 10TH & BROADWAY
KANSAS CITY, MO.

**ST. PATRICK'S DAY
SPECIALS!**

Badges (Button
With Double
Ribbon). Gr. ... \$3.60
Badges With Hat
and Shamrock or
Pipe and Sham-
rock. Gr. 6.00
Badges With
Metal Harp. Gr. 6.00
Metal Shamrock
With Ribbon. Gr. 4.80
Erin Go Bragh Cel-
luloid Buttons.
Per 1000 16.50
Per 100 2.00
St. Patrick's Felt
Banners, 12x30.
Per 100 16.00
Erin Go Bragh
Flag, 12x18. Dz. 2.40

1/4 Deposit With Order,
Balance C. O. D.

**SCHATTUR
NOVELTY COMPANY**
142 Park Row, New York 7, N. Y.

**BURKE BREAKS
THE MARKET
PISTOL LITERS**

100% Automatic Pull
Trigger, it's lit
release, it's out. Extra
brilliant chrome. Full
size (3 1/4 x 2 1/4). Special. \$96.00 gross
Same as above plus gen. Mother of
Pearl handles.
\$10.80 doz. \$120.00 gross.
Slightly smaller size, semi-automatic.
\$5.40 doz. \$60.00 gross.
With pearl handles.
\$7.20 doz. \$72.00 gross.

\$3 Inflated Dolls, 5 ft. tall, 50¢ ea.;
Rhinestone Watch and Jewelry Com-
bination, gift boxed, \$12.50 set;
\$1.98 Combination 100% Auto. Ball
Pen & Pencil in 1 gold unit, 40¢.

YED BURKE INDUSTRIES
Dept. B-33, 10 W. 27 St., N. Y.
NU 4-6755

**Here She is!!
THE DOLL OF THE YEAR**

SELLS ON SIGHT
wherever there's a youngster

B-I-G P-R-O-F-I-T-S
BETTY SUE—measures a
full 15 inches—weighs less
than 7 ounces. Cute little
washable face. A riot of
color in lovely satins,
checks, polka dots, prints.
Adorned with bells, rib-
bons and pom-poms. It's
love at first sight with every
youngster. You'll love her,
too, because she's a real
money maker. Sample only
\$1.25 Postpaid. MONEY BACK
GUARANTEE, 25% deposit on C.O.D. orders.

MARY LOU (Betty Sue's
Big Sister), 22". Sample
only \$2.25 Postpaid.

Send \$3.50 for both Postpaid. MONEY BACK
GUARANTEE, 25% deposit on C.O.D. orders.
UNIVERSAL LINE, Dept. BB-1, Orange, Mass.

Television Lamps, \$3.50 ea.
In lots of 6 or more.
Sample \$4.00.
For television, desk or bed-
room. Cast bronze Indian
has sharp features and high
polish. Shade and base are
of solid copper-satin fin-
ished and lacquered. Lamp
stands 15" high with 6"
diameter shade. 25% de-
posit with order, balance
C.O.D., F.O.B. Cincinnati.
HOUSE OF KIRK
Box 1472, Cincinnati 1, Ohio

**GIVE TO THE
RUNYON CANCER FUND**

Pipes for Pitchmen

By **BILL BAKER**

MAD MONK RASMUSSIN . . .
is working ear muffs at skating
rinks and hockey games in Canada.

The smart pitchman gets the lucre
while his contemporaries are sitting
around discussing personalities.

LEW KENNEDY . . .
reports from Tacoma that he went
to town with tops in Woolworth's
five and dimer there during Decem-
ber and that his holiday sales
were the best he's had in three
years. "I have my rad layout
working now and it's doing okay,"
Kennedy scribes. "My wife is
working a shampoo stand here,
too, and getting top money. How-
ever, this is the Pacific Northwest
where everybody is working and
everyone spends. There's nothing
wrong with the West Coast. I really
get a kick out of the guys who are
always squawking. After 28 years
of it, I can tell anybody who wants
to know that it is never the item
they are selling which is at fault
if they hit a bloomer. It's always
the way the item is sold."

A thirst of knowledge can
be quenched by listening in on
the conversations of some
pitchmen in hotel lobbies.

IT'S JUNE . . .
in January with Alabama Jim
Stutz, who reports from Rahway,
N. J., that during a recent warm
spell he sold balloons on Long Is-
land and worked three markets in
a row to good results. He adds that
a number of pitchmen are working
Long Island and New Jersey mar-
kets this winter. Among them is
Abe Kipple with his bubbles lay-
out. Stutz says that a recent edict,
which prevents pitchmen from
making a living in New York is
causing them to make the circuit
of markets now operating near-by.
Stutz also is lining up circus and
carnival dates for several well-
known shows in New Jersey, New
York and Long Island, he reports.

BIG AL WILSON . . .
reports from Fort Worth that the
Fat Stock Show there is encounter-
ing its worst weather in years and
that snow and freezing rain has
made it impossible to work out-
doors.

He protects himself and his tips be-
cause he can determine good merchand-
ising from bad.

BIG BELLE . . .
is reported to be gathering a good
share of the lucre working kitchen
gadgets indoors at the Fat Stock
Show, Fort Worth.

SPEEDY HASCAL . . .
who has had more than his share
of ill luck in the past year, has re-
turned to his trailer home in
Cleveland following a lengthy stay
in City Hospital there. While
his health is improving, he says,
it will be some time before he's
able to make a pitch. To add to
his woes, his wife, Ruth, was
rushed to the hospital last week to
undergo an emergency operation.
Speedy says that altho she seems
to have made the grade okay, he
doesn't know when she will be re-
leased from the hospital. He adds
that he has a spot at the Clevel-
and Sportsmen's Show that can be
worked with mice and cards and
says that anyone wanting to make
the event can get in touch with
him at 811 Prospect Avenue. He
says that he'd like to read letters
from the boys.

About the only time a pitch-
man will call upon another
pitchman for consultation is
when he needs someone to
share the blame.

"LEFT NEW ORLEANS . . .
January 23 and arrived here
January 25 en route to New York,"
blasts Tom Kennedy from Colum-
bus, O. "As soon as I hit the
Illinois line I encountered snow
and bad weather and decided to
remain here until safer driving
prevails. To pass away the time
and help defray the nut, I'm work-
ing the new H. L. Green store here.
Al Eisenberg is here and waiting
to open with cleaner, which will be
any day now. Al and I worked to-
gether about 18 years ago. A
j. c. i. is in town with eye-glass
cleaner and to listen to her give
out with figures she would need
an adding machine to total up the
score. Why some workers get the
amount of their takes mixed up
with telephone or box-car numbers
is beyond me. They are kidding
nobody but themselves. How long
does it take them to smarten up?
Saw Dave Rose, Jake Branholtz,
Jack Young and Barney Kaplan in

New Orleans. They say they will
remain down yonder until the
bluebirds start coming north. They
can have that territory as far as
I'm concerned, Louisiana I mean.
I want no more of it. I could give
out with a column on why I don't
care for that territory, but few
people would be interested and I
have neither the time nor the in-
clination to do so. Perhaps I will
later on. Note that Big Al Wilson
thinks he saw Count Seldom Skoff
and Doc Lushwell driving along
the main stem in Dallas in a Model
T Ford, with me in the back seat.
I was driving and, of course, I
wasn't in the back seat. Further-
more this was a used car. You'd
probably split your sides if I told
you what it was used for."

You never get any credit or money
for the things you meant to do.

W. F. McDONOUGH . . .
last week returned to his Gardiner,
Me., headquarters from Montreal
where he worked the Hotel Show
with Jack Cleary, of Nashua, N. H.

ARTHUR BURNS . . .
of Gardiner, Me., and Chet Gree-
ley, of Liberty, Me., are reported
to have turned some nifty tips
with can openers on a Ninth Street
lot in St. Albans, Vt., recently.

W. (BILL) GORSKI . . .
currently on a tour of chain stores
with slicers, recently plied his
wares in McKeesport, Pa., to lucra-
tive takes.

THEY TELL US . . .
that business in the defense towns
is gaining momentum. Many
pitcheroos are reporting that their
businesses have shown good in-
creases over December returns.

Pitchmen grow old only when they
stop working.

STILL REPORTED . . .
to be working on the West Coast
are Oklahoma Whitey, balloons;
Jack Mayo, hoops; Earl Moore,
slicers, and Red Bennett, kitchen
gadgets.

ANYONE KNOWING . . .
the whereabouts of James R. Clark,
who is reported to be working In-
dian med at stock sales in Western
North Carolina, is asked to have
him contact his wife, Mae Clark, at
Port Orange, Fla. T. J. Worth
reports that Mae is paralyzed and
near death there.

**UNITED STATES
GOVERNMENT
PLACES RESTRICTIONS
ON
METAL JEWELRY**

We are prepared to supply you as
we did in World War II with the most
beautiful Earrings, Brooches, and
Earring and Brooch Sets in gift boxes
ready for mailing. No picture or
words can describe the radiant
beauty of our sequin glitter peacock
and butterfly earring and brooch sets,
which are as new as tomorrow, and
are getting big money wherever they
have been shown. Retail values
range from \$6.00 to \$24.00 per dozen.
Over 100% profit. Sample assort-
ment of our hottest numbers shipped
postpaid, \$5.00. Remit by postal
money order, checks must be certi-
fied. Hello, all my Hawaiian cus-
tomers, all 105 of you with gift and
novelty shops. Be on the alert for
things to come. Place your orders
for future delivery now, before parcel
post overseas restrictions take effect.
Our money back guarantee was born
in 1923. Over 50,000 satisfied Bill-
board customers.

J. A. WHYTE & SONS
Manufacturers and Importers
Little River, Miami, Fla.
Tel.: 89-5232, Cable Address: Wyco

PITCHMEN—SALESMEN

**WE'VE BUILT THE
BIGGEST
"TIP"
IN THE WORLD!**

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 . . .
through PROFIT-SHARING
method.

Contact us IMMEDIATELY!
Give full details. Replies confi-
dential.

**Television Advertising
Associates, Inc.**
913 Cathedral St., Baltimore 1, Md.

**PITCHMEN!
SALESMEN!**

**HOTTEST, CLEANEST, FASTEST—
COSMETIC DEAL!**

Terrific for demonstration—natio-
nally advertised—proved by terrific
grosses wherever worked. Available
only for fairs, home shows, garden
shows, expositions, celebrations. Not
a "gimmick"! Largest selling cos-
metic item of its kind in the world.
Write for complete details.

GUITARE, INC.
452 N. Robertson Blvd.
Hollywood 46, California

**PAPERMEN
WAR MAPS**

These maps are going great guns. Have
you tried them? We can ship anywhere
in the United States and can give you
authority on a good farm publication.
Write for prices.

ED HUFF & SON
P. O. Box 7696 Dallas 10, Texas

**BALL POINT
PENS \$1325**

WITH METAL CAPS & CLIPS
CHEAPER THAN REFILLS
Full Pen Visible Ink Supply
25% deposit with order, balance C.O.D.
ARTHUR LEE CO., Dept. BB-17
16 Court St., Brooklyn 2, N. Y.

**STEEL OR WOOD
CHAIRS**

Folding or Non-Folding
Prompt delivery. Minimum order
4 doz. Ask for prices, tail number
needed. **ADIRONACK CHAIR CO.**
1140 B'way, N. Y. (27 St.), Dept. 4, MU 3-1385

**ILLUSTRATED
CARTOON BOOKLETS!**

55¢, FELLOWS! BE THE LIFE OF THE PARTY
WITH THESE SMALL ILLUSTRATED CAR-
TOON BOOKLETS OF COMIC CHARACTERS
\$10, ALL DIFFERENT, \$1 POSTPAID
\$5.00 NO POSTAL C.O.D.'S!
REGINALD SALES
1216-BB Park Row Bldg., New York 7, N. Y.

**PROTECT
YOUR
UNPATENTED
INVENTION**

PROTECTION OF YOUR
PRIORITY OF INVENTION
RIGHTS BEFORE PATENTING
PROTECTION WHEN SUB-
MITTING YOUR IDEA . . .
Two Complete Books RECORD OF
INVENTION FOLIOS FOR TWO INVENTIONS ONLY!
\$3 postpaid. Send cash, check or Money Order to
Monarch, P. O. Box 5674, Chicago 80, Ill.

LOOK—NOVELTY & TOY BUYERS—LOOK
Novelties, Toys, Gifts, Premiums, Souvenirs
direct from the makers. Regular trade dis-
counts. New goods each week. Send two
dollars or five dollars for big sample assort-
ments. State your requirements or line of
business for full co-operation.
BLUE MOON COMPANY
F-1, Ravenswood, W. Va.

**MEN'S SEXUAL-LIFE OFFER! SHOWS
LARGE SIZE ILLUSTRATED
CARTOON BOOKLET
FOR MEN
FUNNY FEMALES
25¢**

K. HARRIS P. O. BOX
63518, PALM SPRINGS, CALIF.

Salesboard Sidelights

Muncie Novelty Company, Inc., Muncie, Ind., reports its play stimulators, for shuffle-alley and pin ball games, have been getting top reception from operators of this type coin equipment. According to Muncie's H. M. Shoemaker, Match Play, a bowling game booster, takes the cake as a more-play magnet; it entitles shuffle player to draw a ticket after each roll and if his score matches the ticket number he walks off with the jackpot. Another ticket item Lucky-"0," offers pin players a chance to win an award if his ticket ends in "0"; each deal offers up to 600 plays depending upon the pin score made necessary to select a

ticket. Shoemaker adds that his firm is readying another new game that should be of prime interest to operators of arcade coin equipment.

Marshall Maltz, Peerless Products, Inc., Chicago, says new board output is being kept on "one brand new release each week" basis. Firm's two-shift production is credited with furnishing the get-up and go behind the new board and total production program. Marshall is bubbling over with enthusiasm for the Peerless Double or Nothin' line; it includes some top type gal numbers, he says.

Jerry Scanlan, Chicago, introduced a new Little Chief pellet game last week, Charley's Single Uncle. It features a radical change in play action, with a single plunger deal instead of companion games' triple plunger action, Jerry points out. It's available in nickel, dime or quarter play; designed so that boosted intake hypes play with a greatly increased payout.

Secore & Secore, Chicago, continues to send in word of increasingly better business conditions. Firm's Indiana representative, **Lou Rotfeld,** is parading around the Hoosier State in his new Hudson and turns in his own report of good business. Secore's Kansas man, **Ben Carco,** has a like story to tell about his area. **Irving Secore** took off last week for a trip thru West Virginia and Maryland. Brother **Mort** is recovering from a session of doctoritis, and is getting back on his feet in fine fashion.

Seen, Heard at Tampa

Continued from page 56

Joe Munves, of Mike Munves Corporation, New York, was on deck with a new air hockey game.

Joe Murphy, Dallas midway op, reported that he recently purchased a new home there. Also in from Dallas were **Fred Tennant Jr.,** concession manager, Texas State Fair, and **Ed Meeks,** ride op and member of the Dallas fair board.

Bob (Diggers) Parker and his wife, **Leona,** took time out from the fair activities to toss a house warming at their new fishing camp at not-far-distant Inverness. Guests included **Ned E. Torti,** Wisconsin Deluxe Company, Milwaukee; **Mr. and Mrs. Thad Work,** owner-operators of White Lake Park, N. C., and **Mr. and Mrs. Andy Markham.**

Lou (Peasy) Hoffman, of the Johnny J. Jones Exposition, took a day off from the fair to see the filming of *The Greatest Show on Earth* at the Ringling-Barnum winter quarters in Sarasota. . . . **John (Sheik) Lempert** planned to go from here to Key West, on business. . . . **Ida (Insurance) Cohen** planned to join **Mrs. Annie Gruberg** at Palm Beach for a vacation after clearing up much work here.

Max Benzuly and Wolf Carsky, on the scene for Casey Concession Company, came up with a novel twist, a display of Casey merchandise racked up in a truck behind concession row. . . . **Sam Gordon, RAS** concession manager, reported his line-up of concessions and agents virtually the same as last year. . . . **Lou Leonard,** in attending the banquet and ball of the Greater Tampa Showmen's Association, infoed it was the fifth

such showmen's event he has attended this season.

Herb Pickard, doing a three-week publicity stint for Royal American Shows, waxed enthusiastic about the warm mineral springs between Venice and Punta Gorda, Fla., that he is interested in promoting. . . . **Jimmy Rose,** for the past two years press agent for one of the Jimmie Lynch thrill shows and prior to that with **Johnny J. Jones** Exposition was in from his Gainesville, Tex., home to renew friendships.

Ralph Lockett, accompanied by his wife and their young daughter, **Laura,** was on hand. **Ralph** brought news that he had purchased a newstand-luncheonette at Daytona Beach, Fla., but said he'd stay in the outdoor biz. While here, **Ralph** took in the meeting of the outdoor show club reps, who mulled the proposal to set up a federation of show clubs.

Harry B. Kelley, Hillsdale, Mich., fair secretary, reported that it took him, **Mrs. Kelley,** and **Carl Mantey, Caro, Mich.,** fair secretary, and the latter's wife, six days to motor here from Michigan because of treacherous highway conditions. **Harry** said they were forced to drive with chains for about 500 miles of the run.

Gaylord White, who with **Al Sweeney** has the auto races at the fair, chartered a cabin boat Monday (5) to host Tampa sports writers and their families on a trip down the bay to watch the crew races and the landing of the pirate barge. **Frank Winkley,** himself an auto race promoter, turned driver Sunday (4) to compete in the 100-mile stock car race at the fair, but his car, a new **Henry J.,** rolled over on a turn and was badly battered. **Frank** escaped with bruises.

Sid Jessop, vacationing in Sarasota, was almost a daily visitor. He disclosed that he has been renamed to the Quartermaster General's advisory committee as a representative of the canvas goods industry.

OPERATORS IN CLOSED TERRITORY

TRY LUCKY POKER PAK LUCKY SEVEN PAK

PROVEN CONSISTENT MONEY MAKERS!

WRITE FOR PRICES and SAMPLE!

CROWN PRODUCTS

BOX 802 • SOUTH BEND, IND.

PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.

W. H. BRADY CO., Mfrs.

Established 1914

CHIPPEWA FALLS, WISC.

WRITE US FOR PROFITABLE DEALS

In regards to SALESBOARDS

R. C. WALTERS MFG. CO.

4201 Norfolk St. Louis 10, Mo.

EMPIRE HOLDS DOWN PUNCHBOARD PRICES

WRITE TO EMPIRE TODAY FOR PRICE LISTS AND ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST MOST UP TO DATE PUNCHBOARDS EVER MADE — AT AMERICA'S LOWEST PRICES!

EMPIRE PRESS

466 W. SUPERIOR ST. CHICAGO 10, Mohawk 4-4118

MANUFACTURERS OF THE FINEST IN PUNCHBOARDS & PUSH CARDS

JUST RELEASED!

Clover Queen — 10c Play

Rabbit Foot — 10c Play

Easy Tens — 10c Play

Smoky Ben — 5c Play

Aces Up — 25c Play

Superior Products, Inc.

2133-59 W. Fulton St., Chicago, Illinois

BUY BY MAIL FACTORY WHOLESALE PRICES

No Job Lots or Close Outs

BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO

No Order Too Large No Order Too Small

JAR DEALS—PAD DEALS R W B—LUCKY SEVEN MATCH PAKS

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR

CAROL SALES CO.

312 E. Market St. Elmira, N. Y.

ATTRACTIVE—UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by RAY MERTZ & CO.

525 S. Dearborn St. • Chicago 5

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

NOTICE New Rate Effective March 24 Issue 15c A WORD — MINIMUM \$3

A-1 UNEDA CANDY MACHINES, \$40; Electro Popcorn, \$25. Wanted: Shipman Stamp Machines. U. S. P., 100 Grand Waterbury (5), Conn. mh3

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago 11 mh17

CANDY, SANDWICH OR GUM MACHINES manufactured by Stoner Model N Dugrenier Gum Machines and Columbus Vendor 1st Nut Machines; state price and condition. P. O. Box 264, Columbus, O. fe24

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 ea.; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; 1/2 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

DIGGERS: SELLING OUT—ERIES FOR carnivals, without coin chutes and cabinets. Microscopes, Electro-Hoists, Exhibit Stair Merchandisers (pushers), Digger Parts, National, 4243 Sansom, Philadelphia, Pa.

FIFTEEN (15) KENRO ICE CREAM BAR Vending Machines, less than one year old, now on location; A-1 condition; will sacrifice. Dr. G. W. Chamberlin, Reading Hospital, W. Reading, Pa.

FOR SALE—\$25 EACH, SINGAPORE, RIO, Havana, Mexico, Tropicana, Nevada, Hawaii, Manhattan, Lucky Star, Draw Bells, \$150 each; Marvels, \$19.50 each. Ruginis, Mt. Carmel, Pa.

FOR SALE—TWENTY SIMPLEX IRISH Poker Five Cent Game Machine; some like new, real bargains. Amusement Sales, 817 Rivercrest, Abilene, Tex.

FOR SALE—10 ELECTRIC DIGGERS. BOX 571, Aransas Pass, Tex. fe24

FOR SALE — 50 USED 14 COLUMBUS Vendors, Model Z, ZM and G, at \$5 each; cash with order. Birmingham Vending Co., 540 2nd Ave. No., Birmingham, Ala. mh3

FOR SALE—WURLITZER JUKE, 11 HUNDRED, Genco's Pinball; both like new; \$550 for both. Wilson's Grocery, Pike, W. Va.

FOR SALE—BANK OR LONG SHUFFLE-boards; Belgian Pool (good), \$50; good 14 ft. Wurlitzer Skeeball Machine for parts, \$50; Genco Advance Rolls, \$35; Sportsman Roll, \$25. University Supply, 8410 Dexter, Detroit, Mich.

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.

HAVE LISTING ON ESTABLISHED MONEY making Juke Box and Pin Ball Routes, Texas; locations full. Herb Henderson, 2601 Rogers, Ft. Worth, Tex.

POKERING — 20 TABLES, \$1,150; 10 Tables, \$600; 1 to 9, \$65 each; perfect working order, uncrated f.o.b. James Travis, 700 E. Main St., Millville, N. J. Tel. 2278. fe17

SEEBURG "SHOOT THE BEARS" FOR sale; write for price. Dalton La Borde, 4611 Mohican St., Baton Rouge, La. fe24

SPECIAL—25 1/2 OR 5/4 NUT MACHINES, \$6 ea.; 25 5/8 Cebeo Hot Nut, \$20 ea.; 5/4 Aseo Hot Nut, \$12.50 ea. Wanted: Advance 2 1/2 Silver Kings, Hunters, Counter Game. We repair Advances, Nortons, A.B.T. Guns, Masters, Cameo Vending, 432-B West 42d, New York. fe3

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for price and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. mh3

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for price. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448.

TWO SUPERVEND, THREE FLAVOR, full sized carbonated beverage cup machines equipped with coin changers; machines installed October, 1949, approximately 20,000 beverages dispensed from each machine; will send extra coin changer and small parts; these machines good shape operating daily now; will send clean, sterilized, crated, f.o.b. this city best offer received. Double Cola Bottling Co., Jackson, Tenn.

UNIVERSAL'S PHOTO FINISH ONE-BALL P. O., \$300; Bally Trophy P. O., \$100; both in 375; condition. Hal Freeman's Music, 4310 N. Rustle St., Spokane 12, Wash.

WANTED TO LEASE—ANY NUMBER OF Gum Machines; have contracts with civic clubs in 5 large Southern cities. References. Dixie Machine Sales, Box 476, Augusta, Ga.

WANTED—COIN OPERATED PIANOS, ORGANS, all makes, Band Organs, Orchestras, Music Boxes, etc. Ed Zelinsky, 11 Jordan Ave., San Francisco 18, Calif.

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 10th Ave., N. Y. C. mh3

WANTED—5 BANK OR LONG SHUFFLE-boards and Scoring Units; condition, make and price. University Supply, 8410 Dexter, Detroit, Mich.

6 8' KEENEY TEN PINS BOWLING Machines, used 2 months, best offer. William Ambrunn, 213 W. Passaic Ave., Bloomfield, N. J. Edison 8-9462. fe17

SALESBOARDS—JAR TICKETS NEW LOW PRICE

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Price
300	25¢	QUARTER KOLORS, THICK	Def.	\$15.00	\$.80
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.90
1000	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
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	2.25
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	2.25
1000	10¢	TEN CENT SAW BUCKS	Avg.	48.00	2.25
1000	25¢	SIX TWO BITS	Avg.	114.28	2.25

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Staffing your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C.O.D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

Attention, Coin Machine Operators and Jobbers!

IT WILL PAY YOU TO PAY US A VISIT!

WE HAVE WHAT YOU NEED!

PREMIUMS—SALES BOARDS—JAR DEALS

Complete display at our showrooms.

H & H DISTRIBUTING COMPANY

5713 EUCLID AVE., CLEVELAND, OHIO 918 W. MARKET ST., LOUISVILLE, KY.

ENdicoit 1-2175 WAbash 3697

PUNCHBOARDS

DISTRIBUTORS AND OPERATORS

Immediate delivery at lowest market prices

PEERLESS PRODUCTS, INC.

Manufacturers

633 PLYMOUTH COURT CHICAGO 5, ILL.

THE THING!

Spins automatically every minute. Distributors and Jobbers, write for protected territory and literature.

T & C SALES CO.

811 Hardin Ave. Jacksonville, Ill.

"GOOD ANY TIME"

NPA NICKEL, ALUMINUM ORDERS HIT CM INDUSTRY

Single Out Venders; No Plating For Games, Bells, Juke Box Trim

WASHINGTON, Feb. 10.—In a new wave of control orders, National Production Authority tightened its restrictions on a number of strategic metals used in the coin machine industry. Chief among these were new restrictions on use of nickel alloys and aluminum.

Vending machines were singled out among several other items as targets of these two orders.

The new nickel order, one of the toughest yet issued, goes far beyond NPA's recent crackdown

mandate. It prohibits manufacturers of nickel alloys immediately from extending priority ratings to replace nickel for manufacture of stainless steel, high nickel alloy, nickel silver or any other nickel-bearing alloy material. Manufacturers previously had a three-month period in which to replace this nickel taken from inventory. NPA said the new regulation was issued so that requirements of nickel for nickel alloys will be known immediately, and that these requirements can be balanced with supply.

CM Affected

The new order lists the following coin-operated devices among items immediately denied nickel plating: Vending machines, gaming machines, pinball machines and ornamentation on musical equipment. Manufacturers of nickel alloys can still extend "ditto" ratings to replace stainless steel, high nickel alloy, nickel silver or any other nickel-bearing alloy if it had been melted prior to Janu-

ary 1 and sold after that date, NPA stated.

NPA's aluminum order, a revision of an earlier order, classifies vending machines and games among 200 so-called "less essential" products which will feel the full impact of tightened aluminum restrictions. The new aluminum order prohibits use of aluminum in these items after April 1, but

(Continued on page 81)

States Step Up Action on Bills In Legislatures

Measures Cover Games, Vending, Music Machines

CHICAGO, Feb. 10.—Montana and Nebraska Legislatures have joined States considering changes in their anti-gaming laws which would permit some forms of legal gambling. The legislation apparently stemmed from the federal law prohibiting interstate shipment of bell machines and bell machine parts.

Brief summaries of late legislative developments, listed by States, follow:

ARKANSAS: No action yet on two separate proposals to place a \$10 annual privilege tax on amusement games (House 226), or to place per-machine taxes on merchandise vending equipment (House 104). The bill (Senate 44) which would have revoked asso-

(Continued on page 82)

New Arcade in Columbia, S. C., To Service G.I.'s

COLUMBIA, S. C., Feb. 10.—Soldier trade has prompted the opening of a fourth arcade here. The establishment, operated in the 1700 block of Main, reopened a building operated during the last war and shuttered after the deactivation of near-by Fort Jackson.

Arrival of the 31st Division and the announcement of Maj. Gen. Harry C. Collins that more men are due, made the coin machine picture brighter than ever for local ops.

While still facing the possibility of shortages in equipment they looked over Wurlitzer's two new

(Continued on page 82)

NYC Ops Win Concession on Game Licenses

NEW YORK, Feb. 10.—Game operation here moved to a more solid foundation this week as a new interpretation of license regulations by city officials removed a long-standing operator gripe. Route owners will now be able to switch approved units in locations, in order to perk player interest, without paying a new license fee for every change made.

Formerly a license was issued

(Continued on page 81)

Elect Ponser Prexy of NYC Game Ops' Org

Bally Exec Tells Members No New Units After Feb.

NEW YORK, Feb. 10.—George Ponser, a veteran in the industry as manufacturer, distributor and operator, was elected president of the Associated Amusement Machine Operators of New York Thursday, (8).

Local game operators, meeting in their annual election get-together at the Henry Hudson Hotel, named Sidney Mittleberg, vice-president; Joe Kochansky, financial secretary; Jack Semel, treasurer; Sol Wohlman, secretary, and William Aaronson, sergeant-at-arms. All officers were elected unanimously.

Members heard a manufacturer's representative paint a gloomy picture of prospects for continued game output. Jack Nelson, Bally

(Continued on page 80)

Mayor Congrats Ops; Install AMOGB Slate

BALTIMORE, Feb. 10.—Guest of honor and featured speaker at the third annual dinner-dance of the Amusement Machine Operators of Greater Baltimore was Mayor Thomas D'Alesandro, who congratulated operators on the healthy state of their business and their friendly relations with city officials.

Primary purpose of the get-together in Lord Baltimore Hotel Sunday (4) was the installation of the organization's officers for 1951. This was a repeat performance for some of them. Four executives who guided AMOGB affairs thru 1950 were re-elected to carry out the same task this year.

Goldner Prexy

They are Irvin Goldner, president; Irvin Mason, vice-president; Gabe Camhy, secretary, and Moe

Kaminsky, treasurer. Board of governors consists of Cecil Levinson, Charles Castora, Bernard J. Rose, Charles Barasch, Maurice Davis and Nathan Mannes. Geraldine Burns continues as staff secretary.

Toastmaster Harry Rosenberg also introduced to the 425 operators and their guests, other city officials including City Solicitor Thomas N. Biddison; Joseph Wyatt, chief magistrate of the Traffic Court, and Irvin Wasserman, chief of the Municipal License Bureau.

Mayor Talks

Addressing the assemblage, Mayor D'Alesandro declared:

(Continued on page 80)

Ovitz Sells Interest in Distrib Firm

CHICAGO, Feb. 10. — Irving Ovitz, who has been associated with the coin machine industry as a distributor for the past 14 years, this week sold his interest in Automatic Coin Machines & Supplies, and announced he was severing all connections with that firm. Ovitz, who last year underwent major surgery and was inactive for several months while recuperating, said he will leave for a one-month vacation this week-end, and will announce a new affiliation shortly after his return.

Oscar Schultz, Ovitz' former partner in Automatic Coin, remains as head of the distrib outlet.

Advertised Price Index Begins To Show Pattern

CHICAGO, Feb. 10. — With The Billboard's Index of Advertised Used Machine Prices appearing in this issue for the third consecutive week it is now possible to get a general idea of price trends in the used machine market.

Thus far the pattern of advertised prices indicates shuffle games and late-model five-balls gradually rising in price, while arcade pieces, venders and music equipment remains relatively stable.

As might be expected, the upward trend in shuffle game prices reflects increased activity in this field. Some shuffle games have had as many as seven advertised listings in a single issue (see the Index elsewhere in this department).

Most Advertised
Among the most advertised have been Bally's Speed Bowler, Universal's Twin Bowler, United's Shuffle Alley and Shuffle Alley Express, Chicago Coin's Bowling Alley, and Keeney's Ten Pins.

In music, the price index shows Seeburg Hideaways and Wurlitzer models 1015 thru 1100 have been advertised most frequently in the past month. In hideaway equipment there has been a marked variation in advertised prices, but with most every other type of equipment the price range has been comparatively small.

(Editor's Note: It should be remembered that prices shown in the index are the prices as

Games, Venders Key Export Mart Rise

Foreign Ops Buy 1,598 New, Used Machines Valued at \$382,314

WASHINGTON, Feb. 10.—With game activity remaining at a high level and vending sales reaching the highest point in four years, coin machine exports for November totaled 1,598 units valued at \$382,314. For the first 11 months of 1950 \$2,726,226 worth of equipment was shipped to foreign operators.

Pointing up the growing emphasis on used games was the 923 units sent abroad in November. These were valued at \$78,109 and included two volume shipments: Canada, 297 games for \$34,221; Belgium, 257 units, priced at \$24,565. Other overseas game markets in November were Venezuela, France, Japan, Colombia, the Netherlands and the Philippine Republic.

Vending Up

In vending, Canada and Venezuela made the high dollar mark possible. Canadian operators accounted for 158 merchandisers worth \$94,870, and Venezuelan firms bought 81 venders valued at \$25,758. In the case of Canada the average price of \$600 per unit indicated emphasis on new merchandisers. In previous months Canadian operators had concentrated on used venders.

Music sales increased slightly over the previous month. Over all 367 jukeboxes, valued at \$172,064, were sold for export. Top purchase was Venezuela, whose operators spent \$54,445 for 102 music machines. Other volume sales were made to operating firms in Salvador (41—\$21,857), Switzerland (32—\$20,297), Cuba (49—\$19,353), Honduras (24—\$13,346) and Canada (54—\$12,153).

High Dollar

It is possible that the final figures for 1950 will show that more than \$3,000,000 in coin machines were sold for export for the third time in history. Previous high years were 1946 and 1947. Export firms, however, are wondering what will happen to the market in spring. It now appears that game and vender manufacturing will be limited, if there is any at all, by April, and as a result used machines will be in high demand in the U. S. and few units will be shipped overseas. New music equipment, thus far hampered only slightly by part supplies, will be manufactured in the foreseeable future. Thus the late model units in this field also will be in higher demand than in any of the past four years.

Stern Re-Elected Philly AMA Prexy

PHILADELPHIA, Feb. 10.—Sam Stern, pinball and amusement machine operator, was re-elected president of the Amusement Machines' Association of Philadelphia. The association represents virtually the entire pinball machine industry here.

Serving with Stern as vice-president is Joe Levin, who formerly served the association as a member of the board of directors. Other officers re-elected for the coming year are Sam Moss, secretary; Frank Urban, treasurer, and Snubby Sloan, financial secretary.

Three men were returned to the board of directors, Jerry Locks, Sam Klein and Mort Medine. Newly elected members of the board are Harry Richter, Frank Fromowitz and Mike Shoefeld.

Joseph Silverman continues as

business manager of the association.

Trade Unity

Assuming the presidency for another year, Stern called for continued unity and co-operation on the part of operators in order to see the industry thru its present crisis. He reminded the membership that it was not so many years ago that dire predictions were hurled at the pinball industry. He pointed out it was the co-operative spirit of the operators—sticking together as each hurdle was overcome—which brought stability to the industry.

Stern emphasized that only thru a united association, with operators working together for the common good, could all the industry problems be eventually solved.

Rail Strike, Zero Temp Tie Up Coin Shipments

CHICAGO, Feb. 10. — While under normal conditions a rail strike would have a minimum effect on the coin machine field, the sub-normal temperatures and icy roads, which forced trucking off many highways, virtually tied up ship-

ments of all types of used and new equipment during the past two weeks.

Practically all factories in the area, where the bulk of the manufacturing of new coin machines is done, were overloaded with equipment which was crated and ready for shipment but could not be moved off the loading platforms. Plants are all going at top capacity at this time to get as many units completed as possible before government orders slow down or actually halt production of various products.

Wurlitzer distributes all over the country reported shipments of the new line, introduced only a few weeks ago, were way behind schedule and orders written at the showings were still, in the main, unfilled because of the delay.

Bulk of the coin machine shipments from factory to distributor and from distributor to operator is usually made via trucks. However, when roads become impassable, rail freight is used. The worst weather in many years and the strike hit simultaneously, thus tying up all avenues of equipment movement. Record supplies were reported late in arrival by some juke ops, and some vending suppliers also reported delays.

advertised. All prices of all used equipment are listed. No changes or alterations are made. No attempt has been made to indicate high, lows or averages, since such listings are obviously unfair and misleading to both buyer and seller.

No Vender Pattern

Most vending machine listings thus far have consisted of single prices. The price pattern, therefore, cannot be readily determined.

When studying the index, readers are cautioned to remember that any used machine price is determined by a variety of factors—age and condition of the equipment, time on location and territory.

a banner deal
The NEW Billboard
Binder!

yours for only

\$3⁰⁰

"Tailor-made." Genuine flexible torsion binder. Exact size to fit The NEW Billboard.

Sturdy black levant grain pajco. Gold stamping. Similar to binders seen on fastest planes, deluxe trains, clubs and libraries. YOUR

NAME STAMPED IN GOLD AT NO ADDITIONAL COST.

Only \$3 cash with order.

Mail this coupon **NOW**

The Billboard
 2160 Patterson Street
 Cincinnati 22, Ohio

2-17

Please enter my order for
 _____ binders at \$3.00 each.

I enclose \$ _____

Name on binder _____
 (please print)

MAIL TO _____

Street _____

City _____ Zone _____ State _____

Exhibits Sign for MOA Meet; Fair Trade Act on Agenda

CHICAGO, Feb. 10.—Music Operators of America (MOA) convention at the Palmer House here March 19-21 will be highlighted by a review of the California Fair Trade Practices Act by Harrison W. Call, attorney for the California Music Guild. This act, now operative in 48 counties in Northern California, is expected to be

the basis of similar acts in other States.

Initial exhibitors signed for the convention, it was learned, include AMI, Ristaucrat Manufacturing Company, Williams Manufacturing Company, M. A. Miller Manufacturing Company, H. C. Evans, Permo, Decca Records, Coral Records, Capitol Records, MGM Records, Mercury Records, Hirsh de La Viez and Hit Parade Program Service. Ristaucrat will utilize its exhibit to introduce for the first time its new selective 45 r.p.m. phonograph, the S-45.

Sked Speakers

John Haddock, AMI president, who was a featured speaker during the MOA convention last year, again has been scheduled for one of the main addresses at the 1951 confab. Also skedded for an appearance and talk at a panel gathering is Carl Haverlin, Broadcast Music, Inc., prexy, who will outline the problems of the music business from the composer viewpoint. Recording company reps again will be included in the program.

George A. Miller, MOA national chairman and co-chairman of the

convention, stressed that this meeting will be the last one for the duration of the emergency. As a result, a heavy pre-convention registration has been chalked up.

Permo, Runyon Sked Shindig For Route Men

NEWARK, N. J., Feb. 10.—Northern New Jersey juke servicemen and collectors will be special guests at an affair to be staged at the Essex House here February 27 under joint sponsorship of Permo, Inc., phonograph needle manufacturer, and Runyon Sales, distributor covering the territory.

Route owners also will help round out the invitation list, according to Barney Sugarman, Runyon topper, with over 300 expected to assemble in the hotel's Terrace and Mirror rooms for dinner and entertainment.

Initial Affair

Believed to be the first affair of its kind aimed directly at the men working juke routes, it will be followed by similar events in New York and Connecticut, areas also served by the Runyon organization. Dates for these get-togethers will be announced later, Sugarman said.

Altho the purpose of the events is primarily social, it was indicated that route men will be given information helpful in reducing service costs and wear on equipment and records.

Assisting Sugarman as hosts will be Abe Green, Runyon co-chief; Gail Carter, Permo vice-president, and Bert Davidson, representing the needle firm.

TARAN DISPUTES "LUCKY" GOLFER NOM DE PLUME

MIAMI, Feb. 10.—Sam Taran, head of Taran Distributing here, is one of the industry's most ardent golfers. Accused of being the "luckiest golfer in town," he answered:

"Recently I played a round with a Chicago manufacturer. To make it more of a match we had a hole-by-hole contest going. And while we only played one round I wound up losing 20 holes!"

Incidentally, there was little activity on the golf courses here in the past week, due to the freezing temperatures which even brought ice flows into the Bay.

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:

RADIO-TV-PHONO MAKERS GIRD FOR EXCISE FIGHT. Witnesses prepare to face House group on tax bites (General and Music departments).

BELGIUM OK'S DISK IMPORTS. Country softens firm stand on 45 r.p.m. disk importations (Music Department).

BILL WOULD NICK JUKES ON ROYALTIES. Representative Scott tries again to get jukes under copyright law (Music Department).

COLUMBIA PULLS RABBIT OUT OF EASTER HAT. The diskery plans big build-up of "Sonny the Bunny" a la "Rudolph" (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Unveil Facts On Ristaucrat Selective Unit

Slug Rejector, Replay Feature Embodied in S-45

APPLETON, Wis., Feb. 10.—Details of the mechanism of the Ristaucrat, Inc., S-45 Selective Counter Music Machine were revealed this week by Joe Cohen, president and general manager. The unit will be introduced at the Music Operators of America (MOA) Show at the Palmer House, Chicago, March 19-21. (See separate story.)

Cohen said the new model will have its selection unit in the center of the machine's front and will resemble the face of a dial phone. It will play 12 45 r.p.m. records and the title strips will be in two bands on both sides of the selector panel. The S-45 will have a nickel and dime chute with a National Slug Rejector. It can accumulate enough coins for 20 advance selections and has a repeat button for patrons who desire to play the same tune over again without stepping up to the selector for each replay.

The S-45 has received approval of Underwriters' Laboratories (UL) and was another point em-

(Continued on page 74)

Colorado Music Biz Eyes Future

DENVER, Feb. 10.—While the real pinch may yet be a long way off, operators in all aspects of coin machine services here are giving much thought to the critical conditions ahead.

Most phonograph operators, for example, are convinced there will be few, if any, new machines in 90 to 120 days, and consequently, are stocking up on parts, displaying interest in used machines offered on the market, and of erwise gearing for an emergency period.

"It's no secret that used machines will be the only real solution to

(Continued on page 75)

Merchandising Music

TITLE TIE-IN . . . A special promotion gimmick with a title strip as the main character has stepped up grosses for O. C. Penny, Local Music Company, Long Beach, Calif. Penny selects one special strip in each phono, and places the following legend on the strip: "This song was on the Hit Parade a Year Ago." Penny says the selections get many plays

he would not ordinarily get on the jukes.

TOO MUCH TOO FAST? . . . Also from the sunny California area comes another message, this time from Dave Elmore, Berkeley, who has a complaint to make about record releases. Elmore says that he believes the diskeries are pressing new disks too fast, thus hampering both the dealer and the operator in their efforts to get their money out of a platter. As a solution, Elmore says

(Continued on page 75)

Hold Wurlitzer Showings in 4 Canadian Areas

TORONTO, Feb. 10.—A series of four individual showings of the new Wurlitzer line thruout the Dominion was completed Monday (5) in Vancouver when the Siegel Distributing Company, Ltd., distributors of the Wurlitzer products in Canada and the Commonwealth, played host to operators in that area at the Hotel Vancouver.

Canadian National Wurlitzer Days started in Toronto January 29 with a showing at the King Edward Hotel with operators from Ontario invited. A. C. Rutzen, general export manager for the manufacturer, was in attendance as were local newspaper representatives, disk jockeys and recording artists. Al Siegel, head of the distrib firm, hosted the event, assisted by Arthur Lipton, Siegel's general manager.

Other Canadian showings were held in Montreal at the Windsor Hotel, January 31, and at the Fort Garry Hotel, Winnipeg, February 2.

Intermediate Coinage For CM Crops Up Again

HARTFORD, Conn., Feb. 10.—Two coin machine industry leaders here contend that what the coin machine field needs right now is a "good 7 1/2 cent coin!"

That's the opinion of Abe Fish, owner and general manager of the General Amusement Game Company of Hartford, and president of the Connecticut State Coin Association, and Ralph Colucci, owner of Seaboard Distributors, Inc., of Hartford, coin machine distributors, and a former coin operator himself.

Both feel that music machines in particular would benefit from the new coin.

Test 10c Play

"Right now," said Fish, "a number of Connecticut coin operators are experimenting with 10-cent play in their music machine locations, and while this practice is admittedly at best a precarious undertaking, many coin operators express the opinion that with a coin midway between the 5 and 10 cent mark, there's a profit to be made."

"You can't close your eyes to the fact that a lot of people will not pay 10 cents for a tune in a juke box," Colucci declared. "But you can admit at the same time that a

7 or 7 1/2-cent would fit the ticket. With this, you get four plays for 28 cents, which is even better than the conventional three plays for a quarter."

Location

"Location of a juke box has a lot to do with the juke box's profits and don't you forget it," Colucci added. "For example, a restaurant has two locations for a juke box, either in the dining room or in the bar. I'd advocate the bar location, for here the money flows a bit more freely, and when money flows more freely, you'll find more men digging into their pockets for juke box plays."

Both coin men feel that with the backing of organizations like the Connecticut State Coin Association, a move to get the federal government to put out a 7 or 7 1/2-cent coin would be feasible. "There'd be enough suggestions from enough interested coin men," Fish and Colucci said, "to get the move thru Congress."

The 7 1/2-cent coin, both admit, has been the subject of numerous coin machine industry discussions in recent years, but they feel that with enough industry pressure, the move this time could be successful.

PRE-HIT PICKS CLICK

Pittsburgh Op Builds Shellac Knack Into \$\$

PITTSBURGH, Feb. 10.—"Don't wait for a record to become a hit before adding it to your route," says Fred Conteen, partner, C & S Music Company. "Let your music box bring out the new hits."

In 10 years Conteen has developed a knack for supplying the firm's 200 music machines with hits before these tunes start to click nationally.

The method, he says, is simply to figure out in advance what record is going to go; buy enough copies of this record to cover your

route, and develop your "potential hit picking ability" until you don't make many blunders in buying.

Location owners keen to this method seldom ask one to dig up old favorites, says Conteen. Instead they call to get the new tunes to them quickly.

Serving machines out on the route or selling music machines

(Continued on page 74)

Keeney Enters TV Field, Bows 17-Inch Line

CHICAGO, Feb. 10.—J. H. Keeney & Company is now a manufacturer of television receivers as well as producer of coin equipment, advertising manager, Grant Shay, announced this week.

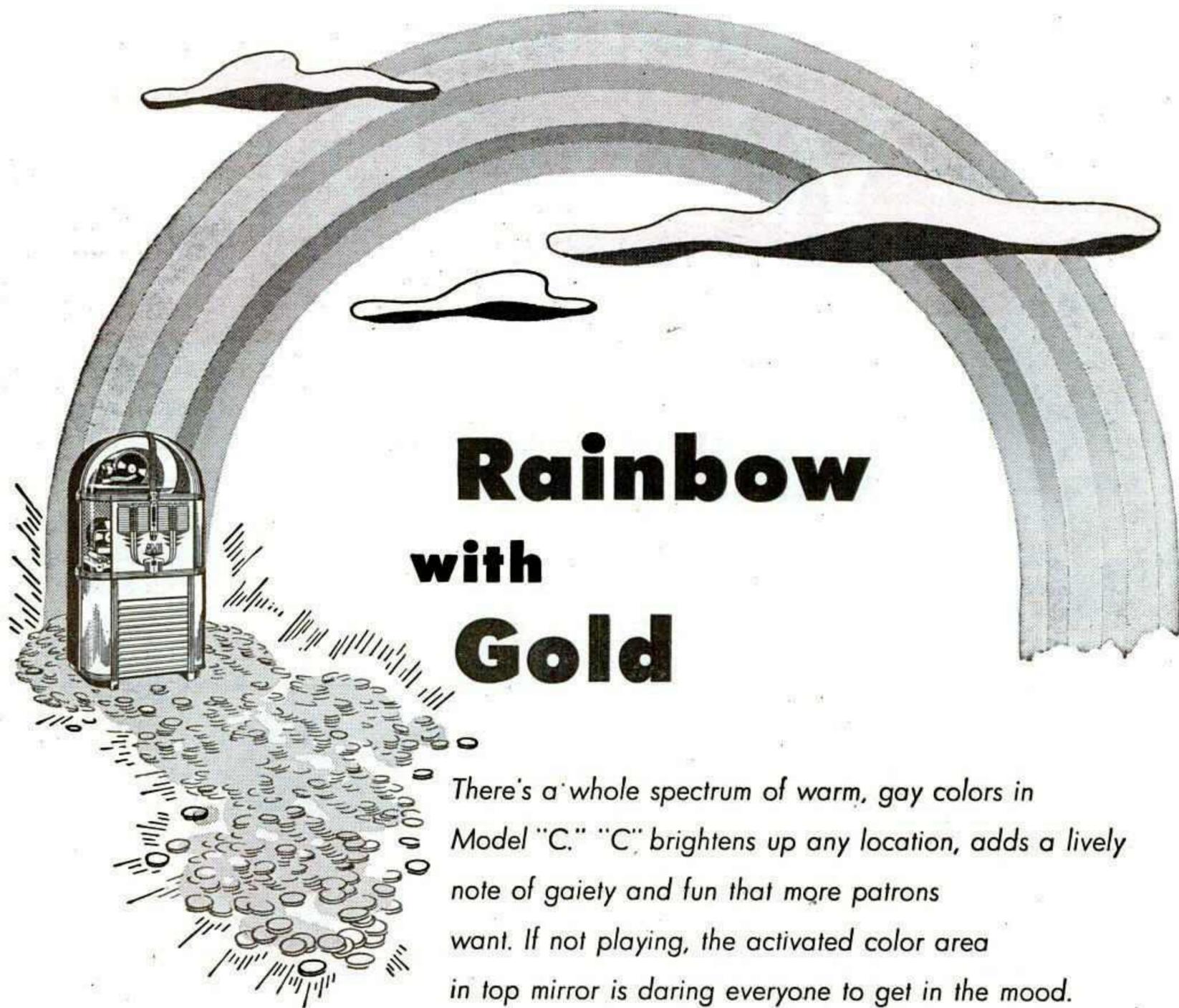
Thus far the line includes one model, a 17-inch console, tho the firm has plans to market a 17-inch table unit in the near future. The Keeney product is RCA licensed, has a 12-inch speaker, FM sound, newly developed Audio Frequency Circuits (AFC), a Standard Products turret timer, Transco transformer and Ajax condensers. It has received approval of Underwriters' Laboratories (UL).

Shay stated sales manager Charles Pieri has arranged to have many of the Keeney distributors handle its television line. In addition, several distributors of home appliances also are being appointed in certain areas. Sales promotion will emphasize the Keeney TV line is custom built.

Coin Machine Exports

November, 1950

Country	Total			Phonographs			Venders			Amusement Games		
	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price
Canada	409	\$141,244	\$345	54	\$12,153	\$227	158	\$94,870	\$600	297	\$34,221	\$115
Venezuela	244	89,683	367	102	54,445	533	81	25,758	318	61	9,480	155
Belgium	274	33,193	121	17	8,628	507	257	24,565	96
Salvador	41	21,857	533	41	21,857	533
Switzerland	33	21,075	634	32	20,297	634	1	778	778
Cuba	49	19,353	395	49	19,353	395
Honduras	24	13,346	556	24	13,346	556
Mexico	45	6,642	148	45	6,642	148
Panama	7	4,683	669	7	4,683	669
France	50	4,260	690	4	2,760	690	46	1,500	33
Netherlands
Antilles	11	3,962	567	5	2,836	567	6	1,126	188
Guatemala	6	3,330	555	6	3,330	555
Colombia	204	2,767	13	204	2,767	13
Japan	9	3,521	950	1	950	950	6	1,971	329	2	600	300
Netherlands	24	2,050	85	24	2,050	85
Nicaragua	3	1,590	530	3	1,590	530
Haiti	3	1,580	526	3	1,580	526
Jamaica	6	1,285	213	6	1,285	213
Uruguay	2	1,220	606	2	1,220	606
Dominican Rep.	3	951	317	3	951	317
Germany	9	900	100	9	900	100
Portugal	1	800	800	1	800	800
Philippine Rep.	6	790	131	6	790	131
Aden	2	604	302	2	604	302
Other Countries	33	1,628	96	4	385	96	9	233	26	20	1,010	51
TOTALS	1,598	\$382,314	...	367	\$172,064	...	308	\$132,141	...	923	\$78,109	...



Rainbow with Gold

There's a whole spectrum of warm, gay colors in Model "C." "C" brightens up any location, adds a lively note of gaiety and fun that more patrons want. If not playing, the activated color area in top mirror is daring everyone to get in the mood. While playing, its whirling record is dancing in the vision of all. "C's" the juke box that makes more money. More for the operator! And more for the location both in a share of the bigger take and in an increase in business from happier customers.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

FROM COAST TO COAST MUSIC OPERATORS ACCLAIM

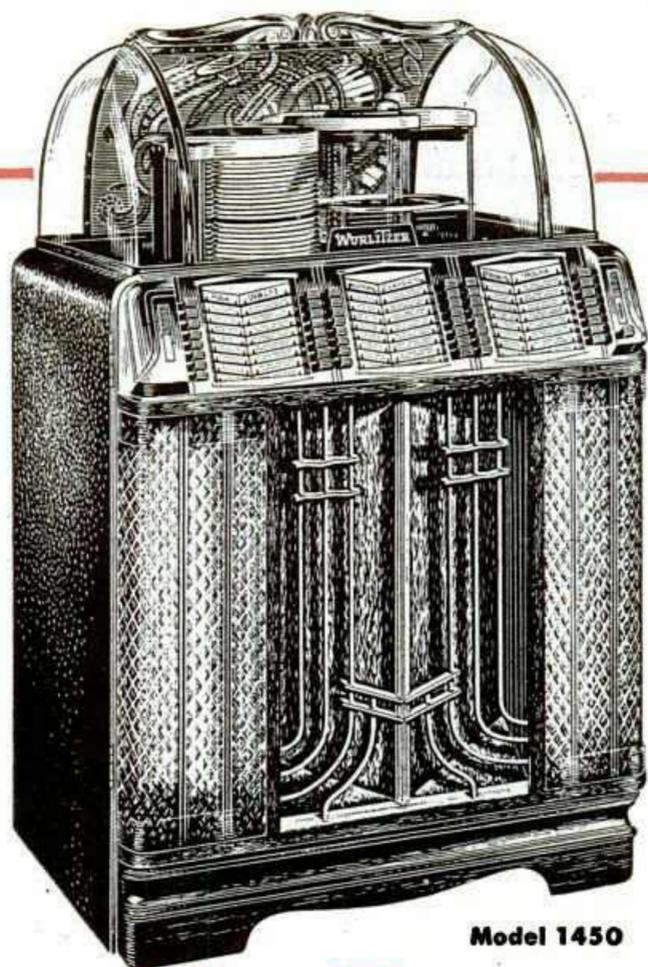
NEW-1951 WURLITZERS



TOM SHERFICK
Sherfick Music, Inc.
Shoals, Indiana

Says

**"Why Buy Two
When ONE
Will DO"**



Model 1450

WURLITZER

Fourteen Hundred

**AMERICA'S OUTSTANDING
ACHIEVEMENT
IN PHONOGRAPH VALUE**

In a torrent of plaudits and a landslide of praise, music operators from every state in the Union hailed the new 1951 Wurlitzers. For their beauty. For their ability to play all speed records. For their 48 selections. For their magnificent tone. For their sheer dollar value.

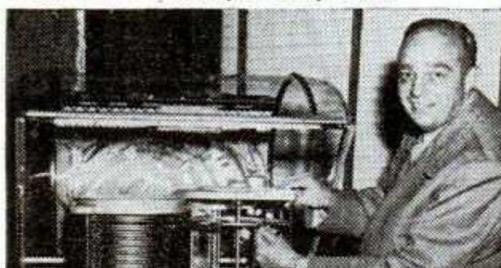
See and hear the new Wurlitzers yourself. Your own ears and eyes, and your own sense of values will tell you—you're better off to buy Wurlitzers in 1951.

**MUSIC OPERATORS PRAISE
WURLITZER'S
30 SECOND
CHANGEOVER
TO 45 OR 33 $\frac{1}{3}$ RPM RECORDS**



48 SELECTIONS ARE ENOUGH

"In my opinion, based on good, hard experience, 48 selections are enough. Above that you're carrying excess baggage that adds far more to overhead than to income. Again Wurlitzer has looked to the operator's interest in building its great new 48-Selection, All-Speed Wurlitzer"—R. D. Peck, Peck Amusement Co., Tacoma, Wash.



MY CHOICE IS THE ALL-SPEED WURLITZER

"As everyone knows, 8 or 10 numbers on a phonograph get more than 75% of the play. There is no point in cluttering up a phonograph with more than 48 selections. That's why my choice is the 48-Selection, All-Speed Wurlitzer"—Manny Ehrenfeld, Tel-Music Service, Inc., Passaic, New Jersey.



I'M FOR THE ALL-SPEED WURLITZER

"Put me down for four new 48-selection, all-speed Wurlitzers. Why any music operator will buy a phonograph model that's four years old, when he can buy a gorgeous new 48-Selection, All-Speed Wurlitzer for less money, is more than I can understand"—Harry Sutton, Bossier City Novelty Co., Bossier City, La.

"Give Me ONE Phonograph that PLAYS ALL SPEEDS"

Says

JOSEPH F. LEWIS
Lewis Music Company, Tonawanda, N. Y.



48 SELECTIONS ARE PLENTY

"75% of the play on my machines is on 8 or 10 records. I'm no exception. I feel 48 selections are plenty. Any more than that is a useless expense. May I commend you for thinking of the operator in this and many other ways when you designed the new 48-Selection, All-Speed Wurlitzers. I'm trading my Big Berthas in on them"
—T. W. Hughes, S & H Novelty Company, Shreveport, La.



MUST HAVE PHONOGRAPHS THAT WILL PLAY ALL SPEED RECORDS. "If, as we get further into the armament program, records become scarce, I'll thank my lucky stars for my new 48-Selection, All-Speed Wurlitzers. This is a time when a music operator cannot afford to buy a phonograph that will not play 78, 45 and 33-1/3 RPM records. How else can he use his old stock of 78 RPM records and beat the record shortage?"—Miles Angelo, Angelo Amusement Co., Smithton, Penna.

I. D. HIGHTOWER,
Fort Worth, Texas

Says

"By Actual Test 48 Selections PAY BEST"



WURLITZER BEST BUY

"Like most operators, I have a big 78 RPM record inventory which can stand me in good stead in case of a record shortage. That's why I can't afford to buy anything but the new 48-Selection, All-Speed Wurlitzer which plays all speed records"—George Markos, Dover Novelty Co., Dover, Ohio.



GETS MY ORDER

"Just saw new Wurlitzers! Look at them, listen to them and you'll realize that 48 selections is enough. Then figure what that 30-second changeover means to an operator. I did and, believe me, the new 48-Selection, All-Speed Wurlitzer gets my order"
—Al Layne, Layne Music Co., Brooklyn, N. Y.

THANKS FOR 30-SECOND CHANGEOVER

"I want to commend you on the new 48-Selection, All-Speed Wurlitzer models. The public will go for their beauty and tone. Location owners will appreciate that volume level control. Operators will thank you for holding down to 48 selections at a time when records may be in short supply, and for that time-saving 30-second changeover from one record speed to another"
—Stanley Bremer, Aalco Novelty Co., St. Louis, Mo.



BEST LOOKING PHONOGRAPH OF ALL TIME

"There should be a style award for the phonograph of the year. The new 1951 48-Selection, All-Speed Wurlitzer is the best looking phonograph of all time"
—Hal Haller, W. P. Farris and Edwin F. Haller, Haller Amusement Co., Miami, Florida.



OFFERS MOST FOR MONEY

"You're asking me—'Why buy two when one will do?' My answer is—'You've got something there!' New 48-Selection, All-Speed Wurlitzers—because they offer me more for my money than any of the others do"
—I. E. Cohn, Cohn Amusement Co., Montgomery, Ala.



WURLITZER HAS EVERYTHING

"I've looked at every new phonograph and, believe me, Wurlitzer is the beauty queen of them all. Has lines, styling, color, lighting—everything. A masterful job of eye appeal that will pay off on its beauty"
—A. L. Durand, Durand Sales Co., Green Bay, Wisc.

Juke-Royalty Bill

Continued from page 10

Authors and Publishers and Broadcast Music, Inc.

The second of the Scott measures is known as the "interpretations" bill. This one would permit the granting of copyrights on individual arrangements of recordings. It also covers radio or other adaptations of music, plays and books in the public domain, or copyrighted works with the permission of the original copyrighter.

At hearings on these bills in 1947, the array of witnesses included some of the leading lights of the show world. Delegations representing artists, music publishers, composers, juke box operators and record companies crowded the committee room to argue for and against the legislation. Among the most vigorous supporters of both measures at the hearing was Fred Waring, who testified for the National Association of Performing Artists, which he headed. Other organizations represented at the hearing included the National Association of Broadcasters, Michigan Automatic Phonograph Owners' Association and Music Guild of America. Both measures got lengthy deliberation in executive committee session subsequent to the hearing, and the "interpretations" bill nearly got thru.

WILL BUY USED & NEW RECORDS
Specify Quantity—Best Price
WHITE NOVELTY CO.
8422 Linwood Detroit 6, Mich.
Phone: TYler 8-7390

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	POPULAR	STYLING	RECORDING	DETAILS	CRITICISM
----------------------	---------------	---------	---------	-----------	---------	-----------

Continued from page 32

POPULAR						
CLARK DENNIS Tell Me You Love Me CAPITOL 1400—Dennis turns in a most impressive coverage of the "Pagliacci" adaptation. Skilled orking and the tenor's big pipes could put this one in the sweepstakes along with Damone and Sammy Kaye.		79--80--78--78				
Let Me Look At You A big, rich, arty but lovely ballad from Pinza's first flicker, "Mr. Imperium," is treated in a big, rich, arty but not completely convincing way by Dennis. Disking will be largely dependent on the future of the song.		75--80--75--70				
CHARLIE BARNET I'm a Dreamer, Aren't We All CAPITOL 1394—Barnet unveils his new ork-mit-strings on this altogether pleasing dance slicing of a fine oldie. Bob Perry contributes the chorus in a style crossed between Torme and Eckstine.		75--78--73--73				
Theme for Cynthia A pretty Eddie Powell melody is set in a tasty dance orking which puts the new Barnet crew up for first-hand display. As is customary with Barnet, it's a first-rate unit.		73--76--72--70				
OTTO CESANA Stepping-Out CAPITOL 1395—Cesana, a noted teacher-composer in trade circles, has come up with an experimental mechanical keyboard which produces floods of notes, not unlike the results of a piano roll. Commercially, this will be questionable fare.		55--55--55--NS				
Night Train The instrument produces many "different" effects and amazing runs but again the results will be of primary interest to musicians and curiosity seekers.		58--58--58--NS				

KEN GRIFFIN (Johnny Byrn Quintet) Rememb'ring COLUMBIA 3-39137 (33)—Byrn quintet handles the vocal on the oldie in acceptable fashion as Griffin tickles the organ keyboard in his usual manner.		71--70--70--72
Moonlight and Roses Similar handling of the much more familiar oldie. The usual juke attraction of Griffin is ever-present.		75--73--73--78
ROSEMARY CLOONEY (Mitch Miller Ork) Beautiful Brown Eyes COLUMBIA 39212—A retentive new waltz folkie with alternating verse and refrain is done with strong mood effect. Thrush sings the verse solo, is dubbed back twice for triple harmony on the refrain.		87--88--86--87
Shot Gun Boogie A current country boogie hit gets a winsome go from the educated Clooney pipes in a jazz style.		77--78--75--78
DUKE ELLINGTON Build That Railroad COLUMBIA 3-39110 (33)—A typical Ellington color portrait, with Al Hibbler on the lyrics. Of some interest to fans, but not enough substance or drive for general commerciality.		67--69--67--65
Love You Madly The band sounds good on this one, with the old intonation and crispness. It's a neat little medium rhythm ballad, vocal chores by Yvonne. Can do some pop and r. and b. biz.		74--74--73--75
BILLY DANIELS (Harry Geller-Benny Payne) I Get a Kick-Out of You MERCURY 5585—The talented cafe warbler comes up with a distinctive job here, laden with bedroom feeling and projecting strongly. Could be a big item.		85--86--84--85
Too Marvelous for Words Daniels gets a lot of warmth and direct appeal into his velvety croon of the lovely standard.		83--84--83--82
SMITH BROTHERS Castles in the Sand LONDON 959—A pretty new ballad is warmly harmonized by a capable new quartet, with string-ork backing.		74--74--74--74
Little Small Town Girl Another pretty job, but a bit late to compete with earlier name versions.		72--72--72--72
EDDIE ROECKER-BILL COATES TRIO On the Trail ROBIN 1000-1003—Roecker hands the Grofe opus an Allan Jones-ist try in an attempt to come up with another "Donkey Serenade." An okay disking, tho it doesn't quite reach the goal.		66--70--65--64
When You Said I Love You Organ and guitar back Roecker's concert-type pipes on an ordinary waltz ballad.		60--60--60--60
CLYDE McCOY Stack-O-Lee MERCURY 5551—Band chirp Billie Jane Bennett tries hard, but the country novelty isn't for her. It's an okay dance waxing, tho.		68--68--68--68
When You're Smiling Bennett gal shows to much better advantage on the oldie. McCoy's trumpet takes the usual chorus.		72--70--69--77
CLYDE McCOY Memphis Blues MERCURY 5550—Strictly instrumental disking of the Handy standard with McCoy running thru his w.k. bag of trumpet tricks.		70--72--68--70
Wait for Me Okay coverage on the new waltz ballad with bary Chris Abbott and chorus handling the vocal in dance tempo.		70--70--70--70
MEL TORME-Pete Rugolo Ork Around the World CAPITOL 1383—With the Rugolo ork supplying a spanking Dixieland background, Torme handles the rhythm ballad in bright fashion.		76--80--76--78
Sidewalk Shufflers Shuffle-boogie novelty in the "Cincinnati Dancing Pig" vein adds up to an okay disking via Torme's chanting and Rugolo's orking.		75--79--75--77
JERRY LEWIS (Dick Stabile) The Navy Gets the Gravy But the Army Gets the Beans CAPITOL 1385—Novelty material from the "At War With the Army" flick will attract Lewis fans.		71--76--70--68
Pa-Pa-Pa Polka Novelty polka with a stuttering lyric doesn't figure to create much stir.		69--71--68--68
JAN GARBER (Roy Cordell-Trio) Yearning (Just for You) CAPITOL 1392—Garber ork cuts a neat dance version of the old ballad with the band's vocal trio and Roy Cordell supplying the vocal.		72--72--72--72
Emma Lou Another good dance disking by the ork and trio.		71--71--71--71
VICTOR YOUNG Good Morning DECCA 27423—Young and his strings make a pretty slicing of an original with more than a little of the flavor of "Molly Malone." Fine mood spin for the later hour whirlers.		77--80--77--75
I'll Take You Home Again Kathleen The same stringful mood conception is applied by Young to this evergreen for handsome results.		77--80--77--75
GUY LOMBARDO Wait for Me DECCA 27449—The usual skilled, even Lombardo treatment is accorded a pretty new song. Sung tastefully by Kenny Sargent.		83--84--83--83
If The hit waltz here is treated for dancers with all of the mastery of the Lombardo styling. Bill Flanagan contributes a winning chorus. Topnotch coverage for terpers.		85--85--85--84
CARMEN CAVALLARO They Can't Take That Away From Me DECCA 27422—Cavallaro's 88-ing is spotlighted all the way thru a slow fox trot instrumental etching of this fine oldie. A tasty slicing.		75--76--75--74
Shadow Time Cavallaro tinkles out an attractive original melody by Sonny Burke and Paul Francis Webster. A fine dance disking is the result.		77--80--76--75
BOB HANNON-JOHNNY RYAN Sam, the Old Accordion Man DECCA 27425—The duo evokes memories of a two-day with this zestful revival of a fine old Walter Donaldson ditty.		70--70--68--71
Dust Off That Old Pianna The duo, a vamp on Van and Schenck, hashes up a lively revival of a bright oldie which could bring in some tavern trade.		73--75--70--75
JOHNNY LONG (Long Shots-Clee Club) Any Time Is Sweetheart Time KING 15092—Waltz clog rendition includes gang-sing vocal and tap dance sound. Okay material, gets a fair interpretation.		71--70--70--72
Who-Zits From Massachusetts Novelty ditty sounds a little forced, tho the Long crew gives it a bright go. Could get territorial action.		68--68--67--68
RUBY WRIGHT (Bob Snyder Ork) If You Want Some Lovin' KING 15093—Pop rendition of the country and western tune doesn't stand up against stronger waxings already released.		64--64--64--64
A Crazy Afternoon Unlikely material ably sung by the Wright gal.		60--60--60--60
LOUIS PRIMA-KEELY SMITH There's That Lovely Feeling Again ROBIN HOOD 105—Keely chants an attractive ballad in a winning manner. A femme narrative, of the sexy, sentimental school, rounds out the waxing.		76--77--73--77
Yeah! Yeah! Yeah! Prima may have himself another "Oh! Babe" in this infectious boogie novelty done up brightly with vocalizing by the maestro and thrush Smith. Especially good fare for Jukes where youngsters congregate.		88--88--87--89
GORDON JENKINS ORK (Don Burke-Bonnie Lou Williams) Sally Doesn't Care DECCA 27433—Burke delivers a wonderfully relaxed reading of a lovely, smart ballad penned by Jenkins and Isham Jones. Should attract attention with the more sophisticated market.		84--86--82--81
More Than I Care To Remember A melodic new ballad is done up in rather straightforward fashion by the Jenkins' ork-chorus; Bonnie Lou Williams handles the second chorus. If song catches, disking will have value.		84--85--83--83

(Continued on page 74)

By Actual **TEST**

RISTAUCRAT '45'

has been Proven **BEST**



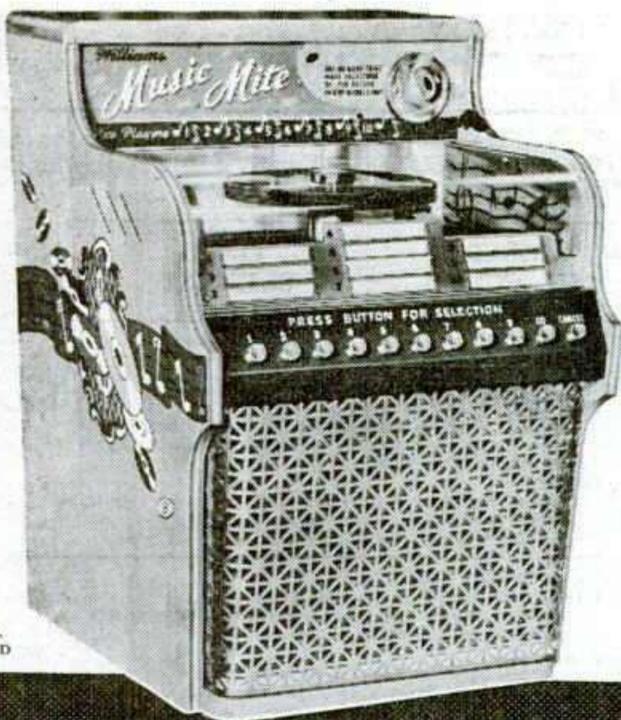
No Frills
No Extras
No Gimmicks

Just **DEPENDABILITY** that has been proven for **8 months** in all types of locations.

Check These Reasons:

- 1 Only 4 moving parts
- 2 Only 2 wire connections
- 3 Only 3 tubes
- 4 Smart modern cabinet
- 5 Sturdy construction
- 6 1 or 2 plays for 5c—at the flick of a finger
- 7 Low cost and trouble-free operation enables you to serve more locations more profitably!

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis



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.

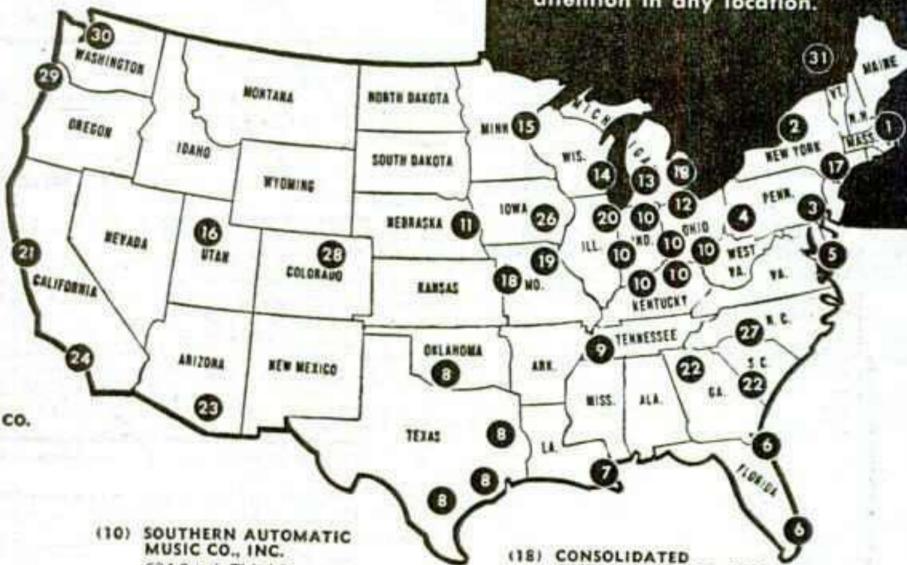
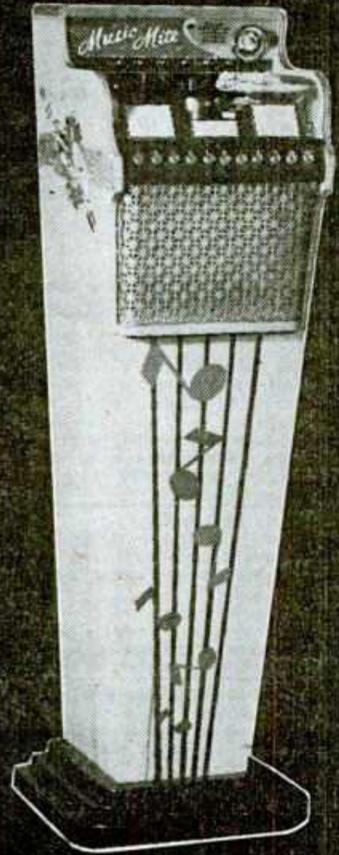
SIMPLE TO SERVICE . . . Its easily understood mechanism requires no special knowledge and the exclusive "IN-A-DRAWER" feature permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light - weighs only 50 lbs. - and can be transported by car instead of a costly truck.

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.



- (1) TRIMOUNT COIN MACHINE CO. 40 Waltham Street Boston 18, Mass.
- (2) ALFRED SALES, INC. 881 Main Street Buffalo, N. Y.
- (3) SCOTT-CROSSE CO. 1423 Spring Garden St. Philadelphia, Pa.
- (4) B. D. LAZAR CO. 1635 Fifth Ave. Pittsburgh, Pa.
- (5) GENERAL MUSIC SALES CORP. 245 W. Biddle St. Baltimore, Md.
- (6) BUSH DISTRIBUTING CO. 286 N. W. 29th St. Miami 37, Florida 60 Riverside Ave. Jacksonville, Florida
- (7) DELTA MUSIC SALES CO. 704 Baronne St. New Orleans, La.
- (8) COMMERCIAL MUSIC CO., INC. 1501 Dragon St. Dallas, Texas 901 East Houston St. San Antonio, Texas
- (8) CULP DISTRIBUTING CO. 1004 North Walnut St. Oklahoma City, Oklahoma
- (8) STEELE DISTRIBUTING CO. 3300 Louisiana Houston, Texas
- (9) S. & M. SALES CO., INC. 1074 Union St. Memphis, Tennessee

- (10) SOUTHERN AUTOMATIC MUSIC CO., INC. 624 South Third St. Louisville, Kentucky 242 N. Jefferson St. Lexington, Kentucky 603 Linden Ave. Dayton, Ohio 325 N. Illinois Indianapolis, Indiana 1000 Broadway Cincinnati, Ohio 3011 Maumee Avenue Ft. Wayne, Indiana
- (11) H. Z. VENDING SALES CORP. 1205-07 Douglas St. Omaha, Nebraska
- (12) LAKE CITY AMUSEMENT CO. 1648 St. Clair Avenue Cleveland, Ohio
- (13) MILLER-NEWMARK DISTRIBUTING CO. 42 Fairbanks St., N. W. Grand Rapids, Michigan 5743 Grand River Ave. Detroit, Michigan
- (14) PASTER DISTRIBUTING CO. 2606 Fond du Lac Milwaukee, Wisconsin
- (15) MAYFLOWER DISTRIBUTING CO. 2218 University Ave. St. Paul, Minnesota
- (16) KNUDSEN MUSIC CO. 201 East Second South St. Salt Lake City, Utah
- (17) NATCO SALES CO. 627 Tenth Ave. New York, N. Y. 58 Frelinghuysen Ave. Newark, N. J.

- (18) CONSOLIDATED DISTRIBUTING CO., INC. 1910 Grand Ave. Kansas City, Mo.
- (19) J. ROSENFELD CO. 3220 Olive Street St. Louis, Mo.
- (20) WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave. Chicago 47, Illinois
- (21) ADVANCE AUTOMATIC SALES CO. 1350 Howard St. San Francisco, Calif.
- (22) F. A. B. DISTRIBUTING CO., INC. 304 Ivy Street, N. E. Atlanta, Georgia 911 Cervais St. Columbia, S. Carolina
- (23) PAUL W. HAWKINS 329 E. 7th Street Tucson, Arizona
- (24) BADGER SALES CO. 2251 West Pico Blvd. Los Angeles, Calif.
- (26) P. & S. DISTRIBUTING CO. 110 Eleventh Street Des Moines, Iowa
- (27) BRADY DISTRIBUTING CO. 522 East Trade Street Charlotte, No. Carolina
- (28) MODERN DISTRIBUTING CO. 1810 Welton St. Denver, Colorado
- (29) WESTERN DISTRIBUTORS 1226 S. W. 16th Ave. Portland 5, Oregon
- (30) WESTERN DISTRIBUTORS 3126 Elliott Street Seattle, Washington
- (31) LANIEL AMUSEMENT 1807-15 Quest, Rue Notre-Dame Montreal 3, Quebec
- (31) R. C. GILCHRIST 465 Eglinton West Toronto, Canada

HEAR IT - SEE IT BUY IT FROM THE WILLIAMS DISTRIBUTOR LOCATED IN YOUR TERRITORY OR MAIL COUPON TODAY!

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

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	POPULAR	DISC JAZZ	CLASSICAL	SACRED	SPIRITUAL
----------------------	---------------	---------	-----------	-----------	--------	-----------

Continued from page 72

POPULAR						
BOBBY WAYNE (Dick Hayman Ork)						
Wild Card	LONDON 973—Comedy material ditty will give laughs to those who are willing to pay close enough attention to the story line. Party record values are present.	78--80--78--76				
Let Me In	A folk-flavored verse-chorus item with a sock slap-happy twist seems unlikely to miss. This first rendition, a very substantial one, should send the ditty off flying high.	90--90--90--90				
BOBBY WAYNE (Dick Hayman Ork)						
Runnin' Around	LONDON 972—Light bounce item is done pleasantly by Wayne with a skilled hand from Hayman.	69--70--68--68				
Always You	Pop adaptation from Tschalkovsky's "Romance" is warbled neatly by Wayne, orked attractively by Hayman.	75--77--74--74				
RAY NOBLE (The Mellomen)						
Lift Up the Latch	COLUMBIA (45)1-941—The impeccable taste and excellent performance, standard with Noble, is wasted on a featherweight rhythm novelty. Mellomen shine in vocal chore.	68--75--65--65				
Moonlight on the Ganges	Tasty dance reading of the standard spots some attracting vocal effects.	69--75--68--65				
MONICA LEWIS (Billy Butterfield-Joe Lipman Ork)						
I Only Have Eyes for You	MGM 10901—Spotting Butterfield's horn in obligato and solo, Monica cooks up a neat etching of the oldie.	70--73--70--68				
My Lost Melody	Monica doesn't impress with her handling of a lovely flicker Frenchie, which seems rather difficult to execute properly.	67--70--67--65				
BILLY ECKSTINE (Pete Rugolo Ork)						
I Apologize	MGM 10903—Eckstine does a warm, appealing job with this lovely oldie with a rich ork assist. Enhanced with a typical Eckstine tag, this should be a big one for Mr. B.; should make strong r. and b. fare as well.	86--87--85--86				
Bring Back the Thrill	The warbler was not in top voice for this melodic Italian adaptation. He does an impressive job nevertheless as he adds a bit of the Italian lyric to the new version. With the song showing signs, Eckstine figures to get his share.	85--86--85--85				
BILLY ECKSTINE (Pete Rugolo Ork)						
When You Return	MGM 10896—This likely Benjamin-Weiss ballad is warbled warmly and skillfully by Eckstine. If song catches, dishing should be in with the winners.	85--85--85--85				
If	Eckstine turns in one of his most impressive wax performances on this big throated treatment of the rich hit ballad. Should be a sturdy item for the singer in both pop and r. and b. fields.	88--89--88--88				
BILL FARRELL (Quartones-Russ Case Ork)						
More Than I Care To Remember	MGM 10900—Farrell, more subdued and more effective than usual, fashions a warm job with this melodic new ballad.	79--80--78--78				
In the Land of Make Believe	Farrell, with vocal group, turns in a straight ballad job on a pleasant tune with a reminiscent front strain. Balladeer's following should be pleased.	75--75--75--75				
DAVID ROSE						
Fiddlin' for Fun	MGM 30324—A flashy fiddle-full vehicle is executed crisply by the Rose ensemble. Its attention-getting values should draw spinner action.	81--84--81--79				
Zing Zing—Zoom Zoom	Rose dresses this Romberg pop waltz in an attractively lilting orking which should put this rendition among the money-makers on the growing tune.	83--85--82--81				

Taran Named Tele Distrib

MIAMI BEACH, Feb. 10.—Taran Distributing Company has been appointed South Florida distributor for Meck television receivers. Sam Teran, president, is lining up dealers to handle the line thru the territory.

Pre-Hit Picks

Continued from page 68

is an interesting job, says Conteen. You can get yourself into unique situations with just one wrong word. Thus 80 per cent of the selling approach is in going into the location in the right frame of mind.

When the C & S routeman gets to the location he first of all does everything he can for the owner: (1) "Anything you'd like to have?" he asks; (2) talks to the owner for a few minutes; (3) cleans up the machine; (4) checks the cash (the very last thing), and (5) when he leaves, inquires, "is there anything else we can do for you?" In placing a new machine Conteen makes an evening appointment, tells his story... then let's the conversation drift. He feels this drifting is a good thing, saves high pressuring, holds the prospect's interest. Then he leads back to business with, "You know, I think you could do very well with one of our machines."

Explains Operation

"Nine chances out of 10 after talking things over," says Conteen, "I'll tell him how we operate. And like as not after a long listen the prospect will interrupt with, 'When can you bring the box out?'" "However, if the prospect is troubled, he may ask, 'Whom do you have working for you?'" Or if he's worried about money: "What's in it for me?"

"Right there we both get down to business: You want a new machine, and naturally the machine has to return so much money a week—in other words I can't put a \$700 machine in here for a year and get only a \$5-\$6 return each week. Terms become \$8-\$9 a week."

"Now understand," Conteen concludes, "if there's \$25 in the machine the first time I come around, your share will be \$9, mine will be \$16."

Tough Customers?

Even many tough prospects catch on, Conteen says. There are two steps in persuading this type of prospect: (a) talk very seriously; (b) if they will, let them bring up their own problem. "I laugh with them quite a bit," Conteen explains. "If they don't warm up on humor, I ask what they're worried about."

When sold prospects have been customers for a while, they benefit from a gift Conteen has developed over the years. Experienced owners smile and nod when he leaves their location and says, "Bring in some more of your hits!"

For Fred Conteen can pick 'em. "I get around to every record distributor in town," he says: "listen to all the new records, decide what in my opinion is going to be a hit and stock up on it. On *My Heart Cries for You*, for example, I chose three artists: Guy Mitchell, Al Morgan, Vic Damone.

"I get records the locations will like, and I've visited them often enough to know. If 25 per cent of the locations go for my choices of coming hits, I'm covered."

Conteen's choices are based on a sense of rhythm. It's the something different in a tune that makes it click, he says. "To me a song has to make sense, have a different 'odd' as contrasted to 'routine,' but not 'cockeyed' rhythm.

"A song unquestionably may be nice and may be played on the music boxes, but it won't pull nearly so well as the tune with a new and different rhythm. I try to study out these records before they're recognized as hits and before the distributors can be sold out."

Ristaucrat Facts

Continued from page 68

phasized by Cohen. During tests at UL, it was determined new Ristaucrat does not heat up excessively and therefore warping, especially in hot climate, will not occur.

Cohen said design on the cabinet for the S-45 will be completed in the next few weeks. Points to be emphasized are modern appearance and enough trim so that the S-45 will be attractive without being gaudy.

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	POPULAR	DISC JAZZ	CLASSICAL	SACRED	SPIRITUAL
----------------------	---------------	---------	-----------	-----------	--------	-----------

HOT JAZZ

DAVE BRUBECK TRIO						
Perfidia	FANTASY 513—This excellent San Francisco group turns in another skilled modern jazz etching; this one explores the percussive aspects of the group on a fine oldie.	65--70--65--60				
Avalon	Surprise raggy intro leads into a batch of airy Brubeck bop keyboard. An attempt to attract some commercial attention to the worthy unit. If jazz spinners pick up on the dishing, it could do right well in the market.	72--77--73--65				
DAVE BRUBECK TRIO						
I Didn't Know What Time It Was	FANTASY 514—Pretty, knowing modern reading of the lovely oldie has the leader's 88-ing on display in big chunks.	69--73--70--64				
Always	Fly, flashy bop transcription of the Berlin fave is another worthy effort by this Coast group. Brubeck's evenly produced series of excellent wax is awaiting "discovery" by the hip spin circle.	70--75--70--65				
CHARLIE PARKER ORK						
Melancholy Baby	MERCURY 11058—This is the Bird, sans strings, with a quintet which includes fellow kingpin boppers Dizzy Gillespie and Thelonius Monk. Stacks up as potent modern jazz fare.	73--79--73--67				
Bloomdido	Same quintet, rounded out with Buddy Rich and Curly Russell, pounds out a neat original. Dishing reminds of the early Bird-Dix collaborations.	68--75--70--60				
FLIP PHILLIPS ORK						
By the Lazy River	MERCURY 8929—Supported by some tasty small ork figures, Flip opens up his silken tenor styling for a tasty rundown of this evergreen jazzman's tune. Flip's JATP followers will want for sure.	77--80--75--75				
Swinging for Julie and Brownie	A light, modern riff opus leaves room for a group of brief solos, most impressive of which is a fluent bop alto go by Sonny Criss.	75--75--70--65				
OSCAR PETERSON						
Get Happy	MERCURY 8933—The brilliant modern Canadian 88-er manages some of his breath-taking technique and imagination in knocking out this bright standard.	72--79--72--65				
Jumpin' With Symphony Sid	This familiar riff, dedicated to the N. Y. deejay, is handed a breezy and skillfully imaginative go by Peterson with aid only from Major Holiday on bass.	74--79--74--68				
BUD POWELL TRIO						
Hallelujah	MERCURY 11069—Powell, one of the finest pianists in the bop school, puts on one of his most facile waxed displays here. Some remarkably fertile ideas and superb, clean execution are most noteworthy.	67--75--67--60				
Tea for Two	Same story here. This coupling's bound to make the ranks of collector's item at some future date.	67--75--67--60				
ARNETT COBB ORK						
That's All, Brother	COLUMBIA 39139—Cobb's tenor leads the group thru a relaxed instrumental with slight bop touches. Fails to excite, tho.	65--70--64--62				
Bee Bee	The bop touch is a little heavier on this side but nothing more exciting happens with either Cobb or the group.	65--70--64--62				

CLASSICAL

BLANCHE THEBOM (London Symphony Ork., Warwick Braithwaite, Cond.)						
(Saint-Saens) Mon Coeur S'Ouvre A Ta Voix	VICTOR (45) 49-3104—Miss Thebom, the Metopera mezzo soprano, makes a glowing effort of the soprano aria from "Samson and Delilah," familiarly known as "My Heart at Thy Sweet Voice."	80--80--80--NS				
Printemps Qui Commence	Another soprano aria from the same opera's first act (Delilah's Song of Spring) is rendered with warmth, grace and understanding by Miss Thebom. The orchestral aid on both sides is excellent.	75--76--74--NS				
LEOPOLD STOKOWSKI						
(Bach, J. S.) Komm'Susser Tod	VICTOR (45) 49-3087—New recording of a popular Stokowski transcription taken from Bach's "Gestliche Lieder." An excellent recording.	84--86--82--NS				
(Purcell) When I Am Laid in Earth	Another Stokowski transcription, this one of a vocal aria from the opera, "Dido and Aeneas," makes an immensely moving orchestral piece. It is beautifully conceived, played and recorded. A "must" for all Stokowski admirers.	84--86--82--NS				

SACRED

JACK HOLDEN-FRANCES KAY						
Standing By His Side	VICTOR 21-0432—Backwoods duo give the rhythmic gospel opus a fitting reading.	62--62--62--NS				
Empty Tomb	Devotional waltz is handled in typical hillbilly and Southern market fashion.	61--61--61--NS				
WALLY FOWLER-OAK RIDGE QUARTET						
I'm a Bible Lovin' Man	BULLET 116—Mixed group sings a simple spiritual-type tune in a crisp manner.	73--73--73--NS				
I'm Free Again	More of the same	73--73--73--NS				
BAILES BROTHERS						
Building on the Sand	KING 929—Sacred moralizer is handed a homey hillbilly reading.	68--68--68--NS				
He'll Strike You Down	Similar stuff.	66--66--66--NS				
GEORGE BEVERLY SHEA-DOUGLAS FISHER						
He the Pearly Gates Will Open	SINGSPIRATION 5-3068—Bass baritone Shea sings with inspirational feeling on a waxing suited for the family trade.	64--64--64--NS				
Jesus Is the Sweetest Name I Know	Combination of Fisher's organ and Shea's deep voice on another sacred song sounds convincing.	64--64--64--NS				

SPIRITUAL

PROF. EMIL HOLLAND JR. (Richard Taylor & Choir)						
Back to the Dust	BLUE RECORDS 132—A romping, hand-clapping revival shout suffers from poor recording.	52--52--52--NS				
Only a Look	Femme member of the group pipes the hymn with feeling. Congregation supplies the revival meeting background.	50--50--50--NS				
THE TRUMPETEERS						
Use Me, Lord	SCORE 5025—Relaxed male quartet reading of a slow, rhythmic gospel chant.	70--70--70--NS				
Job and Satan	Group gets a stronger beat into this sacred opus.	74--74--74--NS				

HOLD YOUR OWN... BUT DON'T STAND STILL!

Lack of progress indicates deterioration! In these critical times that's a business fact that could prove sadly true for many music operators.

However, if you are a Constellation Operator, you can meet emergencies profitably! In ratio to the number of Constellations you own now and will buy soon, you may even widen and improve the scope of your operating! And you'll do it with little or no increase in manpower and overhead!

That's because Evans Quality won't let you down! Trouble-free performance will keep your Constellations out of the shop, on the job, serving present locations dependably... ready to serve new locations as they become available in your area!

EVANS' 20 Record 40 Selection CONSTELLATION

See your Evans' Distributor or write Factory direct... NOW!



AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS PROFIT STIMULATORS, PAGES 84-86-87

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	OVER-ALL	DISCOVERY	REVISED	CRITICISM
● Continued from page 27					
HAL HOWARD & THE PEARL RIVER BOYS					
Don't Ever Trust Your Chicken	BULLET 726—Country jump novelty is thin; rendition, by Howard and boys joining on tag, is short of punch.	52--52--50--54			
Fat Gals, Skinny Gals	Howard could have got more pepper into his rendition of this comic jingle, tailored along the pattern of "How Am I Doin', Hey Hey."	56--56--54--58			
JOHNNIE LEE WILLS & HIS BOYS					
Oklahoma, That's for Me	BULLET 728—Johnny Lee and the boys do a Western range tune of considerable appeal. Performance has a strong, march-like beat that impresses.	73--73--71--75			
I Needed You	Wills and the boys do what is really a pop treatment of a fair ballad at up tempo.	66--66--64--68			
CLYDE MOODY					
Six White Horses	KING 922—Moody projects on this old-style blues, done in bright country dance tempo, with a perpetual-motion fiddle-and-guitar backing. A catchy item.	81--81--81--81			
Ivy	Overlong and not-too-interesting instrumental passage makes a dull side of a passable tune well sung.	58--58--56--60			
COWBOY COPAS					
Goodbye, Sweetheart, Goodbye	KING 928—Copas does a warm, persuasive job with a very simple and appealing waltz throbber with real folk roots.	84--84--84--84			
Why Do the Stormy Winds Blow?	Routine torch ballad gets a good workout.	71--72--71--70			
HAWKSHAW HAWKINS					
Shotgun Boogie	KING 932—Satisfactory coverage job on the Tennessee Ernie boogie hit.	74--75--74--73			
You Don't Belong to Me	Hawkins gets feeling into an okay weep tune.	71--71--71--71			
GEORGE SIMERLY					
Why Does the Army Need My Daddy?	RICH-R-TONE 1003—Muffled recording hurts a good back-country warble of a tearjerker.	58--59--58--57			
It Happens Every Day	A superior ballad with recurring refrain gets a good go from Simerly, joined by another warbler for harmony on the tag—but same recording flaw shows here.	65--63--65--67			
BILL WARD					
Trouble	RICH-R-TONE 1002—So-so chanting on a slow-moving back-country blues ballad.	50--50--50--50			
Too Many Tears	Ditty has more pep than flip, but neither performance nor material are much.	53--53--53--53			
BOB WILLS & HIS TEXAS PLAYBOYS					
The End of the Line	MGM 10898—Wills has a great novelty side in this tree-swinging rhythm ditty, with fine melody and lyrics.	85--85--84--86			
Anything	Routine ballad side in dance tempo.	71--71--71--71			
HANK WILLIAMS					
Dear John	MGM 10904—One of Hank's most powerful offerings; a superior ditty, perfect tempo, and champion chanting. Should sweep, and possibly score as pop.	87--87--87--87			
Cold, Cold Heart	Another superb side, this one a melting torch ditty, wonderfully projected by Hank.	85--85--85--85			
ROSALIE ALLEN & ELTON BRITT					
You Missed Your Chance Last Night (My Darling)	VICTOR 21-0430—Fine, light duet on a bright, easy-swinging novelty. Distinct pop flavor here.	74--74--74--74			
Let's Sail to Heaven	Side is practically a straight pop, Hawaiian style. And a pretty job.	76--77--75--76			
HANK SNOW					
The Rhumba Boogie	VICTOR 21-0431—Hard hitting country boogie-in-rumba, sold strong by Snow a swinging country combo. Should be a big one.	86--86--86--86			
You Pass Me By	Okay ballad side, but overshadowed by flip.	80--80--80--80			
EDDIE DEAN					
All That I'm Asking Is Sympathy	CAPITOL 1389—Pop-styled tune gets an okay reading from Dean.	64--65--63--63			
If I Should Come Back	Dean puts more feeling into his chanting of a likely Redd Stewart item.	69--70--68--68			
TEX RITTER					
You're Always Brand New	CAPITOL 1388—Ritter's bass bary voice lends credence to an only fair-to-middlin' love ballad.	69--69--69--69			
My Bucket's Been Fixed	Tex has a likely disk in his relaxed beat reading of the c. and w. material started by writer Hardrock Gunter.	81--81--81--82			
JIMMY PORTER					
It's Sprinkling Heaven	CORMAC CRS 1162—Stiff rhythm backing detracts from an okay country love ballad sung by a better-than-average chanter.	64--64--64--64			
Where Have You Been, Sweetheart?	Less likely material is handled in the same staid manner.	57--57--57--57			
TOMMY LLOYD					
Shuffle Boogie Bellhop	HART-VAN 16023—Completely undistinguished reading of a weak hunk of material.	45--45--45--45			
I Hurt Inside	Lloyd chants an acceptable country throbber with a much greater effect.	66--66--66--66			
HARRY FOWLER & HIS TENNESSEE VALLEY BOYS					
Carolina Swing	BELVEDERE 3001—A danceable cutting of a rhythmic ode to the Carolinas.	66--64--64--69			
Violet of the Valley	Backwoods interpretation of a novelty tale about a muscular mountain maiden.	60--60--60--60			
JOE LEWIS					
San Antonio Rose	INTRO 6010—Interesting square dance dinking of the old Western favorite, with Lewis and ensemble handling the calls.	70--70--70--70			
Steel Guitar Rag	Use of other than standard square dance materials makes for a smart switch on terp diskings.	70--70--70--70			

Philly Music, Game Ops Test 10-Cent Play

PHILADELPHIA, Feb. 10.—The Amusement Machine Association of Philadelphia, taking in pinballs and the Music Machines Association of Philadelphia, representing juke box operators, are testing public reaction to dime plays.

Both associations feel the nickel must eventually go. MMA is testing a limited number of juke boxes in Chester, Pa. If the initial reaction is favorable, the association will incorporate dime play in music boxes on local locations.

As far as music operators are concerned, the general feeling here is that the playing public will offer slight resistance to dime play, made necessary by marked increases in equipment, records and service. It is pointed out that many patrons approach the machine with dimes and quarters for longer entertainment. Moreover, the record fans, representing a record-buying public as well, are aware that records command a higher retail price today.

Game Tests

Joseph Silverman, AMA business manager, also revealed test locations have been set up this week for the first time for dime play. Sixty machines with dime chutes have been placed on location in the city proper. The dime machines all have been placed on locations also having machines on nickel play.

Silverman said a price rise is inevitable if the amusement machine operator is to survive the skyrocketing cost of equipment and service. Under the test plan adopted by the association, dime play is being limited to new machines.

Merchandising Music

● Continued from page 68

he thinks there should be a two to three-month interval between an individual artist's releases.

RELIGION ON RECORDS . . . Personal appearances of artists featuring religious songs in their repertoire, plus a radio show conducted by Wally Fowler stressing this type of music, has stepped up play of the religious disks in juke in the Winston-Salem area in North Carolina, advises C. C. Stoltz, Styers Coin Machine Company. In many locations, says Stoltz, religious disks are actually topping current pop hits by as much as a two-to-one ratio in number of plays.

LIVE MUSIC COMPETISH . . . City Music Company, Suffolk, Va., reports that in Norfolk, the city council has voted to allow live music in its night spots, thus hitting another blow at operators of music equipment. There has been a rigid law against the use of live entertainment in these spots.

CARL BUTLER					
Plastic Heart	CAPITOL 1399—Butler's chanting efforts are routine on a contrived country ditty.	66--68--65--65			
Country Mile	With slightly better material, Butler projects with a shade more fervor.	68--69--67--67			
TEX WILLIAMS					
Tulsa Trot	CAPITOL 1398—Williams hands a danceable ditty his usual virile rendition while the ark maintains a fine terp tempo via swinging strings.	71--70--70--74			
She Didn't Even Kiss Me Goodbye	The Western jazz orking and ensemble chorus hand the catchy novelty a bright go. Williams sets off sparks with his sing-talk go.	83--83--82--84			
WESLEY TUTTLE					
One Diamond Ring	CORAL 64076—The distinctive Tuttle chanting is well-mated with a country throbber that's just a little different.	74--74--74--74			
I'm Tired of Playin' Second Fiddle to a Steel Guitar	Pop-styled novelty doesn't give Tuttle the opportunity to display his note bending torsils. Okay for dancing, tho.	71--70--70--74			
SMOKEY ROGERS (Dean Eacker & Trio)					
Oh, How I Cry About You	CORAL 64077—Eacker and the trio handle the vocal admirably on a new Foy Willing weeper with the Rogers band keeping a good terp beat.	73--73--73--73			
Catch Me Cheatin'	Rogers gives a so-so ditty a healthy try.	71--70--70--72			
JIMMIE DOLAN					
You'll Be Crawlin' Home to Me	MODERN 20-768—Routine effort and material.	65--65--65--65			
The Shadow of Your Love	Another typical country weeper gets a stereotyped reading.	66--66--66--66			
JIMMIE DOLAN					
One Million Railroad Ties From Home	MODERN 20-799—Both the material and Dolan's chanting are of the wonted weeper school.	65--65--65--65			
Foolin' All Along	More of the same.	65--65--65--65			

Calendar for Coinmen

February 13, 27—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.

February 14—Music Operators of Northern Illinois, monthly dinner discussion meeting, Hapsburg Inn, River Road near Foundry Road.

February 14, 28—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

February 20—Amusement Machine Operators of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

February 20—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

February 21—Operators' Guild of Westchester County, New York, monthly meeting, Moose Hall, White Plains, N. Y.

February 22—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

February 22—Michigan Self-Service Laundry Association, dinner discussion meeting, Leland Hotel, Detroit.

February 26—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.

February 27—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.

March 1—Washington Music Guild, Inc., monthly meeting, Hotel 2400, Washington.

March 1—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.

March 5—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

March 7—Coin Machine Operators' Association of Harris County, monthly meeting, Chamber of Commerce Building, Houston.

March 8—Connecticut State Coin Association, Inc., monthly meeting, Hotel Bond, Hartford.

March 8—Washington Coin Machine Association, monthly meeting, Phillips Novelty Company, Washington.

March 8—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.

March 19-21—Music Operators of America, 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.)

Colo. Music Biz Eyes Future

● Continued from page 68

keeping up present locations, let alone expanding," one music man said. "Right now, it seems as tho there are enough used machines on the market so that the operator can pick and choose. I'm personally buying all of the good-condition used machines which I know I can get parts for, and stockpiling a few dozen for later use. One of the fortunate factors in wartime conditions is the fact that there will always be a few machines available, from operators going out of business and into other work, or from the younger newcomers who are called into military service. It is going to be difficult to sell a lot of location owners, particularly those who are conscientious about appearance, on letting us install older machines, but it won't be long before the necessity is recognized."

Distrib Outlook

The distributors concern is even more marked. Wolf Roberts, of Wolf Sales Company, pointed out "things will be far more rugged from every standpoint." Roberts has continued his business thru two wars to date and has had plenty of experience as a result. "We continued to show a profit thru the last war, mostly because our reconditioning shop ran overtime during the who' war, and because we either had the parts or could make them where needed," he explained. "There is an excellent opportunity in buying and selling complete routes, as well as machines. The important

consideration is for the distributor to keep servicing his accounts, even if this means keeping the repair shop open all night. As long as the operator gets equipment which will pull in nickels, he will be pleased."

One of the fresher aspects is the declaration by the government that men of all ages and situations may be called into service. The only solution to security in the service, collection and delivery department lies in hiring older men, exempt by age but active enough to keep up production, local, ops stressed. Many operators here, looking worriedly at crews of apprentice coin machine mechanics in their teens and twenties, are advertising for old-timers, retired, or mechanically experienced, who can be trained for pin game and phonograph maintenance. Some 40 such mechanics have been hired within the industry since the first of the year.

Covideo Names Fla. Distrib

MIAMI, Feb. 10.—Covideo, manufacturer of coin-operated radio and television sets, has appointed Ken Burgher as Dade County distributor for the complete Covideo line.

Initial installations are now being made in ocean-front motels located at North Beach.

Calif. Town Okays Game, Juke License

ROSEVILLE, Calif., Feb. 10.—In connection with a new licensing structure enacted here, a survey showed there are 31 pinball machines and 34 juke boxes in operation.

The check was made because of an ordinance setting the annual license fee of \$20 on the pins and \$5 on the music machines. The ordinance also places a \$20 yearly levy on claw machines but none was reported operating.

World Wide Holds Rocket Showing

ROCK ISLAND, Ill., Feb. 10.—World Wide Distributors, Chicago, began a two-day showing today of the Rock-Ola Rocket 51 for operators in the tri-cities area. It is taking place in the Fort Armstrong Hotel here.

Len Micon and Monty West, World Wide, were on hand to explain the features of the Rocket.

ODD-CENT BAR ENTERS OPS' NICKEL-DIME CANDY HASSLE

Advance 3-Price Pattern; See Need for \$18-\$19 1c Refunder

CHICAGO, Feb. 10.—Candy operator thinking during recent weeks has included a new possibility in the heretofore "for and against" arguments on use of dime and nickel bars. New element in the abandon-the-nickel move includes advocates from both sides of the price fence. Taking their cue from retail counters in most parts of the country, while admitting its success hinged on availability of a low-priced penny refunder unit, a growing number of operators suggest at least trial placement of 6-cent equipment.

In some instances, this thinking follows a three-price pattern. Thus, one machine would vend nickel, 6-cent and dime bars. Then because the customer is not forced to buy nickel-plus candy, he may be psychologically conditioned to accept the higher prices. He can "exercise a choice," both as to price and candy brands.

In the nickel field, selection of 5 and 6-cent items would be guided largely by the wholesale price to maintain the minimum 2-cent per bar mark-up.

Tests Planned

Altho mechanical and machine design difficulties, plus the expense of converting, will plague the operator attempting the odd-cent price, at least three major operators are currently planning to undertake the 6-cent experiment. Two are in Chicago, the other on the West Coast.

Prime requisite of the odd-cent plan is availability of a low-priced penny refunder, preferably of the mechanical type manually actuated by push-pull slide rejectors. Some operators have declared that \$18-\$19 would have to be the maximum price of such a unit to enable mass conversions. Too, the refunder would have to be designed to permit installation inside the majority of multiple-column candy equipment.

The big deterrent to 6-cent bar vender sales so far has been cost, operators advocating its trial claim. In addition to conversion costs, service expenses will be higher since the handling of large quantities of pennies slows down servicemen. But once the initial installation hurdle has been passed, the extra penny per sale might boost net profit back to prewar levels, is the feeling.

Opposition

On the anti 6-cent front, however, this comment is most frequently heard: "If the nickel bar is to be supplemented by a differently priced bar, my vote goes for the dime bar" (see separate story in this section). Reason is that 10-cent bars "do not actually represent an increase in price; they are not nickel bars upped in price, but have their own niche in the candy field."

(Continued on page 79)

PARKING METER "EDUCATION"

MT. LEBANON, Pa., Feb. 10.—Unique use of a parking meter by the chief of police her and in Brentwood, Pa., is designed to save "first offenders" from over-parking fines and win respect for meter regulations.

Chief Senn here and Chief Otto Jordon at Brentwood have an indoor parking meter at their headquarters where persons who overstayed their parking time from one to 20 minutes may deposit a nickel. This will enable them to avoid a \$1 fine for the first offense. Latter is checked by having all parking violations recorded.

Brach Biz Up 20%; Reaches \$38 Million

CHICAGO, Feb. 10.—E. J. Brach & Sons reports that its candy volume has been increased approximately 20 per cent, to a total of \$38,000,000, during the calendar year, 1950.

January business showed a rise of about 10 per cent over January, 1950. Because firm has shifted from a calendar to a fiscal year basis, actual comparable figures were not available.

Auto. Canteen Net Earnings Rise in 1950

Reports Dime Bar Test Favorable, Ups Conversions

CHICAGO, Feb. 10.—Automatic Canteen Company of America, in its annual report to stockholders, revealed that net income of \$600,461 for the fiscal year ended September 31, 1950, was 3.1 per cent over the \$582,460 earned in the previous year. The 1950 earnings are equivalent to \$1.33 per common share, compared with \$1.29 in 1949. Sales, rentals and other income for the fiscal year amounted to \$23,409,184, compared with \$21,772,698 the year before.

Nathaniel Leverone, chairman of the board, stated that among the number of favorable developments during the year, the most important was the acquisition of all remaining outstanding shares of common stock of Canteen Company, firm's largest distributor. Another was the increase of authorized \$5 par value common company stock from 500,000 to 625,000 shares, and a new stock issue consisting of 125,000 shares of \$20 par value 4½ per cent cumulative convertible preferred stock.

Automatic Canteen is now in direct control of 35 per cent of its related retail operations, the report pointed out.

Dime Bars

In his letter to stockholders, Leverone stated: "An important development is the increasing trend on the part of candy manufacturers toward the production of 10-cent candy bars." He went on to say the cost of nickel bars together with the costs of distribution and other selling expenses have been gradually increasing until now there is little profit left in the sale of 5-cent merchandise.

Customer acceptance of Canteen's dime bar offerings has been found to be "quite satisfactory, and the volume of such (vended) sales is increasing substantially from week to week," Leverone

(Continued on page 79)

Sked Vending Talk Fest at Distrib Meet

NEW YORK, Feb. 10.—The wholesaler's place in vending will come in for a thoro going-over during the 19th annual convention of the National Association of Tobacco Distributors at the Palmer House, Chicago, the week of April 9.

Many NATD members are already in vending as operators, either directly or thru affiliated companies and others, notably the J. P. Manning Company, a New England firm, are pegged to a policy of selling merchandising equipment outright to locations. The two business philosophies are in direct conflict and have led to bitter and often destructive competition wherever they have met head on in a territory.

Thus, it is with special interest that those concerned are looking forward to the special round-table conference on vending NATD has scheduled for the convention week. Titled "Systematizing Vending Machine Operations," the confab is certain to give adherents of both points of view a chance to air their differences.

(Continued on page 79)

Subway Vending Cash Tops \$3 Million for Record Year

Continued from page 1

machine categories, business volume increased markedly over 1949.

Cup venders showed the most sizable gain, doing some 83 per cent more business in 1950 than the year before as more and more machines were placed in mid-town stations to bring the total number of soft drink units working the subway spots to 395 at year's end. Income on penny and nickel gum, candy, cracker and peanut machines, scales and tissue venders jumped about 9 per cent cumulatively. On parcel lockers the increase was some 28 per cent, and on pay-toilet use about 5 per cent. The Interborough News Com-

pany, thru the prime contractor, American Chicle, handles all the penny and nickel bulk and package venders on stations, except for cup machines. By far the largest

NICKEL CANDY BAR SWAN SONG SUNG IN CANADA

TORONTO, Feb. 10.—The nickel candy bar in Canada is a thing of the past. The 6-cent bars have gone up a penny to 7 cents, adding additional headaches to vending machine operators. This increase follows the recent cent-increase in the price of bottled soft-drinks which now sell for 7 cents.

Tho the small bars went up in price, the 10 and 12-cent bars have remained constant in price. This is due to the fact that some manufacturers are using cheaper materials.

Keeney Preps Production on Candy Machine

CHICAGO, Feb. 10.—J. H. Keeney & Company is now ready for production on a five-column refrigerated vender which will handle candy in boxes.

Product is self-defrosting and has a Copeland sealed refrigeration unit which controls temperatures in the machine at between 60 and 70 degrees or whatever degree is desired. It measures 61 by 21 by 35 inches and occupies a space of two by three feet on location. Cabinet is heavy gauge steel and finished in baked enamel. All parts of the mechanism are rust-proof and serviced by unlocking and lifting a front door. Capacity is 180 boxes. Three columns handle 36 boxes which measure 3¾ by 4¾ by 1 inches (or boxes which include about a quarter pound of candy). Other two columns also handle 36 boxes and vend candy in one-eighth pound boxes. Smaller boxes measure approximately 3¾ by 27/16 by 1 inches.

New Keeney vender is equipped with a flexible change maker which accepts any coins in multiples of nickels, dimes and quarters up to 50 cents.

operator "down under," its machines grossed \$2,310,222.13 in 1950. Here is the breakdown of its gross income for the year:

Machines	Gross	Per Cent	City
1c Gum	\$1,306,211.09	28	
5c Gum	60,032.98	28	
1c Candy	339,638.92	28	
5c Candy	139,634.75	20	
5c Cracker	70,213.35	20	
1c Peanut	266,922.15	30	
1c Scales	125,723.50	50	
5c Tissue	1,845.39	10	
Total	\$2,310,222.13		

The number of Interborough- (Continued on page 78)

DIME BARS, 4c MARGIN SEEN AS PROFIT ANSWER

CHICAGO, Feb. 10.—Taking up the cudgel in favor of dime bars for venders, Harry Winston, president of Automatic Merchandising Company, leads off the feature article in the February Vend, sister publication of The Billboard, with the statement: "At a nickel we don't have a prayer. But at a dime we will still be in business."

Winston, whose firm operates in Chicago and Detroit, said the 2-cent mark-up on today's nickel bars is not sufficient to cover operating costs and also return a reasonable or even assured net profit.

Altho many candy operators believe there is no advantage in going to the 10-cent bar unless there is an actual increase in total dollar sales, Winston questions the accuracy of this thinking. To carry out his point, he states: "The dime bar, even at a 60 per cent cost, leaves a 4-cent margin before all other expenses, or 100 per cent more in terms of dollars. Thus it would even be possible to be better off with less actual dollar sales if each transaction were a dime rather than a nickel."

Revise Commissions

To make the 4-cent gross profit work to best advantage, he suggests operators revise commission scales, as at the current 10 per cent average, dime sales would result in the equivalent of 20 per cent commission if unit sales of dime bars were to equal that of nickel items. A formula is required whereby locations would receive, dollar-wise, at least as much from dime candy as nickel bars presently produce. But to the extent that dime bars represent a dollar increase in volume, some savings would be effected in the fixed items of expense such as

rentals and commissions. On the employee-earnings question dime bar vending would mean that servicemen on salary should be granted increases and percentage pay plans would need to be adjusted downward.

Winston believes that as long as the current 5-cent bar is available, the public will purchase nickel items of comparable or better value in preference to the dime item. This is another way of saying that to realize the necessary goal (in vending dime bars) the nickel candy bar must join the army of thousands of other items of use and consumption which have disappeared from shelves and counters.

Oak To Fete Distribs at Plant Debut

PITTSBURGH, Feb. 10.—Oak Manufacturing Company, in celebrating the May opening of a new addition to its plant at Culver City, Calif., is offering an elaborate program of free entertainment to its distributors who meet a minimum sales requirement, reports M. J. Abelson, general sales manager.

Distributors and their wives who attend the formal opening and who between February 1-May 1 have sold a minimum of 1,000 or more of any model of the Acorn vender, will have their plane, hotel and entertainment expenses paid.

For entertainment, after a day or two in Los Angeles and Hollywood, the group will be taken to Las Vegas for several days. A trip to Boulder Dam is included.

DON'T WRITE 'EM OFF

Lost Location Policy Invites "Come Backs"

DENVER, Feb. 10.—Even tho a location account may seem irreparably lost, it will pay the operator dividends to keep in touch with it, according to Sonny Singer, operator of National Cigarette Service here.

Operating a large string of accounts which may include several hundred location owners, the operator is bound to find a few disagreements, differences of opinion, or other instances, in which the location owner will switch to another firm, or even decide to operate his own vending machine, Singer points out. In such instances, he indicates, it does no good to "go away mad." Instead, the operator should take the occurrence in stride, and make a point

of re-establishing friendly relations as soon as possible or to hold the location owner's friendship and good will, if the latter has decided to operate his own machines.

Call Backs Pay

There have been many occasions in Singer's experience in which a location owner for one reason or another decided to operate his own vending machines, and then, upon finding the process full of "headaches," elected to call in a commercial operating firm instead. In such instances, the mere fact that Singer has continued to visit the location, and to actually give the location-owner operator some assistance in making the most of the equipment he purchased, stand him in good stead. The chances are that if he is dissatisfied with operating on his own, the location owner will re-establish his arrangement with Singer, and realize the advantages which a well-organized, service-shop-equipped vending machine organization can do for him.

Forgets Facts

Almost any location owner gets a "bee in his bonnet" about the possibilities of adding a little to his own pocket money thru running his own machines, Singer points out. "Too often the location owner sees the collector or serviceman scoop out a huge stack of nickels and dimes at the end of the month, and concludes that it is 'all gravy,' forgetting altogether the heavy capital investment, the high expense of maintaining service, of

(Continued on page 79)

Clark Reduces 120-Count 15c

PITTSBURGH, Feb. 10.—D. L. Clark Company has cut the price on its Clark bar, rescinding the increase put into effect last October. New price on the 120-count is \$3.60; former cost was \$3.75.

Move puts the Clark bar back at the 3-cent wholesale level considered by operators as tops for vender-sold nickel goods. Bar sold at this figure prior to the boost last year. Clark's renewed emphasis on the vender market, plus the drop-off in operator acceptance under the higher price, were seen as reasons for the price cut.

Supplies in Brief

Cuban Sugar

HAVANA, Feb. 10.—The total volume of the 1951 sugar crop was fixed at 5,500,000 long tons by the Cuban Sugar Stabilization Institute this week.

The production estimate is 5,500,000 long tons and it was pointed out that any difference above or below that figure will be added to or deducted from the free world export quota. The previous year, it was the so-called special quota which was affected by this provision.

The distribution of this production agreed upon by the institute follows:

Quotas	Long Tons
For U. S. market...	2,328,536
Retained for U. S. ...	300,000
Local consumption...	300,000
Special for 1951...	1,000,000
Free world export...	1,571,464
General total.....	5,500,000

A total of 107 mills have begun to process the 1951 sugar crop, compared with 117 by the same time last year.

Retailers Start Fight Against Pa. Sales Tax

HARRISBURG, Pa., Feb. 10.—A fight against the possible enactment of a sales tax in Pennsylvania by the Legislature is being spearheaded by the State Retailers' Association.

Officials of the group have called several times on Gov. John S. Fine asking him, in effect, to find money elsewhere. The State needs at least \$120,000,000 in additional revenue for the 1951-52 biennium.

A sales tax, the retailers point out, will hit all persons "including those on old-age pensions and recipients of public assistance and is particularly onerous in its effect on large families." They claim Pennsylvania residents already pay about \$280,000,000 per biennium in the form of excise taxes on cigarettes, beer, liquor and soft drinks. This is equivalent to a 2 per cent general sales tax, it is pointed out.

Sales Tax Objections
"It is obvious," the association said, "that proper enforcement of a retail sales tax would be a matter of great expense and administrative difficulty. Weak enforcement would place honest retailers at a serious disadvantage."

The State's soft drink tax, levied at the rate of 1 cent on each 12 ounces of bottled drinks and 1/2 cent on each ounce of sirup used in the fountain making of soft drinks, is slated to be repealed on the basis of Republican platform promises.

Due for re-enactment are "temporary" taxes imposing a 10 per cent sales levy on liquor; a penny a pint excise tax on beer and 4 cents per pack tax on cigarettes.

Local municipalities have the right to levy amusement taxes, taxes on pinball and similar machines; on skating rinks, bowling and other places of amusement permanently established.

Trudeau Dime Bar At Special Price

ST. PAUL, Feb. 10.—Trudeau Candies introduced its 7-Up bar in a dime size Tuesday (6) with a special placement offer made to operators and other outlets. The 2-ounce bar, to be regularly priced at \$3.55 in the 60-count, will be available for \$3.35 until February 28.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$47.50

EACH Lots of 25 \$118.75

14 or 54 MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLLOYD MFG. CO.

VALLEY STATION, KY.

Sugar Production

WASHINGTON, Feb. 10.—World sugar production reached a record level in 1950-'51, exceeding the previous year's record by 10 per cent and the prewar average by 22 per cent.

Europe and Asia produced a smaller proportion of the total sugar output in 1950 than in 1935-'39, while North America and other countries produced a greater proportion. Sugar is the only major food crop for which per capita production is above prewar.

NAMA Reports Mobilization Study Progress

CHICAGO, Feb. 10.—With the announcement that regional totals are almost complete on its operator mobilization survey, National Automatic Merchandising Association's public relation director, Laurie Cavanaugh, this week reported over 900 operator responses to date. In line with the 1,000 return desired for best results, NAMA made a last-minute mailing to operators urging return of the mobilization questionnaires by February 19.

While regional results will not be published, Cavanaugh said national totals will be completed about March 5.

The questionnaire, sent out during December, seeks to determine the percentage and types of equipment which operators have in such locations as armed forces installations, hospitals and industrial plants. Tabulated results will be turned over to NAMA's government liaison committee which will, in turn, present these and other facts to government agencies to demonstrate vending's essential character.

Philip Morris Sales Advance 21% in 1950

NEW YORK, Feb. 10.—Philip Morris & Company, Ltd., Inc., reported a 21 per cent increase in sales for the nine months ending December 31. President O. Parker McComas announced firm's sales totaled \$232,956,782 for the period compared to \$192,639,200 for the similar nine months of 1949. Of this increase, he said, \$36,701,234 was due to increased volume and \$3,616,348 to the price increase effective July 28, 1950.

Sales for the quarter ended December 31 were \$76,854,679 against \$64,182,094 for the last three months of 1949. After provision for taxes at the new rates estimated net income of \$4,212,391 compares to \$3,580,035 (on old tax basis) for the same quarter in 1949.

LADIES' PUFF PREFERENCES

Working Gals Now Factor In Stocking Plant Venders

CHICAGO, Feb. 10.—With the almost certain large-scale return of the World War II "Rosie the Riveter" to the ranks of factory workers, vender operators are turning a sharper eye on their product brand offerings. Realization that women often have more different brand preferences for the same basic product than men, will mean new brand ratios in vender columns.

In the case of cigarette machines, which won employee and management approval for plant placement on a large scale after the war, operators expect to alter present brand ratios if the women's tastes are to be catered to. Basis for this thinking is the 1950 product use survey of consumer preferences in 14 market areas, covering 50 cities as tabulated and published by *The Milwaukee Journal* in collaboration with 13 newspapers.

Feminine Preference

Cigarette brand preference by women revealed that Lucky Strike was in first place in eight areas, followed by Camel and Chesterfield which were each tops in two areas. The male smoker's taste differed in that Lucky Strikes (top volume choice of women) were in less demand and led in only one market area. Chesterfields, preferred by women in two areas, won male first choice also in only one area. Camels,

first choice of men in 10 markets, were chosen by women in two areas.

Tailoring vender stocks with a view to better serving the greater number of women who are, or will be, working in factory locations is thus seen as an important move by cigarette operators in defense areas. While the survey did not break down men-women preference in candy bars and soft drinks, and although there is a less noticeable brand preference distinction in these fields, operators will find it profitable to cater to the women when any preference is indicated.

ABC Vending Profits Rise

NEW YORK, Feb. 10. — ABC Vending Corporation has, in a preliminary statement of estimated sales of the corporation and its subsidiaries for 1950, reported a return of \$34,622,937 against \$31,766,482 in 1949. Net earnings for last year were estimated at \$1,000,000 plus after taxes, compared with \$1,251,546 for 1949. Figures do not include sales or earnings of ABC's 50 per cent owned companies.

Charles L. O'Reilly, president, stated firm's expansion program started in 1950 has increased installed soft drink venders to a total of 1,500.

Act To Repeal Ga. Cig Price Fixing Law; Up to House

ATLANTA, Feb. 10.—With Lieut. Gov. Marvin Griffin casting the deciding vote, the Georgia Senate this week (Wednesday) passed a bill repealing the State's cigarette price-fixing act.

Vote on the bill was 27 to 19 and the lieutenant Governor voted aye to give the bill 28 votes and the required constitutional majority. It repeals an act passed by the 1950 General Assembly which fixes the minimum mark-up both wholesalers and retailers must charge on cigarettes.

Opponents charged that the act hiked the price of cigarettes from 2 to 4 cents a package. The measure now goes to the House for consideration.

Ia. Drug Firm Asks Cig Tax Legality Hearing

CEDAR RAPIDS, Ia., Feb. 10.—The May Drug Company of Cedar Rapids has filed a petition with the State Supreme Court for a rehearing on the constitutionality of the State's cigarette fair price act.

The high court held on December 12 that the act was constitutional, reversing a ruling by District Judge King Thompson of Cedar Rapids that the act was unconstitutional.

The law, passed by the last Legislature, prohibits sale of cigarettes by wholesalers or retailers at a price below cost, plus a certain percentage.

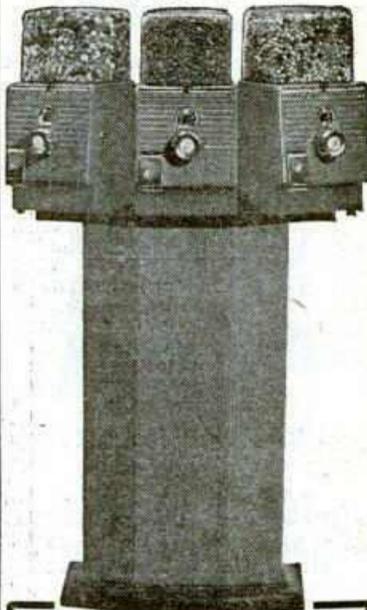
NOW!

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.

30 DAY MONEY BACK TRIAL

Northwestern

Sensational MODEL 49

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.

Prices

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	33 BALL GUM PORCELAIN, 1c	\$7.45
10 or More	12.95	SILVER KING, 1c or 5c	6.95
33 PORCELAIN, 1c	7.45	MASTER PORCELAIN, 5c	7.45

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo	42c	ALMONDS, 480 Ct.	50c	M & M	35c
Queen	40c	5 Lb. Vacuum Packed	85c	JELLY BEANS	35c
FANCY TULIP, Large	40c	RAINBOW PEANUTS	28c	BALL GUM, All Sizes	35c
INDIAN NUTS	56c	MIXED NUTS	53c	(150 Lbs. Min.)	26c
CASHEW, Whole	58c	BOSTON BAKED	28c	Freight Prepaid	26c
CASHEW, Butts	53c	BEANS BAKED	28c	ADAMS, All Flavors	42c
VIRGINIA PEANUTS, Whole	34c	LICORICE LOZENGES	25c	WRIGLEY'S, All Flavors	44c

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-Ins Accepted.

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

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

CONVERSIONS

WE CAN DO IT! WE ARE DOING IT!!

CONVERTING ANY MAKE OR MODEL CIGARETTE VENDING MACHINES

TO 25¢ VENDING! TO 30¢ VENDING!

CANDY MACHINES CONVERTED TO 10¢ VENDING

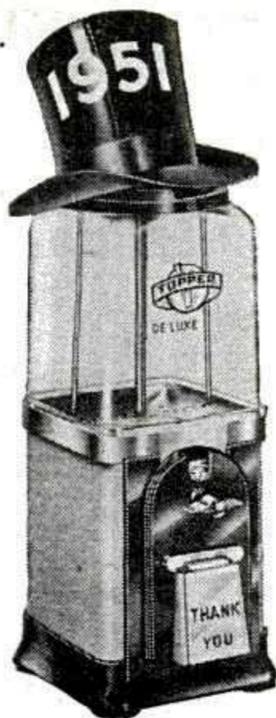
We stock a complete line of all standard brand cigarette and candy venders manufactured. Our factory reconditioned venders cannot be told from new in either appearance or operation.

MECHANICALLY PERFECT—BEAUTIFULLY FINISHED—ANY COLOR DESIRED

UNEEDA VENDING SERVICE, INC.

The Nation's Largest Distributor of Cig & Candy Vendors

166 CLYMER ST., BROOKLYN, N. Y. EV. 7-4568



**The One for '51
VICTOR'S
TOPPER DE LUXE
NOW AVAILABLE!!!**

with the
**ALL-PLASTIC GLOBE
Tops in Design . . .
Performance . . . Durability**

**VICTOR
VENDING CORPORATION**
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

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

**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.

From **LITTLE ACORNS** mighty **INCOMES** grow!



1c & 5c
mechanism
slides into
place—
no screws!

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.

Eye-Stopping Money-Maker

OAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

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

VENDING MACHINE SALESMAN

Selling machines through business opportunity ads. We have the best vendor in the promotion business and the highest profit charge. Discounts will average 50% of the gross take, which is the highest commission in the business. Interested in high-class man capable of breaking in distributors on an over-right basis. No curiosity seekers or free sample artists need apply
BOX D-492, THE BILLBOARD, CINCINNATI 22, OHIO.

Subway Vending Hits \$3 Mil

• Continued from page 76

serviced machines on stations at the end of December included 7,857 penny gum, chocolate and peanut units, 2,090 scales, and 938 nickel gum, candy and cracker venders. During the year some 3,000 new penny venders replaced older machines on location.

But some of these developed mechanical difficulties requiring expensive repairs and cut into grosses that might have been realized had they operated uninterruptedly.

Dime Candies Tried

More recently Interborough began devoting some of the columns of its bar machines to dime candy (The Billboard, February 3). Figures reflecting dime-bar volume, however, could not be obtained this week.

Drink machines are operated by three contractors, ABC Vending, Automatic Canteen and Chick's Drinks. Altho combined gross income totaled \$1,022,972.84, all companies could not meet minimum monthly guarantees via the commission rate of 30 per cent and, together, had to shell out an additional \$14,260.75 to meet monthly nuts during the year.

With contracts for the three firms effective February 1, 1950, they each racked up the following grosses:

Operator	Gross	No. of Machines
ABC	\$ 274,387.27	91
Canteen	350,488.03	144
Chick's	364,516.80	160
Temporary Ops in Jan. '50	33,516.80	
Total	\$1,022,972.84	395

Cup machines operated during the year included 80 four-drinkers, 146 single-flavor units, 123 three-drinkers and 46 fruit juice dispensers (mostly Snively). A number of machines were converted to vend hot drinks during the winter.

The Board of Transportation is known to have urged cup operating firms to construct false-front enclosures wherever batteries of machines are located in order to

hide cup disposal cans and increase eye appeal. One of the contracting firms is expected to follow thru on this suggestion soon.

The American Locker Company had 3,428 coin lockers in subway operation by December, a gain of more than 400 over 1949. Thirty-nine stations were serviced, garnering a gross during 1950 of \$132,323.70. Nik-o-Loks, installed on 357 pay toilets at year's end, earned \$31,332.78.

Miscellaneous equipment operated during the first few months of 1950, before contracts were terminated, included nickel shiners, taking in \$213.90, and dime Tampax venders, grossing \$46.90.

W. Va. Tax Returns

CHARLESTON, W. Va., Feb. 10.—West Virginia's penny-a-pack cigarette tax yielded \$191,984.08 last month, an increase of 7½ per cent over collections for January, 1950, it was announced by State Tax Commissioner C. H. Koontz.

VICTOR'S AMAZING NEW

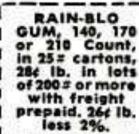


TOPPER
Sold 4 to a Case
\$48.00

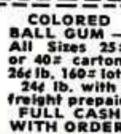
Sample, \$12.75

PISTACHIOS
25 lb. carton, Small, 55¢ lb. Vender's Mixture, 55¢ lb. Large, 52¢ lb. Extra Large, 64¢ lb. Full Cash With Order.

Plastic Auto-graphed Footballs, \$4.25 per M. 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%.



COLORED BALL 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



FREE!
5 Lbs. BALL GUM and 1 Bag of Our CHARM MIX with purchase of each **REGULAR ACORN VENDOR, 1c or 5c, at \$14.50**

LIMITED OFFER!
Deposit with all orders.
OAK SALES CO.
1703 Fifth Ave. Pittsburgh, Pa.



VICTOR'S TOPPER
ONLY \$12.00 Each (4 or More)
34 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 SPECIALIST SINCE 1934.
Write for FREE information regarding for operators.
BERNARD K. BITTERMAN
3002 Truman Rd. Kansas City 1, Mo.

VENDING SCHOOL for operators.



INDIAN BRAND PISTACHIO NUTS
RED—WHITE—NATURAL
Freshly Roasted and Salted
WRITE FOR PRICES
AGRESS NUT & SEED COMPANY
Thira St. at Third Ave., Brooklyn 15, N. Y.
MAin 4-3213

Bottled Units Vend 7-Cent Coke in Can.

ST. JOHN, N. B., Feb. 10.—Bottle venders dispensing Coca-Cola in the Eastern provinces are now set for 7-cent operation, a recent upward revision (the second since last summer) marking the end of the 6-cent price.

Coke was the last soft drink to abandon the nickel price, following the imposition of the 30 per cent special tax on soft beverages and candy by the Canadian government last summer. When a raise was effected, Coke went to 6 cents.

Beverage venders are being continued at many locations despite the need of handling coppers, it is reported. The odd-cent price is collected in this manner; nickels are deposited as usual in the machine and pennies in a container placed on top of the vender or collected by a person employed by the location. Some drink venders, however, have been stored "until the price goes back to a nickel or provision is made to accept pennies."

Cigar Firms Boost Prices

CHICAGO, Feb. 10.—A pricing problem is looming for cigar vender operators, touched off last week by announcements from two leading stogie makers of upped wholesale costs. One dime brand, General Cigar Company's White Owl, was increased from \$77.50 to \$80 per thousand, which boosts the retail peg to 11 cents.

Consolidated Cigar Corporation increased the wholesale price on its Dutch Masters, El Producto, La Palina and Harvester brands. An example is firm's El Productos, which went up from \$95 to \$105 per thousand. This pushes the retail price to 14 cents from the previous two for a quarter.

Cigar firms declared price advances were the result of higher tobacco and labor costs.

Mills Intros '51 Ice Cream Freezer

CHICAGO, Feb. 10.—Mills Industries, Inc., has added a gravity-fed frozen custard and batch ice cream freezer to its line. Unit—a five-gallon refrigerated hopper and can deliver up to about 15 gallons of mix per hour.

New in the 1951 model is a sanitary draw-off custard spigot and a two-horsepower agitator drive motor for extra low temperature custard operations. Letter is interchangeable with the standard motor.

Chi Firm Intros Infra-Red Cooker

CHICAGO, Feb. 10.—Robert-Charles Corporation here has announced production of a new infra-red oven which prepares sandwiches and other snack dishes in less than three minutes. Dave L. Coleman, general manager, said the non-coin-operated unit cooks ready-wrapped sandwiches in individual cellophane envelopes.

Units already in operation are featuring hot dog, ham, cheese, etc., sandwiches, which are roasted-toasted in the electronic oven. Firm, located at 330 South Wells Street, claims operator interest has been evidenced in the machine.

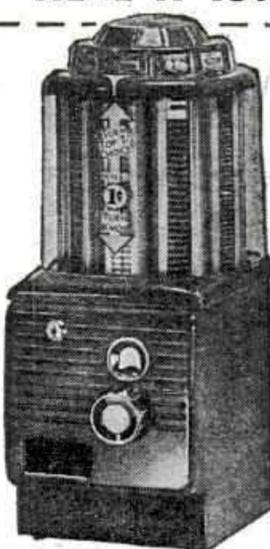
Ala. Tax Take Up

MONTGOMERY, Ala., Feb. 10.—Tobacco tax collections for the month just ended totaled \$700,444 compared to \$652,391 in January, 1950. Collections for the first four months of the 1950-'51 fiscal year totaled \$2,556,380 compared to \$2,471,226 during the same period a year ago, it was announced by State Revenue Commissioner Joe Edwards.

Gorski New Hires V.-P.

PHILADELPHIA, Feb. 10.—The Charles E. Hires Company announced the election of John F. Gorski Jr. as vice-president in charge of sales. Within the past year, Gorski has instituted a wide sales and merchandising program for Hires with national and local advertising support.

OPERATORS—HERE IT IS!



Northwestern

SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vender . . . 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

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.

FRENCH BOY POPCORN

SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2½ pack glassine bags. Arrives fresh and tasty, ready to eat.
ABC POPCORN CO.
3441 W. North Ave. CHICAGO 47

Mixture of GRAND PRIZES

Consisting of Grocery Charms, Scout Knives, Metal Scissors, Jewel Charms, Bugs, assorted Fortune Ball Mix—an array of talent-in-charms to empty machines.

ALL THIS—\$10 PER 1,000

EPPI

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

CHARMS

Paul A. Price Co.
220 Broadway, New York 38, N. Y.

WANTED

Used **CIGARETTE MACHINES**
All Kinds
Highest Cash Prices Paid
PURVEYOR SHUFFLEBOARD CO.
4322-24 N. Western Ave. Chicago, Ill.
Phones: JUniper 8-1814, 1815, 1816

GIVE TO THE RUNYON CANCER FUND

**INCREASE YOUR TAKE
—BUY THE BEST
FROM RAKE!**

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.

RECOND. VENDORS

Columbus 44Z, 1c Bulk	8.75
Columbus 44ZB, 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	7.99
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

**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 COM-
PLETE LIST OF COIN-OPERATED
MACHINES AND SUPPLIES.**

Rake COIN MACHINE
EXCHANGE
609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676

**Fresh Milk in
Cup Machines?**

BATON ROUGE, La., Feb. 10.—Sale of fresh milk thru coin machines of the type now used for soft drink vending was suggested by W. W. Neasham of the Louisiana State University dairy extension department.

Neasham addressed dairy manufacturers at the LSU annual dairy short course. He cited the increasing production of milk and dairy products in the Louisiana-Mississippi area and said coin machines might provide a new market for this product. Milk consumption for the area is lower than the national average, he said.

Odd-Cent Bar

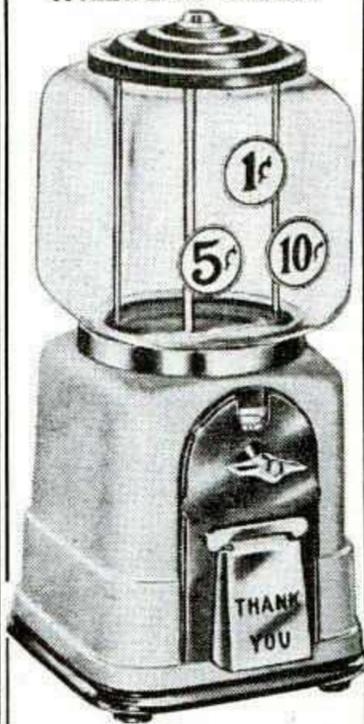
Continued from page 76

Following this reasoning, it is held that the 6-cent "nickel" bar would definitely be a hike in price and as such viewed with disfavor by venter patrons and locations, both accustomed to nickel candy thru the last war and postwar period when most counter-sold bars went for 6 and 7-cents.

Several models of penny refunders have been tested, and one marketed, over the past year. J. H. Keeney & Company designed a four-tube manual refunder for its cigarette venter but has not placed it in production. J. P. S. Sales Company, Chicago, introduced an electrically-operated refunder in 1949 and sold it to cigarette and hot coffee operators. This firm was dissolved last year, then reorganized by one of the original partners, P. Jackson, under the name Jackson Enterprises. Firm now lists the unit for about \$34. Because of its size, most installations are on the outside and require a metal casing.

Another type of odd-cent coin mechanism is under preparation by the Vendall Company. Firm introduced this unit in 1947, but abandoned it when candy prices declined in 1948-49. Unit replaces conventional nickel mechanism, accepts a penny and a nickel in any sequence.

**THE MACHINE
YOU HAVE BEEN
WAITING FOR!**



**UNIVERSAL DE LUXE
NOW BEING DELIVERED
in 1c-5c OR 10c CHUTE**

for Vending Pistachios, Almonds,
Pecans, Cashews and Mixed Nuts

PRICE?

Less than you think. Write for prices and about our 20-week payment plan.

ROY TORR LANSDOWNE, PA.

**Vend-O-Mart
N. E. Distrib**

BOSTON, Feb. 10. — Edward Ravreby, general sales manager of Vend-O-Mart, Inc., announced the appointment this week of Kraft Associates as New England distributor.

Kraft, 115 High Street, Boston, will handle Vend-O-Mart's Jewel Candy Mart venter and its Ever-fresh Popcorn machine.

Ravreby reported his firm is continuing to make immediate delivery on its venter line.

**Propose W. Va.
Tax on Bottled
Beverage, Sirup**

CHARLESTON, W. Va., Feb. 10. —House Speaker Flannery and Senate President Johnston have introduced administration-backed bills in the House of Delegates here which would impose a 1-cent levy on bottled drinks and a tax on sirup used to mix fountain drinks.

Speaker Flannery said the bottle tax would include all weights up to 12 ounces with an additional penny on those over 12 ounces. The sirup tax would be 80 cents per gallon, calculated to figure out the equivalent of 1 cent per fountain drink.

The proposed measure would cover the field of soft beverages—root beer, chocolate, milk, lemonade, fruit juice with flavoring, carbonated water or sirup, ginger ales and soda water.

The tax would become effective July 1, but provision has been made to prevent any hardships on bottlers and distributors.

Legislative sources estimated that the tax would produce between \$3,000,000 and \$4,000,000 a year.

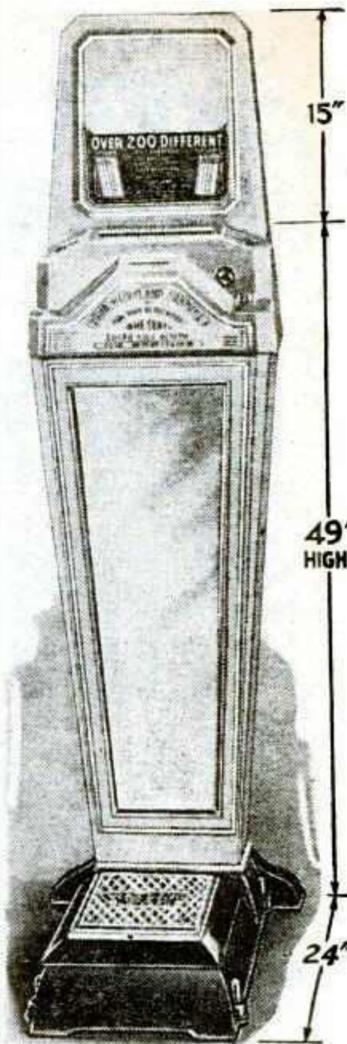
Canteen Biz Up

Continued from page 76

declared. He added that the company is in the process of modifying a large part of its equipment to vend 10-cent candy

The stockholder report also stated that during the past fiscal year, Automatic Canteen invested nearly \$1,000,000 in new equipment, principally candy, carbonated beverage and coffee venders. However, shortages of material are expected to curtail any further large scale expansion, at least temporarily, Leverone said.

Balance sheet items of Automatic Canteen for the last two years compare as follows: To 1 assets, September 30, 1950, \$9,868,701; October 1, 1949, \$9,601,589. Ca's, '750, \$1,299,756; 1949, \$1,571,941. Inventories, 1950, \$714,386; 1949, \$599,072. Current assets, 1950, \$3,198,022; 1949, \$3,068,871. Current liabilities, 1950, \$2,189,689; 1949, \$1,681,838.



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

**NEW LOW PRICES U-SELECT-IT
CANDY MACHINES**
J-Select-It, 72 Bar Size, Each \$27.50
CIGARETTE MACHINES
Write for low prices all makes
COUNTER MODEL Phone: B.A. 9-0604
Half Deposit.
HARRIS VENDING
2717 N. Park Ave. Philadelphia 32, Pa.

Vending Talk

Continued from page 76

The trade association recently took note of the controversy in a publication, *Year-End Chart for Business Planning*, distributed to all its members (*The Billboard*, January 27). In the publication, a study prepared by NATD's management services division, the organization stated the problem as follows:

"Some contention has cropped up recently regarding the conventional method of placing a machine on location as the property of the operator or the outright sale of the machine to the location. While no one can foresee the future, the practice which has been most successful is that of placing machines on location as the property of the operator."

Vending machine producers who have signed for exhibit space at the Palmer House show included Belvend Manufacturing, Cigaretomat Corporation of America, Arthur H. DuGrenier, Eastern Electric, J. H. Keeney, Lehigh Foundries, National Vendors, Rowe Manufacturing, Stoner Manufacturing and Superior Manufacturing.

Don't Write 'Em

Continued from page 76

selling the location owner in the first place, etc."

When the location owner who is trying his own vending finds that these costs are wrapped up in the machine, and that profits are much smaller than he anticipated, the chances are that he will give his business to the firm which maintains friendly relations. Singer feels. "Therefore, even if an account appears to be hopelessly lost, we make it a policy to call back at regular intervals, shake hands, and show that we're still interested. While the amount of time may differ, eventually that account will be on our books again."

Georgia Tax Income

ATLANTA, Ga., Feb. 10.—Tobacco tax collections for the month just ended totaled \$1,178,917, an increase of \$62,661 over collections for January, 1950, reports State Revenue Commissioner Charles D. Redwine.

**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.
415 Neptune Street. Pittsburgh 20, 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. \$3.95 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.

**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 7-3123

... pointing the Way

MIDGET VENDOR

Yes, the new ATLAS 1c MIDGET —for ball gum—points your way to GREATER PROFITS.

It's low in cost... high in returns. Easy to service. Requires minimum space.

ATLAS

SALESMEN AND DISTRIBUTORS, write now. Ask for free catalog of the complete ATLAS line.

MANUFACTURING & SALES CORP.
EST. 1925 12220 TRISKETT RD. DEPT. B-51 CLEVELAND 11, OHIO

**ANOTHER
ADVANCE
Profit Maker
HERSHEY
5c BAR
VENDOR**

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 3/4" high; 4 1/2" wide; 6" deep. A flexible venter that will make money for you 52 weeks a year.

SAMPLE \$20.15
2 to 11... \$16.15
12 or more... 15.10

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

**—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.

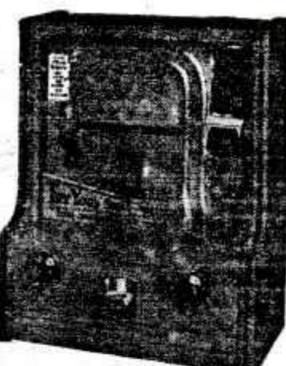
5c HOT NUT, \$39.50
Nut and Ball Gum, Candy Charms Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write.

Ask about the new "Hunter."
SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

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

Florida Coinmen See Defense \$\$ As Play Boomer

MIAMI, Feb. 10. — Increased defense activity thru this area indicated that coinmen will share in the upsurge of government spending. Locations here are already booming as a result of expansion of local naval facilities, and the air force is making plans to reactivate the base at Homestead. Additional play impetus is seen in the build-up of the Opalocka Air Station just outside Miami.

Biggest question among local businessmen is whether the government will take over Miami Beach hotels as it did in World War II, when most of the de luxe buildings were used to house air force personnel. During this period, coinmen experienced a high volume of business.

Defense department spokesmen, however, have advised Florida's two U. S. senators, Spessard Holland and George Smathers, that present plans do not include using Miami Beach hotels as training sites.

Mayor Lauds Ops

"I don't have to tell you that I'm happy to be here. I know most of you personally and you know that I enjoy a good time, and that's what I always have at the affairs staged by you coin machine men.

"I'm very glad to see, in looking around the ballroom here, that you all seem to be healthy. Irv Wasserman is licking his chops over that fact too, because he's the fellow you buy your licenses from and if you're as healthy as you look that means business is good, and when business is good for you it's also good for Irv and his license bureau.

"Incidentally, this is an appropriate time and place to repeat something that Irv told me the other day, and that is, that if the other trades and businesses that he deals with were as co-operative as the coin machine industry he wouldn't have any problems worth speaking of."

Joe Barton emceed the floorshow which followed. Talent included Barton Brothers, comedy trio; the Arcos, hand-balancing; three Murphy Sisters, singers and dancers, and Zorran, the Magician. Floorshow and dance music was provided by Claude Thornhill's orchestra. Sid Cowen led a rumba band while Thornhill intermissioned.

WHOOPS! SORRY

In last week's index of advertised used machinery prices an error in composition placed prices from the issue of January 20 under the heading for the issue of February 3. In other words, prices under the heading January 20 were prices from the February 3 issue, and vice-versa.

A further error occurred under the shuffle game listing where prices of \$68 and \$89.50 were shown for Williams's Double Header. These prices should have been shown behind Williams's Twin Shuffle and have been so corrected in this week's index.

Cohn To Intro Bowl-o-Matic, 10c-Play Unit

NEW YORK, Feb. 10.—Bowl-o-Matic, a new coin-operated game simulating regulation bowling, will be introduced to the trade here next week by the Bowl-o-Matic Sales Company, according to Nat Cohn, president. Deliveries are scheduled to begin the week following the showing.

The game, played on an 18-foot maple playing field with balls 3½ inches in diameter, features fly-away pins and instantaneous scoring. Strikes and spares are registered, with credit points carried over until frames are completed. Scores appear in large illuminated numbers on the backglass.

Ruggedly constructed for long location use, Bowl-o-Matic balls are delivered to the player at playing field height. The coin mechanism is adjusted for 10-cent play. Cohn, temporarily occupies an office at 627 10th Avenue.

Elect Ponser Prez

sale manager, told them that government directives prohibit production of any coin-operated game using copper as of March 1. And that, he stressed, means no games.

He disclosed that appeals to National Production Authority officials are being made to relax the restrictions, but held out little hope that they would meet with success.

Nelson labelled the situation as "really critical" as far as manufacturers are concerned, with the effects of the production halt eventually to make its imprint felt on operators. "I don't know when we will be allowed to make more games," he declared, urging that games now in operators hands be maintained carefully.

He lauded New York operators as "the greatest coin machine salesmen in the business" and stressed the importance of the market here as being the largest in point of numbers of locations, operators and players.

Members also elected the following operators to the board of directors: Walter Boves, Milton Green, Phil Greitzer, Bart Hartnett, Irving Kaye, Lucky Skolnik, Harry Ross, Barnet Tannenbaum and Louis L. Rosenberg, the incumbent president.

Joe Hirsch, retained as association manager, informed the assemblage of a new interpretation of license regulations making for more economical operating conditions here (see separate story). Hirsch, Rosenberg and Teddy Blatt, AAMONY attorney, shared podium duties at the meet.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. 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, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27	Issue of Jan. 20
Advance Roll (Genco).....				\$35.00
All Baba (Gottlieb).....	\$54.50			
Alice In Wonderland (Gottlieb)	69.50	\$69.50	\$59.50	59.50
Aquacade (United).....	70.00	114.50	114.50	114.00
Atom Jet (Purveyor).....				145.00
Baby Face (United).....		65.00	65.00	65.00
Ballerina (Bally).....			59.50	50.00
Banjo (Exhibit).....		59.50	74.50	40.00
Barnacle Bill (Gottlieb).....	54.50		74.50	55.00
Be-Boop.....		154.50	150.00	154.50
Bermuda (Chicago Coin).....	29.50	29.50	59.50	29.50
Big Top (Genco).....			99.50	70.00
Bing a Roll (Genco) (roll-down).....	89.50	89.50	89.50	85.00
Black Gold (Genco).....		99.50	99.50	80.00
Blue Skies (United).....			65.00	69.50
Boston (Williams).....	99.50	139.50	139.50	149.50
Bowling Champ (Exhibit).....	90.00	109.50	89.50	109.50
Bowling League (Gottlieb).....			90.00	109.50
Buccaneer (Gottlieb).....	60.00	79.50	79.50	55.00
Buffalo Bill (Gottlieb).....			24.50	125.00
Build Up (Exhibit).....	59.50	59.50	59.50	59.50
Buttons and Bows (Gottlieb)	79.50	109.50	109.50	80.00
Canasta (Genco).....		169.50	150.00	109.50
Caribbean (Williams).....	45.00	45.00	59.50	35.00
Carnival (Bally).....	89.50	65.00	89.50	65.00
Carolina (United).....	65.00		89.50	89.50
Catalina (Chicago Coin).....	29.50	40.00	29.50	40.00
Champion (Bally).....		59.50	340.00	429.50
Cinderella (Gottlieb).....	39.50	59.50	28.50	45.00
Citation (Bally).....			215.00	250.00
Cleopatra (Marvel).....		49.50	319.50	299.50
Contact (Exhibit).....			49.50	49.50
Cover Girl (Gottlieb).....			59.50	59.50
Crazy Ball (Chicago Coin).....			28.50	45.00
Daily Races (Gottlieb).....			60.00	
Dallas (Williams).....		109.50	109.50	104.50
Dew-Wa-Ditty (Williams).....	99.50	99.50	99.50	
Double Shuffle (Gottlieb).....	89.50	119.50	119.50	119.50
Dreamy (Williams).....		169.50	159.50	
El Paso (Williams).....	74.50			
Entry (Bally).....			60.00	109.50
Fast Ball (Exhibit).....			24.50	109.50
Floating Power (Genco).....	75.00	89.50	79.50	89.50
Flying Saucers (Genco).....	174.00			65.00
Football (Chicago Coin).....	99.50			79.50
Goalie (Chicago Coin).....	59.60			89.50
Gold Cup (Bally).....			110.00	199.50
Golden Gloves (Chicago Coin)				110.00
Gold Mine (roll down).....	39.50			
Gondola (Exhibit).....	70.00	70.00	79.50	79.50
Grand Award (Chicago Coin)	65.00	65.00	74.50	74.50
Harvest Time (Genco).....	149.50			
Holiday (Chicago Coin).....		75.00	75.00	75.00
Hot Rods (Bally).....		159.50	75.00	159.50
Humpty Dumpty (Gottlieb).....	29.50	59.50	29.50	59.50
Hy-Roll (Bally) (roll-down).....	69.50	69.50	69.50	69.50
Jack 'n Jill (Gottlieb).....	44.50			
Jamboree (Exhibit).....	59.50	65.00	59.50	65.00
Jockey Club (Bally).....			59.50	65.00
Jockey Special (Bally).....			95.00	139.50
Just 21 (Gottlieb).....	79.50	119.50	99.50	119.50
Kentucky (Bally).....			445.00	445.00
Lady Robin Hood.....	49.50			
Lexington (Bally).....			250.00	279.50
Line Up (Keeney) (2).....	32.50		32.50	39.00
Magic (Exhibit).....	55.00	55.00	69.50	69.50
Major League Baseball (United)	34.50	54.50	54.50	54.50
Majors of '49 (Chicago Coin).....	49.50			
Mardi Gras (Genco).....	29.50	39.50	29.50	59.50
Maryland (Williams).....	79.50	85.00	134.50	134.50
Melody (Bally).....	69.50	69.50	49.50	49.50
Merry Widow (Genco).....	34.50	34.50	34.50	34.50
Monterrey (United).....	49.50	59.50	49.50	59.50
Moon Glow (United).....			75.00	75.00
Oklahoma (United).....		119.50	119.50	119.50
One, Two, Three (Mills).....	54.50	65.00	54.50	79.50
Paradise (United).....	79.50	79.50	79.50	79.50
Photo Finish (Universal).....			350.00	375.00
Pin Hitter (United).....	69.50		114.50	114.50
Pin Bowler (Chicago Coin).....				155.00
Pro-Score (Ponser).....				40.00
Puddin' Head (Genco).....	49.50	89.50	49.50	79.50
Quarterback (Williams).....	99.50	110.00	89.50	79.50
Ramona (United).....	65.00	65.00	65.00	70.00
Rancho (Bally).....				40.00
Rip Snorter.....	145.00			
Robin Hood (Daval).....	59.50	59.50	59.50	45.00
Round-Up (Gottlieb).....	54.50	55.00	109.50	105.00
St Louis (Williams).....				109.50
Sally (Chicago Coin).....	55.00	79.50	55.00	69.00
Screwball (Genco).....	39.50	45.00	39.50	59.50
Select-A-Card (Gottlieb).....	59.50	69.50	69.50	69.50
Serenade (United).....	99.50	124.50	124.50	124.50
Shanghai (Chicago Coin).....		69.50	69.50	69.50
Sharpshooter (Gottlieb).....	99.50	59.50	59.50	59.50
Showboat (United).....				90.00
Showgirl (Williams).....			55.00	110.00
Singapore (United).....			24.50	24.50
South Pacific.....	129.50			
Special Entry (Bally).....			55.00	60.00
Speedway (Williams).....			40.00	40.00
Spinball (Chicago Coin).....	29.50	49.50	29.50	49.50
Stardust (United).....		79.50	79.50	45.00
Star Series (Williams).....			69.50	69.50

JET ACTION AIR HOCKEY

"is getting more and more play on location," growing lists of operators report.

SEE IT FOR YOURSELF AT YOUR DISTRIBUTOR or Write

Write for Catalog—120 Illustrations

MIKE MUNYER

377 10th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 7-4677

MECHANIC WANTED

Coin Machine Mechanic wanted. Write, stating salary and experience. Job open now.

Lemley Music Company
413 North East Ninth Amarillo, Texas

FOR BETTER BUYS BUY MCGINNIS

RECONDITIONED PIN GAMES READY FOR LOCATION

Floating Power \$ 79.50 Utah \$109.50
Select-a-Card 155.00 Star Series 165.00

RECONDITIONED BOWLING GAMES READY FOR LOCATION

8' Keeney King Pin \$140.00 9 1/4' Keeney Pin Boy without
8' Keeney Lincup 32.50 lines \$59.50
9 1/2' Keeney ABC Bowler 62.50

NOW DELIVERING NEW EQUIPMENT
Keeney's Electric Cigarette Vendor. Downey-Johnson Coin Counter

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

OUTSTANDING VALUES!

NEW EQUIPMENT

GOTTLIEB KNOCKOUT GENCO TRI-SCORE

RECONDITIONED EQUIPMENT

TRADE WINDS.....	\$55.00	CAROLINA.....	\$ 75.00
TRIPLE ACTION.....	55.00	TAHITI.....	105.00
SCREWBALL.....	55.00	MARYLAND.....	95.00
FLOATING POWER.....	85.00	BUCCANEER.....	70.00
1-2-3.....	75.00	BOWLING CHAMP.....	100.00
AQUACADE.....	80.00	RIPSNORTER.....	155.00

CHAMPION, C. C. \$95.00

ARCADE EQUIPMENT
PITCH 'EM AND BAT 'EM \$160.00

WE PAY
Highest cash prices for late 5-Ball Pin Games.

1/3 Deposit With Order—Balance C. O. D.
WE EXPORT EVERYWHERE

INTERNATIONAL AMUSEMENT CO.
5 PARKHURST STREET • NEWARK 2, NEW JERSEY
Bigelow 8-9707

SPECIAL!
BEST BUYS IN ..

Wire-Min. G. E. Bulbs Tubes

6L6 6J5 6C4
5U4 5Y3 6SN7
6S27 6H6 6SA7

WRITE, WIRE, PHONE FOR PRICES

ARCADE BULB CO.
P. O. Box 207, Madison Square 10, N. Y.
Phone: WATKINS 9-7490

EXTRA---EXTRA---EXTRA OPERATORS

Now you can operate your Change-Overs successfully with 10¢, 3 for 25¢ play, at a very small cost. Be the first in your territory. Write us today for fully guaranteed, proven details.

A. G. PLATT
929 N. Franklin St. Manchester, Iowa

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD Index of Advertised Used Machine Prices

	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27	Issue of Jan. 20
Stormy (Williams)	29.50	29.50	29.50	29.50
Summertime (Gottlieb)			45.00	
Sunny (Williams)	29.50	29.50	29.50	29.50
Super Hockey (Chicago Coin)	74.50	99.50	75.00	99.50
Super Score (Chicago Coin)			24.50	
Tahiti (Chicago Coin)	95.00	139.50	139.50	139.50
Telecard (Gottlieb)	89.50	99.50	99.50	99.50
Temptation (Chicago Coin)	79.50	79.50(2)	69.50	69.50
Tennessee (Williams)	79.50	79.50	59.50	59.50
Texas Leaguer (Keeney)	50.00			
Three Feathers (Genco)		109.50	109.50	109.50
Thrill (Chicago Coin)	29.50	29.50	29.50	29.50
Trade Winds (Genco)	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin)		34.50		
Triple Action (Genco)	29.50	39.50	29.50	40.00
		45.00		
Triplets (Gottlieb)	159.50			
Trophy (Bally)			169.50	169.50
Tumbleweed (Exhibit)			125.00	
Turf Champ (Stoner)			24.50	
Tucson (Williams)				85.00
Utah (United)		134.50	134.50	134.50
Victory Derby (Bally)			89.50	89.50
Victory Special (Bally)			35.00	40.00
			49.50	
Virginia (Williams)	29.50	29.50	29.50	29.50
Whirl-A-Ball (Amusement Enterprises)	12.50	19.50	12.50	19.50
Wisconsin (United)	29.50	29.50	29.50	29.50
Yanks (Williams)	39.50	39.50	39.50	39.50
			59.50	

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in *The Billboard* issues as indicated below. 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, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27	Issue of Jan. 20
Ace Bomber (Mutoscope)			\$75.00	\$135.00
Air Raider (Keeney)	\$95.00	100.00	\$95.00	100.00
All Stars (Williams)	125.00(2)	109.50	125.00	109.50
			150.00	
Art Show (Shipman)		49.50	49.50	49.50
Astroscope	125.00			
Atomic Bomber (Mutoscope)	135.00			125.00
Ball Grip	95.00			
Bally Bowler (Bally)	65.00	65.00	65.00	65.00
Baseball (NW)		95.00		
Basketball Champ (Chicago Coin)		195.00	195.00	165.00
Bat-A-Ball	19.50	19.50		
Batting Practice (Scientific)	27.50	75.00	30.00	75.00
Bear Gum (Seeburg)	365.00	365.00	360.00	365.00
Belgium Pool		75.00	75.00	75.00
Big Inning (Bally)	225.00	225.00	225.00	210.00
Blood Pressure Gauge	150.00	150.00		
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-A-Score	75.00	75.00	75.00	75.00
Candid Camera	15.00	15.00	15.00	15.00
Challenger (ABT)	19.50	20.00	19.50	20.00
		47.50	24.50	47.50
Chicken Sam (Seeburg)	95.00	79.50	80.00	79.50
		95.00	79.50	95.00
Cross Country (Mutoscope)	425.00			
Dale Gun (Exhibit)	80.00	95.00	85.00	109.50
		129.50	85.00	109.50
			129.50	
Diggers (Exhibit)	95.00	95.00	85.00	85.00
Drive Mobile (Mutoscope)	95.00	135.00	95.00	125.00
Duck Hunters			125.00	125.00
Electric Shocker (Advance)	15.00	19.50	15.00	19.50
		24.50	24.50	24.50
Fishing Well (Mutoscope)			125.00	125.00
Flash Hockey (Coinex)		69.50	69.50	69.50
Goalie (Chicago Coin)	95.00	125.00	95.00	109.50
		125.00	85.00	99.50
			125.50	125.00
Grip Scale (Mercury)	95.00			
Grip Vue (Silver King)	17.50	17.50	17.50	
Gulf States Digger (Exhibit)			275.00	275.00
Heavy Hitter (Bally)	60.00	75.00	50.00	75.00
		79.50	35.00	50.00
			79.50	79.50
Hi Ball (Exhibit)	60.00			
Hit-A-Homer	19.50	19.50	24.50	27.50
			27.50	24.50
Hockey (Chicago Coin)	95.00	75.00	95.00	75.00
Hollycrane (Como)		395.00	395.00	395.00
Hoop-A-Roll				49.50
Irish Poker				115.00
Jack Rabbit (Amusement Corp.)	100.00	100.00	109.50	109.50
Kicker & Catcher	18.00	22.50	18.00	22.50
		37.50	100.00	109.50
		32.50	37.50(2)	37.50
Knock Out Punch (Exhibit)	150.00			
Lighthouse Grip	95.00			
Magic Pen	125.00			
Mystic Pen	125.00			
Panorams	225.00			
Peek (Shipman)	35.00	225.00	225.00	225.00
Periscope	125.00	95.00	85.00	85.00
Photomatic (Mutoscope)	750.00	575.00	750.00	275.00
		(late)	575.00	275.00
			575.00	575.00
Pistol Pete (Chicago Coin)	159.50	129.50	159.50	129.50
Pitch Em & Bat 'Em	225.00	189.50	175.00	189.50
Poker & Joker		49.50	49.50	49.50
Pokerina				99.50
Pool Table (Edelco)	75.00	75.00	75.00	75.00
Punching Bag (Mills)	125.00			
Punching Bag (Mutoscope)	185.00			
Punch Bag Trainer (Exhibit)	150.00			
Quizzer	125.00	125.00	125.00	125.00
Rapid Fire (Bally)	85.00	115.00	75.00	75.00
Recordio (Wilson-Gay)		175.00	135.00	135.00
Rotary Claw Merch. (Exhibit)			240.00	
Seven High (Edelman)	49.50	49.50	49.50	49.50
Shoot the Bear (Seeburg)	395.00			
Shoot the Bull		20.00		
Silver Bullet (Exhibit)	225.00	150.00	225.00	
Silver Gloves (Mutoscope)	275.00			175.00
Skee Ball (midget) (Chicago Coin)		219.50	219.50	219.50
Skee Ball (Wurlitzer)	150.00	150.00		

COURTESY PAYS OFF

Conn. Coinman Finds Tact Pyramids Stops

HARTFORD, Conn., Feb. 10.—Despite apparent equipment shortages in the coin machine industry today, there is a strong necessity for tact and diplomacy in dealing with coin machine route locations. Abe Fish, owner and general manager of the General Amusement Game Company, Hartford, believes that not enough courtesy is shown location owners.

Common Sense

Fish, who is also president of the Connecticut State Coin Association, Inc., sums up his opinion: "A coin machine route owner ought to use common sense in dealing with his locations."

He says, too: "A pat on the back goes a long way. A coin operator ought to remember that in dealing with his coin location. For example, a grill man doesn't like the way the juke box is plunked right in the middle of his dining area. He tells the coinman to move the machine out of the way, and at the same time out of line of vision for

a lot of potential customers. What's the best way to circumvent this situation?"

Fish says that a coinman must use logic in reasoning with the location owner. "Don't show off your superior knowledge of the juke box or the coin machine industry. Be tactful. Don't carry a chip on your shoulder. You'd be surprised how many locations will fall in line with your thinking!"

Cold Snap Aid To Locations In Provinces

ST. JOHN, N. B., Feb. 10.—Altho the recent extreme cold weather in the Eastern provinces, 15 to 35 below zero, cut into the normal receipts of many amusement fields, coin machine operators and arcade owners reported gains in play for the same period.

In general they explained this turnaround due to the desire of people to want some diversion in their near-by eateries, drug and other neighborhood stores and arcades but found the weather too severe to go to downtown movies. They also said that while skiing, skating and tobogganing requires cold weather the extreme temperatures affected these winter sports.

Arcades particularly benefited from the cold snap for almost all were filled with overflowing crowds.

Forms Conat Sales To Handle 45 Juke

NEW YORK, Feb. 10.—Nat Cohn, distributor of the William's Music Mite in this area, announced this week that he has formed Conat Sales Company, Inc., to handle the 45-r.p.m. phonograph. The same firm will also distribute games. Cohn also heads the Bowl-o-Matic Sales Company. Both firms are temporarily headquartered at 627 10th Avenue.

NYC Ops Win

• Continued from page 66

for a specific game in a specific location. Every time the operator found it necessary to make a change he had to shell out an additional \$50 fee to cover the location. Games here are classified as "common shows," and locations housing them are subject to the \$50 annual license levy.

Under the new interpretation, license applications will still have to list specific games. But operators will be able to substitute for the original unit any approved game under the same permit after filing notice with the license department. The only restriction, according to a department spokesman, is that switched games must be of a similar nature. Thus, a Skee-Ball, for instance, could still not be exchanged for a Shuffle Alley.

Notice for a substitution must be in written form and include a photo of the new game, the spokesman cautioned. He said applications for the new license year, beginning March 16, will be honored early next month.

NPA Orders

• Continued from page 66

"functional parts" are exempted. The order prohibits the use of aluminum in the manufacture of decorative or ornamental items, or the use of "more or better grade aluminum than is necessary" for the functional operation of the items listed "less essential."

In addition, the revised aluminum order continues a previously announced aluminum use limitation of 75 per cent in February and 65 per cent in March of the average monthly use during the first half of 1950. NPA explained that altho aluminum production was expanded greatly during World War II and further expansions are under way, the present rapid acceleration of the mobilization program requires that larger supplies of aluminum be made available for defense purposes in the second quarter of this year.

Hardship Appeals

Provision is made for appeals in cases where an undue and exceptional hardship, not suffered by others in the same trade or industry, occurs. Appeals should be addressed to National Production Authority, Washington 25, D. C. NPA reiterated that "hardship appeals" will be "carefully considered."

Among other NPA curtailment orders this week was one aimed to assure that orders for paper placed by government agencies be distributed equally among producers. This order, M-36, requires producers of paper to establish reserves of designated grades in percentages of their monthly production to fill qualified government orders. NPA said the order "is not expected to reduce the amount of paper available for civilian consumption."

Foil Robbery Attempt

NEW YORK, Feb. 10.—Four men who entered Peerless Vending Machine offices here Sunday (3) and tried to force a company safe escaped after being surprised at their work by John Christopher, executive. Christopher ran for help and when police sirens were heard near the building, the thieves released Fred Corcone, whom they had held at gun point, and fled.

	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27	Jan. 20 Issue of
Skill Gun				
Skill Test (Groetchen)		47.50	65.00	65.00
Skill Thrill (Daval)		22.50	22.50	22.50
Sky Fighter (Mutoscope)	115.00	115.00	75.00	
Speedway Bombsite	175.00			
Spittire (Genco) (Scientific)	15.00	15.00	15.00	
Star Series (Williams)	150.00	165.00	65.00	195.00(2)
	195.00 (late)		165.00	195.00
Strike-A-Lites (ABT)				134.50
Striking Clock (Exhibit)	150.00			165.00
Target Master (Automatic Devices)		99.50	99.50	99.50
Target Skill, Model F (ABT)		42.50	47.50	42.50
Team Hockey (United)	185.00	185.00	185.00	185.00
Telequiz (Telequiz)		174.50	174.50	174.50
Ten Strike (Evans)	75.00	75.00	99.50	89.50
Test Quest (Grung Novelty)		99.50	99.50	99.50
3-Way Gripper (Gottlieb)	18.50	18.50	22.50	18.50
Tilt Test		27.50		22.50
Tommy Gun (Evans)	85.00	85.00	85.00	85.00
Undersea Raider (Bally)	95.00			95.00
Victory (Victor Vending)	19.50	19.50		
Vitalizer (Exhibit)	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope)		495.00	495.00	495.00
Western Baseball	85.00	85.00	85.00	85.00
Whizz (Genco)		50.00	49.50	49.50
World Series (Rock-Ola)	50.00	50.00		
X-Ray Poker (Scientific)	85.00	85.00		

(Continued on page 82)

PREMIUMS
ATTRACTIVELY GIFT BOXED



14-Pc. Stainless Steel Set Each \$4.90
 10-Pc. All-Purpose Kitchen Set \$2.80
 15-Pc. Cutlery & Carving Set 4.00
 7-Pc. Cleaver & Knife Set 2.00
 12-Pc. Knife & Fork Set 2.35
 4-Pc. Steak Set 1.60
 3-Pc. Knife Set70
 3-Pc. Hollow Ground Carving Set 1.00
 5-Pc. Cleaver & Knife Set 1.35
 Many other numbers in every type of Cutlery Sets.



SILVERWARE VALUES

24-Pc. Stainless Steel Flatware \$3.25
 24-Pc. Silverplate, 18% N. C. Base 4.16
 32-Pc. Silverplate, 18% N. C. Base 5.29
 52-Pc. Silverplate, 18% N. C. Base 8.00
 24-Pc. Malabar Flatware 1.60
 24-Pc. Silverplate Steel Base 2.50
 (Flatware Quoted Bulk Packing)
 Leatherette Anti-Tarnish Chest \$1.40
 Walnut Wood Anti-Tarnish Chest 3.25
 Lid Type Chest 1.00
 Price Tags \$3.95 to \$89.95 Free.
 Prompt Shipments.
 25% With Orders, F.O.B. N. Y.
Thomas A. Wolfe, Inc.
 Dept. C2, 1133 B'way, New York 10, N. Y.

CASH WAITING

WANT TO BUY ANYTHING COIN OPERATED

Send Your Equipment List Today!

HIGHEST PRICES PAID

DAVID ROSEN
 Exclusive A.M.I. Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903

WANTED for Export

De Luxe PHOTOMATICS

De Luxe VOICE-O-GRAPHS
 (Metal Cabinet)

Send full information to Box #621
 The Billboard, 1564 Broadway
 New York City

The Exhibit Supply Co.

Manufacturers of

Coin-Controlled Amusement, Skill and Vending Machines

4218-30 W. LAKE STREET
 CHICAGO 24, ILLINOIS

WANTED 50 BALLY'S ATTENTION

Must be complete

AMERICAN AMUSEMENT CO.
 628 Montgomery St. Syracuse 3, N. Y.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in Beautiful Shape, Ready for Local use

LIMITED QUANTITY BRAND NEW UNIVERSAL "WINNERS" WRITE-WIRE-PHONE

SHUFFLE ALLEYS

United Double Shuffle \$ 89.50
 United Super Shuffle Alley 59.50
 United Shuffle Alley, with original fly-up pin conversion .. 89.50
 Williams Twin Shuffle 49.50
 Williams Deluxe Bowler, with original fly-up pins, not a conversion 99.50
 Williams Double Header, latest model 149.50
 Chicago Coin Twin Bowling Alley 69.50
 Chicago Coin Twin Bowling Alley, with fly-up pin conv. 109.50
 Keeney Pin Bowler 49.50
 Universal Twin Bowler 69.50
 Universal Twin Bowler, with fly-up conversion 109.50
 Universal Super Twin Bowler 129.50
 Genco Bowling League 49.50
 Genco Shuffle Baseball 89.50
 Rock-Ola Shuffle Lane, 8' or 9'4" 49.50
 Bally Speed Bowler 119.50
 Bally Shuffle Champ 149.50

1/2 dep. with orders under \$80
 1/4 dep. with orders over \$80

Scott-Crosse Co.

1423 Spring Garden Street
 Philadelphia, Pennsylvania
 Rittenhouse 6-7712

KEENEY LEAGUE BOWLER 8' & 9 1/2'

Fastest Scoring 1, 2, 3 or 4 Player
 Rebound Bowling Game!
 Now Taking Orders!
 Come in and See It in Action!
 WE'LL ACCEPT TRADES
 WE WANT TO BUY!
 Post-War Music—Advise what you have and lowest price.

Export buyers—Write for circular on used Music Equipment.

DAVE LOWY & CO.
 Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J.
 594 Tenth Ave. NEW YORK, N. Y.
 Phone: Chickering 4-5100

YOU AIN'T SEEN NUTHIN' YET "45" IT PAYS TO WAIT FOR IT THE BEST IN PHONOS by Chicago Coin

A-1 CONDITION

6 SPECIAL ENTRIES \$ 90.00
 3 JOCKEY SPECIALS 125.00
 5 GOLD CUPS 175.00
 15 CITATIONS 275.00
 6 CHAMPIONS 425.00
 NEW TURF KINGS 695.00

VARIETY DIST. CO.
 585 Grant St. Atlanta, Ga.
 AL 3332

MECHANIC WANTED

Must be familiar with amplifiers, sound systems, and wallbox installations. Must know postwar Seeburgs, Rockolas, and Wurlitzers thoroughly. Good pay for sober, intelligent and settled man. Company is Southern firm that is well established in coin operating business and is looking for a permanent employee. Write, giving reference.

BOX D-495
 c/o The Billboard, Cincinnati 22, O.

FOR IMMEDIATE DELIVERY!

Play Ball Write \$ 95.00
 Knockout Write \$ 95.00
 Six Shooter Write \$ 95.00
 Hockey \$ 125.00

Twin Shuffle-Cade Write \$ 95.00
 Select-a-Cards \$ 95.00
 Bowlette \$ 125.00

1/3 Dep., Bal. C.O.D.

Lehigh Specialty Co.
 824 N. Broad St., Philadelphia 30, Pa.

States Step Up Action

Continued from page 66

ciation charters on findings of gaming has been withdrawn from committee and is presumed dead.

CALIFORNIA: The Legislature recessed January 23 to March 12. No action on proposals to regulate cigarette vending and to strengthen the State's anti-gambling laws.

Colorado Acts Favorably

COLORADO: Legislature here has moved to allow the use of juke boxes and amusement games in locations where food and liquor are sold. Senate Bill 52, which would amend present State law to allow coin machine operation in such establishments, passed the Senate February 1, was reported favorably by the House February 5 and seemed certain of passage by the end of the week.

The Colorado bill provides that restaurants can use "coin-operated music machines and amusement devices which pay nothing of value, and cannot by adjustment be made to pay anything of value." Restaurants are defined as establishments in which "nothing is sold excepting meals, food, drinks and tobaccos and where malt, vinous and spirituous liquors shall not be served at any place, excepting tables and lunch counters with stools securely fastened to the floor."

No action in Colorado this week on three proposals to legalize the operation of bell machines.

CONNECTICUT: House 1404, introduced January 30, would provide stiff penalties for anyone permitting children under 16 to play pinball games. The bill is in the hands of the House Judiciary Committee.

Ask Georgia Repeal

GEORGIA: This State's coin machine taxes, including the tax on vending soft drinks, would be repealed by House Bill 3 which passed the House January 24 and is now being studied by the Senate Committee on Finance. The measure is a lengthy amendment to Georgia's 1935 law placing nuisance taxes on more than 100 types of businesses and occupations.

IDAHO: No action on proposals here to prohibit the licensing of bells, amusement games and punchboards (Senate Bill 3, House Bill 84). A third measure (House 83), which would require county-wide approval before municipalities could license amusement games, is still in committee.

Propose ASCAP Ban

INDIANA: Senate 213 would "ban the American Society of Composers, Authors and Publishers from Indiana operation and prohibits playing for a profit, except radio or telecasting, of their tunes. The ban includes motion pictures and juke box records." Senate Public Policy Committee is studying this one.

IOWA: Senate Bill 3 passed the Senate January 31 and was reported out of committee favorably in the House Wednesday (6). The bill provides for the revocation of business licenses where there is evidence of gambling. Gambling devices are defined to mean "slot machines, roulette wheels, punchboards, number jars and pinball machines which return coins or slugs, chips or tokens of any kind, which are redeemable in merchandise or cash."

MICHIGAN: House Bill 38, being studied by the general taxation committee, would license amusement or gaming equipment at \$200 per year and juke boxes at \$50 per year. The bill would limit equipment to novelty and free play. No action has been taken.

Montana Punchboard Bills

MONTANA: The House has a favorable report on a proposal

First Distrib Expands Space, Premium Staff

CHICAGO, Feb. 10.—First Distributors has added 1,500 square feet of warehouse space to handle its expanded line of used arcade, phonograph, and game equipment, and also has added Joseph Pechter to the sales staff, Wally Finke and Joe Kline, firm's co-owners, announced.

Pechter, who as had previous sales experience in the merchandise field, will assist Mal Finke, head of the premium division.

(House 105) to license and regulate punchboards, pull cards and similar devices. Each city would have the power to pass ordinances governing such equipment and to impose a use tax on the devices equal to 3 per cent of the value of the tabs, holes, tickets or pellets.

A second bill (House 144) which provides stiff penalties for keeping bell machines or punchboards has not been acted on. At last report, it was still in the hands of the Ways and Means Committee.

No action either on Montana House Bill 146 to place a \$50 annual tax on all coin-operated amusement games for amusement only.

The House Ways and Means Committee reported favorably Monday (5) on House 252 which would exempt punchboards from the definition of lotteries. Three other bills, all of them proposing legal punchboard operation, have been introduced in the Montana Legislature.

Nebraska Gambling Vote?

NEBRASKA: Bill 398 would call for a State-wide referendum in November 1952, to consider repealing the State's anti-gambling legislation, presumably clearing the way for legalization of certain types of gambling. No action on the bill from the Government Committee.

NEW HAMPSHIRE: Rep. Gideon Proulx, of Manchester, has introduced a measure (House 177) which would tax amusement games, including pinball, at \$1 per year for penny equipment, \$5 per year for all others.

NEVADA: Legislature here is moving to protect the State's large gambling business by specifically exempting itself from the provisions of the federal law prohibiting interstate shipment of bell machines. Monday (5) the House received a favorable committee report on the bill and observers in the State Capitol expected the legislation to move forward rapidly.

Ask Higher Nevada Tax

At the same time, Nevada is considering increasing gambling license fees—from 2 up to 4 per cent of the gross revenue of the license holder. This is Senate 34, introduced January 31 and referred to the Committee on Education.

OHIO: No action yet on House 115 which would provide stiff penalties for the possession or exhibition of bell machines and pinball games. A hearing was held January 30 on Senate Bill 5, which would give local authorities the right to declare juke boxes an "obnoxious noise" and prosecute all persons connected with the juke box operation. Both bills, because the trade regards them as too broad, discriminatory and unreasonable, are being hotly contested by Ohio coin machine operators.

OREGON: The Alcoholic Traffic Committee is studying Senate 125 which would require the Liquor Control Board to cancel licenses of establishments in which gambling devices are found.

Four Tennessee Bills

TENNESSEE: The State has four bills relating to coin machine taxes, but the texts of the bills have not been published.

TEXAS: House 31 would classify coin-operated midget movie machines under the State's general coin machine law, making them subject to amusement machine taxes. House Revenue and Taxation Committee has the bill.

WEST VIRGINIA: House 218 would exempt bonafide merchandise and service vending equipment from the State's annual coin machine license fee. The Judiciary Committee received the bill January 31.

New Arcade

Continued from page 66

machines currently being shown by the F.A.B. Distributing Company.

Music machine ops are currently studying the current trend toward the dime chute. It's receiving a mixed reaction here, but it is generally conceded that it will be accepted sooner or later.

Meanwhile vending machine men still find that theirs is a fluid market. They're expecting the picture to clear soon, with added servicemen doing their biz no harm.

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 81

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. 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, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27	Issue of Jan. 20
AIRBORN				
Coronet 400		\$129.00	\$129.00	
Deluxe 75	\$80.00 95.00	80.00 95.00	80.00 95.00	
Deluxe 1946		69.00	69.00	
Fiesta	125.00	125.00	125.00	
AMM				
Model A	375.00		375.00	
Model B	475.00	550.00	475.00	
Streamliner	65.00	65.00		
FLORIN				
FP 300		199.50	199.50	
MILLS				
Constellation			225.00	
PACKARD				
Chrome Packard	29.00			
Hideaway	125.00	125.00	125.00	
Manhattan '47	249.00			
ROCK-OLA				
Commande	49.00	49.00	49.00	
Deluxe	85.00	85.00	85.00	
Deluxe '39	59.00 75.00	59.00 75.00	59.00 75.00	
Playmaster	79.50	79.50	79.50	
Regal		59.00		
Saper 40	59.00	59.00	59.00	
'47	275.00	275.00	275.00	
1411			150.00	
1422	225.00 289.00	159.50 225.00	169.00 169.50	169.00
			289.00	195.00
			229.00	229.00
1426		239.00		
1428		475.00		
SEEBURG				
Classic	69.00	69.00	69.00	
Colonel	69.00 69.50	69.00 69.50	69.50	69.50
H 146 M Hideaway	250.00 259.00	259.00	250.00 259.00	269.00 279.50
Hightone ES	59.00	59.00		
Hightone RC	79.00	79.00		
HO 246 M Hideaway	269.50			
Major	79.00	79.00		
Regal	59.00			
WL 56	59.50			
'47	299.50	299.50		
146 M	244.50 299.50			
146 S	235.00 249.00	249.00		
147 M	339.50 349.50	325.00 349.00	325.00	325.00
147 MA		325.00		
147-BM		389.00		
147 S		299.50		
148 M	395.00 409.00	409.00		
H 147M Hideaway			275.00	
H 148M Hideaway	299.50 359.00	359.00	295.00 359.00	395.00
148 ML	425.00 449.00	449.00	425.00	409.00
146-148M		319.00	350.00	
146-147M		319.00	325.00	
H 246M Hideaway	299.00	299.00	250.00 299.00	299.00
1941 RC Special	99.00			
1946 Hideaway	185.00	185.00 325.00	325.00	
1946		295.00		
8200	69.50 110.00	69.50 110.00	69.50 110.00	
8800		69.50	69.50	
9900	69.50 110.00	69.50 110.00	69.50 95.00	110.00
WURLITZER				
Colonial		95.00	95.00	
41	65.00	65.00		
61	75.00	75.00		
71	39.50 85.00	85.00		
219 Stepper		22.50		
500		59.50		
600	59.50 75.00	59.50		
500K		69.00		
600R		64.00		
616		65.00	65.00	
700		95.00	119.00	
750E		129.50		
780		129.00		
800		95.00		
850	74.50 89.00(2)	89.00(2)	89.00 89.50	75.00
950		89.00	89.00	
1015	269.50 (2)	269.50 289.00	259.50 269.00	249.50 259.50
	275.00 289.00		269.50 279.00	279.50 295.00
1017		250.00	185.00	
1080	249.50 250.00	249.50 289.00	269.00	269.00
	269.50 289.00			
	414.50 425.00	425.00 469.00	425.00 439.00	439.00
	450.00 469.00	525.00	445.00	
Victory		39.00		

ALL the News! EVERY Week! DIRECT TO YOU! ON TIME!!! LOWEST COST ON SUBSCRIPTION

The Billboard
 2160 Patterson St.
 Cincinnati 22, Ohio

Please enter my subscription to The NEW Billboard for 52 issues ONLY \$10.

Name
 Address
 City Zone State.....
 Occupation

CM-2-17

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. 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, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27	Issue of Jan. 20
ABC Bowler (Keeney).....	\$62.50			
Bango (Chicago Coin).....		\$49.50	\$49.50	\$49.50
Baseball (Chicago Coin).....	89.50 95.00	65.00 75.00	65.00 75.00	65.00 75.00
Bowling Classic (Chicago Coin)	200.00	200.00	195.00	95.00 185.00
Bowl-A-Line (Genco).....	225.00	225.00		
Bowler (Genco).....		50.00	50.00	50.00
Bowlette (Gottlieb).....	42.50 65.00	65.00 89.50 (2)	65.00 (2) 79.50	
	75.00 89.50	90.00 95.00	85.00 89.00	
	109.50 110.00	109.50	89.50 95.00	
Bowling Alley (Chicago Coin)	57.50 89.50 w/p	55.00 w/p	45.00 59.50	39.50 59.50
	90.00 100.00	95.00	95.00 105.00(2)	105.00
	125.00 w/p	99.50 100.00	(w/pins) 109.50	109.50 149.50
	149.50	105.00 w/p	110.00 149.50	165.00
		109.50 110.00		
		135.00 w/p		
		145.00 w/p		
		149.50		
		165.00 w/p		
Bowling League (Genco).....	30.00 37.50	42.50 45.00	50.00 65.00	40.00 45.00
	99.50	(2) 50.00	99.50 140.00	65.00 99.50
		65.00 99.50		140.00
		140.00 w/p		
Deluxe Bowler (Williams)...	89.50 110.00	75.00 89.50	89.50 99.50	50.00 79.50
		w/p 100.00	110.00	90.00
Double Bowler (Keeney).....	124.50 215.00	199.00 215.00	199.00 210.00	195.00 199.50
Double Header (Williams)....	89.50 164.50	169.50	140.00 169.50	149.50 169.50
Double Shuffle (Chicago Coin)		100.00	100.00	100.00
Double Shuffle Alley (United)		134.50 209.50	134.50 209.50	134.50 209.50
Glider (Genco).....	19.50 30.00	34.50 35.00	34.50 50.00	14.50 30.00
	34.50 35.00	59.50 99.50	59.50 99.50	34.50 50.00
	99.50		59.50 99.50	99.50
King Pin (Keeney).....	165.00	150.00 165.00	125.00 165.00	165.00
Lucky Strike (Keeney).....		75.00 99.50	125.00	125.00
		125.00		
Pin Boy (Keeney).....	40.00 47.50	85.00 99.50	39.00 49.00(2)	39.00
	59.50 85.00		65.00 89.00	49.00 (2)
	89.50 w/p			50.00 85.00
	140.00			
Shuffle Alley (United).....	35.00 37.50	50.00(a) 69.50	39.50 45.00	40.00 45.00
	50.00	85.00 95.00 w/p	50.00 69.50	69.50 85.00
	69.50 w/p	99.50	129.50	99.50 129.50
	74.50	105.00 w/p	149.50 w/p	149.50
	85.00	129.50 w/p		
	95.00 w/p	149.00 w/p		
	129.50 w/p			
	149.50 w/p			
Shuffle Alley Express (United)	104.50 w/p	109.50 135.00	125.00 135.00	125.00 135.00
	125.00 145.00	145.00 (2)	145.00 149.00	145.00 189.50
	149.00	149.00		
Shuffle Bowl (Exhibit).....		89.50	89.50	
Shuffle Bowler (Bally).....	49.50	55.00 59.50	49.50 55.00	55.00 59.50
	82.50 w/p	65.00 79.50	79.50 85.00	79.50
		99.50		
Shuffle Champs (Bally).....	124.50 w/p	144.50 w/p		
	175.00	189.00		
Shuffle Jungle (Rock-Ola)...	37.50			
Shuffle Lane (Rock-Ola)....	35.00 37.50	50.00	50.00	40.00
Shuffle Pool (Nationwide)...		49.50	49.50	49.50
Shuffle Skill (United).....		59.50	39.00 59.50	39.00 40.00
				59.50
Shuffle Sluggo (United)....		119.50	119.50	119.50
Speed Bowler (Bally).....	94.50 w/p	109.50 145.00	94.50 125.00	125.00 150.00
	99.50 140.00	165.00 375.00	159.00 160.00	159.00 179.50
			170.00 179.50	
Strike (Exhibit).....		99.50 109.50	99.50 124.50	99.50
			175.00	
			185.00	
Super Bowler (Universal)....		85.00 99.50	62.50 75.00	75.00 99.50
Super Shuffle (United).....	49.50	179.50	99.50 179.50	179.50
		179.50	179.50 185.00	175.00 179.50
Super Twin Bowler (Universal)	185.00	195.00		185.00
Ten Pins (Keeney).....	39.50 64.50	69.50 89.50	35.00 89.50	35.00 39.50
	89.50 125.00	125.00	125.00	89.50 125.00
Trophy Bowl (Chicago Coin)		215.00 239.00		
Twin Bowler (Universal)....	95.00 110.00	110.00 114.50	45.00 w/p	110.00 114.50
	124.50 w/p	115.00 125.00	110.00 114.50	115.00
	169.50 w/p	135.00	115.00 125.00	
		169.50 w/p	169.50 w/p	
		275.00	249.50	
Twin Express Rebound (United)				
Twin Shuffle Alley Rebound (United)	124.50 w/p	245.00		
Twin Shuffle (Williams).....	50.00 65.00	39.50 65.00(2)	65.00(2) 69.00	65.00 89.50
	89.50	69.00 89.50		
Two-Player Shuffle Alley Expre (United).....		209.50	209.50	

(Continued on page 84)

Coinmen You Know

Miami

Joe Eisen, former Wurlitzer distrib in New York, having fun in the sun. . . Ditto Max D. Levine, president of the Scientific Machine Company of Brooklyn, who paid a visit to Supreme Distributors, Levine is a director of the Coin Machine Institute (CMI).

Joe Cotton, J. & M. Vending Company, was hospitalized for a week as the result of a penicillin allergy. He's back on the job now and just returned from a business trip to Jacksonville. . . Bernie Scheuer, Vendomat Corporation of America, Baltimore, is expected in Fort Lauderdale for a rest.

Fred Baehr, formerly on the board of directors of the National Automatic Merchandising Association (NAMA) and now a manufacturer's representative in Philadelphia, called on John F. Saxon, of Ace-Saxon, during his vacation here.

The Air-o-Matic cartridge vander installed the other day is already winning customer acceptance at Fun, Inc., Arcade's shooting gallery, says Manager Milt Lewis. The device, put out by Abt Manufacturing Company, returns a 20-shot cartridge for a dime and lessens the work of the gallery attendant.

Ken Willis, Bush Distributing Company, journeyed to Key West on a selling trip. . . June Feldman, secretary at Automatic Cigarette Sales, is entertaining guests from the North. . . Doc Eaton, formerly regional salesman for a number of leading coin machine manufacturers, now makes his home in Sarasota, Fla., and frequently drives to Miami to visit coin row.

Jack Corbin, service manager at C & L Amusement Machine Company, says Patti Page's "Tennessee Waltz" continues far out in front in juke box locations. Next in popularity is Vic Damone's rendition of "My Heart Cries for You."

Willie Blatt, Willie Levy and Dave Friedman, all formerly of New York but now active coinmen here, manage to find time now and then to indulge in gin rummy sessions. . . Jack Bakerman, amusement park and coin machine operator from Caracas, Venezuela, visiting here and making it known he is interested in acquiring the full-time services of a mechanic willing to make his home in Caracas.

Lenny Baitler, Taran Distributing Company, took another van load of coin machines to Tampa, Orlando, Jacksonville and Southern Georgia, continuing the successful experiment launched recently of providing door delivery and set-up service to ops. The cargo included Exhibit's Six Shooters, United Four-Way Shuffle Alleys and Keeney's cigarette machines and League Bowlers.

Coinmen Morris Marder, Murray M. Goss and Irving Lemlich merging under the new trade name Atlas Coin Machine Service. . . Next quarterly meeting of the National Coin Machine Distributors' Association (NCMDA) will be held in Chicago in the middle of April, the organization decided at its recent conclave at the Marlinique Hotel, Miami Beach.

Sy Wolfe, Seeburg distrib for Florida, came to Miami from his Jacksonville headquarters to visit customers and take orders. Big headache these days, he says, is trying to fill all the orders—what with a slowdown of factory shipments and continued popularity of the 45 r.p.m. Select-o-Matic.

Ray Harrison, Automatic Cigarette Sales, and his wife have as their house guest Henry Duhan, jewelry manufacturer from New York City. The couple also expects Sam Yolen, cigarette machine operator and jobber from Port Chester, N. Y., and his wife who will come to Miami from Acapulco, Mexico, where they are now vacationing. Yolen operates in Port Chester under the trade name Modern Tobacco Company.

Genco's new Tri-Score pin game is expected any day by Taran Distributing. . . Mori Simon, J. & M. Vending Company, is back from a business trip to San Juan, Puerto Rico. . . Dave Bond, Boston coin distrib for Gottlieb and Seeburg, still vacationing—the last of the Mohicans from the recent NCMDA

convention. He heads back to Beantown early in February.

During the NCMDA get-together, several visiting distributors dropped in on Willie Blatt, Supreme Distributors, to inspect the Shuffle Wheel which Blatt built. General reaction was favorable, with many of the executives expressing interest in marketing plans. Unique feature of the Shuffle Wheel is its scoring mechanism.

Taran Distributing taking orders for the new United Five-Way Shuffle Alley. Eli Ross, Taran sales manager, says pin games are staging a comeback. Music continues to hold up strongest and (Continued on page 84)

Vital Statistics

Births

A daughter, Gerrilyn, to Mr. and Mrs. Gil Gross in Miami. Father is accountant for coin machine distributors and operators in the Miami Beach area.

GUARANTEED BOWLING GAMES

AT LOWEST PRICES

	EACH
24 Bally Speed Bowlers	\$94.50
lifting pins	
20 Bally Shuffle Bowlers	82.50
lifting pins	
24 Bally Shuffle Bowlers	49.50
plain	
2 Bally Shuffle Champs	124.50
lifting pins	
2 Univ. Twin Bowlers	124.50
lifting pins	
4 United Shuffle Alleys	69.50
lifting pins	
14 United Shuffle Alleys	37.50
plain	
1 Un. Twin Shuffle Alley	124.50
lifting pins	
1 United Shuffle Express	104.50
lifting pins	
3 Chi. Coin Bowling Alleys	89.50
lifting pins	
2 Chi. Coin Bowling Alleys	57.50
plain	
7 Keeney Pin Boys	89.50
lifting pins	
2 Keeney Pin Boys	47.50
plain	
2 Keeney Ten Pins	64.50
lifting pins	
1 Keeney Double Bowler	124.50
lifting pins	
2 Chi. Coin Shuffle	89.50
Baseballs	
7 Gottlieb Bowlettes	42.50
35 Rock-Ola Shuffle Lanes	37.50
8 Rock-Ola Shuffle Jungles	37.50
2 Genco Bowling Leagues	37.50
1/3 deposit with all orders.	

SICKING, INC.

America's Oldest Distributor
Established 1895
1401 Central Pkwy., Cincinnati 14, O.



Hold Everything for the Greatest NASCO Game

BINGO BANGO

5 Ball Novelty Replay
a complete conversion
MADE FROM "JUST 21"

For Advance Information Get On Our Mailing List
NATE SCHNELLER, INC.
1427 N. Broad St. • Philadelphia 22, Pa. • STevenson 2-0242

RECONDITIONED AND NEW EQUIPMENT from YOUR RELIABLE DISTRIBUTOR

RECONDITIONED GAMES	NEW EQUIPMENT BY
United Shuffle Alley, Fly-a-way pins . . . \$129.50	GENCO-WILLIAMS
Williams Twin Bowler . . . 89.50	GOTTLIEB
Keeney Ten Pins . . . 89.50	CHICAGO COIN
Keeney King Pin . . . 145.00	Shuffle Games, Exh. Six Shooter.
Bally Carnival . . . 89.50	Electric Cigarette Vender
Gottlieb Bowlette . . . 89.50	
Universal Twin, Fly-a-Way Pins . . . 169.50	
Chicago Coin Pistol Pete . . . 159.50	
Dale Guns, latest triple switch model . . . 129.50	

WE HAVE lockey Special, Photo Finish, Victory Special, Mills Constellation, Wurlitzer WRITE!
1015, Seeburg 146-M.

WE HAVE Universal Winners, Gold Cups, Special Entries. WRITE!

Terms: 1/2 Dep., Bal. C. O. D. Write for complete list and prices of Arcade Equipment. Cigarette Vending Machines, Coin Counters and Changers.

AUTOMATIC COIN MACHINES & SUPPLY CO.

TELEPHONE: CAPitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

TUBES

ALL TYPES
RADIO - TELEVISION

Immediate Delivery. Fully Guaranteed.
STANDARD BRANDS
Write - Wire - Phone

W & H SALES CO.

3543 W. Madison St. Chicago 24, Ill.
Phone: Nevada 2-1637

Central Ohio Coin Quality Buys

USED PIN GAMES Robin Hood Humpty Dumpty Mr. Boston Paradise Cinderella Spinball Temptation Just 21 Jamboree Screwball Star Dust Sally Puddin' Head Alice in Wonderland Build Up Tennessee Melody Shanghai Dew-Wa-Diddy Monterrey	NEW PIN GAMES Chi. Coin—Playball Gottlieb—Knockout Genco—Tri-Score	CLOSE OUT NEW SHUFFLE ALLEYS United Shufflecade (Twin) United Skee Alley Roll United Twin Shuffle Alley Rebound United Single Shuffle Alley Rebound United Double Shuffle Alley Express, 9 1/2' United Single Shuffle Alley w/Return Puck United Shuffle Sluggo Universal Hi Score Bowler (Twin) Chi Coin Ace Bowler Chi Coin Trophy Bowl Keeney 4-Way League Bowler, 8' Keeney 4-Way League Bowler, 9 1/2'
---	--	--

EXHIBIT'S Dale Six Shooter

1946 Seeburg
1946 Seeburg Hide-away
1422 Rock-Ola

WRITE, WIRE or PHONE for PRICES—Adams 7254
CENTRAL OHIO COIN MACHINE EXCHANGE
596 5 HIGH - COLUMBUS 15, OHIO

WATCH FOR IT It's terrific
WAIT FOR IT It's outstanding
LOOK FOR IT Loaded with action

SHOO SHOO—SHOO SHOO

COMING ABOUT MARCH 1
EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Waltham 2-9490

WE ARE BUYING CLEAN EQUIPMENT
We buy and sell only the finest! If your machines are clean, you'll get more cash at first for FIVE BALL GAMES ONE BALL GAMES LATE PHONOGRAPHS DALE GUNS ARCADE EQUIPMENT KEENEY BOWLING CHAMPS (Shuffleboard Conversions)

HEADQUARTERS for SHUFFLE GAMES, CONVERSIONS
Rebound Conversions for Un. SHUFFLE ALLEY, B. SHUFFLEBOWLER, Flyaway Pin Conversions for Un. SHUFFLE ALLEY, B. SHUFFLEBOWLER, C. C. BOWLING ALLEY.
Write for Special Prices



FIRST SIGNS OF BIGGER COLLECTIONS!

Brand New ABT CHALLENGER
Counter game. Closeout price! Limited quantity. Write at once!

Gegco's Record Breaking Five Ball TRI SCORE
New "down-the-middle" scoring is the secret to BIG PROFITS.

Keeneey 4-WAY CONVERSION
For 18-20-22 ft. Shuffleboards. Ultimate in shuffle bowling. Lasting play appeal. Trouble-free operation.

Like New AMI MODEL C
Phonographs. Used only 2 months. Limited quantity.

RISTAQRAT 45
Only small music box proven on location.

NEW CLOSEOUTS
Bally SHUFFLE CHAMP \$265
Un. SINGLE SHUFFLE ALLEY REBOUND ... 265
Un. SHUFFLE SLOGGER 195
Wms. DOUBLE HEADER 215

FIRST DISTRIBUTORS
Wally Finke & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

EVANS' PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

HI-LOW-CHUCK-LUCK

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate!
Write for descriptive literature.



SIZE: 12"x24"x2"

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 74, 86, 87

New Engl'd's Largest Stock, New & Used Equipment
100% GUARANTEED—EVERY MACHINE SOLD—100% GUARANTEED

MUSIC
WURLITZER: 1100, 1015, 1080, 1017, 750, 700, 850, 3020's and all older Models—WRITE OR CALL.
SEEBURG: 100A, 147M, 146M, HI-TONES, LOWTONES, and all older Models—WRITE OR CALL.
AIREON: DELUXE, \$70.00.
ROCKOLA: 1426, 1422, and all older Models—WRITE OR CALL.

WANTED
\$ Will pay cash for Bally, used, Turf King, Champion, Citation, Gold Cup, Jockey Special, Universal Winner, Photo Finish, used and new Five Balls, used and new Shuffle Machines, Packard Wallboxes, used Music.
\$ WE WILL BUY ANY COIN MACHINE \$ WRITE OR CALL TODAY \$

REDD DISTRIBUTING CO., INC. 298 Lincoln St. Allston, Mass. AL 4-4040
BRANCH OFFICE: 811 Union St., West Springfield, Mass. 6-5418

BUY DIRECT FROM FACTORY!
FLY-A-WAY
PIN CONVERSION **\$39.50**

FOR UNIV. TWIN BOWLER, CHICAGO BOWLING ALLEY AND UNITED SHUFFLE ALLEY
• Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit.

SCOREBOARDS
M & T SALES CO. 3046 FULLERTON AVE. CHICAGO 47, ILL. Phone: Dickens 2-2424

WRITE for PRICES!
— ALL GAMES, PARTS, PREMIUMS, ETC. —

WANTED! FLIPPER 5 BALLS SEND LIST
DALE GUNS—ARCADE
DIGGERS—1 BALLS

Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2620 CHICAGO 22, ILL.

TRADIO
THE GREATEST NAME IN COIN OPERATED TELEVISION
Write for details
TRAD TELEVISION CORP.
Ashbury Park, N. J., Ashbury Park 3-7647

SELECTIVE PHONO
COMING **45" SOON**
by **Chicago Coin**

Coinmen You Know

• Continued from page 83

Miami
The market on all used coin machines is spiraling, with ops buying up all the equipment and parts they can lay their hands on, says Ross.

Hymie Zorinsky, H. Z. Vending and Sales Company, Omaha, visited local distributors during the NCMMA convention. . . . **Al Dietrich**, Wurlitzer executive, and his wife called on **Ozzie Truppman** and **Ted Bush** at Bush Distributing. Truppman is slated to trek to the firm's Jacksonville branch for the January 28-29 open house when the new Wurlitzer phonographs are to be unveiled there and in Miami. . . . **Gil Kitt**, Empire Coin Machine Exchange of Chicago, made the rounds of distributors.

Chicago
United Manufacturing headquarters were swamped with visitors last week as **Lyn Durant**, president; **Herb Oettinger**, comptroller; **Billy DeSelm**, general sales manager, and **Ray Riehl** and **Johnny Casola** pitched in to greet the visiting firemen. **Sam Taran**, Taran Distributing, Miami, after visiting Minneapolis, returned with **Herman Paster**, Mayflower Distributing, and spent much time with the United group. Taran reported his wife had told him there was ice on the bay outside their home. **Milton Webster**, Washington, D. C., executive, and **Harry Miehle**, Williamsport Amusement, Williamsport, Pa., and **Jimmy Craven**, **Lou Wolcher's** assistant, also were on hand. Firm is going strong on Shuffle-Cade and its new Five-Player Shuffle Alley unit, and is planning a new game for early introduction to the trade.

Ben Coven, head of Coven Distributing, reports the reception to the new Wurlitzer line here was excellent, this despite the worst stretch of weather to hit Chicago in many years. Coven, together with **Harold Saul** and **Mac Bryer**, also have been flooded with visitors who were unable to make the Wurlitzer Days' showing due to the road conditions.

Lou Dunis, Berkeley, Calif., was a visitor here last week, shivering in the sub-zero temperatures which swept Chicago. Dunis was huddling with **Ed Ratajack**, Western sales manager for AMI, at the manufacturer's local offices. **Bill Fitzgerald**, AMI's sales promotion and advertising chief, also visited last week.

Joseph Pechter, new to the coin machine field, but an experienced salesman in the premium line, has joined First Distributors where he will assist **Mal Finke**, who heads the premium division. **Wally Finke** and **Joe Kline**, co-owners of the distrib firm, were busy moving used games into their newly acquired warehouse space last week. This is the third expansion on warehousing area made by the company in recent weeks.

Continued activity, both in buying and selling of used equipment, was reported by **Herb Perkins**, head of Purveyor, last week. Perkins reported he has added to his shuffleboard stock as increased demand for this product has been noted. Incidentally, **Sam Taran**, Miami distrib who visited here last week, backed up Perkins in the shuffleboard report. He says there are hundreds of boards on location in his area—all making money for the operators.

Hartford, Conn.
John Colucci, of Mattatuck Music, Waterbury, is vacationing in Florida with his brothers, **Mike** and **Dazz**, supervising the coin business. John is due back about March 1, he writes his brother **Ralph**, of Seaboard Distributors. . . . Also sojourning in Southern climes is **John Fitzgerald**, of Fitzgerald Sales, New Haven. There's a report that John has been building a winter home in Florida. . . . **Win Gaffney**, Norwich coin operator, is the newest member of the Connecticut State Coin Association, Inc.

Mac Perlman, Hartford branch manager for Atlantic-New York Corporation, Seeburg distributors, is driving the Cadillac formerly owned by **Abe Fish**, of General Amusement Game. Abe sold Mac the car and is now driving his old Dodge. . . . **Tony Degudis**, of Dursell Novelty, New Britain, attended a recent New Britain get-together of Connecticut State Coin Association. Tony is a non-member. He expressed high commendation for the State-wide group.

Lou Chack, assistant general manager of General Amusement Game, and Mrs. Chack week-ended in New York. . . . **Tony Berube**, of Ajay Service, Hartford, has bought a new summer home in Coventry. . . . **Jim Tolisano**, of Superior Music, dropped by Abe Fish's office at General Amusement Game the other night to report that he's planning to move Superior Music into larger quarters somewhere in Hartford this spring.

When **Ralph** and **Lee Colucci**, of Seaboard Distributors, head for Los Angeles on a vacation trip soon they'll be accompanied by **Mr. and Mrs. Abe Fish**, of General Amusement Game Company. "That announcement some months ago that the Coluccis are going to vacation on the Coast gave us the idea," said Abe.

Stanley Gillespie, Hartford juke box operator, was the victim of a hold-up. Two men escaped with \$600 after holding up Gillespie at his south-end meat market. Gillespie told police the \$500 taken from his wallet represented this week's proceeds from his

THE BILLBOARD Index of Advertised Used Machine Prices

• Continued from page 83

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. 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, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27	Issue of Jan. 20
Acorn (bulk).....		\$10.95		
Adams Gum.....	\$14.50	14.50		
Acorn (charm).....			\$13.95	
Advance Gum.....	7.50			
Advance 5c Bar Vender.....			20.15	
Atlas Bantam.....	7.50			
Card Vender (Exhibit).....	15.00	15.00		
Columbus 46 Z 1c Bulk.....	7.50(2)	7.50(2)	7.50	\$7.50
Columbus 46 ZB 5c Bulk.....	7.50	8.00	8.00	8.00
Electro Serve Popcorn.....			15.00	
DuGrenier Candy Man.....	57.50	59.50	57.50	59.50
DuGrenier Challenger.....	95.00	95.00	95.00	95.00
DuGrenier Champion (9-10 col.).....	89.50			
DuGrenier Model S (7 col.).....	69.50	69.50	69.50	69.50
DuGrenier Model W (9 col.).....	82.50	89.50	89.50	89.50
DuGrenier Model W.....	50.00	50.00	50.00	50.00
Kirk's Astrology Scale.....	50.00	50.00	50.00	50.00
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Lucky Boy Vendors.....	9.75	9.50	9.75	9.75
Master.....	7.50	7.50		
Mill's Scale.....	50.00	50.00	50.00	50.00
Monarch (8 col.).....	85.00	85.00	85.00	85.00
National 9 A.....	75.00	75.00	75.00	75.00
National 9-30 (9 col.).....	89.50	89.50	89.50	89.50
National 950.....	95.00	95.00	95.00	95.00
National 6/18 Theatre Model.....			95.00	
National 9/18 Candy Vender.....			80.00	
N Y Stamp.....				
Northwestern Deluxe.....	12.50	12.50	12.50	14.95
Northwestern Dual Nut.....			45.00	
Northwestern Model 39.....	7.50	7.50	7.45	7.50
Northwestern 40.....	7.50			
Northwestern '49 Special (single) (2).....		17.35(2)	17.35	
Northwestern 33 Ball Gun.....	7.50(3)	7.45	7.50(3)	7.50
Pop Corn Sez.....			49.50	
Rowe Candy Vender (120 bar).....	85.00	85.00	85.50	
Rowe Candy Vender (150 bar).....			52.50	
Rowe Diplomat (8 col.).....		220.00	220.00	220.00
Rowe Imperial (6 col.).....	69.50	67.50	69.50	67.50
Rowe Imperial (8 col.).....		77.50	77.50	77.50
Rowe President (8 col.).....	120.00	120.00	120.00	120.00
Rowe President (10 col.).....	125.00			
Rowe Royal (6 col.).....	82.50	72.50	72.50	72.50
Rowe Royal (8 col.).....	85.00	85.00	85.00	85.00
Rowe Royal (10 col.).....	45.00	95.00	45.00	95.00
Siros Brush-Up.....	75.00	75.00	75.00	65.00
Silver King 1 and 5c.....	6.95	7.50	6.95	8.00
Silver King 1 and 5c.....		8.00		
Silver King Ball Gum.....		7.50		
Silver King Hunter.....	19.50	19.50	19.50	19.50
Silver King Target King.....	19.50			
Smokeshop.....		229.50	229.50	
Stewart-McGuire (7 col.).....			45.00	
Stoner Univender (6 col.).....			165.00	45.00
Stoner Univender (8 col.).....			210.00	
Uneed-a-Pak (5 col.).....	59.50	75.00	75.00	47.50
Uneed-a-Pak (6 col.).....			57.50	
Uneed-a-Pak, Model A (8 col.).....		85.00	89.50	89.50
Uneed-a-Pak, Model A (9 col.).....			82.50	82.50
Uneed-a-Pak, Model E (5 col.).....		47.50		
Uneed-a-Pak, Model E (6 col.).....			57.50	57.50
Uneed-a-Pak, Model E (8 col.).....		79.50	79.50	79.50
Uneed-a-Pak (15 col.).....	85.00	85.00	85.00	85.00
U-Select-It.....	35.00	22.50	35.00	
Vendit.....	52.50	52.50	52.50	
Victor Model V.....	8.50	8.50		
Victor Counter Popcorn.....	40.00			
Victor's Topper.....	7.50	7.50		7.50

CHICAGO COIN "PLAY BALL"
 WRITE-WIRE-PHONE
ACTIVE AMUSEMENT MACHINES CO.
 666 N. BROAD ST.
 PHILADELPHIA 30, PA.
 Phone: FRemont 7-4495

For the best in
PIN GAMES
SHUFFLE ALLEYS
RAY GUNS
 IT'S
COINEX CORPORATION
 Murray Rosenthal
 1346 Roscoe Street Chicago 13
 GRaceland 2-0317

"AFRICAN GOLF"
 The perfect counter dice game! Low priced—can pay for itself in one evening. Patron simply lays his coin down in proper betting square and takes one throw of two dice. Odds are plainly shown. Pays even money on Field; 5 to 1 on Craps; 3 to 1 on 7, 10 to 1 on 11, etc. House profit approx. 40%. No federal license. Includes 18x11 inch 2-color laydown chart, dice shaker, and two perfect dice. Send full amount. Immediate delivery. **\$19.50** complete.
WEBB MFG. CORP.
 4958 West Chicago Ave. Chicago 31, Ill.

BRAND NEW TUBES
6J5 90c ea.
 Nationally Advertised Brands. Minimum Order—10 Tubes. 1/2 Dep., Bal. C. O. D.
COVEN Distributing Co.
 3181 Elston Ave. Chicago, Ill.
 Phone: INdependence 3-2210

PARTS SALE
 We have a wide variety of Parts for pre-war Phonographs, SEEBURG, WURLITZER AND ROCK-OLA, such as Amplifiers, Motors, Speakers, Plastics, Main Gear, etc.
"PRICED RIGHT"
W. B. Distributors, Inc.
 1012 Market St. St. Louis, Mo.

PANORAM PROJECTORS
 REBUILT and GUARANTEED! Write
DELIVERING NEW
KNOCK OUTS — TRI-SCORES
TURF KINGS — WINNERS
 STANDARD METAL TYPER—10c PLAY. Thoroughly Reconditioned Like New \$362.50 Metal Typer Discs. While They Last \$13.50 M Write for complete list of Arcade Equipment and 5-Ball Free Plays.

juke box and bowling alley route. . . . **Manny Leibert**, the former coin man, has resumed his weekly wrestling promotions at the Hartford Auditorium. . . . Canteen candy vending machines have been plugging location safety measures, thru such signs as "Be Alert, Nobody Hurt," displayed prominently on machine fronts.

Newest member of Connecticut State Coin Association is **Win Gaffney**, Norwich, Conn. He becomes the 71st member. This was disclosed at a recent meeting, held at Pavano's Restaurant, New Britain. Guests included **Leon Hatch**, Redd Distributors, discussing the new Wurlitzers; **Irving Kempner**, Runyon Sales, AMI; **Mac Perlman**, Atlantic-New York Corporation Hartford branch manager, and some 40 coin men. . . . **Louis Beilman**, the Middletown coin operator, has bought out the Farina coin route in New Britain. . . . **Mrs. Mary Fish**, mother of **Abe Fish**, writes of a nice vacation in Arizona.

John Colucci, Ralph's brother, is keeping busy with his coin business over in Waterbury. . . . One of the coinmen in Hartford has a new term for the Seeburg Select-o-Matic 100 music machine. "Let's call it the Cadillac of the industry," he commented. . . . **Nat Cutler** has moved his State Amusements from 712 State Street, New Haven, to larger quarters at 61 Broadway. **Nat** handles pinballs, cigarette vending machines, music machines, bowling games, and also operates a record shop. **Pat Montano**, the New Haven coinman, moved his business into **Nat's** old quarters.

Cincinnati
Abe Villinsky and his wife have returned from New York, where they visited for a week after stopping at Martinsville, W. Va., and Washington to visit their two daughters and grandchild. They celebrated their 25th wedding anniversary.

Sidney Goldberg and **Vern Hawks**, of the Decca Distributing Corporation, had lunch with **Charles Kanter** at the Gibson-Sheraton to discuss the promotion of records.

The Automatic Phonograph Owners Association held its regular monthly meeting Tuesday (13) at the Hotel Sheraton-Gibson. The executive board met at 8 p.m., preceding the regular meeting.

New York:
Joe Young and **Abe Lipsky**, of Young Distributing, had trouble keeping a floor sample of the new Wurlitzer phonograph in their showroom this week to give the few local ops who hadn't yet seen it a chance to do so. They reported that machines were being shipped to op buyers as soon as received. Young noted that most interest was being shown in the model sporting the walnut cabinet.

Ed Barnett, of Cameo Vending, has a timely sign in his store window informing passers-by that they can get help inside filling out income tax forms. . . . **Ray Knoss**, of Arrow Music, and his wife leave next week for a month's vacation in Florida. **Sol Rapaport** will be in charge of the route while Knoss is away. . . . **Mrs. Al Layne**, wife of the local phonograph op, is recuperating from a recent illness in Crown Heights Hospital.

John Pezza, of John's Automatic Music, has moved to a new home in Jackson Heights. . . . **Ben Chicofsky**, of Benray Music, has purchased a summer home in White Lake, N. Y. . . . **Jim Mulen**, local juke op, is home nursing an attack of arthritis. . . . **Dick Friedman**, who operates phonos here as Silver Lining Music, is in Florida for two weeks.

Bob Jacobs, head of U. S. Distributing, continues to do capacity business converting shuffle games to fly-away-pin-rebounds. He complains that the extra space he has rented at **Murray and So Wohlman's** Pancoast store is proving inadequate for the load. . . . Alterations at Atlantic New York headquarters to provide a new parts room and a private office for **Meyer Parkoff's** partner, **Harry Rosen**, are almost completed.

Tony (Rex) DiRenzo and **Lec Knebel**, of Rex-Lee Enterprises, are doing a substantial biz remodeling used juke. A feature of their refurbishing is the application of plastic film to the cabinet to simulate wood grain. . . . **Hal Meeks**, who heads his own vending sales org, was home ill this week.

This week's Guide, flyer distributed by **Barney Sugarman's** Runyon Sales to ops in his territory, urges that necessary purchases be made soon to avoid running into equipment shortages as the supply diminishes. . . . The January issue of *Electro News*, op organ published by Eastern Electric, profiles **Bill Wiener**, who reps the firm in several Eastern States with his brother, **Murray**. The article has Bill staking his claim to being "the best (gin rummy) player in the world."

Local game ops who braved wintry winds Thursday night (8) to attend the annual election meet of the Associated Amusement Machine Operators of New York wrapped themselves around a roast beef dinner, listened to good game talk and heard the lowdown on new-game prospects from guest-of-honor **Jack Nelson**, sales manager of Bally Manufacturing. **Al Simon**, Chicago Coin factory agent, got a vote of thanks for supplying liquid refreshment.

Non-operating guests asked to stand up and take a bow included **Ben Becker**, **Nat Cohn**, **Mike Munves** and **Dave Lowy**.

World Wide Your Exclusive Distributor for
Keeney, Rock-Ola, Exhibit, Williams

WILLIAMS MUSIC MITE
 10 Record 45 R.P.M. selective phone. Best by test in all locations where space is at a premium.

WE HAVE ONE BALLS
 ● CHAMPION
 ● CITATION
 ● GOLD CUP
 ● FOTO FINISH
 ● HOT ROD



ROCK-OLA ROCKET PHONOGRAPH
 The phono that's years ahead of its time. Plays 45 or 78 R.P.M. records. IMMEDIATE DELIVERY!

WILLIAMS DOUBLE HEADER
 Fast, exciting, different. Hot for every spot. Write!

Reconditioned SHUFFLE GAMES

Keeney DOUBLE BOWLER . . . \$225	Williams SINGLE BOWLER . . . \$ 30
Chi Coin BOWLING CLASSIC . . . 195	Keeney PIN BOY ALLEY . . . 30
Bally SPEED BOWLER . . . 115	United SHUFFLE ALLEY . . . 30
Chicago Coin BOWLING ALLEY . . . 85	Genco BOWLING LEAGUE . . . 25
(with Lite-Up Pins—Orig. Pins) 125	Genco GLIDER . . . 20
Universal TWIN BOWLER . . . 85	Williams TWIN SHUFFLE . . . 35
Williams DELUXE BOWLER . . . 110	Chi. Coin SHUFFLE BASEBALL . . . 45
Gottlieb BOWLETTE . . . 110	

EXHIBIT DALE SIX SHOOTER
 Here's the latest in 6 target games. Authentic Western game.

NEW FIVE BALL GAMES
 Genco TRI SCORE
 Gottlieb KNOCK-OUT

SEEBURG'S SHOOT THE BEAR
 Terrific buy! Top-notch condition. First come, first served!

WORLD WIDE DISTRIBUTOR
 Phone: EVerglade 4-2300
 Chicago 47
 2330 N. Western Ave

FOR BETTER BUYS BUY NOW
 DIRECT DISTRIBUTORS FOR LEADING MANUFACTURERS
 NOW DELIVERING: UNITED SKEE ALLEY & 3-PLAYER, CHICAGO COIN PLAY-BALL & BAND BOX, GENCO TRI-SCORE, GOTTLIEB KNOCK OUT, UNIVERSAL WINNER and KEENEY ELECTRIC CIGARETTE VENDOR.

ARCADE EQUIPMENT	MUSIC	PIN GAMES
Drivemobile . . . \$135.00	Wurlitzer 41 . . . \$ 65.00	Black Gold . . . \$ 89.50
Battling Practice . . . 75.00	Wurlitzer 61 . . . 75.00	Butter Fly . . . 95.00
Big Inning . . . 225.00	Wurlitzer 71 . . . 85.00	Carolina . . . 45.00
Boomerang . . . 45.00	Wurlitzer 81A . . . 65.00	Canast . . . 150.00
Chi. Coin Hockey . . . 95.00	Wurlitzer Colonial . . . 95.00	Gondola . . . 70.00
Chicken Sam Conv. . . 95.00	Pack. 400 (Hideaway) 125.00	Grand Award . . . 65.00
Evans Ten Strike . . . 75.00	Rock-Ola '39 . . . 75.00	Triple Action . . . 49.50
Goales . . . 125.00	Rock-Ola Deluxe . . . 85.00	Trade Winds . . . 49.50
Heavy Hitter . . . 60.00	Rock-Ola '47 . . . 275.00	
Jack Rabbit . . . 100.00	Seeburg 9800 . . . 110.00	ONE BALLS
Keeney Air Raider . . . 100.00	Seeburg 8200 . . . 110.00	Gold Cup . . . \$165.00
Lo-Boy 1c Scales . . . 50.00	Aireon Deluxe . . . 95.00	Citations . . . Write
Mills Modern Scales . . . 50.00	Aireon Fiesta . . . 125.00	Guy Special . . . 110.00
Panorams . . . 225.00	A.M.I. Streamliner . . . 65.00	CIGARETTE VENDORS—USED
Pitcher & Batem . . . 225.00	Seeburg 100-M . . . Write	3-Col. Monarch . . . \$ 85.00
Photomatic, Late . . . 750.00	Wurlitzer 600 . . . 75.00	10-Col. Rowe Royal . . . 45.00
Quizzers With Film . . . 125.00	100 Chrome Packards . . . 20.00	950 National . . . 95.00
Recordio . . . 175.00	Ristaurats . . . Write	DuGrenier Challenger . . . 95.00
Scientif. X-Ray Poker . . . 85.00		15-Col. Uneda 500 . . . 85.00
Siros Brush Up . . . 75.00	COUNTER GAMES—NEW	DuGrenier W. . . 50.00
Tommy Gun . . . 85.00	Hit-a-Homer . . . \$ 24.50	National '9A, No Base . . . 75.00
Western Baseball . . . 85.00	Electric Skill Gun . . . 47.50	New Keeney Cig. . . Write
Williams All Stars . . . 125.00	ABT Model F . . . 42.50	VENDING MACHINES—USED
Exhibit Diggers . . . 95.00	Kicker & Catcher . . . 32.50	10 Silver Kings . . . \$7.50
Williams Star Series . . . 165.00	Adv. Electric Shocker . . . 19.50	50 Toppers . . . 7.50
Periscope . . . 125.00	S.K. Duck Hunter . . . 30.00	10 No. 40 N.W. Nut . . . 7.50
Edelco Pool Table . . . 75.00	COUNTER GAMES—USED	15 No. 33 N.W. Nut . . . 7.50
Exhibit Dale Guns . . . 95.00	Whirl-a-Ball . . . \$ 12.50	15 Columbus 1c Gum . . . 7.50
Exhibit Vitalizer . . . 95.00	Grip View . . . 17.50	25 Columbus 1c Nut . . . 7.50
Seeburg Bear Guns . . . 365.00	Candid Camera . . . 15.00	10 Columbus 5c Nut . . . 7.50
Kirk's 5c Astrology . . . 50.00	Gott. 3-Way Grippers . . . 15.00	15 Advance Gum . . . 7.50
Scale . . . 50.00	Split-Fire, 1c . . . 15.00	25 Master Pistachio, 5c . . . 7.50
Bowl-a-Score . . . 75.00	ABT Challengers . . . 20.00	6 Master, 1c . . . 7.50
10c Blood Pressure . . . 75.00		6 Master, 1c-5c . . . 10.00
Gauge . . . 150.00	SHUFFLE ALLEYS—USED	
United's New Team . . . 185.00	United Res. Alley . . . \$ 30.00	
Hockey . . . 185.00	United Express . . . 145.00	
Exhibit's New Six . . . Write	Keeney Pin Boy . . . 85.00	
Shooters . . . 150.00	Bally Bowler . . . 65.00	
Wurlitzer Skee Balls . . . 110.00		
Wm's Quarterback . . . 110.00		
Texas Leaguer . . . 50.00		
Magic Pen . . . 125.00		
Hi-Ball . . . 60.00		
Astroscope, 10c . . . 125.00		
Rage Fire . . . 85.00		
Undersea Raider . . . 95.00		
Speedway Bombsite . . . 175.00		
Atomic Bomber . . . 135.00		
Silver Bullets . . . 195.00		
Chi. Coin Pistol . . . 145.00		

MONARCH COIN MACHINE CO.
 1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

FOR SALE
CHAMPIONS . . . CITATIONS
 Extra Clean Machines
 Call Mr. Hawes 2681
 For Right Prices
 Also
New TURF KINGS
Heath Distributing Company
 243 3rd Macon, Ga.

PHONOGRAPHS	TUBES	MINIATURE LAMPS
4 Wurlitzer 1100. Ea. . . . \$425.00	SU4G \$1.45	51 \$4.95 C
14 Wurlitzer 1015. Ea. . . . 269.50	6SN7 1.90	55 4.95 C
5 Wurlitzer 1080. Ea. . . . 249.50	6J585	58 4.95 C
4 Wurlitzer 700. Ea. 95.00	3A4G 1.95	244 5.45 C
4 Wurlitzer 800. Ea. 95.00	6N7 1.50	246 5.45 C
4 Wurlitzer 850. Ea. 89.00	6V6 1.90	247 5.45 C
4 Seeburg '47. Ea. 299.50	5Z3 1.45	250 5.45 C
1 Seeburg '46 Hideaway . . . 185.00		263 5.45 C
3 Seeburg WL56, 5/10/25c. Ea. 59.50		

Universal Micro Switch 85c
 New Wurlitzer 5c Slide 95c
 1/2 Dep., Bal. C. O. D., F.O.B. N. Y.
ALSO HARD TO GET PARTS AND SUPPLIES FOR PHONOGRAPHS
WEST SIDE DISTRIBUTING CORP.
 612 10TH AVE., NEW YORK 19, N. Y. PHONE: CIRCLE 6-8464

WAREHOUSE SPACE NEEDED!
 IMMEDIATE SALE
SHUFFLEBOARDS
 ALL MAKES AND SIZES.
\$79.50 1ST COME . . .
 UP 1ST SERVED!
 Also complete line Shuffleboard Supplies
PURVEYOR SHUFFLEBOARD CO.
 4322-24 N. Western Ave., Chicago, Ill
 Phones: JUniper 8-1814, 1815, 1816

Juke Route For Sale
 Army calls. 70 Machines, 5 100 Selection Seeburgs. No competition. One man easily handles. Records changed every two weeks. Country route close Seattle, Wash. Net profit 1950, \$14,226.00 Price, \$25,000.00. One-half down.
BJORKLUND MUSIC
 507 Alder Ave. Sumner, Wash.
 Phone: 343

Music & Pin Ball Route
 Located in Kansas
 27 Juke Boxes, 55 Pins and other equipment. Will sell for high inventory.
BOX D-496
 c/o The Billboard Cincinnati 22, O.

STOP HERE
 FOR DEPENDABLE—CLEAN
 —CHECKED EQUIPMENT!
PHONOGRAPHS—ACCESSORIES
 SEEBURG COLONEL \$69.50
 SEEBURG 8200, 8800, 9800 . . . 69.50
 ROCK-OLA PLAYMASTER 79.50
 3 Complete Hostess Systems (units of 10).
MAKE AN OFFER!
GAMES
 7-Hi Pool Table . . . \$49.50
 Genco Glider . . . 34.50
 Genco Bing a Roll 89.50
 Bally Hv Roll . . . 69.50
 Triple Action . . . 29.50
 Trade Winds . . . 29.50
 Mardi Gras . . . 29.50
 Merry Widow . . . 29.50
 Screwball . . . 34.50
 Sunny . . . 39.50
 Humpty Dumpty . . . 29.50
 Puddinhead . . . 29.50
 1-2-3 . . . 49.50
 Yanks . . . 34.50
 Virginia . . . 39.50
 Wisconsin . . . 29.50
 Bermuda . . . 29.50
 Spinball . . . 29.50
 Catalina . . . 29.50
 Thrill . . . 29.50
 Stormy . . . 29.50
 Specify second choice

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. Londen Music Co. Inc.
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

The Triple-Threat Money-Maker for '51!

GENCO'S NEW DYNAMIC

Tri-Score

**FASTEST, MOST EXCITING
5-BALL GAME
ON THE MARKET!**

2 Special Flippers • 2 Power Bumpers!

A single ball "down-the-middle" can double or triple the score—the secret of constant replay and PROFITS GALORE!

Cash in on this GENCO creation—
New Year HIT across the nation!

WRITE, WIRE or PHONE YOUR DISTRIBUTOR NOW!

**TRIPLE
SCORES!**

**TRIPLE
THRILLS!**

**TRIPLE
TAKE!**

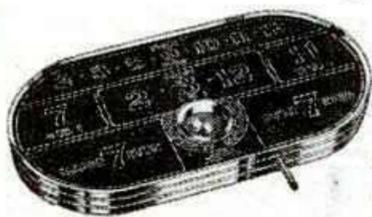
GENCO

2621 NORTH ASHLAND AVE.
CHICAGO 14, ILL.



EVANS' PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!



SIZE: 12"x24"x2"

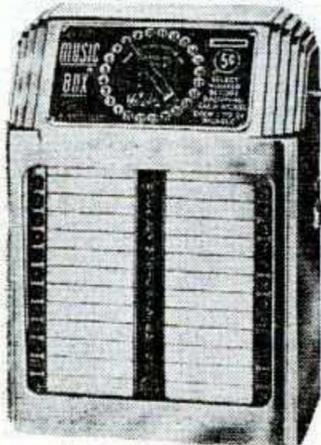
MONTE CARLO

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 74, 84, 86

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$24.50

BUCKLEY MFG. CO.
4223 W. Lake Street, Chicago 24, Illinois

Selective Phono by Chicago Coin

"45"

"LARGER" than miniatures
"More ATTRACTIVE" than jumbos
"SMALL ENOUGH" to fit any and all locations

FOR SALE

120 ELECTRIC 5c SHOE SHINE MACHINES

50 New—70 Used—with all parts and replacements in one lot at a SACRIFICE or will sell in smaller lots.

M. CITRIN
2325 Westchester Ave., Bronx, N. Y.
JErome 7-5739

GET ON THE BIG PROFIT BAND WAGON with this BRAND NEW WINNER!



GOTTLIEB'S AMAZING

KNOCK OUT

Fast stepping action . . . actual animation on the playing field . . . real knockouts . . . brilliant illumination . . . maximum play appeal . . . SENSATIONAL PROFITS!

ORDER TODAY IMMEDIATE DELIVERY

EXCLUSIVE DISTRIBUTORS IN EA. PA., SO. N. J. AND DELA.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa.
Phone: Fremont 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

A-1 USED ALLEY GAMES . . .

- WILLIAMS DELUXE BOWLER . . . \$79.50
- WILLIAMS TWIN SHUFFLE . . . 39.50
- BALLY SHUFFLE BOWLER . . . 49.50
- ROCK-OLA SHUFFLE JUNGLE . . . 39.50
- ROCK-OLA SHUFFLE LANE . . . 39.50

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Buys"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
624 S. Third St., Louisville 2, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 603 Linden Ave., Dayton 3, Ohio
3011 E. Maumee Ave., Ft. Wayne 4, Ind. 325 N. Illinois St., Indianapolis 4, Ind.

WANTED—ONE BALLS

Gold Cups—Citations—Champions. Any quantity.

Call MR. HAWES—2681

HEATH DISTRIBUTING COMPANY, Macon, Ga.

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



DON'T BUY SUBSTITUTE ALUMINUM DISCS
ORDER DIRECT FROM MANUFACTURER
MAKE SURE YOUR

METAL TYPER MACHINES

EARN TOP MONEY
Original Parts and Supplies.
WRITE FOR PRICES.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

Here's *Knock-Down, Drag-Out, Two-Fisted ACTION!*

GOTTLIEB'S AMAZING

KNOCK OUT

with a **BRAND NEW
SUPER-SENSATIONAL FEATURE!**

**UPROARIOUS, SLAM-BANG ANIMATION IN A
REAL RING on the PLAYFIELD!**



3-DIMENSION MANIKINS FIGHT TO A KNOCKOUT! FIGHTER GOES DOWN FOR COUNT OF 5 OR 10, BUT IS SAVED BY THE BELL! MANIKIN REFEREE RAISES AND LOWERS ARM FOR THE COUNT!



BRILLIANT, EYE-CATCHING RING ILLUMINATION . . . PACKS 'EM IN AT "RING-SIDE" FOR MAXIMUM PLAY ATTRACTION!



RIB-TICKLING, RIOTOUS, COLORFUL BACKBOARD LIGHT-UP ACTION!

To Score Knockdown, Player Hits:

**BUMPERS 1 TO 5—
"KO" TARGET—
"KO" ROLLOVER BUTTON—
"KO" ROLLOVERS—**

**REPLAYS AWARDED ON KNOCKDOWNS—
HIGH SCORE**

MYSTERY REPLAYS ★ NUMBER SPOTTING TARGETS ★ "POP" BUMPERS ★ FLIPPERS

PRE-TESTED* FOR YOUR PROTECTION!

**ORDER NOW FROM YOUR
DISTRIBUTOR!**

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"



All Set...

**READY FOR TERRIFIC PLAY!
NO OTHERS CAN MATCH THEIR
SENSATIONAL
APPEAL!**

**UNIVERSAL'S
WINNER**

**UNIVERSAL'S
HIGH SCORE
BOWLER**

15 PINS
PERFECT SCORE: 1000

NEW SCORING PRINCIPLE
UNIVERSAL'S TIME PROVEN
MECHANISM EVEN SIMPLER
THAN EVER BEFORE!

4 to 6 TIMES GREATER CASH BOX EARNINGS!

Don't Miss This Popular Shuffle Game
UNIVERSAL'S
DeLuxe **TWIN BOWLER**
The finest convertible FREE PLAY or
NOVELTY shuffle game of all! Order Now!

Write ...
Wire ...
Phone ...
See Your
Universal Distributor



**UNIVERSAL'S
SHUFFLE TOURNAMENT**
CONVERTS YOUR SHUFFLEBOARDS
INTO 2 *Super* TWIN BOWLERS

45
SECONDS
OR LESS
PER
GAME!

FITS
ALL
SHUFFLE-
BOARDS

AS MANY AS 4 PLAYERS!

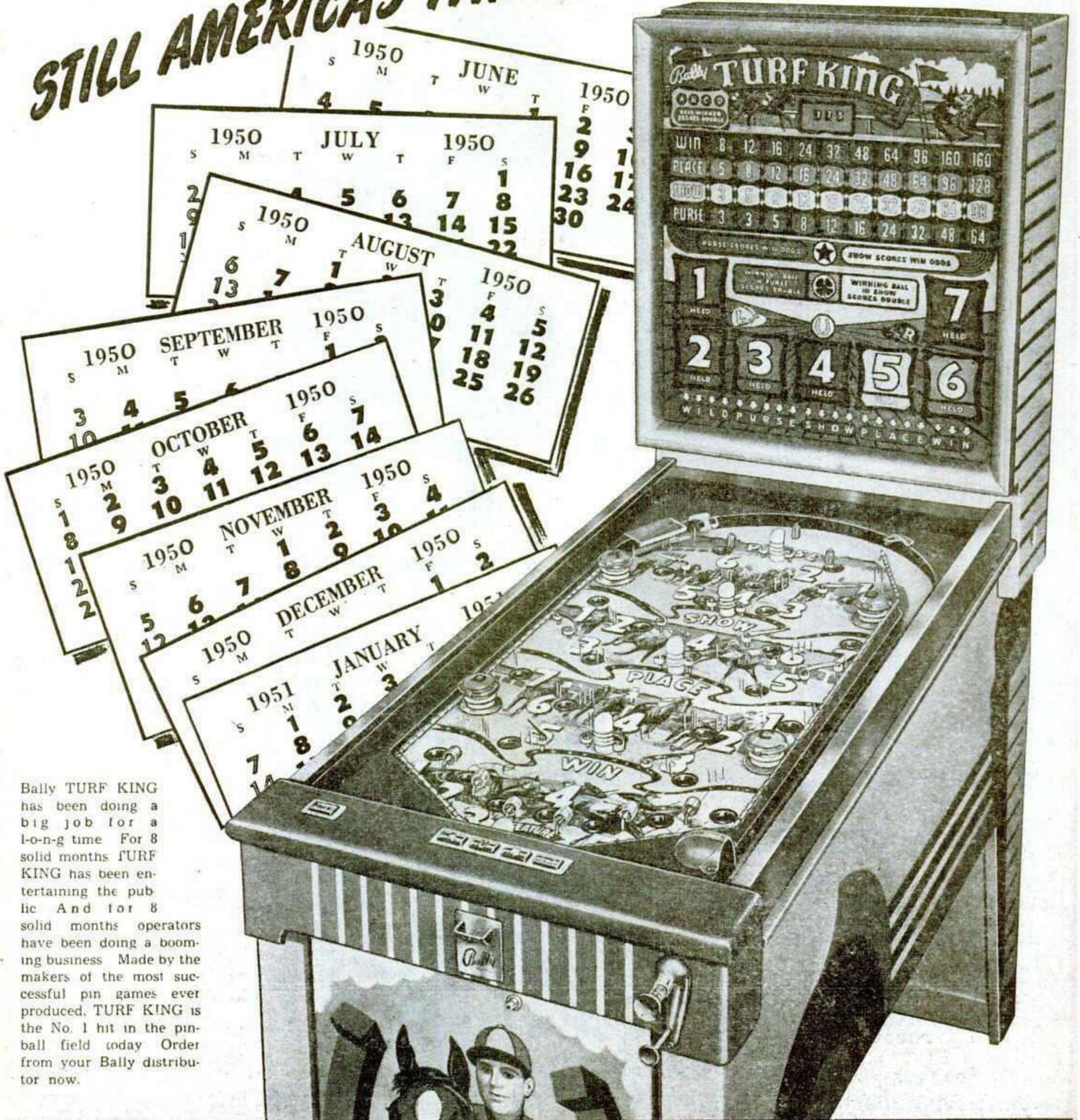


UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

8 MONTHS

OF CONTINUOUS PRODUCTION...
STILL AMERICA'S FAVORITE PINBALL GAME



Bally TURF KING has been doing a big job for a long time. For 8 solid months TURF KING has been entertaining the public. And for 8 solid months operators have been doing a booming business. Made by the makers of the most successful pin games ever produced, TURF KING is the No. 1 hit in the pinball field today. Order from your Bally distributor now.

Bally MANUFACTURING COMPANY
DIVISION OF L'ON MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S TWIN

SHUFFLE-CADE

1000	1000
900 90	900 90
800 80	800 80
700 70	700 70
600 60	600 60
500 50	500 50
400 40	400 40
300 30	300 30
200 20	200 20
100 10	100 10

1-2-3-4-5-6-7-8-9-10-11-12-13-14-15

NOW TWO CAN PLAY
ONE PLAYER 10c...TWO PLAYERS 20c

GREATER COMPETITIVE APPEAL

QUIET, SMOOTH OPERATION

SPEEDY MOTOR-DRIVEN PUCK RETURN

BEAUTIFUL STREAMLINED CABINET DESIGN

**LOCATION TESTS REVEAL
TERRIFIC PUBLIC ACCEPTANCE**

SIZE
9½ FEET
BY 2 FEET
•
SEE YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

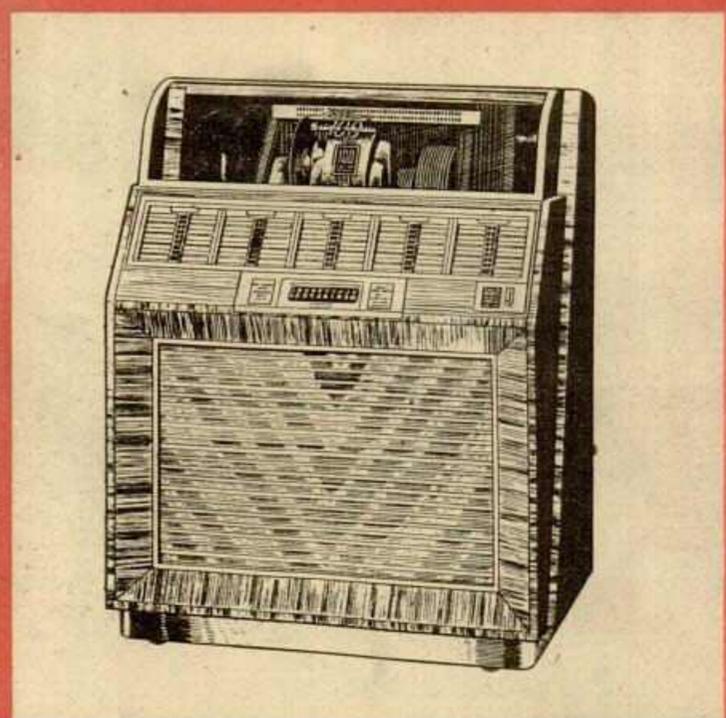


America's Finest and Most Complete Music Systems

THE **Select-o-matic** 100

to play 78 RPM records

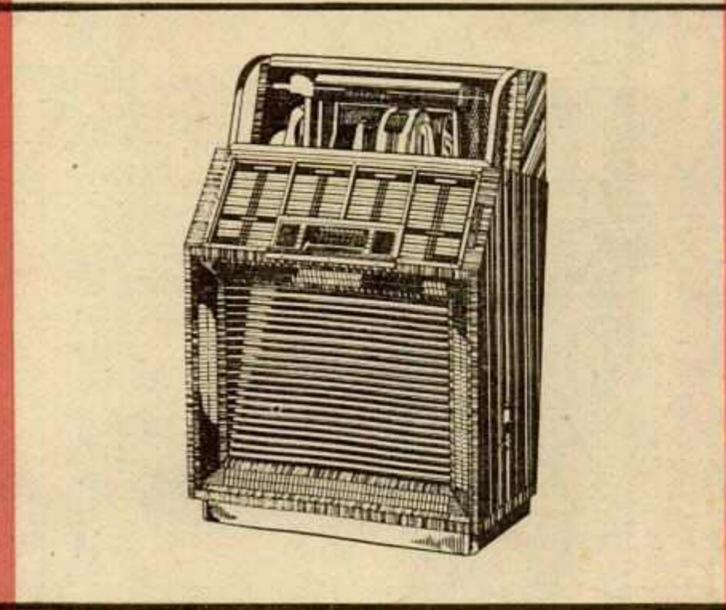
The world's only 100 selection music system designed for the playing of both 10 and 12-inch 78 RPM records.



THE **Select-o-matic** 100

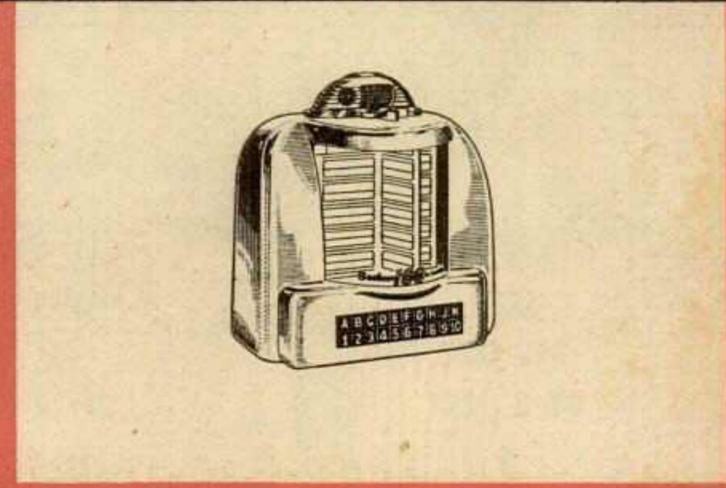
to play 45 RPM records

The world's only 100 selection music system designed exclusively for the playing of 7-inch 45 RPM records.



THE **Wall-o-matic** 100

The only 100 selection remote selection system. Brings 100 musical titles right to the finger tips of guests, wherever seated.



Seeburg also supplies a complete line of speakers for scientific sound distribution and remote volume control equipment.



SEE YOUR SEEBURG DISTRIBUTOR FOR COMPLETE INFORMATION

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 1500 N. Dayton Street
 Chicago 22, Illinois