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Show Business All Out On Vast Social Welfare Kick

House Report Says "Voice" Is Mismanaged

Congress Expected
To Support Huge
Slice in \$\$ Asked

WASHINGTON, April 7.—Early floor action is likely on the House Appropriations Committee's adoption yesterday (6) of a sub-committee report which this week assailed the *Voice of America* for "mismanagement" and trimmed 90 per cent off the *Voice's* \$97,500,000 supplemental outlay. The whopping cut, the only major one since the *Voice*, is expected to go thru Congress despite pressure by State Department to head it off.

The House Appropriations Committee gave blanket approval to the report of its sub-committee, headed by Rep. John J. Rooney (D., N. Y.), which not only slashed the \$97,500,000 supplemental *Voice* pay to \$9,533,939, but also took off \$1,500,000 from another item which the *Voice* had intended to splurge for a building in New York City.

The Rooney sub-committee recommended—
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NCAA TV Ban Seen Headed For Collapse

NEW YORK, April 7.—All indications this week pointed to a complete collapse of the one-year moratorium banning telecasts of college football games. Top execs of the National Collegiate Athletic Association met this week with officials of the Department of Justice to explain their position in view of complaints that the "ban" was in restraint of trade. Informed sources said the G-men verbally spanked the NCAA group and urged them to come up with some new proposals.

Meanwhile, a scheduled meeting in Chicago yesterday (6) of the full NCAA video committee was postponed for at least two weeks, in view of the sessions with the Justice Department. Instead, another huddle of the steering group was held in Washington yesterday and today, to which TV network

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Hartman's Pierre Date First Since "Tix"

NEW YORK, April 7. — Paul and Grace Hartman will do their first cafe date at the Hotel Pierre's Cotillion Room, since they closed in the musical, *Tickets Please*. Team opens May 29.

For their date the hotel will use cover charges all week. The daily cover will be \$1, and week-end and holiday even bites will be \$2. It is also planned to do two shows Sunday nights. At present the hotel does one Sunday night show.

NITERY ACHES

Top Clubs Need 35G a Week Hit

By BILL SMITH

NEW YORK, April 7.—A big-time commercial night club has to do close to \$35,000 a week to stay in business today. Ten years ago the same club could have shown profits on an \$18,000 gross. This figure applies to such spots as the Latin Quarter, in business for 10 years, a record for a Broadway room, the Riviera and the Copacabana. The smaller rooms, with less than the 500-1,000 capacities of the major clubs, also had their costs increased proportionately.

It is no longer possible for a shoestring op to open a cafe and hope to stay around long enough

to make it pay off. It requires big dough, or the ability to get big dough backing, to go into the cafe biz today.

Tho the major cost of cafe operation is still the show, the big leaks come from inept or dishonest bar and kitchen handling. Most solid cafes have close checking systems set up to control the flow of food and drinks to the customers. An efficient op can get a buck for every 17 cents of liquor he sells. To get the same buck for food he has to sell 35 to 40 cents worth. Obviously it is the drink business that is the most profitable. And for the same reason clubs prefer a late biz to a dinner biz.

Food Up 75 Per Cent

The food costs have risen 75 per cent in the past 10 years, the effect hasn't hurt too much. The added costs are passed on, plus hypoed minimums. A \$2.50 minimum was standard 10 years ago. Today it ranges from \$3.50 to \$5.

Shows have also jumped in costs. A Latin Quarter show used to cost \$17,000. Today it costs close to \$50,000. Major attractions got \$1,500 to \$2,000. Today they get \$5,000 to \$10,000 and even more. A chorus girl got \$45 for a seven-day week; principals worked for \$60. Today's prices are \$75 for chorus for a six-day week and principals start at \$125. Musicians who got \$65 now get \$136 and twice that for leaders.

The old rule of thumb used to

[\(Continued on page 41\)](#)

Printers to Pubs: Pay Up

NEW YORK, April 7.—Executives of National Music Printers and Allied Trades this week stated they have been "suckers long enough," and that a strong stand against slow-paying music publishers is necessary. The rough words came as a result of a study printers inaugurated last week (*The Billboard*, April 7) for the purpose of ascertaining what moves to take to persuade publishers to pay their bills promptly. Promptness is necessitated, accord-

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The *Billboard's* 12th Annual College Poll starts this week on the first page of the Music Department. Current issue carries results of Part I of the poll, the popularity section. The winners are listed concisely in chart form, adjacent to interpretative stories on the band-all college phase of the over business. Next week *The Billboard* will carry Part II, comprising certain of the poll's trade aspects.

Legit Agents Mine TV Gold

NEW YORK, April 7. — Legit talent agencies here, in the past three or four years, have been mining an ever-increasing pay lode in television. One agency's business has jumped 200 per cent, while the John Darrow and the Richard Pitman agencies estimated that TV bookings now represent about 50 per cent of their total business. The latter agency, operated by Frances Hidden, figures that by fall TV will account for 80 per cent of the office's income.

This has been like manna from heaven for the legit casting agent, who since the market crash of 1929 has been facing a downward business trend. The 1928-'29 season on Broadway saw 309 openings, of which 73 were musicals. This season's estimated 70-odd shows, therefore, mark a 75 per cent drop from the lush days. This, plus road shrinkage, since the peak years of the 1920's, has cut work for legit agents to about 10 per cent of the peak figure.

Casts Over 3,000 Parts

The method of tackling TV casting has taken several tangents. The Briscoe & Goldsmith office, in

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Survey Shows Radio 75% More Effective Than Tele

NEW YORK, April 7.—Research undertaken by the Blow Company, based on December, 1950, Nielsen data, showed that radio, at that time, was 93 per cent more efficient in terms of homes reached per dollar than television. Projected to February, 1951, radio is

still 75 per cent more efficient. The report on the comparative study of the two media was made Thursday (5) by Hal Miller, manager of radio-TV research for the Blow agency, to the American Marketing Association.

Miller's study gave the edge even the national Nielsen rating for the median half-hour evening radio program was far below that for TV, 9.6 to 21.9, altho the comparison is not altogether valid, as Miller pointed out, since the AM rating is projectable nationally while the TV rating pertains only to the telecast area. The median cost for the AM evening half-hour radio program was estimated at \$19,400, against \$16,450 for TV.

Circus 'Garden' Gate Swinging

By JIM McHUGH

NEW YORK, April 7.—The first sellouts of the current Ringling Bros. and Barnum & Bailey Circus stand in Madison Square Garden were virtually assured for matinees today and tomorrow. Early yesterday, only \$1.50 seats remained for the popular week-end sessions.

Show execs were optimistic as a result, despite a comparatively light advance sale and the fact that the show missed the Easter holiday

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Macy's Display Turns to Dismay

NEW YORK, April 7.—There was some rapid switching of sets in the television department of Macy's department store a few days ago. Seems the store set up

[\(Continued on page 48\)](#)

Ferrer May Be Hearings "Star"

WASHINGTON, April 7.—House Un-American Activities Committee bows in Tuesday (10) with a new and lengthy phase of its hearing on Communism in film and related entertainment fields. Hearing is likely to build up to its dramatic climax after 10 days when Jose Ferrer takes the stand. Ferrer is readying to issue a firm declaration that he has never had Communist ties.

The Academy Awards winner

[\(Continued on page 48\)](#)

Trend Mirrors Nat'l & Int'l Developments

Performers and
Craft Unions
Set Fast Pace

By PAUL ACKERMAN

NEW YORK, April 7.—Quietly—and almost stealthily—a social transformation is overtaking the show business. It is being paced by such major groups as the American Federation of Musicians (AFM), by a number of performer unions including Actors Equity, Chorus Equity and the American Guild of Musical Artists; by craft organizations, for example the International Alliance of Theatrical Stage Employees. The change, briefly, has to do with the growing tendency of all these groups to buttress themselves economically via royalty, pension and welfare plans. Part of the same picture is the performers—but also by song-

[\(Continued on page 36\)](#)

Random House Plans Fall Tele Package

NEW YORK, April 7.—First known instance of a major book publishing firm entering the TV packaging field is that of Random House, which is prepping a dramatic stanza for fall megging. The book outfit has been mulling with the DuMont video network over plans for the series. Bennet Cerf, who heads Random House, would serve as host on the series.

Plan is for the firm's board of editors to select the short stories and novels which would be adapted for the show. Undetermined as yet is whether the programs would run 30 minutes or a full hour, a factor which would weigh heavily

[\(Continued on page 7\)](#)

Vitamin Battle Looms In Chicago Ballcasts

CHICAGO, April 7.—It will be a battle of the vitamins on Chicago baseball telecasts this summer. WBKB Thursday (5) contracted with American Vitamin Company of New York for all Cubs home games. Product plugged will be Rybutol.

The deal followed closely WGN-TV pact with American Vitamin Associates, Inc., of California, for telecasts of all Cubs home games and all White Sox day home games, plus three nighttime TV shows.

WBKB has hoped to sell as one package the Cubs games, plus a feature movie in the same time spot on days when Cubs are on the road. But the vitamin company wouldn't go for films, so the station now is undecided whether to carry on with plans for films or to continue current programing. Agency on the sale was H. B. Cohn, New York.

ackstone

So much attention has been focused on the alleged activities of some show business people in Communist and pro-Communist movements in the past year or so, that not only the public, but the industry itself has lost sight of a basic and important fact: That the great, great majority of show people devote untold hours and incalculable quantities of priceless energy to humanitarian causes.

I've done considerable wordage on the Commie situation myself, and regret not one syllable of it. The business and its people must remain alerted to the importance of giving no comfort or aid to the Red ones, intentionally or otherwise. But this week, in the normal routine, I ran into three situations in rapid succession which hammered home the gargantuan job this industry's people perform in purely non-political, strictly good-of-man causes.

Tuesday I attended a meeting in the office of Manie Sacks, Radio Corporation of America veepee, at which a group of show people laid plans for a concerted drive to get New York show business to donate blood to the Red Cross (see story in this issue). Mrs. Dorothy Rodgers, Ruth Trexler, of the American Broadcasting Company; Larry Lohman, of the Columbia Broadcasting System; Syd Eiges, of the National Broadcasting Company; Henry Jaffe, industry attorney; John Glendinning, of the legit *Twentieth Century*, and Abel Green, of *Variety*, sat around with Red Cross director of public information John Renwick to get the exploratory ball rolling.

At the committee's request I called the 'American Society of Composers, Authors and Publishers, Broadcast Music, Inc., and the Songwriters' Protective Association, as well as disk jockeys Martin Block, Barry Gray and Freddie Robbins, following the meeting, to ask them to attend the group's second session Tuesday (10). They all agreed, and enthusiastically, to get into the drive. Before that one's over, thousands of showfolk in the metropolitan New York area will have given their blood, and hundreds of others will have worked hard to make the drive a smash.

Mother's Heart-Throbs

Top Bubbling Bob . . .

Wednesday I sat in on a luncheon for sportswriters and sportscasters at which the United Cerebral Palsy organization was making its
(Continued on page 47)

Washington Once-Over

By BEN ATLAS

WASHINGTON, April 7.—Deserving a lot of credit is the plucky House appropriations sub-committee headed by Rep. John J. Rooney (D., N. Y.), which this week won the full committee's support in condemning the *Voice of America's* "mismanagement" and trimming a supplemental outlay. The cut will eventually be restored if the *Voice* goes on good behavior and halts wasteful spending, such as for globe-trotting junkets, padded pay rolls and incompetent help. On the basis of what happened yesterday, tho, it looks like the masterminds of *Voice's* funds promotion drive still haven't reformed. On that day *Voice* publicists leaked a story to the press that the agency is planning to step up its program by putting transmitters on ships. As the story hit the front pages, the Rooney sub-committee was pointing out in its report that State Department testimony on ship-carried transmitters had been found so vague and incomplete that "it could not be considered a plan of action."

Copyright Changes in Congressional Mill . . .

Look for House Judiciary Committee to start mulling possible changes in the Copyright Act. Chief bills before the committee are two hopped recently by Rep. Hugh Scott Jr. (R., Pa.), proposing royalties on interpretations and juke box playings. Committee insiders say Scott hasn't pressed for action and the bills haven't been assigned yet to sub-committee on copyrights and patents. But once the sub-committee gets the bills, deliberations could come fairly fast. There's no certainty whether hearings would be held. When Scott sponsored identical bills a couple of congresses ago, the sub-committee went into action climaxed by noisy hearings and eventual defeat of the measures.

Sad Saga of Wee-Watt In Burocral Land . . .

House Interstate and Foreign Commerce Committee was all ears at a hearing the other day when a radio station manager from a small Arkansas town related some typical adventures in applying to the Federal Communications Commission for a relatively minor change of facilities. The station executive, Leon M. Sikes, of 250-watt KELD, El Dorado, Ark., told the committee that he personally
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Picture Business

By LEE ZHITO

HOLLYWOOD, April 7.—Question of television rights continues to block renewal of contracts between Independent Motion Picture Producers' Association and Screen Writers' Guild. SWG insists producers should pay scribes additional money if theatrical films are released for TV. Writers further contend that Robert L. Lipper Productions and Monogram Pictures, two of IMPPA's most active members, are ready to channel their product to the glass screens.

Monogram lot will be hopping during the next three months with 14 films to be produced for Monogram-Allied Artists release. Indie, blocked by the American Federation of Musicians' ban, is not producing on its own.

Indie Flacks Join Up To Boost Industry . . .

Indie flacks this week answered Dore Schary's call for co-operation in improving the industry's public relations. Group met and formed the Council of Independent Publicists and pledged to further the aims of the Motion Picture Industry Council. Schary, MPIC's public relations chairman, earlier maintained that the industry has failed to sell itself properly to the public. Group—composed of Bill Hebert, Bill Blowitz, Maggie Ettinger, Helen Ferguson, Warren Cowan and Dave Epstein—will invite all indie press agents in the film field to join.

Barrymore No "Baby"; Melro on 21-Day Kick . . .

Ethel Barrymore bowed from the cast of Universal-International's *Oh, Baby*. Four days of shooting revealed her part too demanding
(Continued on page 47)

YEAH WE'Y To Aid Red Cross Via Unique 'Bank Night'

NEW YORK, April 17.—*Blood Bank Night on Broadway*, show business's own drive to help the American Red Cross get blood from the New York wing of show business, really gets under way with an all-inclusive organizational meeting Tuesday (10) at Blair House, Nicky Blair's new joint here. At this meeting in ad-

dition to the basic committee consisting of Mrs. Richard Rodgers, Tex McCrary, actor John Glendinning, Syd Eiges, Larry Lohman, Ruth Trexler, Manie Sacks, Henry Jaffe, Joe Csida and Abel Green, representatives of all show business unions and other organizations will be present.

Moss Hart, for example, will represent the Dramatists' Guild; Otto Harbach and Dan McNamara, the American Society of Authors, Composers and Publishers; Bob Burton and M. H. Shapiro, Broadcast Music, Inc.; Charlie Tobias, the Songwriters' Protective Association; disk jockeys Martin Block, Barry Gray and Freddie Robbins, the platter-spinning fraternity, and reps of all show business craft and performing unions brought in by Jaffe

First name definitely committed to appear at the big benefit show to be held as the blow-off of the drive at the Center Theater, starting at 11 p.m. May 29, is Gloria
(Continued on page 47)

Film Exhibs To Meet With FCC On TV Policy

WASHINGTON, April 7.—Amid preparations to organize a full-dress public relations drive to cope with TV competition. Theater Owners of America will send a delegation to Chairman Wayne Coy of Federal Communications Commission next week to tackle one of the problems—the FCC's new policy statement urging film-doms to lift the bars on talent and new movies for TV

The committee headed by Prexy Gael Sullivan of TOA and including Marcus Cohn, D. C. legalist, and Nathan Halpern, was appointed at this week's three-day (4, 5, 6) TOA board meeting here which also gave blanket approval to a full-scale p. r. drive to seek to keep the theater industry healthy.

Sullivan said the discussion with Coy will be informal "and solely to find out exactly what is meant by the commission's declared attitude." He said TOA has not yet taken a position on the commission document.

In other phases of its new drive, TOA, as result of approval given at this week's meeting, will seek full co-operation with Council of Motion Picture Organizations; may shift national TOA headquarters from New York to D. C. so as to be closer to scene of operations; will help raise \$75,000 for engineering and legal research to determine what TV channels should be requested for theater video at upcoming FCC hearing; will encourage theater operators to seek interests in existing TV frequencies, in addition to being on the alert for new allocations for use of theater TV

TOA-COMPO May Merge

The TOA approved getting together with COMPO after hearing a talk by COMPO Prexy Ned Depinet, and TOA units are being encouraged to band with COMPO. A major objective, it was agreed at the sessions, should be to show the public how U. S. film-doms is helping to combat Communism.

Sullivan said after the closed sessions that sentiment was voiced unanimously for moving TOA's national headquarters to D. C., but a vote on it was not taken. Indications are that a favorable vote will be given any time TOA leaders decide on the step.

TOA appointed a committee to go to Capitol Hill to discuss tax inequities on drive-in theater admissions.

HEARTY FUN

Stars Ham Up Circus For Charity

NEW YORK, April 7.—In the words of one of the headliners enlisted for the opening night show of the Ringling Brothers and Barnum & Bailey Circus at Madison Square Garden here Wednesday (4): "Everybody wants 'a get into da act."

Proceeds of \$190,000 from the bow accrued to the Louise Baer Memorial Fund of the New York Heart Association. She was the wife of Arthur (Bugs) Baer, *New York Journal-American* columnist, and a leader in efforts combating heart ailments before succumbing to heart trouble herself. The roster of talent offered in conjunction with the regular circus performance doubtless proved the magnet that made the gross.

Kicking off as announcer, radio's Norman Brokenshire pointed out film player Ella Raines, who assisted in a trained seal act that was part of the first display. Also
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BB Gets Tasty Paris Billing

PARIS, April 7.—On Monday evening, March 19, The Billboard-Capricorn Restaurant was opened here by Art Rosett, *The Billboard* Paris correspondent who writes "Paris Peek" weekly, at 2 Rue Robert Estienne. This small dead-end street is off the Rue Marbeuf, which is a main avenue off the Boulevard Champs Elysees. Rosett's restaurant will be open from 11 in the morning until dawn. He has made his place into a bar restaurant specializing in American foods and building it into the "gathering place of showfolk"—and especially catering to the after-theater crowds who wa to eat until wee hours of the morning.

This is Art's first flyer into the restaurant business. His bar prices are as low as any in Paris—his meals a lot less in price. The only French atmosphere in Art's place is at the bottom of the menu, printed in small print—"ask for our wine list." There are copies of *The Billboard* (back issues) all over the place and framed pages of Art's columns circled in heavy black crayon on the walls—he is slowly making a collection of autographed show-folks pictures for his walls, also. The Rue Robert-Estienne is only a half block long and, with the exception of a laundry and electrical appliance shop, the storefront windows are taken up with bars and restaurants. There is Art's place, Chez Kall, run by Mama Kali and daughter; a fine Jewish restaurant, the Yar; an expensive Russian restaurant, a patisserie serving quick snacks, and the Mars Club, which is a luncheon club by day and a nightclub by night. These have all been quite famous places.

London Dispatch

By LEIGH VANCE.

LONDON, April 7. — Lt. round for capital to finance rearmament program, the govt has been dipping into lush pastures of the British Broadcasting Corporation grants. BBC equivalent of *The Voice of America*, BBC Overseas Ser which has been fighting the war on a yearly budget of £280,000, is the first to feel the pinch. To cover an all-round increase in civil service salaries, new equipment, extensive anti-jamming devices and really punch home message, the BBC has upped 1951 demands to \$14,700,000. Government officials asked for a slash to last year's budget by \$90,000. But an immediate hullabaloo in press and Parliament, based on the argument that every dollar spent preventing war is worth two spent actually fighting it, made reverse decision

Bard Pulls 'Em in At Avon Shrine . . .

What is Britain's answer to the money-making American imports, *Oklahoma!*, *Annie Get Your Gun* and *Kiss Me, Kate*. It seems that the reply is pure Shakespeare, unembellished by Cole Porter's music or a Spewack book. The Memorial Theater, center of Stratford-on-Avon's Shakespeare shrine, reports advance bookings of over \$84,000 for the first 12 weeks of the season. To cater to the expected flood of Festival of Britain visitors, the theater has ploughed back \$224,000 into interior decorating — profits from the last three seasons. To celebrate its new plush magnificence the theater has signed up the 16-piece Leslie Bridgewater ork (at \$700 a week) to replace recorded music. Altogether 135 new seats have been added to the theater during refit, making room for 30,000 playgoers over the seven-month season.

Flicks on a Kick With Flesh Shows . . .

In a cut-throat campaign to lure in more customers, motion picture houses here have been run
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Paris Peek

By ART ROSETT

PARIS, April 7. — Maxie Rosenbloom, in town for a brief peek before he left for London to unveil his night club act at the Empress Club, said he'd like to add a *Skip-along Rosenbloom Goes to Paris* film to his present series. Maxie had few good words to say for partner Max Baer and gave out an interview locally that should have burned the ex-champ's ears, but good. We talked to Maxie about five days before his London engagement and he claimed that he still didn't know exactly what he was going to do in the act. "I dunno," he said; "I might sing a song Noel Coward once wrote for me."

Complex Film Rules Drive Exhib Dizzy . . .

The other night we dropped into a movie to see a revival of *Citizen Kane*. We complained to the manager afterwards that the sound was not too good and were surprised to discover that he is a Mr. Selsky, an American formerly with UN, who has been running the Courcelle Theater in Paris for four years. He apologized for the sound with the explanation that it was only one of the difficulties in running an English language theater in the French capital. "This is such a complicated business that even my bookkeeper isn't quite sure of all the rules," he added. The quota arrangement by which a foreign film, if dubbed in French, can have a run in 10 theaters in the original version (if not dubbed, in five theaters), limits the possible showings for the smaller houses. He had to call off a scheduled revival of *Henry V* because the only print existing in France is now so worn that it is useless. The current showing of *Kane* was made possible thru special dispensation granted by the Cinema Syndicate. Business on *Kane* has been surprisingly good, Selsky re-
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Metals for Biz Eased by NPA's Latest Ruling

WASHINGTON, April 7.—The National Production Authority issued a series of orders this week broadly affecting the amusement industry. Major developments were:

1. Postponed for a month, until May 1, a ban on use of aluminum in radio sets, and promised a similar relaxation in copper.
 2. Proposed an expansion program for production of chlorine which is used in vinyls for disks.
 3. Added a new list of items under restrictions on nickel, including radio towers and antennae.
 4. Made more flexible the restrictions on iron and steel affecting radios, phonographs and television receivers.
- Certificates for 35 new plants and expansion projects have been issued to chlorine producers, NPA said, as part of its \$215 million expansion program for the industry. NPA stated that present productive capacity indicated a need of 1½ million tons more of chlorine by 1953.
- The postponement until May of the prohibition on the use of aluminum effects more than 200 civilian products. One of these products is radio cases. Permitted use of aluminum for non-defense purposes, however, is still limited to 65 per cent of average quarterly

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COWPOKE FUSS

'Wild Bill' Hops on 'Hop' In TV Battle

HOLLYWOOD, April 7.—A battle of the TV cowboys is brewing, with Paramount's KTLA pitting newcomer *Wild Bill Hickok* against KNBH's *Hopalong Cassidy*. *Hickok* series, produced by William F. Brody, will replace *Hoppy* on KTLA when latter moves to KNBH tomorrow (8). *Hickok* films will be seen here and in 23 other markets, with Kellogg bankrolling, and their kick-off here marks their initial showing anywhere.

Both outlets are leveling their promotional guns on their respective cowboy films in an effort to grab the top audience. KNBH has spent approximately \$8,000 to pub-

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CIRCUS

With or Without Heart Fund Celebs, Big One Is Stupendous, as Usual

By JIM McHUGH

Undiminished and still the Big Show, Ringling Bros. and Barnum & Bailey Circus unfolded another stupendous and colorful edition in New York's Madison Square Garden Wednesday night (4.) The near capacity, premium-paying audience, which contributed \$190,000 to the Louise Baer Memorial Fund of the New York Heart Association, got its money's worth, apart from seeing an endless stream of celebrities. The viewer interested principally in the circus and its attractions had to go back a second time to get it straight. This

review covers yesterday's (6) matinee.

It's all circus, gauged by the format standards injected into the Roman vehicle a decade ago by John Ringling North which have since become the pattern for all similar major attempts at production in circudom. The Big One stands alone in fashioning an eye-filling presentation that can literally fill every cubic foot of air in the massive Garden or, indeed, any other stadia. And it's not just the regimentation of personnel. It's the militant marshaling of performers,

human and animals, in dove-tailed cadence and explosive thrills. In the major cities and in the hinterlands, it's a safe bet that the Big Show will have little trouble in justifying its chosen slogan, "The Greatest Show on Earth."

As such, the Big Show rates accolades, if you discount past performances under the aegis of John Ringling North. For John North has set the formula of modern times—the adult doses of female pulchritude, Broadway-styled costuming and lighting and the lav-

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RADIO

WMCA Announcers Spot Violators To Add Zing to "Killers" Series

By JUNE BUNDY

The *Killers*, WMCA's new traffic safety airer, is a commendable public service series. Pulling no punches and treading on official toes with as little compunction as the Kefauver groups, the New York indie examines every facet of the auto accident situation, ranging from minor traffic violations to manslaughter.

The show's prime gimmick is an on-the-spot numbers act, via taped reports from announcers stationed at busy intersections to read off license tags of traffic offenders. Since the latter included private cab and bus drivers, there has been some debate as to the legality, not to mention the fairness of spotlighting these traffic law breakers on the air. Fair or no, tho, the shock technique gives the series a

declined dramatic impact, particularly when coupled with the show's devastating title, *The Killers*.

Other documentary evidence gathered in favor of safe driving, included an expose of New York's inadequate accident insurance laws and a frank appraisal of mechanically defective autos on the road today via interviews with disgruntled drivers and accident victims. One truck driver said his boss's son told him it was all right to unload in a bus zone, because the big boys would never give him a ticket. Another said his truck was in such bad condition that "the doors close with a piece of string."

In contrast to such forthright attitudes, New York Police Commissioner Murphy was rather off-

handed about the situation, conceding that something should be done about it but contending that traffic violations are not "widespread." The commissioner also refused to side with the pedestrian, insisting that the blame belongs to "driver and pedestrian alike."

Solution to the traffic problem was presented by the Citizen's Union, a group in favor of motorists adopting a vehicle insurance compensation fund plan, which would take the place of liability insurance.

RADIO—Reviewed Wednesday (4), 9:30-10 p.m. EST. Sustaining via WMCA, New York. Producer, Howard Phillips; directors-writers-commentators, Phillips, Leon Goldstein.

CASE HISTORY (1)

Chic Not Too Well, But O&J Go On and On

By OLE OLSEN

(Editor's Note: Ole Olsen and Chic Johnson are, of course, among show business's outstanding veteran actors. The zany duo has played everything from medicine shows to television, with all stops in between. Their most recent entry was the Broadway revue, "Pardon Our French," which closed not too long ago. More fascinating at this stage of their career than bookings and box-office figures is the story of their (and particularly Chic's) tribulations while beating the backwoods with their various troupes. This is it. Again, because of the length of the piece, it will appear in two parts, of which this is the first. Part 2 next week.)

I like my partner, Chic Johnson. Chic likes him, too. But Chic worries. He worries about a lot of

things—even about me sometimes. But most of all he worries about Chic. My partner is a sucker for a symptom.

Chic's health! There is one for the book! Atter 37 years I ought to be used to it. I think he was enjoying a slight decline the night we teamed up, but he has suffered so earnestly on and off, ever since, that maybe my memory is giving him something the worst of it.

It is not a nice thing to write the score on your partner. But Chic has asked for it. He stops in my dressing room the other night just before the show.

"Ole," he says, "I am not well. It is my back. Perhaps even my kidneys."

"You have got hold of one of those medical circulars again," I reply. "I thought I hid them all."

I have to do that, particularly the ones in bold type, because once he got a three-day headache on account of a misprint.

"That's the kind of sympathy I get," he snorts, "for taking all the bumps. I should have stuck to my original ambition and been a concert pianist today."

"Chic," I say, very patiently, "you are my pal and I love you, but if you could have made a concert platform, I could have been a top middleweight. But I didn't have a good left hand, either."

"That," he retorts, "is probably

(Continued on page 48)

LEGIT

Good Cast Gives Life to Holm's "Gramercy Ghost" in DC Break-In

By BEN ATLAS

The cast is the thing in *Gramercy Ghost*, John Cecil Holm's Broadway-bound farce which scored heavily with capacity opening-week audiences at the Gayety Theater in Washington.

Playwright Holm's plot isn't much; you might say it's as thin as, well, a ghost. The comedy types are fairly standard, and most

of the situations are strictly in the *Harvey* and *Blithe Spirit* tradition. But the cast is superb, every member from Sarah Churchill of the historic British Churchills, and boyish Robert Sterling, in top roles, right on down to seasoned Harry Sothorn in a bit part.

Basically, the story is promising enough. It's about a pretty mag-

editor in New York's Gramercy Park who inherits a Revolutionary War soldier's ghost. Since the spirit, true to Broadway convention, is visible only to the heroine and the audience, there are the expected comic situations, such as when the young lady's suitor, a stuffy Wall Streeter, finds her

(Continued on page 45)

TELEVISION

Maugham's Classic "Bondage" Gets Good-Bad Full-Hour Treatment

By JERRY FRANKEN

This was the first of the hour-long versions of the *Somerset Maugham Theater*, which has shifted from Columbia Broadcasting System-TV, where it was a half-hour program. The initial program was the writer's classic, *Of Human Bondage*, in an adaptation that was a mixture of good and bad, and which, above all, showed the great handicaps imposed when writers must compress this sort of saga into an hour, minus time for commercials, credits and such like. Even this handicap, however, was not sufficient reason to revamp the story by switching the pay-off to provide a happy ending.

Where the adaptation fell short was in its failure to provide motivation to the two leads. The young doctor's resentments and frustrations are painfully obvious, and so are their causes, but the almost macabre fascination that the waitress holds for him is never traced thru. Since the story was

compressed as it was, further compression to fill in these all-important elements, and to round out the characterization, seems indicated.

Cloris Leachman Clicks

Much of the success the program did achieve came from a stunning performance by Cloris Leachman, as the chippy who winds up a frowsy, blowzy rumpot. She brought a sense of intense drama to the program and did a completely compelling job in interpreting what character the script did provide. Robert Harris, too, drew the last drop out of a particularly sympathetic role, and Joan Chandler, as the long-suffering patient girl friend, and John Baragrey, as Philip's two-timing medic friend, gave good support. Tom Helmore, in the male lead, somehow missed fire; the inner turbulence of the doctor didn't quite reach the surface.

The script and Martin Ritt's

direction combined at times for some good dramatic moments; Ritt's close-up work was fine, outstandingly so when the tyrannical uncle dies.

The Tintair commercials must be paying their way and more so. There's only one trouble with 'em—they assume that all viewers have hair.

TELEVISION—Reviewed Monday (2), 9:30 to 10:30. Sponsored by Bymart, Inc. For Tintair thru Cecil & Presbrey via NBC-TV. Producers, Anne Marlowe and John Gibbs. Director, Martin Ritt. Property, Somerset Maugham's "Of Human Bondage," adapted by Mathilde and Theodore Ferro. Cast, Tom Helmore, Cloris Leachman, Frederic Worlock, Betty Sinclair, Joan Chandler, William Podmore, John Baragrey, Robert Harris, Louise Larabee, Judson Rees, Clifford Carpenter and Victor Beecroft.

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BIOW RELEASES REPORT

Survey Shows AM 75% More Effective, in Ratio, Than TV

• Continued from page 1

on video's greater power, but the imponderable involved is how much greater that power is. Most advertisers accept a 2 to 1 ratio; a few say 3 to 1. By weighting homes reached per dollar spent on the 2 to 1 basis for commercial impact value, Miller noted that the efficiency of the median AM and TV shows would be about the same; on the 3 to 1 basis, TV would be more efficient.

To those working in New York City, Miller said, with its major TV activities, it is difficult to conceive that radio reaches far more

homes. As of February 1 this year, 74 per cent of U. S. homes still were without video, although virtually all own radios. These "radio only" homes, he declared,

FM TO FORE VIA WFDR

NEW YORK, April 7.—This has been a big week, publicity-wise, for FM in New York. The attempt by WFDR-FM to cover the public hearings before the City Council Finance Committee on the pending sales tax legislation has resulted in a windfall of news breaks for the outlet. Even the limited coverage it finally was able to secure came in for good space.

On Thursday (6), WFDR got play on the first page of *The Herald Tribune*, on page 2 of *The Daily Mirror* and in *The Post*, quoting Station Manager Lou Frapkel as saying the station would cover even if it meant going to jail. Yesterday (7), the outlet hit the lead story of *The Post*, and page 1 of *The Times*, *Herald Tribune* and *World-Telegram & Sun*, as well as the radio pages of *The Herald Tribune* and *Times*, with a highlight listing in the latter. A major victory was a break in *The Daily News* radio column, which has a standing rule against publicity for FM outlets.

WFDR, WOR-TV Seek Cover of Budget Session

Undaunted by NYC Tax Nix; "Outside" Coverage Heavy

NEW YORK, April 7.—Despite the inability of radio or TV to cover the public hearings yesterday (6) on the controversial sales tax measure before the local City Council Finance Committee, WFDR-FM and WOR-TV have requested access to the budget hearings before the Board of Estimate April 13, 16 and 17. The Finance Committee refused to permit broadcasters into the hearings, but next week's sessions come under the purview of Mayor Vincent Impellitteri, who was the recipient of the new requests.

Tremendous local interest in the pending measure to raise the sales tax from 2 to 3 per cent had major pressure applied to have the hearings aired, but the best that could be obtained was the right to remote set-ups inside the well of City Hall. WFDR-FM wound up with three remote positions and aired from noon to 4:10 p.m. The only other coverage came from WJZ, which was on from 12:20 to 12:30 p.m. and again from 2:45 to 3 p.m. Lou Frankel, manager of WFDR-FM, offered any or all of his pickups to AM stations WNEW and WMCA, but neither was able to take any.

Outside Coverage

Besides its location inside City Hall, which finally was arranged the night before, WFDR also worked out of the penthouse of a building across from City Hall Park, where mass anti-tax demonstrations occurred, and also had two newsmen with walkie-talkies interviewing people in the park. The City Hall location was used to interview witnesses who testified on the tax measure and they aired a repeat of their views for the radio listeners.

WOR-TV had a large advertisement in the Friday editions of *The New York Herald Tribune*, noting that the space had been reserved to announce it would televize the hearings, but that the city officials had refused permission. Both WOR and WOR-TV had broadcast announcements urging the public to telephone Councilman Charles E. Keegan to urge him to okay video coverage. WFDR also said that refusal of permission to set up at the hearings proper "smacked of arbitrary withdrawal of freedom of the press privileges."

HOW THYROID CAN YOU GET?

NEW YORK, April 7.—All Bob Hope is doing tomorrow (Sunday) is rehearsing all day for his video show, appearing on Louella Parsons' AM show (via recording) and winding up emceeing the all-star Cerebral Palsy benefit at the Paramount Theater, N. Y. He's at liberty Monday.

Garroway, Vic Borge Video Shows Shaky

NEW YORK, April 7.—Both the Dave Garroway and Victor Borge video programs on National Broadcasting Company-TV were reported due to lose their sponsors shortly. Garroway is sponsored by Congoleum Nairn and Borge by Kellogg's.

Altho rated in the industry as the top production effort in video, Garroway's stanza has not been able to come up with a top rating. Borge, on the other hand, has had an in-and-out quality and has been heavily out-rated by the Sam Levenson show on Columbia.

Garroway agency is McCann-Erickson; Borge's is Kenyon & Eckhardt.

Bob Montgomery Is Triple-Threat

NEW YORK, April 7.—Robert Montgomery this week became a triple threat AM-TV figure when he signed a renewal for his *Lucky Strike* TV dramatic series and a new contract to do a transcribed series for World Broadcasting. About the only thing Montgomery isn't doing is making film slides; he has had a radio commentary series for *Lee Hats* for a year or so.

Montgomery's renewal for *Luckies* came after reports had been circulated that his renewal was shaky. The Monday night show will take a hiatus and resume in the fall.

World's show for Montgomery is *Freedom Is Our Business*, on which he will do the narration.

Powerhouse Signs "Flying Tigers"

NEW YORK, April 7.—Powerhouse Candy has signed to bankroll *Flying Tigers* on the DuMont TV web for eight weeks in the 6 to 6:30 p.m. slot Saturdays. The show is a Maurice Brock package, with Charles Speer scripting.

Powerhouse had eight weeks to run on its contract for DuMont's *Captain Video* show, which has been taken over by General Foods.

are an important market and cannot be left undersold.

Nine States are without TV at all, Miller pointed out; penetration ranges from about 2 per cent in Mississippi to 58 per cent in Delaware. In 31 States, totalling 40 per cent of U. S. population, TV penetration is less than 20 per cent. As of January of this year, only seven markets, accounting for 20 per cent of the population, had 50 per cent or more TV penetration and by January, 1952, this is expected to go to 33 markets and 29 per cent.

As of December, Miller noted, there was only one television show on the air which reached more homes than the 3,900,000 reached by the median half-hour radio program. This was Milton Berle's *Texaco* program.

On a local rather than national basis, Miller said that the picture is much more favorable to television and in one city, Boston, TV seems already more efficient, Miller said.

WEEI Moves Struthers to Fellows' Post

BOSTON, April 7.—Harvey Struthers, assistant manager of WEEI here, has been named general manager of the station. He will succeed Harold Fellows, Columbia Broadcasting System vice-president and WEEI general manager, who last week was designated president of the National Association of Radio and Television Broadcasters.

Fellows will take office early in June, but will meet NARTB members officially at the association's convention, opening Monday (16) in Chicago. Since Fellows has been long regarded as one of the top industry execs, the selection has been widely hailed. He will succeed Justin Miller, who is to become board chairman of NARTB and who, it was disclosed this week, will double as general counsel. In the latter post he succeeds Don Petty, who resigned some time ago.

Peggy Lee & Torme To Sub for Como

NEW YORK, April 7.—Peggy Lee and Mel Torme this week were set as replacements for Perry Como on his *Chesterfield* video show over the Columbia Broadcasting System. Show airs Mondays, Wednesdays and Fridays, 7:45 to 8 p.m.

Both Miss Lee and Torme are handled thru General Artists Corporation, which also handles Como. Torme this week cut an audition disk for a jockey stanza for WOR, New York. Miss Lee is canceling plans to return to the West Coast in order to take on the TV assignment.

New Tex.-Mex. Net Airs Latin Shows

SAN ANTONIO, April 7.—The Texas Spanish Language Broadcasters has been formed here with three Texas outlets and two Mexico outlets. These include KCOR, here; KTXN, Austin; KUNO-Corpus Christi; XEO, Matamoros, and XEOR, Reynosa, the two last named managed by Americans residing in Texas border towns.

Clyde B. Melville, radio representative of Dallas, has been named business manager of the new web. The stations at present program between 40 and 100 per cent Spanish programs.

The first national business placed on the new web is a program to be sponsored by Carnation Milk, five days per week for a quarter hour.

NARTB RELEASES AGENDA FOR CHICAGO CONFAB

NEW YORK, April 7.—Following is the agenda for the 1951 convention of the National Association of Radio and Television Broadcasters at the Stevens Hotel, Chicago, starting Monday (16).

APRIL 16—MORNING

Defense mobilization discussion featuring John H. Dewitt Jr., WSM, Nashville; Calvin J. Smith, KFAC, Los Angeles; William C. Grove, KFBC, Cheyenne, Wyo.; Robert Burton, Federal Civil Defense Administration; Robert Linx, Federal Communications Commission; Curtis Plummer, chief engineer, FCC; Ralph Renton, FCC; Col. William Talbot, Federal Civil Defense Administration; Ernest Thelemann, FCC; Prose Walker, FCC; Col. James H. Weiner, Air Defense Command; Neal McNaughten, engineering director; NARTB; Thad Holt, WAPI, Birmingham; Leonard Kapner, WCAE, Pittsburgh; H. W. Linder, KWLM, Willman, Minn.; Robert C. Goodwin, U. S. Defense Manpower Commission, Department of Labor; Lee W. Jacobs, KBKR, Baker, Ore.; Dwight W. Martin, WLW, Cincinnati; Richard P. Doherty, employee-employer relations director, NARTB; William H. Fay, WHAM, Rochester, N. Y.; H. Quenton Cox, KGW, Portland, Ore.; Jack Todd, KAFE, Wichita, Kan.; Ralph Goghlan, Office of Defense Mobilization; George P. Ludlam, Advertising Council; Clem Randau, U. S. Office of Civil Defense; Ralph W. Hardy, government relations director, NARTB.

AFTERNOON SESSION

Opening ceremonies of convention. Call to order, Eugene S. Thomas, WOR-TV, New York, chairman, 1951 convention committee. Slide film presentation—*The New NARTB*, by Thomas. Address by Judge Justin Miller, chairman, NARTB. Remarks by Harold E. Fellows, president, NARTB. Greetings by FCC commissioners Frieda Henneck, Rosel Hyde, Paul A. Walker.

5 p.m.—Reception in Exposition Hall.

APRIL 17—MORNING

Broadcast Advertising Bureau presentation with Edgar Kobak, WTWA, Thomson, Ga., chairman of board, BAB, presiding. Address by William B. Ryan, president, BAB, Inc. 12:30 p.m.—Luncheon in Grand Ballroom.

1:30 p.m.—*Voice of Democracy*, featuring Robert A. Burnett, one of four 1950-'51 co-equal winners.

1:45 p.m.—Gen. Omar N. Bradley, chairman, Joint Chiefs of Staff, Department of Defense, *Korea Today*. Following formal address, Gen. Bradley will answer questions from floor in off-the-record session.

AFTERNOON

Sports Broadcasting: Merrill Lindsay, WSOY, Decatur, Ill.; Patt McDonald, WHHM, Memphis; Glenn Shaw, KLX, Oakland, Calif.; Matt Brescia, National Association of Professional Baseball Leagues; Gordon McLendon, KLIF, Dallas; C. L. Jordan, N. W. Ayer & Son, Philadelphia; George Trautman, National Association of Professional Baseball Leagues; Frank White, Mutual Broadcasting System; Robert K. Richards, public affairs director, NARTB.

Labor Management Relations (3-5 p.m.): Harold Essex, WSJS, Winston-Salem, N. C.; Kenyon Brown, KWFT, Wichita Falls, Tex.; Harold Wheelahan, WSMB, New Orleans; Phil Lasky, KSFO, San Francisco; Ernest De La Ossa, NBC; A. Frank Reel, American Federation of Radio Artists; Lawson Wimberly, International Brotherhood of Electrical Workers; Richard P. Doherty, NARTB.

7 p.m.—Radio Pioneers' dinner. Speakers: Sen. Estes Kefauver (D., Tenn.); Gen. David Sarnoff, RCA; H. V. Kaltenborn. Dinner chairman, William S. Hedges, president of Radio Pioneers; Frank E. Mullen. Dinner open to all delegates.

APRIL 18—MORNING

FM meeting. Merrill Lindsay; Raymond Green, WFLN, Philadelphia; Josh Horne, WFMA, Rocky Mount, N. C.; Michael R. Hanna, WHCU, Ithaca, N. Y.; Robert J. Dean, KOTA, Rapid City, S. D.; Frank E. Pellegrin, Transit Radio, Inc., New York; Stanley Joseloff, Storecast Corporation of America; J. Howard Lane, Field Enterprises, Chicago; Hulbert Taft Jr., Radio Cincinnati, Cincinnati; Everett L. Dillard, WASH, Washington; Leonard Marks, attorney, Washington; M. S. Novik, radio consultant, New York; H. W. Slavick, WMCB, Memphis.

Luncheon at 12:30 p.m.—Wayne Coy, FCC chairman, speaker.

AFTERNOON

Research: Clyde W. Rembert, KRLD, Dallas; Robert T. Mason, WMRN, Marion, O.; Craig Lawrence, WCOP, Boston; Henry P. Johnston, WSGN, Birmingham; C. E. Hooper; A. C. Nielsen; Sydney Roslow, The Pulse, Inc.; James W. Seiler.

(Continued on page 10)

Pabst May Face Fee Hike for IBC Bouts

NEW YORK, April 7.—Pabst this week faced the probability that it would shortly have to pay substantially higher fees for radio and TV rights to International Boxing Club promoted bouts. The Pabst contract with IBC, under which its Wednesday evening fights are televised and broadcast over Columbia Broadcasting System, runs until May 23.

The IBC, however, has stated that the already scheduled May 30 Ezzard Charles-Joey Maxim bout is only tentatively set for that date and that the beer sponsor will get first crack at buying rights to the fight. With the signal rating success of the Wednesday fights and the new demands for hiked

fees to be made by fighters and their managers, it is evident that Pabst or whoever takes over bankrolling will have to pay substantially more for IBC Wednesday boxing programs.

Meanwhile, the leather tossers are getting ready to levy their demands on the IBC. It is not known what the fighters will ask, but it is expected to be substantially more in light of their claims of decreased attendance at fights because of television. In fact, a six-month "video holiday" has been suggested as a means of deciding TV's impact on attendance. This threat the boxers' representatives figure will be enough to whip the IBC into line.

New NBC Veep Stance Starts Net Implosion

NEW YORK, April 7.—The designation this week of Joseph V. Heffernan as financial vice-president of the National Broadcasting Company has started to stir repercussions and is expected to produce even more. Heffernan, who yields his post as v.-p. and general attorney of Radio Corporation of America, NBC's parent company, succeeds John H. MacDonald, long with NBC as vice-president for finance.

The significance of Heffernan's choice is keyed to the fact that he will report both to Joseph McConnell, NBC's president, and Charles R. Denny, NBC executive vice-president. This is believed to be the first time that NBC has had such a set-up. The normal procedure is for NBC veeps to report to Denny, as executive vice-president.

It is this point which is occasioning most of the palaver about Heffernan's new post. There is also conjecture that there may be further reaction in executive ranks at the network.

It is also obvious that the influence of non-broadcasters top echelon execs at NBC is strengthened by Heffernan's shift. Both he and McConnell were with RCA before moving over to the network, and the fact that they are now being reunited obviously spells a close-working team.

"American Forum" Gets 2d Sponsor

NEW YORK, April 7.—Ted Granik and his *American Forum of the Air* this week picked up their second sponsor. New bank-roller is Bohn Aluminum which is picking up the video tab April 29 on the National Broadcasting Company's video network. AM sponsor on the same web is American Trucking.

Both accounts are handled by the Biow Agency.

NEW 'MIKE' GOOD AT ALL ANGLES

NEW YORK, April 7.—Latest instance of an effort to lick, or at least improve upon, mechanical production problems involved in video-casts is the new parabolic mike, which makes its TV web bow on the Jack Carson show Wednesday (11). Mike is placed stage front, somewhere near center and picks up actors' voices, even at whisper level, no matter how much they move around. The new parabolic got a substantial pre-test last season in Boston at Symphony Hall, where it was used for Boston Pops concerts.

Watch Walks Out on CBS-TV Thursday Deal

NEW YORK, April 7.—Longines this week cancelled the alternate week show it had bought on CBS-TV only last week because it could not clear enough stations. The watch company had agreed to split the Thursday night 10:30-11 p.m., time with Arrid, but could not get enough station clearances in important markets to warrant the buy.

Arrid however, will remain on alternate weeks with *Crime Photographer*. Consequently CBS-TV will have to sustain the open week unless it can come up with a new client. Whether the web will program *Crime Photographer*, a CBS-TV package, in the sustaining slot is dubious. The show has a relatively high budget.

Originally Arrid was to have bought the time on a regular basis, but changed its mind. The sales department of CBS-TV, meanwhile, had rejected bids from several other advertisers to take over the slot. Colgate, for example, had made a firm commitment for Steve Allan in the Thursday night slot. Now the second gussers are holding forth.

NOBLE NIXES OUTRIGHT SALE OF ABC NETWORK

Will Take Fresh Flow of Money, But Wants His Own 53.3% Stock

NEW YORK, April 7.—Edward J. Noble's majority stock holdings in the American Broadcasting Company are not for sale, an unimpeachable source disclosed to *The Billboard* this week. This means that the network, in all probability, will not be sold outright. The only kind of a deal Noble wants, according to inside info, would be for some outside firm to buy into ABC. In fact, it is understood that the web would be pleased to entertain offers from some major corporation, such as a motion picture firm, which would bring some fresh money in large quantities into the operation, enabling the present set-up to expand greatly rather than to give way to new management.

Noble is not interested in divesting himself of his own 53.3 per cent interest in ABC. In fact, he has added to his original holdings over the years, without ever having sold a single share.

Altho Noble did hold talks with officials of International Tele-

phone & Telegraph Company some time ago, *The Billboard's* source said that the discussions were initiated at the request of IT&T. All past negotiations for the sale of ABC stock were at the instigation of prospective purchasers.

Noble's attitude is said to be that he is virtually required to listen to any offer. This is in deference to the minority stockholders. The web board chairman is understood to feel that he has not the privilege to foreclose their rights, but must hear all pitches and report them.

Thus should IT&T desire to resume talks in the future, it is certain that Noble will listen to their pitch. Chances of a deal, however, would seem to hinge on whether

IT&T insists on taking over the entire network operation or would settle on investing some hard cash in the current set-up.

New NBC Bid For Liebman

NEW YORK, April 7.—National Broadcasting Company-TV this week began negotiations to sign Max Liebman to a new five-year pact. Since Liebman is contracted to the web thru 1953, if the new agreement is culminated it would make Liebman an NBC-TV hireling thru 1958.

It is believed that the Liebman deal is only the first of a series which will mark a concerted drive by the net to nail down key producers and directors so as to maintain its top TV position. Liebman, who now is said to get \$2,000 a week, is not only important to NBC-TV for the class production he gives *Your Show of Shows*, but because he is a very economical producer.

Liebman's new contract with NBC-TV, if signed, will continue to give him the right to do films during the summer, as it does now.

Aussies Lose Lux For U.S. Comedies

SYDNEY, April 7.—*The Lux Radio Theater*, an Aussie air favorite for the last 12 years, was dropped last month to make way for *The Lever Hour*. The latter features local casts in two U. S. situation comedies, *My Friend, Irma* and *Skipper Malloy and Connie*.

Aussie dialers are openly mourning loss of *The Lux Theater*, and radio circles here are making gloomy predictions as to the future of the two American-born series.

Hollywood Pix Invade Aussie Broadcasting

SYDNEY, April 7.—Looking forward to a lucrative television market here in the future, Hollywood motion picture companies are moving in on Aussie commercial broadcasters. Metro-Goldwyn-Mayer has reportedly purchased a controlling interest in a Sydney commercial station, and a 20th Century Fox-controlled outfit here, Hoyt's Theaters, has picked up the controlling interest in another commercial station in Melbourne.

According to Ernest Turnbull, managing director of Hoyt's, the buy was made so as to be ready when TV arrives to link the chain's 160 theaters with the tele field. In line with this, a Hoyt exec is currently touring Europe, England and the U. S. to make a thoro study of TV theater operations in each country.

SHE'S A GOOD LOOKER, TOO

NEW YORK, April 7.—New York's first lady, Mrs. Vincent Impellitteri, may soon have her own radio and television program. Reports have it that she's interested in taking on a show similar to that aired by Mary Margaret McBride. Inside track is said to be held by WNBC and WNBZ.

Only thing said to be holding up the deal is that hubby not only is mayor, but wears the pants in the family. Mrs. Impy is deferring to his decision, which is not yet forthcoming.

THE MERRY MAILMAN

is a salesman-extraordinary

on WOR-tv, channel 9

WHY?

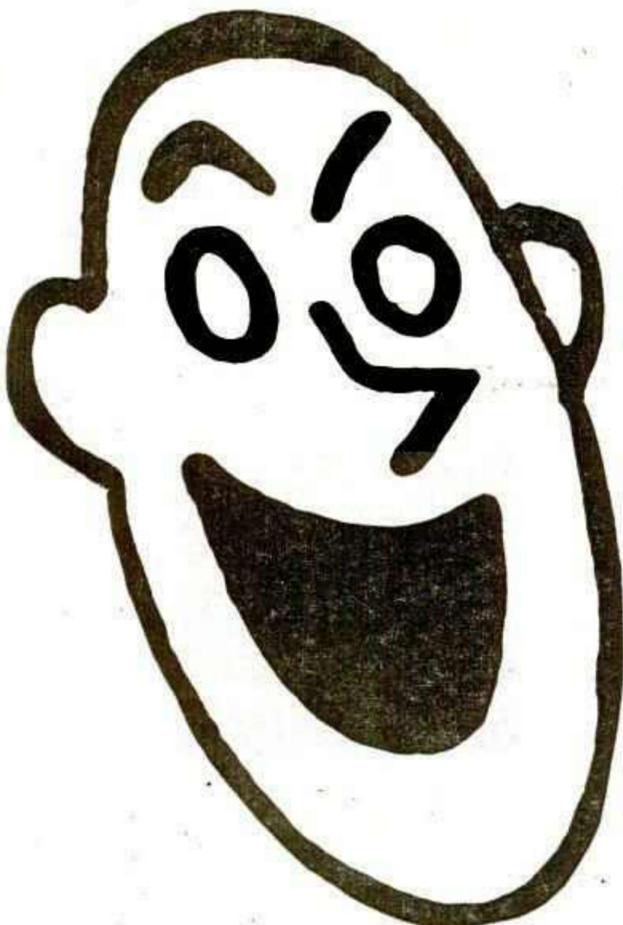
1. He's a wizard at making children buy. Youngsters under 12 make up 62% of his audience on WOR-tv.
2. His rating has jumped from 1.4 in Nov., 1950 to 3.9 in Feb., 1951.
3. There is a woman watching "The Merry Mailman" in one of every 2 homes tuned to channel 9 between 6:00 to 6:30 P.M.
4. In the last 3-months "The Merry Mailman" has received more than 25,000 pieces of mail.

BIG QUESTION...

Cost per-1000 viewers reached?

59¢ per thousand viewers — or 17 people per-penny!

We could tell you more amazing facts about this great WOR-tv program. Ask us at



1440 Broadway, in New York

WOR-TV

Script Tyros Find Doors Slammed As CBS-TV Looks to Pros, Agents

NEW YORK, April 7.—CBS-TV this week shut the doors on all unsolicited dramatic material. The web's story department, from now on, will not accept any scripts or synopsis of stories unless they are submitted by professional writers, their agents or professional newspapermen.

Previously the web had considered it good public relations to accept such material. But now the load is so heavy on the story department that the gate had to be closed on writing hobbyists. Besides, the percentage of unsolicited scripts that were used was found to be minute. In addition, prop agents

had complained that CBS-TV was taking too long to decide whether to use a script.

The web is advising non-pros to use "accredited channels," that is, agents. Some of the unso-

lited script ideas, it is alleged, have been unrealistic. One, for example, showed a body on a beach with express directions that the flesh be rotting. Such conceptions have led to the can-

"PULITZER" TELE, AM "IVY" MAY GO

Y. & R. Studies Fate; "Playhouse" Material Supply Short; Schlitz Feels "Hall's" High

NEW YORK, April 7. — The future of two Schlitz properties—*Pulitzer Prize Playhouse* in TV and *Halls of Ivy* in radio—this week was being debated by Young & Rubicam, the client's agency, with more than an even chance that neither would be back next fall. Schlitz, however, is satisfied with TV and will remain in the medium next season.

The major stumbling block to the continuation of the TV show is the shortage of Pulitzer prize material. Altho Schlitz uses any writings of an award winner, thus increasing its literary stockpile, the bottom of the barrel has nearly been reached. During the last two months about half of the scripts were dramatizations of news stories. And some of the potential Pulitzer material is untapped for two reasons, the cost is too high—one author asked \$5,000 for one-shot rights to a novel—and many of the award-winning efforts are so controversial as to be viewed as unusable by the sponsor.

Consequently, Young & Rubicam finds itself with a show that has delivered a satisfactory rating, but one which may not be able to deliver 39 weeks more of material. The answer is that the agency is already shopping around for a high-powered dramatic stanza which won't run into the same trouble.

Altho Schlitz likes the *Halls of Ivy* because it has toned up the product, both the agency and bankroller feel that radio is overpriced. And since the program uses such talents as Ronald Colman and Producer-Writer Don Quinn, its budget is currently one of the heaviest in AM. If, however, a reduction of cost, both in time and talent, is effected, *Halls of Ivy* may carry on for another 39 weeks. If not, another radio package will be for sale.

Blatz Quits 'Derby' For 'Amps 'n' Andy'

NEW YORK, April 7.—Blatz this week was reported cancelling its segment of the *Roller Derby*. The sporting event is on the American Broadcasting Company's TV web Thursdays 10-11 p.m. and Blatz has the last half hour of sponsorship. Blatz takes over bankrolling of the *Amos 'n' Andy* TV stanza in June on CBS-TV. William Weintraub is the agency.

New Mutual Sales Double '50 Quarter

NEW YORK, April 7.—New sales chalked up by Mutual Broadcasting System salesmen for the first quarter of 1951 showed more than a 100 per cent increase over the same period last year. Mutual's gross billings for the first quarter were 4 per cent higher than last year, \$4,625,600 as compared to 1950's \$4,490,974, with March figures (\$1,660,000) soaring 17 per cent above those for the same month in 1950 (\$1,410,000).

New time sales for the web's first quarter this year totaled nine hours and 50 minutes a week as compared to four hours and 15 minutes of commercial time sold during the same period in 1950. The 1951 sales take to date represents around \$8,000,000 in annual gross billings.

Mutual's new sales line-up includes Kelloggs for the Clyde Beatty show, Victor Borge and

DEEJAY VOTED MICH. SENATOR

DETROIT, April 7.—While show people have held various offices of State and sundry statesmen have gone into show business, WJLB has probably the first disk jockey to become a Michigan senator—as the result of last Monday's election. Bristoe Bryant, who has a morning show called *Brisk With Bristoe*, was elected State senator from the second district on the Democratic ticket. Bryant's political victory is the more spectacular because he is one of the few colored jockeys in the business.

It is expected his show will be given a new and more dignified monicker—tentatively, *Calling All Constituents*.

WSYR in Contract For 'Musical Clock'

SYRACUSE, April 7.—NBC affiliate WSYR here has signed Jim Deline and his *Musical Clock* show in a move to strengthen its program schedule. The deal, which represents an investment of over \$40,000 a year, was described by WSYR's Veepee and General Manager E. R. Vadeboncouer as an expression of the station's "confidence in the future of radio."

The Deline show, which tees off April 16, has been a popular Central New York feature since it was originated over WFBL here in 1938. The series will be programed across-the-board at 9:15 a.m. and again at 1 p.m. In addition to Deline, the *Musical Clock* cast includes band leaders Jim Hogan and Claude Bortel, Myron Levee, pianist Leighton Tiffault, Herb Feltrinelli, Carl Maino and vocalist Dick Workman.

TVA Gets Time To Explain on Struck KFI-TV

HOLLYWOOD, April 7.—Television Authority, during the first week of its KFI-TV walkout, asked for and was granted air time on the station it was striking to explain its side of the case. TVA struck the Earl C. Anthony station Wednesday and carried on daily picketing. So far, both the union and the outlet are preparing for what appears to be a long fight.

KFI-TV told *The Billboard* it lost approximately a third of its biz as a result of live show cancellations caused by the walkout. With the exception of a few live segs presented by station execs, programming is relying entirely on film fare. Effective next week and for the duration of the walkout, station cut back its air time from 11 a.m.-10 p.m. to 2-9:30 p.m.

Musicians' union Local 47 members are honoring the TVA picket line. Move came during the second day of the strike after two AFM members crossed the line to appear on the struck station. Line has had no effect on American Federation of Radio Artists' members working shows on KFI, struck station's AM sister. AFRA members maintain strike is aimed at only the TV station.

TVA is expected to go on KFI-TV Monday (9) night with its side of the story. Peter Prouse, union's rep, asked station for Class A time after outlet used its facilities to report on strike. In its report, KFI-TV said it was willing to negotiate with the union, but first wants a National Labor Relations Board election. TVA contends KFI's request for an election is a delaying tactic. Station immediately granted the request. Ken Carpenter and KFI-TV striking staffers will appear for TVA.

Friendship rather than bitterness marks the strike. Station televises picket line during its new segs. has placed a TV set on the street for the pickets to watch and serves coffee to the strikers.

Warners Bid For Bill Hayes

NEW YORK, April 7. — Warner Bros. this week was making a strong pitch for the services of Bill Hayes, vocalist on the National Broadcasting Company TV's *Your Show of Shows*, its Saturday night extravaganza.

The movie company wants Hayes to do two films a year for two years until his TV contract ends and then make films exclusively. No deal has been arranged because Hayes wants more dough than is being offered.

the web has made a similar arrangement for the other four dates.

Sponsor Signed

The web show will be a personality stint with interviews. The sponsor manufactures such products as Cutex and Peggy Sage nail polishes and O-Do-Ro-No. About 30 cities have been lined up. J. M. Mathes is the agency.

The sale marks a further advance by ABC in its drive to sell out the early Saturday periods. Only 45 minutes now are left unsold between 10:45 a.m. and 1:15 p.m. Of these, 15 minutes are the second half of Miss Day's show, and the other seg runs from 11 to 11:30 a.m., on which a potential bankroller already holds an option.

'Better Home Show' Has ABC Sponsor

NEW YORK, April 7.—*The Better Home Show*, featuring Norman Brokenshire, this week was sold to the Anthracite Industries for airing on the American Broadcasting Company video network. The program will move into the 6:30 to 7 p.m. time starting May 5. J. Walter Thompson is the agency.

The show formerly aired over WJZ-TV on a local participating basis. It later aired on a two-station basis, with Philadelphia also getting it on Friday nights. The web deal calls for the entire Eastern area, with better than a dozen outlets lined up.

NBC, Minus Summer Clients, Finds Way To Make RCA Talent Pay Off

NEW YORK, April 7.—National Broadcasting Company has set up an operation whereby a considerable amount of its sustaining time this summer will be utilized to promote vocalists and bands recording for its brother outfit, RCA Victor. Several good time slots will be utilized for this purpose over a 13-week period, giving the web some suitable talent to fill out

blank spots in the sked, and affording the diskery some top-flight promotional opportunities. To make the deal work, NBC is introducing several innovations in policy.

Time periods involved include the 9:30 p.m. to midnight time Saturday nights, the 11:15 to 11:30 p.m. time across the board and two Sunday afternoon periods not

yet set. Victor talent used is to be chosen by boss Manie Sacks, RCA v.-p.

The two and one-half hour stint Saturdays will be called the *NBC Dancing Party*, and will utilize dance band pick-ups from various cities, with Victor-recorded groups heavily featured. The web is contacting ballroom operators in

(Continued on page 14)

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CHANNEL 7

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First for Public Service
Promotion—50,000-watt stations.
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KOA



SCHNOZZ BRINGS TUCKER TO TELE

NEW YORK, April 7.—Sophie Tucker, who makes her TV bow on Jimmy Durante's NBC show April 18, can't consider a video stanza of her own. The utmost of the scarlet torrid maters is booked solid thru the spring of 1952, and continues to be one of the phenomena of show business.

Miss Tucker won't say how much she's getting for her shot on Durante's show, other than that it's "plenty," and that her asking price was met. Booking was set thru the William Morris Agency, which she says has handled her for "42 of my 46 years in the business."

She's a little worried about whether "this TV monster is what everybody says it is," but already is working "damn hard" at preliminary rehearsals, giving her little time to fret. Her Durante shot was possible because of a fortuitous three-week break in her bookings now, and because of her long and sentimental relationship with the Schnozz.

Consolidated Announces 10 TV Films for Market

HOLLYWOOD, April 7.—Consolidated Television Productions, TV film producing-distributing firm headed by Norman Chandler, Los Angeles Times publisher, this week released a list of 10 video film properties available for national syndication. Films now available for sponsor viewing will get a trade showing at the National Association of Broadcasters' convention. Consolidated serves in the dual capacity as producer and releasing org for products by other producers.

Consolidated will distribute thru 16mm. sales reps in the top 16 markets. Firm's New York rep is Schepp-Reiner; Englehart & Associates will handle the Chicago territory, while Scott, Dumont and Lowman will cover the Los Angeles-San Diego-Phoenix area.

TV TALENT SHORTAGE CURE?

Arthur Murray Sets Acts On Four-Week Booking Deal

NEW YORK, April 7.—In what is believed to be the first case of a sponsor buying talent on a block booking basis, Arthur Murray is signing up acts on a straight four-show basis for his new program over ABC-TV. The DuMont TV network recently instituted a four-week booking deal for bands used on its *Cavalcade of Bands* show, but this is the initial adaptation of the idea for individual acts.

Murray is adopting the block booking scheme in an attempt to conserve his own time and line up a back log of "proven" acts for the series. In line with the latter, Murray alleges that, in what amounts to a virtual monopoly, NBC and CBS here have tied up practically all acceptable TV talent on an exclusive basis, including announcers.

The dance king has already pacted the Continentals and the Szonys under the new contract arrangement, and is currently negotiating with Bert Wheeler and Hank Ladd. Eventually, he hopes to cover all of his talent buys with the four-shows clause, including big names. Deals, of course, will depend on whether acts have sufficient high caliber material to sustain the four time set-up. Talent collects full payment for each

"Voice" Budget Muffled; House Unit Raps "Waste, Poor Planning"

• Continued from page 1

port, climaxing months of painstaking examination of Voice operations, contained the most blistering criticism of the Voice ever placed on record by any congressional group. The sub-committee emphasized that it has supported the Voice idea since its inception and that a "great need" exists for "combating insidious propaganda emanating from the Kremlin." The report continued:

"However, the committee must say that it is very much disappointed in the accomplishments and progress made to date (by the Voice of America). Mismanagement and poor planning with regard both to the engineering and to the administrative phases of the program have cost valuable time as well as dollars."

The sub-committee's report, and the full committee's adoption of it, will have the effect of putting the State Department's Voice of America on probation before it can get the remainder of the \$97,500,000 outlay which Congress had earmarked to be spent over a three-year period for construction of transmitters.

President Truman earlier this year sent Congress a special message asking for the whole outlay immediately. The Truman message came after criticism of Voice mismanagement had begun mounting on Capitol Hill. State Department, which has been staging a well-heeled propaganda drive to fatten its Voice purse, is figured as having master-minded the Truman request in order to get as much money committed to the Voice as possible before any full-dress examination of the program got under way on Capitol Hill. Three separate resolutions for Voice inquiries are pending in the Senate.

Sour Waste

It is known that congressmen examining the Voice have been

shocked by evidences of waste and mismanagement such as fat expenses for globe-trotting junkets and heavy outlays for inept personnel responsible for sour programming.

On the eve of the House Appropriations Committee's adoption of the Rooney sub-committee report, Mr. Truman issued a press conference statement urging restoration of the cut. Earlier in the week Sen. William Benton (D., Conn.), sponsor of one of the resolutions for a Voice investigation, also urged that the outlays go thru. The House Appropriations Committee, however, declined to alter the Rooney sub-committee report, which one committee member described as the product of "one of the ablest examinations yet made into the program."

The Rooney sub-committee report pointed out that State will be able to complete seven transmission projects thru \$45,000,000 already allocated, and the \$9,500,000 which the sub-committee allowed out of the supplemental budget. State wanted to rush 13 other projects.

"Testimony before the committee," said the report, "indicated that lack of proper planning, poor management, and avoidable delays

in the execution of plans and contracts have been considerable factors occasioning the necessity of the request for over \$9,500,000 additional for the above projects for which \$44,687,184 in appropriations have already been made."

No Sites

The sub-committee said that testimony also indicated that "all of the sites for the requested 13 new and additional facilities for which \$88,966,061 was requested, have not as yet been selected."

"In fact, the committee was informed that no definite determinations have yet been made as to the countries for which some of these proposed facilities would be located," continued the report. "It was further testified that a number of these proposed facilities might be located on ships, altho, on questioning, the committee was given only vague and incomplete estimates of the number and the costs of such facilities as compared with land installations. Field tests of the transmitters proposed for the planned facilities have not as yet been made. Such tests are now scheduled to be made this month. The material submitted to the committee in support of the estimate lacked definiteness and was so devoid of specific data that it could

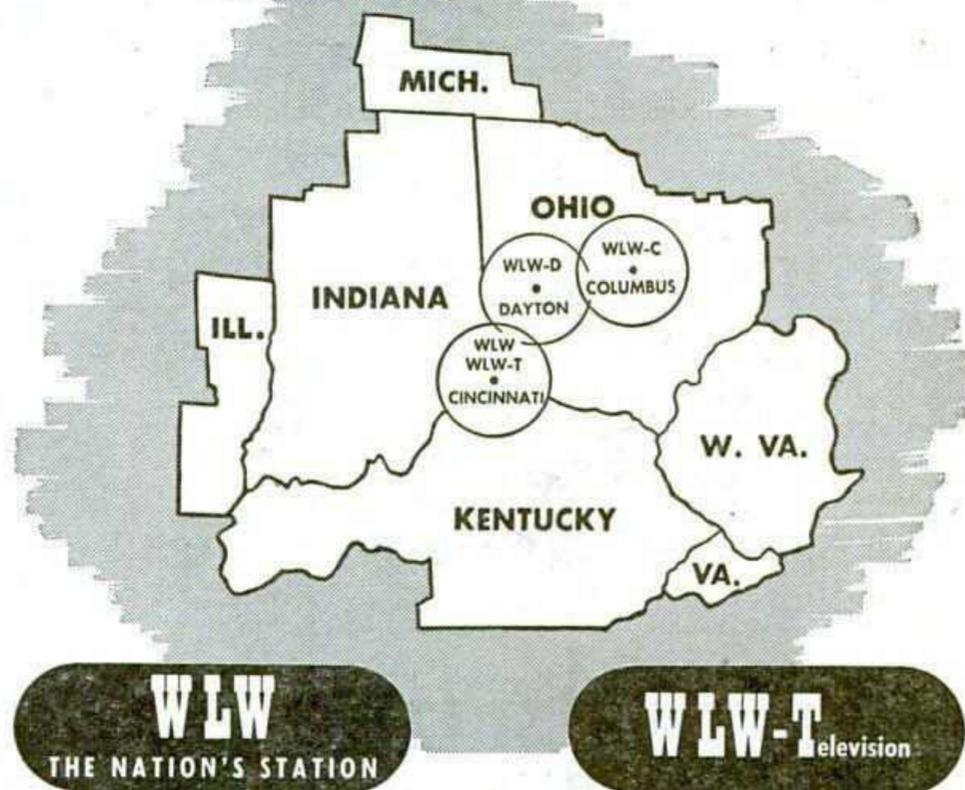
FIFE, DRUM & BLUE UNIFORM

NEW YORK, April 7.—Two Civil War broadcasting experts—not veterans—are the latest to join the Civil War Round Table of the New York Society. They are Columbia Broadcasting System program Veepee Hubbell Robinson Jr. and press information director George Crandall. Reported they're now ogling the Daughters of the American Revolution.

not be considered a plan of action. "The so-called Voice of America has received the support of this committee since its inception. The committee fully believes in a strong, effective Voice of America. It feels that there is a great need for combatting the insidious propaganda emanating from the Kremlin by making the truth available to those behind the Iron Curtain and to mankind the world over. It wholeheartedly believes that, properly managed and directed, the Voice of America is the best medium for accomplishment of a campaign of truth that has yet been conceived. However, the committee must say that it is very much disappointed in the accomplishments and progress made to date. Mismanagement and poor planning with regard both to the engineering and to the administrative phase of the program have cost valuable time as well as dollars."

THE RIGHT COMBINATION TO

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Within this great area, WLW-Television provides concerted sales impact in three important metropolitan areas—Cincinnati, Dayton and Columbus—with a total population of 2,978,400 and 831,800 families, half of which are TV set owners. In this second largest TV market of the Midwest, more local and national spot advertisers buy more time on WLW-Television to sell more products to more people than on any competing stations.

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Chicago 1, Ill.
State 2-0366

6381 Hollywood Blvd.
Hollywood 28, Calif.
HOLlywood 9-5408

3165 Olentangy River Rd.
Columbus 2, Ohio
JEfferson 5441

4595 S. Dixie Highway
Dayton 9, Ohio
WALnut 2101

Book House Serious on TV Dramat With Ben Cerf M.C.

• Continued from page 1

on what material was used. The properties would not be limited to those published by Random House, altho those certainly would get the major play.

A major question bound to arise is that of TV rights, inasmuch as many of the major properties have been sold to motion pictures, with subsequent mechanical reproduction rights restrictions. Cerf said that the problem of securing clear-

ances would be left to the authors and their agents after requests for the material have been made by the program's producer or sponsor, acting on the Random House editors' suggestions.

It is known that the show already is under consideration at the Campbell Ewald Agency for possible sponsorship by the DuMont receiver division. No deal has been set as yet, however.

At the Mayor's Desk

TELEVISION—Reviewed Thursday (5) 8 to 8:30 p.m. Sustaining via WPIX, New York. Production supervisor, Seymour N. Siegel; film producer and photography director for WPIX, Mike Metzger; writer, Farland I. Myers; emcee, Mayor Vincent Impelliteri; guests, Dr. Luther Gulick and Abraham Beame.

Five months at Gracie Mansion seem to have made a mayor out of Vincent Impelliteri. At least, he certainly looked the part far more on his TV show this week than he did at any time during the election campaign last fall. He seemed at ease, relaxed, acquainted with the subject matter and in full control of the situation. And he made a better TV moderator-emcee than did his predecessor, William O'Dwyer, when the latter ran this WPIX show, altho O'Dwyer today probably would pull a bigger rating since his smash guest appearances on the Kefauver variety revue.

Impelliteri did a smart thing on the show caught. Aired, as it was, on the eve of the momentous hearings on raising the local sales tax by 1 per cent—a highly controversial issue—the Mayor went about demonstrating the need for the hike without ever once mentioning the sales tax at all. The subject dealt entirely with the budgetary problems of the city, and why it is impossible, as some claim, to lop \$100 million off projected expenditures.

Charts Help

To assist him, Impelliteri had Abraham Beame assistant director of the budget bureau, and Dr. Luther Gulick, executive director of the Mayor's Management Survey Committee. Beame utilized a huge chart showing a point-by-point breakdown of what makes up the record \$1,336,000,000 budget, how certain items are mandatory by law, and how those which could be chopped are vital services such as police, schools, sanitation and charity. Only weakness was lack of someone acquainted with the picture to rebut.

Dr. Gulick described the work of his commission, which it at the midpoint of a two-year survey on how to extend services of the city's departments while cutting their costs. Impelliteri got into a neat humorous exchange by first having his guest affirm that there's nothing political about the survey, and then asking him whether he has any political axe to grind. Whereupon Dr. Gulick answered that, on advice of counsel, he will fall back on his Constitutional rights, but that he will say he is a registered Republican.

The mayor was affable and seemed cognizant of all aspects covered by the show. Camera work by the WNYC-TV crew was okay in its limited way, showing either a close-up of one person, or of the two conversing at the time. A brief film documentary also was shown, indicating new modern methods being utilized by the police and sanitation departments.

Sam Chase

Television-Radio Reviews

Treasury Men in Action

TELEVISION—Reviewed Thursday (5), 8:30-9 p.m. EST. Sponsored by Borden's Instant Coffee, thru Doherty, Clifford & Shenfield, Inc., via NBC-TV, New York. Producer, Everett Rosenthal. Director, David Pressman. Writers: Abe Ginnes, Max Ehrlich. Cast: Walter Greaza, Howard Smith, Cliff Hall, Bill Griffis.

Treasury Men in Action, replacement for the Peter Lind Hayes show, is a quasi-documentary series, credited as culled "from the closed files of the U. S. Treasury Department."

The initial telecast, designed to cash in on the recent Kefauver hullabaloo over Frank Costello's net worth, delved into the underworld activities of one Joe Bigelow (Howard Smith), the "big boss" of a racket syndicate. In spite of its documentary premise, the script followed the usual cops-and-robbers line, with the T-Men out to catch Bigelow on a "net worth" rap, a la Al Capone.

The show hit a slick pace with its opening shots of Bigelow's meetings with crooked cops, smart shysters and a host of other slimy characters. A timely element was also injected via a clear explanation of the "net worth" situation and another little "million dollar strong box at home" property of Bigelow. The latter's tricky lawyer finally cleared him of the charge by declaring the money was saved in 1913, prior to the U. S. income tax law. However, Bigelow's ex-wife showed up as an unexpected witness for the T-faction, and Bigelow ultimately ended up in the pen.

End Falls Flat

The drama created quite a bit of suspense up to the final scene, when the script suddenly took a header and dropped to a pedestrian level. This was primarily the fault of the scripters, who planted the promise of a big torture scene, via the kidnapping of Bigelow's ex-wife by the gang so she couldn't testify. Far from being intimidated tho, the little lady showed up at the T-Men's office the next day, bright and perky, with a story of having taken a powder while one of the tough guys went to the drug-store to get her some aspirin. That may be the true story, but it's too pat to be dramatic.

Histrionically, the bad boys were far superior to the T-Men. Legit actor Smith was admirably restrained as the menacing Bigelow, and Bill Griffis took second thesping honors as Smith's cowardly cohort, suspected of being an informer. On the side of the law, Walter Greaza's bureau chief delivered his lines in the florid style of Senator Tobey.

In contrast to the rough goings on of the T-drama, Borden's Instant Coffee commercials were uncomfortably coy. A curly headed announcer and a telegenic young ingenue exchanged coy glances and phrases between ecstatic sips of Borden's brew June Bundy.

Newsstand Theater of the Air

RADIO—Reviewed Thursday (5), 10-10:30 p.m., EST. Sustaining via ABC, New York. Producer-director, William Marshall. Writer, Don Tracy. Radio adaptation, Don Witty. Script supervisor, Jack Mitchell. Script editor, Peter Martin. Cast: George Petrie, Richard Sanders, Julie Bennett, James McCallian.

Newsstand Theater, which features dramatizations from *Colliers*, *American* and *Woman's Home Companion* magazines, represents a smart piece of promotion on the part of Crowell-Collier Publishing Company. Altho the firm isn't carrying the cost of a network show, they're certainly reaping the benefits, via plugs before and after each half drama. On the other hand, ABC is cutting itself in on the combined readership audience of the three mags, so it looks as tho both parties have made a good deal.

Over-all production on the show reviewed (5), an adaptation of an *American* magazine story, *The Reckoning*, was smoothly paced thruout and generally entertaining. Script job on the lightweight slick sports story was particularly competent, spinning a tightly constructed yarn about a sports writer who lost his girl to a pug.

Plot twist had a crooked promoter talk the writer into hatching a scheme to ruin the fighter, via an over-ambitious build-up in the press for a series of "set-up" matches. However, the scribe had a last-minute change of heart and warned the boy before the match. Standard slick mag happy ending spotted a lucky knockout for the fighter, of course, and left the writer with a clear conscience. To placate the censors, the script also left the sports scribe square in the middle of the crooked promoter's gang of cut-throats.

Thesping was uniformly good, with Vera Oldham scoring with a convincing portrait of a basically unconvincing heroine.

June Bundy.

Ford Festival

TELEVISION—Reviewed Thursday (5), 9-10 p.m. Sponsored by Ford Dealers of America. Agency, J. Walter Thompson. Producer-director, Charles Friedman. Music director, David Broekman. Choreographer, Robert Sidney. Writers, Gordon Auchincloss, Forrest Barnes, Lewis Allen and Howard Merrill. Cast: James Melton, Edgar Bergen, Vera Vague, Nadine Connor, Dorothy Warenskjold. Announcer, John Reed King.

The new hour-long Ford show lagged somewhat in its later periods but, in the aggregate, it proved a polished production. It had some excellent talent and a story line which tied up the various entertainment factors. For the major portion of the show it also had pace. Technically, too, it impressed as a carefully wrought job.

Story line had Melton stopping at his old country high school while en route to a concert date. There the teacher and kiddies ask him about his career. This makes possible a number of flashbacks which permit the producers to reveal Melton's versatility as a tenor and host, and also permits several lively production numbers replete with a 12-voiced mixed chorus and dancers. Tasteful, lavish, but never garish.

To this reviewer the most entertaining of the production sequences was an *Are You From Dixie?* routine, with the atmosphere of the levee and cakewalk. The appearances of Vera Vague and Edgar Bergen were not too strong. Miss Vague lectured on the evolution of man. She was flanked by a skeleton and a drawing of our Cromagnon ancestors. Didn't come off too well. Neither did Bergen and McCarthy. Bergen's lines were just not as bright as they have been, on occasion. Melton's solo and duet singing, the latter with Nadine Connor and Dorothy Warenskjold, was solid.

Timing seemed to be slightly off, the show closing before the final commercial could be given. Plugs were in good taste, done by Melton, announcer King and on film showing cars and trucks being test run.

With the exception of the misfire by Vague and Bergen, this looks like a good layout.

Paul Ackerman.

The Al Benson Show

TELEVISION—Reviewed Wednesday (4), 7-7:30 p.m. CST. Sponsored by Ber-Tals Apparel Shop thru Al Benson Productions via WGN-TV, Chicago. Director, Ernie Lucas. Emcee, Al Benson.

Benson, Negro disk jockey with some 48 shows a week on Chi indies, is taking his second fling at TV. First, a variety show on WBKB Saturday nights, was moderately successful. The new series was billed for 7 to 8 p.m. Wednesdays. The first show was live talent, and the reaction at WGN-TV was a demand by the station that henceforth they screen all acts which are provided by Benson. Two hours were set aside for screening the day of the second show and only one act showed up. So several hours before show time the station cut the time to 30 minutes and replaced the live acts with Snader pix of Cab Calloway, Hampton and other Negro artists.

The result, considering the circumstances, wasn't too bad. Benson sat at a record turntable and gabbed a bit about each picture. He is inclined to be pompous and was attired in a white-tie formal. Commercials were good, with white and Negro models showing dresses, with commentary by Bernadine Corickett. The show is pitched toward Negro trade, and Benson seems to be the man who can sell on the South Side. But whether he will continue with Snaders, live talent, or not at all, remains to be seen.

Jack Mabley.

What's Wrong With This Picture?

TELEVISION—Reviewed Tuesday (3), 10:30-10:45 p.m. CST. Sponsored by Sinclair Refining Company thru Mcorey, Humin & Johnstone agency via WBKB, Chicago. Producer, Mort Jacobson. Director, John Alexander. Announcer, Joe Wilson.

Joe Wilson, sports announcer for WBKB, has built up an audience with a 15-minute sport show, with news, interviews and features. When beer sponsor bowed out, Sinclair bought the time and changed the format to a sports quiz. It is a simple business that wouldn't tax the thinking power of an idiot. Viewers were told on the opening show to send in their names on cards they could pick up at Sinclair stations, or on post cards, and they might be phoned during the show.

Drawings were shown on the screen, and persons phoned were asked to tell what was wrong with the pictures. Sample picture—man bowling with a square ball, men playing basketball with a basket. When man answered he got a shot at another picture, not much harder, with a \$25 prize. He got \$10 for the first picture.

Wilson did a good job with the material, but what material! It's difficult to see how this show could attract sports fans with at least two other sports shows on at the same time most nights, and anyone who considers the thing a challenge to his thinking is too dumb to be driving a car. Setting was effective, with a large picture window behind Wilson's desk and a big white Sinclair station pictured outside the window.

Jack Mabley.

Shopper's Corner

TELEVISION—Reviewed Tuesday (3), 11:45-12 a.m. Sponsored by Sears-Roebuck thru Keystone Advertising via WABD, New York. Producer-director, Ray Nelson. Co-emcees, Jacqueline Susann and Milo Boulton. Guest, Betty Bruce.

If Sears-Roebuck can come up with enough new products of a utilitarian enough nature, it may have itself a show which will interest female televiewers hereabouts. On the program caught two products were unveiled that were off-beat enough to spark interest.

The entertainment portion of the stanza offered only an interview with dancer Betty Bruce and a game. The audience learned thru the quizzing by co-emcee Jacqueline Susann that Miss Bruce had specialized in ballet before the necessity of earning a buck drove her to Shubert Alley and success. The tap dancer also played a game in which three

Clete Roberts' World Report

TELEVISION—Reviewed Thursday (5), 8-8:15 p.m., PST. Sponsored via KLAC-TV by Barr Manufacturing Company, thru Charles Ross Advertising Agency. Filmed news report by Clete Roberts. Filmed by Russell Day. Announcer, Jack Narz.

Presentation of news has cut separate paths in the various media. With rare exception, fledgling tele so far has done little more than pick up where radio and the movie newsreel left off. Whether Clete Roberts' fresh approach is the answer remains to be seen. Strongly in its favor is the fact that it capitalizes on immediacy and on-the-spot reporting, elements which proved themselves to be top audience grabbers in the Kefauver telecasts.

Clete Roberts and cameraman Russell Day are on a roving assignment in the Far East, sound-filming interviews and commentaries with men who make the news in war troubled areas. Films are flown in for the across-the-board quarter-hour news show. Station holds an eight-day film supply in reserve to allow for delivery delays. Once a week, KLAC-TV presents a 30-minute review of that week's outstanding news films. Roberts' *World Report* films will soon be made available for syndication in other markets.

Filmed reports pack a wallop not found in other forms of TV news presentation. Interviews and commentaries are offered off-the-cuff, lending to the spontaneity. Roberts, who looks the part of foreign correspondent, is shown with mike in hand either on his solo commentaries or during interviews. This seg treated the Philippine Army's efforts to rout the rebel Huks, sect which a few weeks ago murdered three Americans. Roberts interviewed a Filipino colonel, just back from the Luzon hills with Huk prisoners. Report dealt with recently acquired evidence that the Huks are Red inspired. Surrounded by handcuffed Huk prisoners, Roberts' interview brought out the extent of the Commie influence on the rebel sect.

Telltale Earring

Camera moved in on a close-up of hammer and sickle earring taken off a captured Huk. A captured Commie flag was also shown. Camera followed Roberts and the colonel down the line of prisoners, with the officer explaining criminal history and various charges facing each of the men. Also shown was a captured chart showing a direct link between the Red party and the Huks.

Week's earlier footage was devoted to an interview with the president of the Philippine Republic, dealing with the war-threatened living conditions on the islands. Roberts also presented an on the spot report from the Jack Hardy farm where the three Americans were slain. Here, cameras moved in for a close-up of the actual shells used by the Huks. Other films showed Roberts in bed-side interviews with Korean war wounded G. I.'s hospitalized in Hawaii. In a commentary, Roberts presented a stirring eye-witness report of war-maimed soldiers arriving in Honolulu.

This form of reporting brings the war into the viewer's living room and pounds home with realism not found in any other medium the seriousness of the current world crisis.

To round the nightly segs, Announcer Jack Narz presents a thumbnail recap of the day's news. Narz competently handles the commercials, modeling Barr made clothes.

Lee Zhitto.

black strips were plastered across a face of a star. She received three chances to guess who it was, with the prizes becoming less valuable as she needed second and third chances.

Demonstrations Effective

The demonstrations of the products are effective. A sponge type mop showed advantages over the rag job, and a vacuum cleaner showed features of both tank and upright type. However, the load of copy and action was heavy on co-emcee Milo Boulton and seemed to tense him. Miss Susann was a noticeable asset to the program via her poise and attractive manner. She is deserving of assignments on other, more elaborate, stanzas.

Ray Nelson's production and direction were top flight.

Leon Morse.

the color sensation of the year
TELEVISION BLUE

the store of the stars
BROOK'S
Times Square

TV Blue... a soft, muted blue tone that's perfect for the television camera. The color worn by all the TV stars... the color that Brook's now features in these famous collar styles. Now they wear TV BLUE even after leaving the studio.

THE YORK BROOK... a wide spread rounded roll collar that's captured the fancy of all Broadway and Hollywood. Styled of the finest 152 x 80 count broadcloth with French cuffs. Perfect in white or TV Blue. A Brook's sensation... for the man with the debonaire air.

Only \$4.95
Sizes 14 to 17 SL-32-35

FREE! If you're away from New York drop us a post card and we'll send you the BROOK'S SPRING FASHION Mail Order Book. You may order the shirts displayed by mail. Simply add 25c for postage.

Round Eyelet broadcloth \$4.95

BROOK'S TIMES SQUARE 1540 • 1545 Broadway N. Y. 10
S. Brook, 580 Fifth Ave., N. Y. • 1345 & 930 F St., Wash.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

The Kreisler Bandstand

Wednesday 8:30-9 p.m. ABC-TV

This is a program which seems to have picked itself off the floor in the few short weeks of its career, but which needs to continue the improvement if it is to win an audience. The televising of a different band each week is no mean challenge, and the problems are multitudinous.

There were moments when, in its programing of the Ralph Flanagan ork, on the show caught, that the producer seemed to be on the right road. Especially in a number called *Slow Drive* with its opening shot of Flanagan thru a disk, and its other camera work of the many instruments, the producer did more than offer just routine television. The band opened the show with a medley of Gershwin tunes which included *Lady Be Good*, *Embraceable You* and *Somebody Loves Me*. The second number featured Harry Prime on the vocal, and showed a very self-conscious singer whose tense quality detracted from viewing pleasure. Peggy King handled the solo on the last number of the medley, and was both telegenic and smooth-sounding. The camera work of her was tops.

As a special attraction, the stanza presented Johnny Coy. This tap dancer has plenty of talent, but needs a choreographer. His interpretation of the *Toreador* song was sad. He wore a loose fitting baggy suit which was in direct contrast to the attire of bull fighters; he played around with a mantilla to no effect, and also tapped on a piano in trying to heighten the drama of the piece. During Coy's dance solo, the stage was flooded with light, but would have looked better shaded. And most of the other numbers were over lit.

The Kreisler middle commercial was interesting but did not wholly come off. It opened with a situation of a man proposing to a girl, then a placard commented on the intimacy of the situation and the announcer took it from there by describing Kreisler's personalized watch band. The connection between the first situation and the other wasn't sufficiently established. The other Kreisler plugs were good. *Leon Morse.*

The Arthur Murray Show

ABC-TV, Monday (2)

After a five month run with DuMont, *The Arthur Murray Show* has returned to ABC, and, camera-wise, the homecoming was a vast improvement. Lensing and lighting were both superior to previous airers, with emcee Kathryn Murray benefiting in particular by the switchover.

Format of the variety show remains the same—a rather uneven combination of professional entertainers and amateurs. In the non-pro category, Mrs. Murray's ability to spark an immediate intimacy with her audience, and the engaging self-consciousness of a group of Murray pupils, were on the plus side. However, the charm of informality can only be sustained if professionals on the show adopt a similar style pattern.

Unfortunately, Jack Carter, who guested on Murray's initial ABC show, was not the boy for the job. The comedian came on punching, and, in spite of Mrs. Murray's obvious attempt to promote a more relaxed pace, he maintained the same tense hard hitting tempo thruout the show. As a result, Mrs. Murray floundered conversationally, talking to herself, while Carter concentrated on knocking the audience dead instead of his hostess.

On past airers, Mrs. Murray has conducted entertaining interviews with several guest pros, including flicker actor Charles Coburn, but she lacks the experience and temperament to cope with the up-stage kids. In view of this fact, Murray would be wise to line up his guests with an eye toward blending their personality, as well as talent, with the show as a whole.

In addition to Carter, the preem airer included the Szonys, a smooth ballroom team; the Paulette Sisters, four telegenic canaries, and Emile Coleman's orchestra. Incidentally, Gerri Gale's terp plugs for the Murray schools are the brightest spots on the show. The blonde ballerina is star material. *June Bundy.*

Jack Benny

CBS-TV, Sunday, 7:30

Even tho this was a most unsatisfactory video show, it may very well have set the pattern for future Bennycasts. It was a straight adaptation of a twice done radio script, with all the shortcomings that implies. These shortcomings may be a little more noticeable in Benny's case, for his unmatched radio humor is too leisurely for video, along with being, of course, birds of a different transmission. No one has ever equaled Benny for timing, a slow and truly boff AM delivery, and the full use of audio-only humor. Transplanted to video, that sort of stuff, almost inevitably (ask Fred Allen) defeats its purpose. It can no longer appeal to the imagination, and its sight component, because of its radio origin, is nil.

Thin Premise

This was the bit in which Benny seeks to replace Basil Rathbone in playing opposite Claudette Colbert. This time one of Lucky Strike's other video shows, Robert Montgomery's dramatic series, figured, instead of a film as before. It was much too wafer-thin a premise on which to do a half-hour TV show; it had, also, a somewhat unpleasant, uncomfortable premise. Neither dramatically nor comically did it build to a punch or a payoff. There is no question that viewers will accept a TV version of Benny's AM character, but this show certainly failed to take advantage of that fact. Actually, its entertainment values didn't even add up to the *LSMFT* show it replaced, *This Is Show Business*.

Miss Colbert took video easily, looked fine and acted fine. Rath-

CP Yarn

The CP here stands for cerebral palsy, and the United Cerebral Palsy Organization has a lady secretary named Mrs. James Killilea Jr. Mrs. Killilea (she did it last week for the New York sports-writers) tells a story of a couple whose baby was stricken with CP, with such utter sincerity and simplicity that it marks a high point in heart-touching human-interest yarns. The obvious (tho not revealed till the end of the narration) reason for the sincerity is that this happened to one of Mrs. K's own children. Any interview stanza could use the attractive, earnest Mrs. K for a sure-fire guest shot. . . . And serve a truly fine cause at the same time. *J. C.*

Robert Clary

Bantam French balladist Robert Clary, who a year ago caught the American ear with his *Hollywood Bowl* dinking, looks like a solid TV bet. Characteristic of most Continental performers, Clary leans heavily on facial and physical mannerisms. This accent on the visual will pay off in tele. Youth's sales savvy and song versatility which encompasses everything from a French ballad to an American rhythm song is pulling 'em in at Hollywood's Cafe Gala, where he's currently appearing. These factors, coupled with his fem-winning appearance and Continental manner, deserve sponsor attention, especially those bank-rollers after the fair sex. *L. Z.*

bone, of course, did his customary expert down-the-nose job. *Jerry Franken.*

Short Scannings

Brief but important video news

"Rootie Kazootie" Gets 18,000 Fans' Mail . . .

More than 18,000 letters were received last week by Tela, Inc., producers of the "Rootie Kazootie" kid TV show, in response to an announcement made on last Saturday's (31) stanza offering for a dime a membership in the R. K. Club plus pictorial buttons of the characters and color-in pictures. The show, on WNBC-TV Saturday mornings, is sponsored by Bruno, New York, the RCA Victor distribberty there.

"Winner Take All" Ends CBS Career . . .

Barry Gray and "Winner Take All" end their daytime sustaining career on the Columbia Broadcasting System TV network April 20. "Vanity Fair" moves into the "Winner Take All" slot and "Fun for All" takes over in the "Vanity Fair" time period on the web.

Gregg in New WLW-T Post; Other Cincinnati Items . . .

Fred Gregg, former head of promotion and publicity for the WKRC stations in Cincinnati, has been named to the new post of director of promotion at WLW-T. . . . John Patrick Smith, WCPO-TV exec, is mending from a neuritic ailment that had him blinded in one eye for several weeks. He spent three weeks in the hospital. . . . Jim Fair resigned from WLW-T last Thursday (5) after a flare-up over programing. His daily "Girls Will Be Girls" is temporarily being handled by Mel Martin, with Paul Jones taking over Fair's nightly sports review. . . . Leonard P. Goorian, director of the Fred Astaire Dance Studios, Cincinnati, has joined WCPO-TV as an associate producer.

Personal Activities In the Video Field . . .

Kathi Norris has added a permanent film producing unit to her WNBT, New York, hour daytime show. Included in the unit are Babs Doniger, Bob Bloch and John MacGowan. . . . R. D. Stewart, Kudner veepee, last week acquired the Buick franchise in Arlington, Va., and is retiring from the agency to devote his full

time to the dealership. Jan Murray has been signed to a new 13-week contract on "Sing It Again," now on the Columbia Broadcasting System's TV web. . . . Flicker actor Jack Lambert in New York for several TV assignments. . . . Tim Whelan will direct the April 25 Danny Thomas show replacing Ezra Stone, who is currently reading "The Man Who Corrupted Hadleyburg" for the Stem.

Free & Peters has appointed John W. Brooke Eastern TV sales manager and George F. Stanton Midwest TV sales manager. . . . Richard (Dick) Doan, program manager of WCBS, New York, recuperating from a breakdown caused by overwork. . . . John Derr, assistant head of the CBS sports department, addressed the sixth annual Radio and TV Institute of the University of Georgia April 6 on the importance of sports to broadcasting.

Neal Van Ellis has been promoted to program director of WLW-D, Dayton, O., replacing A. Donovan Faust, who will join WDTV, Pittsburgh. . . . WTOP-TV, Washington, has bought the INS-Newsreel. . . . Donald Curtis and Helen Keane, MCA secretary, recently tied the knot. . . . Alan Sands, Johnny Olson scripter, out to Chicago (10) to line up advance guests for the Olson stay in the Windy City. . . . Doug Wright has been named film director of WWJ-TV Detroit.

TV Talent and Show Tips

Air Checks

Brief but important radio news

Tyson To Gab Tigers Games on WWJ . . .

Telecasts of 35 Detroit Tigers home games, and play-by-play broadcasts of all Tiger games will be handled this year by Ty Tyson over WWJ and WWJ-TV, Detroit. Tyson will fill in for Harry Heilmann, former Tiger star, recently stricken by a lung condition. Tyson aired his first Detroit game in 1927 and the first telecast of a Tiger game in 1947.

Gallop Exits WCPO-TV Flack Post for WKRC . . .

Publicity man Lou Gallop has left WCPO-TV, Cincinnati, to do similar work in AM and TV at WKRC, Cincy. Gallop joined WCPO last fall after doing flack work at 20th Century-Fox. Before that he covered the Nuremberg war crime trials and put in a stint with the army's "Stars and Stripes."

Haines Leaves WCKY for Army; Reilly Succeeds . . .

Harold Haines, publicity director of WCKY, Cincinnati, left Monday (2) to join the army. He is being succeeded by William J. Reilly, Cincinnati and former advertising and newspaper writer and veteran of World War II.

Atlantic Sponsors Baseball Series . . .

The Atlantic Refining Company will sponsor a series of special "Welcome Back Baseball" broadcasts over a group of Pennsylvania stations this season, teeing off with an April 16 airer over WIBG, Philadelphia. Following Thursday (19) Atlantic will sponsor a second "Welcome Back" broadcast in honor of the Philadelphia Phillies over the same Pennsylvania State network. A deal is pending for both shows to be televised. N. W. Ayer is the agency and Ayer exec Tom McMahon is spearheading the special sports drive for Atlantic.

Stuart Novins To Head CBS Public Affairs . . .

Stuart Novins, director of public affairs for KNX, Los Angeles, a CBS affiliate, is being brought here shortly to become director of public affairs for the network. Novins was reported a candidate to become radio programing director of CBS, but that post went to Lester Gottlieb.

WOR in Program Staff Switches . . .

In a general realignment of programing department personnel at WOR, New York, production supervisor Frank Muckenhaupt has been upped to production and office manager of the programing division At the same time Albert Knudsen, who held the latter post, moved into WOR-TV as production co-ordinator, while ex-production manager Bill Taylor returned to the station's announcer staff. The production supervisor job went to Richard Sassenberg, formerly with WOR traffic.

Production Notes and Personnel Intelligence . . .

Disk jockey Ted Lawrence replaced Lou Quinn as the Copa's Lounge spinner Thursday (5) over WVNJ, Newark, N. J. . . . Jetta Carleton has joined the copy de-

partment of N. W. Ayer, New York. . . . Jack Kuney, ex-NBC producer-director, succeeds John Grogan as production manager of WNEW, New York. At the same time staff writer Steve Krantz, who expects a call to the active reserve momentarily, has been upped to WNEW's director of continuity post. . . . Band leader Sammy Kaye has taped a "Salute to the Armed Forces" interview, which will be distributed to stations across the country.

Bob Hope will record his May 8 air show aboard the Queen Mary, during his trek to Europe. . . . Robert W. Mazur, ex-WGMR, New Rochelle, N. Y., became an account exec at WMCA, New York, effective Monday (9). . . . James A. Wethington appointed to the New York office of William G. Rambeau Company, radio reps. . . . Ben Conway, formerly with Dancer Fitzgerald-Sample, Inc., has joined the New York sales staff of Robert Meeker Associates, radio-TV reps. . . . Edwin T. Jameson, WLW, Cincinnati, account exec in New York, and John F. Francis, ex-Look magazine account exec, have joined the Free & Peters New York radio sales department.

E. Lawrence Anderson, commercial manager of WTAO and WHXR, Boston, has been upped to general manager for both stations.

Edgar Bergen's announcer, Bill Baldwin, entered Valley Hospital, San Fernando Valley Calif., for major surgery. Michael Roy has taken over his announcing chores on the Bergen ainer. . . . Sam Aloytz has been appointed sales manager of WFPG, Steel Pier, Atlantic City, and Lydica Hawksley has joined the same station as a sales rep. . . . WRVA, Richmond, Va., hosted nine time buyers from Young & Rubicam last week, who were there to obtain first hand knowledge of the market they serve. Y.&R. buyers were Russell Young, Tom Lynch, Bill Dollard, Lorraine Ruggiero, Adelaide Hatton, Ester Petterson, William MacWalker, Marie Mooney and Frank Countler Jr. Also present was Emmet Heerdt of radio sales.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

News of Tomorrow

ABC, Monday (2), 10:30-10:45 p.m.

Pace of this late evening news stanza seems to have been streamlined, giving it a smoother, slicker tempo. John Daly serves as emcee-editor, and does a flossy job of handling some news items and airing waxed interviews and takes from out-of-town and foreign newsmen.

On the show caught, Daly noted late events in Korea, the record employment figures, labor strife in textiles and the huge war chest voted by the auto workers' union. Smooth transitions marked the use of an interview with a Senator from Washington calling for Congress to have the final say on sending additional troops abroad, as well as of a recorded excerpt from a speech by General Eisenhower in Paris, and an interview with the "boy of the year" from Chicago.

Plugs for Mollie Shaving Cream and Phillips' Milk of Magnesia were as easy to take as the show itself. *Sam Chase.*



Lorry Raine Sings

with warmth and tenderness

"Take Time (To Pray)"
and
"Where the Red Roses Grow"

LONDON RECORDS 998

Exclusive Personal Management: TIM GAYLE, 451 Wrightwood, Chicago 14 • TV Direction, WM. MORRIS AGENCY

NARTB RELEASES AGENDA FOR CHICAGO CONFAB

Continued from page 4

American Research Bureau; Dr. Kenneth H. Baker, research director, NARTB.

Legislation: Paul W. Morency, WTIC, Hartford, Conn.; William B. Quarton, WMT, Cedar Rapids, Ia.; Frank U. Fletcher, WARL, Arlington, Va.; Frank Russell, National Broadcasting Company; Carl George, WGAR, Cleveland; F. C. Sowell, WLAC, Nashville; Ralph W. Hardy, government relations director, NARTB.

4:30 p.m.—NARTB business session. Accredited active members only may vote.

7 p.m.—Annual banquet in Grand Ballroom.

TELEVISION SESSIONS APRIL 19—MORNING

Building and Keeping Audiences: Harold Hough, WBAP, Fort Worth.

Sports panel: Rear Admiral Thomas J. Hamilton, U. S. N. (ret.), director of athletics, University of Pittsburgh, and chairman, TV committee, NCAA; Davidson Taylor, NBC.

Morning Programming: C. J. Witting, DuMont; R. E. Dunville, Crosley Broadcasting Corporation; U. A. Latham, WKRC-TV, Cincinnati; M. C. Watters, Scripps-Howard Radio, Inc.

Better Use of Film: George T. Shupert, Paramount Television; Charles R. Brown, Bing Crosby Enterprises, Inc.

2:30 p.m.—Operating Costs: Clair R. McCollough, WGAL, WGAL-TV, Lancaster, Pa.; Sarkes Tarzian, WTTT and WTTV, Bloomington, Ind.; Lee B. Wailes, Fort Industry Company stations.

3:00 p.m.—Successful Selling: John M. Outler Jr., WSB, WSB-TV, Atlanta.

3:15 p.m.—Business session, presided over by Eugene S. Thomas, chairman NARTB TV board.

4:15 p.m.—The Big Thaw: E. K. Jett, WMAR-TV, Baltimore; representatives of FCC; Dr. T. T. Goldsmith, Allen B. DuMont Laboratories; Raymond F. Guy, Radio and Allocations, engineering; Glen McDaniel, RTMA.

BELLAMY VIRTUE VS. CRIME WINS

Videodex Gives CBS-TV Show Top Whodunit Rating, "Lights" Next

NEW YORK, April 7.—Ralph Bellamy, the *Man Against Crime*, is first-rated among whodunits on television in February, according to Videodex. A complete listing of TV mysteries for February is charted below, showing *Lights Out* and *Big Town* following close behind the Bellamy stanza. This is one of a series of rating analyses of TV shows by category, which thus far has included musicals, comedies, kid shows, Westerns, dramas and quiz shows. Cost estimates are by *The Billboard*.

Rank	Program	Net.	Time	Sponsor	Agency*	Videodex Rating**	Homes Reached (000's)	No. of Cities***	Est. Prod. Cost
1.	Man Against Crime	CBS	Fri. 8:30-9	Reynolds	Esty	34.2	2782	34	\$ 9,500
2.	Lights Out	NBC	Mon. 9-9:30	Admiral	K	33.4	3064	46	9,000
3.	Big Town	CBS	Thurs. 9:30-10	Lever	R&R	31.2	2182	25	8,500
4.	Martin Kane	NBC	Thurs. 10-10:30	U. S. Tobacco	K	30.9	3065	59	8,000
5.	Big Story	NBC	Fri. 9:30-10	Pall Mall	SSC&B	30.6	2420	32	10,000
6.	Suspense	CBS	Tues. 9:30-10	Autolite	C&P	26.9	2167	27	7,500
7.	Ellery Queen	DuM	Thurs. 9-9:30	Kaiser-Frazer	WW	21.9	1175	10	7,500
8.	Danger	CBS	Tues. 10-10:30	Block Drug	C&P	21.3	1572	22	9,000
9.	Charlie Wild	CBS	Wed. 9-9:30	Wildroot	BBD&O	19.6	1346	24	8,000
10.	The Web	CBS	Wed. 9:30-10	Lorillard	GN&G	19.0	1542	26	8,500
11.	Rocky King	DuM	Fri. 9:30-10	Co-op	Grey	10.5	526	14	3,500
12.	Hands of Mystery	DuM	Fri. 9-9:30	Bond	Grey	10.1	613	13	4,250
13.	The Plainclothesman	DuM	Wed. 9:30-10	Cons. Cigar	EW	9.4	664	21	5,300
14.	Famous Jury Trials	DuM	Wed. 9-9:30	Italian Swiss	PF	6.6	391	16	3,500
15.	I Cover Times Square	ABC	Sat. 12:30-1	Seeman	WW	6.3	605	48	4,000

*The names of advertising agencies for which abbreviations are used above are as follows:

BBD&O—Batten, Barton, Durstine and Osborn, Inc. GN&G—Geyer, Newell & Ganger R&R—Ruthrauff & Ryan
 C&P—Cecil & Presbrey K—Kudner SSC&B—Sullivan, Stauffer, Colwell & Bayles
 EW—Erwin Wasey PF—Platt Forbes, Inc. WW—William H. Weintraub

**Ratings used is Videodex National Rating, which is a rating projected against all TV sets in the markets in which the program is actually telecast. Ratings are for February, 1951.

***Number of cities includes both live and kinescope cities, with latter verified by Videodex.

NBC in Pitch For TV Sales

NEW YORK, April 7.—A vigorous campaign to get summer sponsors was launched by NBC-TV this week, titled "Straw Hat TV, 1951." Basis of the sales pitch is that 40,000,000 viewers will be on hand during the hot weather months, and their favorite summer activity will be watching television. TV usage will be just about as much as in other seasons, and the viewers will buy just about as much retail goods as in the other times of the year, according to the web.

While there were only 7,000,000 video homes last summer, that total will be doubled this year, offering three times greater an audience than that of the largest magazine. The network also is stressing the carry-over audience which will stick by time periods they are accustomed to watching during the winter season.

In a survey conducted by Elmo Roper last August, 73.7 per cent of TV owners said watching video is their favorite after-supper summer activity, while all other leisure pursuits combined received 75.2 per cent mentions. Last year's "Straw Hat" campaign by NBC found its sponsors reaching seven TV homes during the summer for every six reached during the preceding spring, due mainly, of course, to the growth of TV set sales.

NCAA TV Ban

Continued from page 1

representatives again were invited to submit new suggestions for experimental, controlled coverages.

The webs, however, refused to participate in the sessions. Their position remains unchanged from that taken during the past two weeks. The networks are insisting on complete freedom to negotiate with any college for any number of games on any basis mutually agreeable.

Not only is the NCAA position endangered by the Department of Justice investigations, but individual conferences of colleges also may find now that they cannot rule on the activities of their members for the same reason. The result may be that, while the NCAA or various leagues may pass resolutions inveighing against indiscriminate telecasting, the actual decisions will have to be left to the individual schools. These, of course, can set their own restrictions as to coverage area or radius they insist on blacking out to protect attendance. In effect, this is the position taken by network legalists at the recent NCAA meets in Dallas, Chicago and New York. Altho the NCAA had held out against this theory until its sessions with the Justice officials, its own attorneys now are in session,

80% Accts. Ink CBS Summer

NEW YORK, April 7.—The Columbia Broadcasting System is virtually assured that 80 per cent of its nighttime TV advertisers will remain on the air during the summer months, according to a web veepee. With several of its clients still to be heard from, the list is becoming surprisingly full.

Among those committed are Lever Bros., General Foods, Lucky Strike Cigarettes, Auto-Lite, General Electric, Pabst, Goodrich, Embassy Cigarettes, Philip Morris, Chesterfield, Westinghouse and perhaps Camels. Not only is the network's discount system inviting, but it is felt that those advertisers who leave the air will not be able to get station clearances next fall.

CBS Cooking Summer Segs

HOLLYWOOD, April 7.—Following a week's huddles here between CBS programming toppers Hub Robinson and Harry Ackerman, net will start prepping a batch of new shows for unveiling this summer. Of these, four shows have been definitely set for audition, with final decisions on others to be made later. Shows to be auditioned include Cy Howard's new comedy, *The Three of Us*; a comedy by Frank Galen, *Meet Millie*, a variety comedy show with servicemen, *Meet the Boys*, and a comedy panel program.

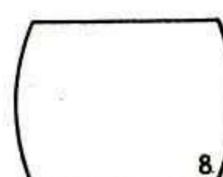
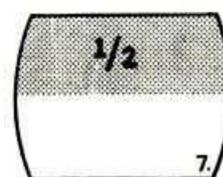
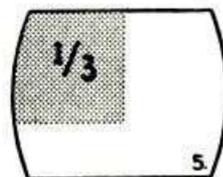
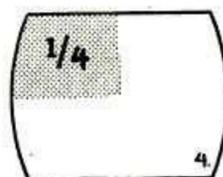
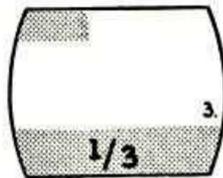
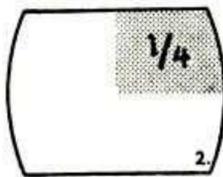
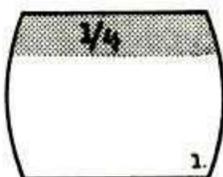
Further summer show planning will be continued when Ackerman leaves for New York in two weeks to resume huddles with Robinson. TV auditions of *Hal Peary Show* and *My Friend Irma* will be filmed early next month. These will be the first of a skedded five AM shows to be tele tested.

Harsch Quits D.C. "Report" for LBS

NEW YORK, April 7.—Joseph C. Harsch this week resigned his spot as commentator on the Labor-Liberal FM network, to join the Liberty Broadcasting System on April 15. Harsch, who heads the Washington bureau of the *Christian Science Monitor*, aired on the Tuesday and Thursday editions of the FM group's *Washington Report* show. He will be replaced by columnist Doris Fleeason and Richard Strout, Harsch's co-worker on the *Monitor*.

The Monday-Wednesday-Friday edition of the show features Marquis Childs.

seeking to formulate some new policy which can hold water with the government.



PLANNING A SPOT TV CAMPAIGN



Are you an advertiser or an agency man developing a station identification campaign in video? If so, do you know what's in store for you? What specifications does WSYR-TV require for such a campaign? What about WKY-TV's requirements? And WNBQ? Are they the same . . . or different? How long a commercial can you do? Does the station identification follow or precede the commercial? What system does each station use for still projection?

TV may be grown up in many respects, but standardization isn't one of them. The wide diversification of requirements in a VSI (Visual Station Identification) campaign proves that.

Next week, through the co-operation of N. W. Ayer & Son, Inc., The Billboard will present a valuable and unique feature. It will provide complete data on both video and audio requirements for VSI's on virtually every television station in the United States.

Don't Miss It . . . in NEXT WEEK'S BILLBOARD

APRIL 14, 1951

THE WINNERS The Billboard's 12th Annual College Music Poll

ORCHESTRA POPULARITY SECTION

- | | |
|---|-------------------------------------|
| Most Popular All-Round Dance Orchestra | Favorite Sweet Band |
| 1. Ralph Flanagan | 1. Ralph Flanagan |
| 2. Stan Kenton | 2. Guy Lombardo |
| 3. Ray Anthony | 3. Ray Anthony |
| 4. Les Brown | |
| 5. Vaughn Monroe | Favorite Swing Band |
| | 1. Stan Kenton |
| Most Promising Newer Dance Orchestra | 2. Les Brown |
| 1. Ralph Flanagan | 3. Woody Herman |
| 2. Ray Anthony | |
| Preferences in Dance Music Styles | Favorite Corn Band |
| 1. Sweet | 1. Spike Jones |
| 2. Swing | |
| 3. Corn | Favorite Latin-American Band |
| 4. Latin-American | 1. Xavier Cugat |

SINGER POPULARITY SECTION

- | | |
|------------------------------------|--------------------------------------|
| Favorite Male Singers | Favorite Female Singers |
| 1. Billy Eckstine | 1. Doris Day |
| 2. Perry Como | 2. Sarah Vaughan |
| 3. Bing Crosby | 3. Jo Stafford |
| 4. Mario Lanza | 4. Patti Page |
| 5. Frankie Laine | 4. Kay Starr |
| Most Promising Male Singers | Most Promising Female Singers |
| 1. Mario Lanza | 1. Mindy Carson |
| 2. Eddie Fisher | 2. Patti Page |
| 3. Don Cherry | 3. Rosemary Clooney |

SMALL GROUP POPULARITY SECTION

- | | |
|------------------------------|-------------------------------------|
| Favorite Vocal Groups | Favorite Instrumental Groups |
| 1. Mills Brothers | 1. George Shearing Quintet |
| 2. Ames Brothers | 2. King Cole Trio |
| 3. Ink Spots | |

RECORD POPULARITY SECTION

- Favorite Single Popular Records**
1. Be My Love Mario Lanza Victor
 2. Tennessee Waltz Patti Page Mercury
 3. Mona Lisa Nat (King) Cole Capitol
 4. My Foolish Heart Gordon Jenkins Decca
 5. If Perry Como Victor
- Favorite Classical Records or Albums**
1. Be My Love Mario Lanza Victor
 2. Tchaikovsky: Nutcracker Suite Philadelphia Orch. Victor
 3. Rhapsody in Blue Paul Whiteman Decca and Signature
 4. Warsaw Concerto Boston Pops Victor
 5. Chopin: Polonaise Jose Iturbi Victor

12TH COLLEGE POLL

Top Maestri Blush as Local Tootlers Draw Campus Coin

By HAL WEBMAN
NEW YORK, April 7.—Tho the name band business has been trying to regain its former stature, the colleges of the country, ordinarily a bulwark for the top terp crews, indicate a tendency toward disinterest in the name maestri according to the results of *The Billboard's* 12th Annual College Poll. The survey reveals that of

every four campus dances employing live music, only one is played by a name band. Generally, the trend shows that schools have turned to local professional bands as the source for live music. This fact is borne out by one-night bookers who have been complaining that key Eastern collegiate areas, particularly in and around Pennsylvania, have

turned away from employment of names in favor of local orks.

But the efforts of the ork business to revive the box office values of names is reflected in the popularity section of the College Poll. The driving forces in the band revival effort have been Ralph Flanagan and Ray Anthony. Flanagan, whose band idea was just being hatched at the RCA Victor company at the time of the last College Poll in June, 1949, was voted the most popular band in the land by a two-to-one majority over Stan Kenton. Anthony, whose crew didn't place in the last poll, was hot on Kenton's heels in earning the third slot. Kenton's concert jazz idea has earned its widest acceptance at the collegiate level and has been a long-standing favorite of the campusites. Flanagan also ranked as top sweet band and also earned the kudos as most promising band.

The Billboard this week is publishing only Part 1 of the College Poll. Elsewhere in the music department will be found a complete chart summary of ork, singer and record winners as well as a group of analytical stories covering the various aspects of the popularity polls. The results of this portion of the poll, drawn from results of a series of two mailings to 907 colleges and junior colleges thruout the country, in many instances reflected the results of polls taken on the individual campuses. Part 2 of the poll, now in its third year, deals with the business aspects of the collegiate dance band business, which at one time represented as much as 30 per cent of all the one-night traveling band work. The second part of the College Poll deals with such factors as band prices, performance and behavior of orks on the campus job, agency sales methods, etc. Part 2 of the College Poll will appear in next week's issue of *The Billboard*.

12TH COLLEGE POLL

Eckstine Leads Male Singers; Day Repeats

NEW YORK, April 7.—The biggest surprise in the popularity portion of *The Billboard's* 12th Annual College Poll was provided by Billy Eckstine, winner in the favorite male singer category. Doris Day, winner in the last College Poll, was one of few repeat winners in walking away with the female thrush honors.

Eckstine, who showed an early sign of strength with the collegians when he ran third in the last poll,

took the crown away from no less a warbler than Bing Crosby. Crosby was returned home in third slot this year, with Perry Como, who was neck-and-neck second fave previously, retaining his hold on the No. 2 position. Mr. B.'s favor on the campuses must be attributed to his MGM waxings as well as his coast-to-coast concert sweep during the last three months of 1950. The concert series touched many key campus areas and the collegians were reported to have been the majority ticket-holders.

Mario Lanza, a classical tenor by trade, made so substantial an impact on the school kids via his movie work on the strength of his *Be My Love* smash waxing that he was polled into fourth place in the swoon-crown division. Frankie Laine, for some years a key fave on the campus, moved into fifth place this year from his seventh position in the previous polling.

The leading casualty in the collegiate polling was Frank Sinatra. Sinatra, who had slipped to fourth

(Continued on page 18)

12TH COLLEGE POLL

D. J. Vital Campus Factor In Disk Bally

NEW YORK, April 7.—Reiterating the general trade opinion that the disk jockey is the most vital of the several record salesmen, the collegians participating in *The Billboard's* 12th Annual College Poll revealed that more students hear their disks via record programs on radio than by way of juke boxes, home phonos or TV platter sessions. The record popularity portion of the poll provided quite a surprise when Mario Lanza swept both the pop and the longhair honors with his dishing of *Be My Love*. This marks the first time in the history of the College Poll that a single artist and a single platter won in both divisions of the record popularity poll.

Tho the collegians credited the deejay as their leading disk listening source, the ratio of voting indicated that the campus juke box still is a favorite gathering place. TV, as a record hearing and selling factor, apparently has made little headway with the young set. The video medium came home a poor fourth in the poll results.

The Lanza sweep in the popularity sections was even more astounding than it appears following a detailed study of the results of this part of the poll. In the pop disk question, the collegians listed 97 separate titles and the only Lanza title in the pack was his winning *Be My Love*. The longhair portion results showed 89 titles and the only other Lanza item in addition to *Love* was his

(Continued on page 18)

12TH COLLEGE POLL

Most Promising: Lanza, Flanagan and Carson

NEW YORK, April 7.—Three RCA Victor recording artists have been voted most-likely-to-succeed in the polling for most promising dance band and singers in the popularity section, Part 1, of *The Billboard's* 12th Annual College Poll. Mindy Carson and Mario Lanza won in the singers' division while Ralph Flanagan carved a clean victory in the ork category.

Flanagan ousted Elliot Lawrence from the most promising top spot after the young Philadelphia had held that slot for three consecutive polls. Flanagan has been the phenom of the dance band business in the one year of his band's existence. His band's sweep can be attributed to a great extent to an unrelenting promotional effort geared to provoke disk jockey attention and collegiate favor. The college exploitation on the band was aimed at hitting that market which has been acknowledged as the key segment in the development of the name ork.

In a similar manner, Ray Anthony has been building as Flanagan's top competitor. Anthony's

heaviest effort was made via the disk and deejay exploitation. Both Flanagan and Anthony are among the steadiest working of the name crews and their extensive personal appearances included innumerable school stops. Runners-up in the promising category are Jerry Gray, Frank DeVol and Gene Williams. All three are almost brand new orks. The former two still are resting comfortably with radio studio bands and gunning for the dance market with record efforts.

Lanza's choice as most promising in the pop singing department is predicated largely on his movie work, as has been explained in another story summarizing the College Poll. The place winner, Eddie Fisher, capitalized on a couple of hit diskings, *Thinking of You* and *Bring Back the Thrill*, to make an exploitation drive, prior to his anticipated induction into the service, that has established him as a fast-rising contender in the croon ranks. Likewise, third place winner Don Cherry moved into contention overnight as the result of his hit waxing of *Thinking of You*.

Mindy Carson, who came on the thrush scene a couple of years ago, made her initial dent on the heels of a rags-to-riches Copacabana nitery engagement and since has progressed thru radio, TV and records into general recognition. Copping the most promising crown is plain evidence that Mindy is beginning to make the grade outside the sophisticated aura of the nitery circles. Patti Page, second most promising thrush, has made a rapid ascent in the past six months as the result of a succession of hit diskings, including the fabulous *Tennessee Waltz*. Show winner Rosemary Clooney has gradually been developing via radio, TV and records. She currently is riding with her first important disk hit, *Beautiful Brown Eyes*.

12TH COLLEGE POLL

Mills Bros., Shearing Winners Among Groups

NEW YORK, April 7.—Despite the sales power of his recent diskings which were made in the form of solo vocalist with orchestra, Nat (King) Cole's dominance in the small instrumental and vocal group divisions was broken this year in *The Billboard's* 12th Annual College Poll. The veteran Mills Brothers piled up a sizable majority to earn the crown as top vocal group and the George Shearing Quintet copped a three-to-one majority to sweep the instrumental group honors from Cole, the champ last time out.

The power of the disk again is reflected in the rise from out of nowhere 18 months ago to second most popular vocal group of the Ames Brothers. The Ink Spots,

whose work in the past year actually has focused on the solo stints of Bill Kenny, held down third place. Previous vocal group champ was the Pied Pipers. The group slipped badly this trip following the severance of a recording connection and concentration of its activities to the West Coast.

Shearing rose to popular eminence after enjoying several years in a leading position in the jazz field. His vibes-piano-guitar ensemble sound and relaxed beat caught on via records and his pop acceptance was assured by the warm reception accorded his group on the year-end concert tour he made with Billy Eckstine, winner of the male singing honors in this poll.

12TH COLLEGE POLL

Flanagan Rockets; Wins 3 Categories

NEW YORK, April 7.—Ralph Flanagan is the big news in the band popularity portion of *The Billboard's* 12th Annual College Poll. Flanagan, relatively a newcomer—his band is actually one year old this month—not only walked off with the all-around ork popularity honors but also scored as the band most likely to

succeed in the most promising category and was voted the most popular sweet band. Flanagan's leading competitor Ray Anthony, placed third in both the all-around and the sweet divisions and scored second in the most promising polling.

Stan Kenton, who barely beat

(Continued on page 18)

Band Agents Rebel Against Disk Build-Up of Staff Orks

Will Name Central Body To Carry Protest to Major Record Firms

NEW YORK, April 7.—An extremely hush-hush move on the part of top executives in leading band booking and management agencies to organize a body to protest to major recording companies against the growing practice of building house bands, headed by artist and repertoire staffers is under way, *The Billboard* learned this week.

While persons involved are reluctant to discuss details, it is known that Willard Alexander, manager for Vaughn Monroe, some time ago protested to RCA Victor against a. and r. staffer Hugo Winterhalter taking an engagement at the Paramount Theater here. Alexander's point was that it was unfair for diskeries to put their a. and r. staffers into direct competition with established name and other bands who depend for their livelihood on theater and other such in-person engagements.

The protest of the organized group will not follow the Alexander line. It will take the positive approach that if the major record companies put as much money, effort, time, etc., behind established band names on their labels, as the agency toppers feel they have been putting behind their staff-led house bands, the pay-off in disk sales would be heftier.

The move is obviously slanted, in the main at RCA Victor and Columbia, and to a lesser extent Decca. Victor has been doing very well with Hugo Winterhalter's disk sale (and up till he left the company last week, issued a number of platters by a. and r. staffer Dewey Bergman). Columbia's Mitch Miller, Percy Faith and Paul Weston have had disks. And Decca's Victor Young, who is a sort of ex-officio staffer, and Sonny Burke, Gordon Jenkins and Sy Oliver have had a number of releases and hits. Capitol was in

the picture with the Joe (Fingers) Carr releases of a. and r. staffer Lou Busch.

Whether the record companies will pay heed to the agency beef is a moot point. It is a matter of record that the Ralph Flanagan band, one of the hottest in the business today, was an RCA Victor homemade job. Altho Flanagan was not a member of the RCA a. and r. staff, he did many arrangements for the diskery, and the building process followed the same lines as it follows today with a. and r. staff-led bands.

Ultimate outcome will no doubt be determined by the force of the several pressures which will be active in the picture. For example, if some agency and management toppers who control top disk artists can wave a big enough stick (by intimating dire consequences concerning their artists) maybe the agency beef will have some effect.

On the other hand, if diskeries find they are doing a big enough business with a. and r. staff-made platters they will probably politely tell agency men to get lost.

An ironic note is that many of the diskery maestri are handled by top band agencies.

Same situation prevails in the tune end of the business, tho there is no concerted move on the part of publishers at the moment to do anything about it. A. and r. staffers' tunes have clicked in recent months, and publishers' beef has been that every time an a. and r. staffer's tune is made it cuts out an opportunity for a diskery of an orthodox song. Recent success, however, of Percy Faith's *My Heart Cries for You*, and RCA's Charlie Grean's *The Thing and Never Been Kissed* (with Cy Coben) would make any potential publisher beef a little weak at the present time.

Subsidized Record Cutting On Upbeat, Reaches New High

By JERRY WEXLER

NEW YORK, April 7.—Subsidized recording is on the upbeat. The practice, not new but from all reports now at an all-time high, consists of an outside party paying for or guaranteeing the expense of a recording date and/or a number of pressings. The diskeries indulging are, of course, mainly smaller indies—but at least two of the big majors have on occasion participated.

The sponsors may be publishers eager to launch a tune when orthodox means are not available,

artists anxious to get representation on wax, songwriters, talent managers or loot-heavy backers from other industries struck with show business.

One recently born hit platter on a major label was made with the pubber of the tune guaranteeing the cost of the recording, which ran into several thousand dollars. The disk took off in a hurry and everybody was soon off the hook. This same pubber has paid for many recordings at a well-known Chicago studio, banking on selling the masters to various disk companies. Failing this, he had stocked himself with fine demonstration platters.

At another major diskery, when a new a. and r. head took over he found he had inherited a deal whereby a publisher contracted for a number of sides every year. The pubber guaranteed to purchase 5,000 diskings of each record, in turn the diskery used a few vocalists and a band selected by the pubber, and some of his tunes. The a. and r. man ended the prac-

BETTER THAN PICKING TUNES

NEW YORK, April 7.—Harry Meyerson, MGM Records artist and repertoire director was having a bad day last Tuesday (3). Started out going to traffic court in Queens, where he was held up half the day, before paying a speeding fine. Then went out to the Jamaica track.

He hit four losers in a row and had placed a desultory bet on a nag in the fifth race, when a companion pointed out to him that one of the horses in the fifth was named "Repertoire." Meyerson laid a little on the nose of this one and it won. Paid \$13.20 and saved the day.

Mills Music Cedes Evenin' By Rival Firm

NEW YORK, April 7.—Mills Music and Hill & Range last week settled on an amicable basis a misunderstanding on the ownership of the tune *Evenin'*. Hill & Range recognized Mills as the rightful owner, agreeing to turn over all credits, royalties, contracts, etc.

The problem arose when a Kay Starr disk of *Evenin'* on Capitol came out (on the back of *Love-sick Blues*, with the label crediting authorship to T-Bone Walker, blues artist under a cleffing contract to Hill & Range. Mills advised Hill & Range that the tune had been written by Mitchell Parrish and Harry White in 1934 and copyrighted by Mills.

DO THEY GET FREEBIES, TOO?

DETROIT, April 7.—Wayne Record Distributors, celebrating their second anniversary here, has most of its officers working in local radio stations, a situation offering plenty of opportunity for neat tie-ins. Julia I. Vest, president of the firm, has a show on WSDC; Rollo S. Vest, vice-president, is a jockey on CKLW, and Leroy G. White, treasurer, on WJLB. Firm specializes in race records and religious numbers, and currently has 15 independent labels.

Firm's newest line is Middle Tone, featuring Velma Middleton and Louis Armstrong.

Levant To Remain With McC'key Org

CHICAGO, April 7.—Phil Levant, who last week resigned as head of the band department at McConkey (*The Billboard*, April 7), has resolved his differences with the org and recalled the resignation.

Levant will continue in the same capacity with the booking office.

ASCAP Stuck With Pix Stall

NEW YORK, April 7.—The American Society of Composers, Authors and Publishers held a special board meeting Thursday (5) to discuss the stalled negotiations with the Hollywood flickeries for a blanket performing rights deal. Not in attendance were the three directors representing movie-owned firms—Herman Starr of Warner's, Abe Olman of Loew's and Bernie Goodwin of Paramount. In accordance with the consent decree, flick-connected publishers take no part in negotiations bearing on flick use of music.

Blanket deals had been virtually concluded when the producers introduced a last-minute request for music rights when piping TV films into theaters, a concession which ASCAP's were strongly against (*The Billboard*, February 24).

At Thursday's meeting the committee which had been handling the movie negotiations reported to the board, which then discussed the pros and cons. There is nothing to indicate that an early settlement is in sight.

Disney Forms New Pubbery

HOLLYWOOD, April 7.—Walt Disney will form a new pubbery, Wonderland Music, to handle outside songs and a few tunes from *Alice in Wonderland*. Firm is in addition to Disney Music and will be headed by Fred Raphael, who also pilots the latter. Altho no affiliation has been set, Wonderland is expected to join Disney Music in the ASCAP fold. New firm was formed to handle increased number of outside tunes.

Outside tunes to be included in Wonderland's catalog are *Behave Yourself*, Wald-Krasna pic title tune, and *Some Day*, from W-K's *Blue Veil* pic. Tunes from *Alice in Wonderland* will include title song and *Twas Brillig*. *Some Day* was cut by Vic Damone for Mercury.

Juke Ops See Closer Touch With Pubbers

CHICAGO, April 7.—With juke operators now working more closely with diskeries in an attempt to solve such problems as distribution bottlenecks, warpage, insurance coverage and costs, the next move will be to effect a closer liaison with pubbers, it was learned this week. Move came after delegates to the Music Operators of America confab here last month returned to their own balliwicks and reported to their local and State memberships on suggestions made by Arnold Shaw, Duchess vice-president, at an open meeting.

Feeling among juke ops here is that while the platter problems are vitally important, a closer relation with pubbers can materially up their incomes thru a more accurately timed placement of disks on boxes. Actually, operators reported they lost upward of a week, given top delivery on disks, on many hits—a matter of dollars in their pockets.

Agendas Set

To overcome this, several associations, including those in Wis-

consin and South Dakota, have skedded the matter on their agendas for upcoming quarterly gatherings. Both groups, the Wisconsin Phonograph Operators' Association, and the South Dakota Phonograph Association, will convene this month. In both cases, association prexies, Clinton S. Pierce in Wisconsin and Mike Imig in South Dakota, will go over Shaw's suggestions and will attempt to work out a program whereby pubbers will be contacted for regular

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Hampton Inks MGM Pact

NEW YORK, April 7.—Lionel Hampton this week inked a long-term recording contract with MGM Records. Hamp left the Decca diskery a couple of months ago when his pact with that waxery came to an end.

Diskery plans to use the Hampton organization in a unique manner. In addition to recording the big combo, the label will split the band into several small units. Goal is to cull as much r. and b. disk values out of the group as is possible.

Book Cugat For Waldorf

NEW YORK, April 7.—Xavier Cugat's organization will be the opening attraction when the Waldorf-Astoria Hotel opens its roof in the first week of June. Cugat has been booked into the spot for four weeks. This engagement will be Cugat's first in the hotel in several years.

Cugat got his start in the Waldorf in the early and middle thirties when he led the house relief ork in the spot's several rooms.

Cooley Show Rating High, Finances Low

HOLLYWOOD, April 7.—In case anyone thinks TV's glitter is all gold, a glance at the locally top-rated *Spade Cooley's Show* economics tells a different story. It's still the batoner's ballroom that pays the bills. Cooley's Saturday night show on KTLA consistently out-ranks the high voltage Eastern kins, and comes up as the top live show, second only to the *Hopalong Cassidy* feature film.

Show is a remote from Cooley's Santa Monica Ballroom, but the batoner has resigned himself to use it merely to promote his dancery's attendance. Upon numerous occasions in the past, it was the ballroom's b.o. that helped carry TV, and even now, the batoner

does well to break even on coin he receives for the sponsored show.

Cooley at present gets \$2,000 per week from KTLA, which in turn sells it to a local Chevrolet dealer. However, to keep his

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Robbins-Loft Set Bally on "Across Mo."

NEW YORK, April 7.—Jack Robbins closed an unusual tune-participation arrangement with Solly Loft, pubber of *Across the Wide Missouri*, hereby the J. J. Robbins & Sons firm takes the song for immediate No. 1 plug activity.

Loft retains the copyright; he and Robbins share in the tune's profits. The exact details of the contract were not disclosed.

Song has been making a strong showing via the Hugo Winterhalter (Victor) and Paul Weston (Columbia) etchings, with a third version on the back of the Weavers' *On Top of Old Smoky* on Decca. Reasoning behind the participation arrangement is that the Robbins operation has the potential to give the song the professional assist needed to boost it to top hit stature. Firm, with Goldie Goldmark on the Coast, and Phil Miller in Chicago, plus the New York staff, is geared for full plug activity.

Tune is getting an exploitation boost from MGM pix in a tie-in with the Clark Gable flick of the same name. One tradester commented on the ironic aspect of Jack Robbins, one-time music chief for MGM, plugging a tune in collaboration with the studio which bought out his catalog five years ago, and with which his relations have been on the cool side.

Taylor Nixing ASCAP Post?

NEW YORK, April 7.—Denials notwithstanding, reports persist that Deems Taylor will shortly resign from the board of the American Society of Composers, Authors and Publishers. Speculation is that his resignation may be announced after the regular board meeting on the last Thursday of this month (26), at which the directorate is scheduled to elect officers. According to reports, press of personal affairs, including a possible sojourn in Paris, has induced Taylor to consider resigning.

It is also bruited that Oscar Hammerstein may resign his directorship because so much of his time is taken by his theater obligations.

Columbia, Goody In Court Again

NEW YORK, April 7.—Columbia Records' appeal against the decision handed down in favor of dealer Sam Goody was argued this week in the appellate division of New York Supreme Court. The diskery had sued Goody for alleged violation of the fair trade laws.

Decca, thru its attorneys Cohen & Bingham, filed a brief as amicus curiae, raising the question whether recordings made by exclusively pacted performers are not truly in competition with recordings made by other labels' exclusive artists. The original Supreme Court decision in favor of Goody had questioned whether such records could be fair traded.

The appeal was argued before a bench of five judges; the decision may be forthcoming in two or three weeks. Columbia was represented by Rosenman, Goldmark, Colin & Kaye; Goody, by Telsey, Lowenthal, Rothenberg & Mason.

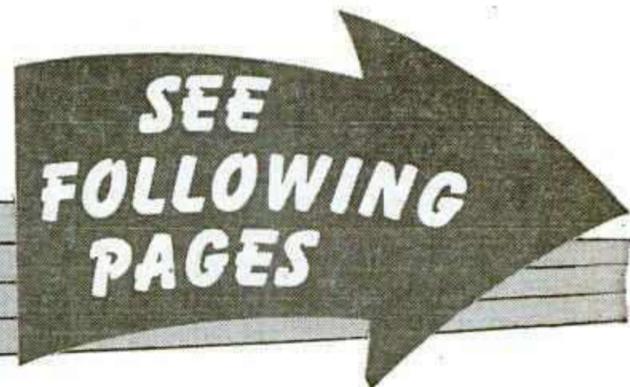
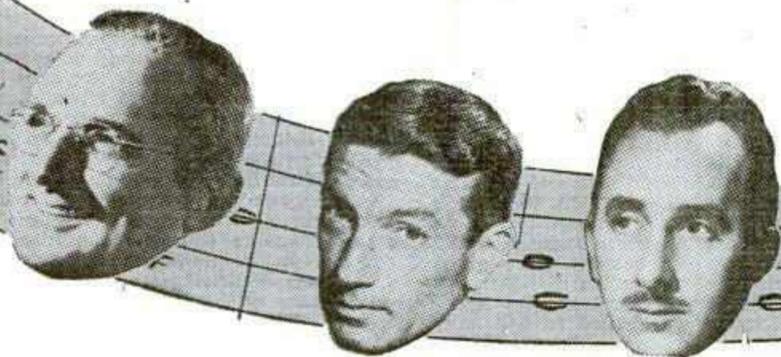


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- ④ **I'm In Heaven When I See You Smile
DIANE • SWEET ADELINE** TOMMY DORSEY
- ⑤ **SACRAMENTO • MY RESISTANCE IS LOW** HOAGY CARMICHAEL and GORDON JENKINS



Music Printers' Ultimatum; Pubbers To Pay Promptly, Or Upheaval in Credit Structure Necessary To Meet Mills' Demands

• Continued from page 1

ing to the printers, because paper mills are now demanding immediate payment from printers.

The study is still under way and is likely to be completed next week, but enough has been ascertained to make the printers literally blow their tops. One printing exec stated that a flock of publishers play off one printer against another. Certain large publishers, he explained, do business with as many as seven printers. When one printer presses for payment the publisher threatens to give his business elsewhere.

In another case, two printers compared notes and found that one publisher owes both of them a total of about \$30,000.

The situation is so acute, it was stated, that "there must be an upheaval in the credit structure of the business." The exec then added that the printers were being forced more and more to seek commercial printing, which is a more lucrative field. Should the pubbers prove recalcitrant, he predicted that the music printing trade would diminish or disappear entirely, leaving the publishers no alternative but to give their business to commercial printers. The rates of commercial printers, he estimated, are 50 per cent higher than those of

the music printers.

The situation, a printing exec stated, "is beyond the stage of scare talk." He added, "If we are not tough, they'll break us. He said that one of the local printers has 35 customers, 25 of whom make a practice of delayed payment.

Printers will likely ask that pubs pay up in 30 days, or at the outside, 45 days.

Late this week New York print-

ers were contacting colleagues in Cincinnati, Chicago, Philadelphia and Boston, with a view toward rounding up the survey and deciding upon concerted action.

Entire situation, as indicated in last week's issue of *The Billboard*, has been brought about by what has been termed the "dictatorial attitude" of the paper mills, who are demanding rapid payment from the printers.

Jazz Still Hot Across-Country; Biz Builds on Nitery Circuit

NEW YORK, April 7.—Despite a general trade belief that hot music lost its box office values with the demise of the bop movement, the jazz business has built up an apparently thriving cross-country nitery route comparable in coverage and work-weeks to that which existed in the heyday of the hot tootlers. The bistro bash circuit is built up thru 17 key cities and covers at least 27 niteries in these cities.

The jump-off points for the circuit are in New York from the Birdland nitery and in Chicago from the Blue Note, Hi Tone and Silhouette operations. From these

points, jazz warblers and tootlers are able to be routed to four spots in Philadelphia (421 Club, Showboat, Rendezvous and Club Harlem), two in Boston (Hi-Hat and Storyville), three in San Francisco (New Orleans Swing Club, 150 Club and Melody Club), two in Los Angeles (Oasis and Tiffany), two in Toronto (Colonial Tavern and Edison Hotel), Providence (Celebrity Club), Detroit (Club Juana), Cleveland (Lindsay's), Milwaukee (Stage Door), St. Paul (The Flame), Denver (Zanzibar),

Portland (Ozark Club), Seattle (Black and Tan), San Diego (Tops), and Albany (400 Casino). These spots cater primarily to swing and bop jazzmen as well as singers and some top rhythm and blues recording artists. There are many other spots which specialize in Dixieland jazz and cocktail jazz but those listed above are the hub spots of the hot music circuit.

Key Factors

The prime factors in the development of the hot nitery route boil down to the following:

1. Norman Granz's *Jazz at the Philharmonic* concerts instilled the jazz fever in the hinterlands by way of both flesh and recorded performance. JATP hit 72 areas on its tour last fall and picked up substantial grosses en route. The JATP unit also stirred interest among deejays in the jazz element to open exploitation outlets for the hot music medium.

2. The bop fizzed as a factor of potency in music and at the box office generally, it developed a small but active cult of the bop-conscious, smaller but comparable to the Dixieland mob which survived the lowest-ebb of the two-beat movement in the late 1930's and most of the 1940's to its revival last year. For instance, it was on the strength of the bop crowd that New York's Birdland was able to take hold, outlast the

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WHO KIDS WHOM OR WHAT'S NEW ON WHAT DAYS

NEW YORK, April 7.—Just to rib the diskeries' recent policy of setting certain days of the week as "publisher days," Howie Richmond last week sent out a letter to a. and r. execs reading thus:

"Due to the unprecedented number of inquiries and phone calls which we have been receiving in connection with our publications, we have found it necessary to designate Tuesdays and Thursdays as record company days. If you will please confine your requests for material to Tuesdays and Thursdays, we will do our utmost to service you promptly."

At the bottom of each letter each of the addressees was assured that this didn't apply to him, of course.

The gag backfired when the secretarial staff at Victor began phoning the Richmond offices for copies Tuesday. Doris Deller led off with a request for 12 copies of *Cross My Heart I Love You* because Hugo wanted to do the tune at Paramount. Helene O'Keefe followed with a call for six copies of *So Long*, which "Steve Sholes wanted to cut again." Delighted to oblige, the pubber had the copies sent over. Thelma Jann then called up for a dozen copies of something else, and when Jean Dinegar capped things with a request for 103 copies of *Cause I Love You*, Richmond finally realized he was being had.

But the most refreshing development was the appearance of Harry Meyerson and Dick Lyons, the MGM a. and r. staff, at Richmond's office early Thursday morning. We'd like to apply for some songs to record," they informed the secretary, who quakingly but promptly informed the pubber that two strange men gave her a fright in the anteroom.

Oberstein Turns In Local 802 Card

NEW YORK, April 7.—Eli Oberstein, pioneer in the low-priced record field and one-time a. and r. chief of RCA Victor, has resigned his membership in Local 802, American Federation of Musicians. No reasons were given for the resignation.

Several months ago Oberstein was called to appear before the executive board of the local in connection with alleged recording activity during the record ban.

Mills in Pubs' Foreign Deals

NEW YORK, April 7.—Mills Music here is pitching for foreign rights deals with outside publishers on behalf of the pubber's recently opened London office. Mills yesterday (6) completed its first outside pubber deal with Sanson Music, the firm run by Joe and Harry Santly.

The deal calls for Mills to have access to the Santlys' catalog for all rights any place outside the United States and Canada. The first song from the Sanson catalog which the Mills firm in London will work with is *Don't Tell a Lie to Your Heart*.

Cap Plans New Sumac Album

HOLLYWOOD, April 7.—Alan Livingston, Capitol's artist and repertoire veepee, left last night (6) for New York where he will spend next week surveying the out-of-town try-out of *Flahooley*, the legiter which this week finally was acquired for recording by Capitol after several weeks of entanglement. He will attend the New Haven, Conn., preem Monday (9), along with Eastern exec Walter Rivers, and will huddle with Yma Sumac, who stars in the show, with regard to a follow-up album to her big-selling *Xtabay* set.

The *Flahooley* deal was finalized this week at the terms reported previously. Diskery forked over a \$20,000 advance and will foot disk-production costs.

NBC, Lacking Summer Biz, Makes RCA Talent Pay Off

• Continued from page 6

widely scattered cities, and is offering to make its wire available for the pick-ups. One of the Sunday afternoon periods probably also will be used for the same purpose. Tee-off date is the last weekend in June.

One unprecedented aspect has bands playing one-nighters. Cities NBC dickering for considerable number of remotes featuring name to be covered include some which NBC never has used as originating points in the past, and others as far apart as Syracuse, Houston, Myrtle Beach, S. C.; the Cavalier Hotel,

Virginia Beach, Va.; St. Louis, Kansas City and Las Vegas, Nev.

The other aspect of the tie-up involves use of Victor recording vocalists in the 11:15-11:30 period and also in a forthcoming Sunday afternoon slot. Some artists with a house band who are potential Victor pacts also are to be used, with the airings serving both as wax auditions and as build-ups. George Sawtelle held down the 11:15 period all last week, while this week he aired Monday, Wednesday and Friday, with Kitty Crawford working Tuesday and Thursday. Both will be superseded by other talent as Sacks selects singers for a build-up. Jane Morgan probably will be the first set into the Sunday afternoon time.

Hill & Range Gets Frizzell

NEW YORK, April 7.—Hill & Range this week inked Lefty Frizzell to an exclusive term song-writing pact. Frizzell, Columbia Records' country warbler, has been the label's hottest folk property since he broke in with *I Love You a Thousand Ways* and *If You've Got the Money*. The latter tunes are published by Southern.

The Hill & Range pact calls for Frizzell's future cleffings and his current tunes, including *I Want To Be With You Always*, now stepping out via his Columbia diskings. Frizzell joins a Hill & Range stable of leading country performers, including Eddie Arnold, Hank Snow, and via a H. & R. subsid, Ernest Tubbs Music.

Cuts Monday, Ships Friday

NEW YORK, April 7.—RCA Victor did one of its fastest jobs yet in making and rushing to market a platter, when they cut *Gotta Find Somebody To Love* with Mindy Carson Monday (2), had vinyls out Wednesday, and shipped the platter to distribs Friday. This is the tune which showed promise of busting out on a Pyramid record, and has also been cut by the Andrews Sisters on Decca, and Roberta Quinlan on Mercury. Backing on the Carson platter is *When You and I Were Young Maggie Blues*, which Mindy did with the Three Beaus and a Peep, which tune has started to show signs of life via Bing and Gary Crosby Decca, and Jimmy Wakely-Margaret Whiting Capitol disks.

Miss Carson, incidentally, opens the Oriental Theater, Chicago, for two weeks beginning April 19.

Morris Office Would Film, Wax Metopera

NEW YORK, April 7.—William Morris agency, which is packaging the Metropolitan Opera Association's proposed venture into television, has crystallized a number of points relative to the production—including the possibility of putting the productions on wax under the imprint of the Met.

An agency spokesman stated that current plans called for a one-hour program, to be done on film. If plans are realized, programs would be telecast weekly, or one every two weeks. For a weekly series, the Morris agency stated that three production staffs would be necessary. One production crew would do shooting while another would be engaged with rehearsals. The third would be preparing another show.

Queried about the possibility of recording the programs under the Met's label, the agency stated that this could be a residual or by-product of the package. Execs at the Met thus far have taken the view that putting out their own label would not prove feasible. However, they are leaving all business arrangements in connection with the package to the Morris office.

Agency, incidentally, says it has gotten some 20 queries from agencies, prospective sponsors, educational institutions and networks.

Rudolph Bing, Met's manager, feels TV makes possible the discovery of new creative talent. The intent is not to duplicate the Met's repertory, but to find new works and new singers. Shows will be done in English.

SPA Distributes Cleffers' Forms

NEW YORK, April 7.—Songwriters' Protective Association this week mailed out a collaborators' agreement form to members. The form, according to the association, was drawn up at the request of members; it does not bear the SPA cachet, and does not have to be filed with SPA. It is merely

(Continued on page 31)

TV-Phono Merchandising

CHICAGO, April 7.—Permo, Inc., in an effort to place complete information on all post-war model phonographs introduced by major manufacturers, has completed the first phase of a project which will terminate late this year with the production of a complete catalog listing all models, changers, pick-up cartridge types and the needles which can be used in each model.

Completion of the first phase was accomplished this week when it was announced that 21,000 copies of the Admiral section of the Fidelity Phonograph and Needle Facts catalog had been mailed to dealers thruout the United States. An additional 1,350 copies were sent to distributors of needles and/or radios and phonographs, Gail S. Carter, vice-president in charge of sales, stated.

Catalog Binder

Each section of the catalog, Carter said, is complete, and can be inserted in a special binder or loose leaf notebook. When the final section is mailed late this year, retail sales personnel will be able to check any given model phonograph for the type of cartridge it features, and the particular replacement needle required.

The Admiral section, covering those models already introduced to the general trade, includes 320 post-war models, 21 types of record changers, 10 cartridges and 8 replacement needles (all manufactured by Permo). The Admiral facts cover 10 pages and are broken down into four parts: changers by model numbers of complete equipment; needles by changer numbers; needles by phono cartridges and cross reference by needles.

Section 2 of the catalog, covering the Philco line, will be mailed by May 1.

Ninety-six per cent of all tele-

vision picture tubes sold to TV set manufacturers in February were 16 inches in size or larger, the Radio-Television Manufacturers' Association reported Saturday (7). Picture tubes sold to receiver manufacturers in February totaled 634,080 units valued at \$17,555,375. February sales to manufacturers represented a rise of 9 per cent above the 580,317 picture tubes sold in January. RTMA picture tube statistics also showed that 82 per cent of the units sold in February were rectangular.

Retail margin prices now apply to radio and TV sets, phonos, disks and musical instruments, under an

(Continued on page 31)

Harry Sarton Death Shocks Many Friends

NEW YORK, April 7.—Successor to Harry G. Sarton, English Decca's a. and r. chief who died in London Saturday (31) of a heart attack, has not been definitely set, but it was indicated at press time that Victor Olaff would formally be assigned to handle the classical end of the operation. Olaff has been doing much classical a. and r. What disposition English Decca chief E. R. (Ted) Lewis would make of the pop a. and r. post was not certain at press time. Lewis, shocked at Sarton's passing, issued a statement stating his loss was irreparable. Lewis, now in Switzerland, said in part:

"Harry Sarton came to us 19 years ago with the purchase of the business of Warner Bruns-

(Continued on page 31)

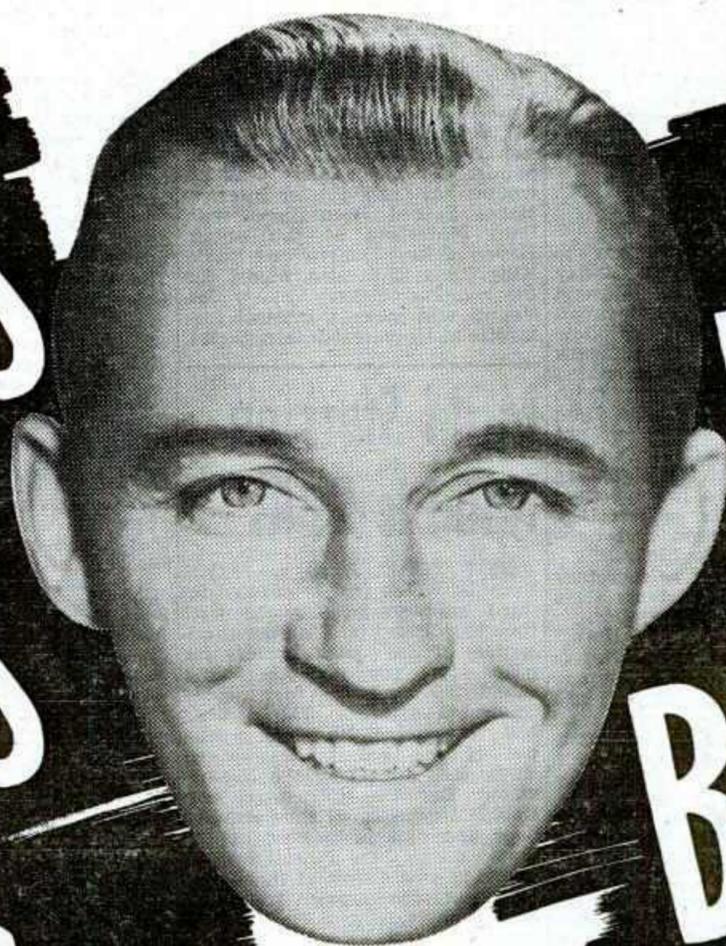
No. 1 of DECCA RECORDS' GREAT 5 by 6 RELEASE!



BING CROSBY

with the BANDO DA LUA

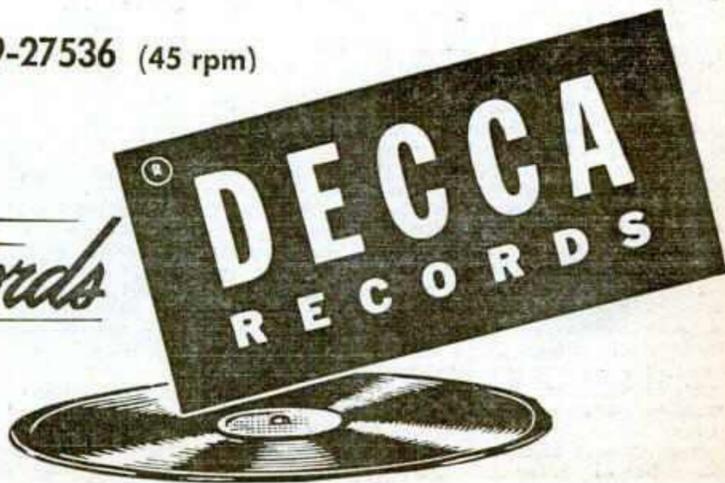
SINGS
**QUIZAS
QUIZAS
QUIZAS**



and
**MARIA
BONITA**

DECCA 27536 (78 rpm) and 9-27536 (45 rpm)

America's Fastest Selling Records



London in 2d 'Hoffmann' Suit Via Ann Ayars

NEW YORK, April 7.—London Gramophone became the recipient of a second lawsuit involving the *Tales of Hoffmann* soundtrack disk when thrush Ann Ayars, featured soprano in the flick, filed this week for damages and an injunction to hold back sales of the album.

New York Supreme Court Justice Benjamin F. Schreiber yesterday (6) turned down Miss Ayars' motion for a temporary restraining order pending trial for the injunction, but indicated that he would hear the case as soon as possible.

The action follows the suit brought by Columbia Records and Sir Thomas Beecham two weeks ago (*The Billboard*, March 31) against the London diskery. The plaintiffs' motion for a temporary restraining order was turned down in this case.

Ayars Complaint
Miss Ayars' complaint is based on her allegation that British Lion, producers of *Hoffmann*, had nothing in their contract with her permitting them to put the tracking of her singing on phonograph records. Her inference is that her pay was for the film only, and that additional recompense is due her for the transfer to wax. Named as co-defendant is London Film Productions here.

The London diskery's stand was similar to its stand in the Beecham-Columbia suit—that British Decca (the London waxery's parent firm) made the deal for the album rights in good faith with the film's producers.

Miss Ayars is represented by the law firm of McAloon & Hirschberg, London films by Schwartz & Frohlich, and London Gramophone by Poletti, Diamond, Roosevelt, Freidin & Mackay.

802 To Name Site Council

NEW YORK, April 7.—A proposal to level a special assessment of \$2 per member per quarter to raise funds for a new building was tabled at a membership meeting Monday (2) of Local 802, American Federation of Musicians. It was agreed, instead, to appoint a rank-and-file committee to work with the 802 exec board toward first finding a suitable site, after which the fund problem might be tackled afresh.

Membership is an agreement that new quarters are badly needed, what with headquarters at Sixth Avenue and 51st Street and the Exchange floor on Houston Street downtown.

MGM Cuts Disk To Plug Movie

NEW YORK, April 7.—In an effort to stir up added exploitation for a current movie, MGM had a song especially written to the title of the flick, *Teresa*. Tune was penned by Jerry Livingston and Mack David and will be published and exploited by the Robbins Music firm, affiliate of Loew's, Inc.

The tune was recorded Monday (2) by Macklin Marrow's ork and chorus by MGM Records, the diskery affiliate of Loew's, Inc. The record was etched in the morning and dubs of the slice were rushed up to and played on Skitch Henderson's noon-time deejay show the same day. Disking is being rushed as a special release.

City Attorney To Hear Burdge Case

HOLLYWOOD, April 7.—Gordon Burdge's alleged neglect of a State Labor Commission subpoena will be aired in the city attorney's office Thursday (12). Criminal division of the attorney's office has subpoenaed Ward Archer, of the AFM, and the labor commission's Sam Kalish as witnesses. To date, Burdge has subpoenaed no one and will in all instances defend himself.

Labor commission issued the subpoena in answer to an AFM charge that Burdge, as ABC Eagle proxy, failed to pay local trollers for sessions cut for Eagle. Burdge, if found guilty on the neglect rap, faces a possible maximum of six months in jail and/or \$500 fine.

Music as Written

3 Guest Conductor Shots Set by Geberl in Europe . . .

Ernst Geberl, European-born conductor and founder of Inglewood (Calif.), Symphony ork, has skedded a trio of guest conductor p. a.'s in Amsterdam, West Germany, and with British Broadcasting Corporation, London. Geberl's appearances will coincide with an Oxford Study musical tour of Europe, which he heads and kicks off June 22. An all-Gershwin program will be performed in Amsterdam with the Netherlands Radio ork. Batoner will return in September for his third season with the Inglewood Symphony.

Andy Ackers Quits With Mindy Carson . . .

Andy Ackers has resigned as musical director for **Mindy Carson**, and is taking a breather before moving on to new duties. In the meantime, Ackers is conducting the **Jane Morgan** show via NBC, Sundays, 2:45 p.m.

Averbach Served Depositions In "Tennessee Waltz" Case . . .

Julian Averbach, of Hill & Range, has been served depositions as the preliminary step to settling the "Tennessee Waltz" suit. Hearing is to take place within the next two months in Federal District Court, Hollywood. Parties involved in the copyright infringement suit refuse to comment on plans. However, it is believed Acuff-Rose and Hill & Range are both lining up evidence to be presented at the trial.

New York

Pubber Redd Evans was to leave Sunday (8) for a 10-day deejay junket thru the Midwest to tout "Too Young." Contactman **Irv Deutch** is skedded to follow up thru the South when Evans returns. . . . **Murray Sporn** ankleed Coronet Music after tiffing with partners **Murray Pudles** and **Harry Revel**; no settlement has been reached. . . . **Catherine Favaro**, formerly with the Signature and Dana diskeries, has switched to Capitol Records as secretary to Eastern promotion and publicity director **Dick Linke**. . . . **Florence Glaser** left as secretary to pubber **Jack Johnstone**; she's replaced by **Charlotte Stoller**.

"On the Little Big Horn," pubbed by Flanagan, Hendler & Woods, has been sold to Lippert Productions for interpolation into the flick of the same name. . . . **Mindy Carson** does her first out-of-New York theater date since she went on the "Ford Star Revue" TV show when she opens at the Oriental, Chicago, Thursday (19). . . . **Guy Mitchell** begins a week at the Click, Philadelphia, Thursday (12). . . . **Jack Brown**, sales manager for Fortune Records, Detroit, was in town on a tour setting up new distribution.

Guy Lombardo and crew will return to the Roosevelt Hotel's Grill for a month's stand beginning May 1. . . . **Dick Lyons**, assistant to **Harry Meyerson** in MGM Records artists and repertoire department, and wife, **Ellen**

CAPAC Sues Casa Loma

TORONTO, April 7.—The Composers, Authors and Publishers Association of Canada has launched a suit against the Casa Loma for damages arising out of the performance of certain works by bands playing for dancers.

The Castle, which gave Glen Gray's orchestra the last portion of its title, is operated as a tourist spot by a Toronto service club during the summer. All year round, the club operates the Castle as a dance hall, accommodating about 1,000 persons.

Bill Lowe, CAPAC head, said the organization had no complaint to make against the service club, but it was against the operation of the dance hall itself. It is unfair for other dance halls in the country to pay a license fee while this organization gets off scot-free, he said.

This case, being a test, is being put thru the Exchequer Court, the second highest court in the country, and prior to its being appealed to the Supreme Court of Canada.

became parents of a daughter, **Lisa L.**, Easter Sunday. . . . **Gordon Macrae** due in town to prepare for a three-week booking at the Strand Theater here beginning April 13. . . . **Les Paul** and **Mary Ford** will make a deejay tour of Eastern cities with Capitol Records' Eastern promotion topper, **Dick Linke**. . . . **Joseph Maimone** will work the New York area as deejay contact for the local Capitol diskery branch office.

Chicago:

Buddy Rich, who broke up his ork to tour with **Josephine Baker**, gets featured billing with the unit at the Chicago Theater. . . . **Dick Sarlo** booked into the Balinese Room at the Blackstone thru Ben Ralston of the Tommy Sacco office. . . . **Jimmy Martin**, London distrib here, holding a preview of "Tales of Hoffman" for dealers Tuesday (10). . . . Permo last week mailed a graphic souvenir of the Music Operators' Association convention to the music trade. Mailing features recording artists who visited the music show in Chi, including **Tommy Dorsey**, **Fran Warren**, **Fran Allison**, **Hank Williams**, **Tennessee Ernie** and others. . . .

Hollywood

Catalog of Gospel Recordings, Inc., has increased 75 per cent over last year. Local diskery now ships 5,000 diskings a week, in 350 different languages, to missionaries thruout the world. GRI, a non-profit org, last year received \$81,000 in donations for its missionary platters. . . . **Ted Smith**, pianist for the **Billy Graham** troupe, has cut sides for International Sacred Recordings, with **Paul Mickelson** at the organ. Haven of Rest Quartet and Radio Kids Bible Club also waxed for the religious diskery. . . . **Joe Venuti** will make a musical featurette at Universal-International.

MGM Stars on Non-Pic Disks

NEW YORK, April 7.—MGM Records, which just celebrated its third anniversary, for the first time has dipped into the talent resources of the parent flickery for pop disk purposes other than soundtrack etchings for movie-connected albums. The diskery has put together the winning couple of the soundtrack derived single-face hit, *Aba Daba Honey-moon*, **Carleton Carpenter** and **Debbie Reynolds**, to slice straight pops and also is making use of movie queen **Jane Powell** for the grooving of a couple of the **Rodgers-Hammerstein** songs from *The King and I*.

Carpenter and **Reynolds** have sliced *When You and I Were Young* *Maggie Blues* and *Didja Ever*. **Miss Powell**, who co-stars on her diskings with **David Rose's** ork, cut *I Whistle a Happy Tune* and *Something Wonderful*.

The diskery also has a coupling scheduled for release which features **Ava Gardner** on one side and **Ann Blyth** on the second. This package of Hollywood glamour is featured on songs from soundtracks re-recorded for commercial disk purposes. **Miss Gardner** recorded *How Am I To Know*, which is featured in her forthcoming *Pandora* and *The Flying Dutchman*, and **Miss Blyth** sliced *The Loveliest Night of the Year*, a plug item from *The Great Caruso* which she does in the picture.

RCA Switches 2 Field Men

NEW YORK, April 7.—**Ed Welker**, who has been sales planning manager for RCA Victor, is switching to a field position, going out as field man for Philadelphia, Baltimore, Washington and Harrisburg, Pa. **Bill Bullock**, currently field man for Los Angeles, San Francisco and Salt Lake City, is being brought in to take over the planning managership.

The sales planning job is essentially a liaison position between the factory and the a. and r., merchandising and sales departments.

Marsha Willis, songstress who started her career at the Stork Club, signed with High Time Records. Chirp will cut 10 sides this year. . . . Heavy fan mail has resulted in a return date for **Carolina Cotton** on **Redd Harper's** weekly ailer. . . . **Las Vegas, Nev.**, disk jockies paid tribute to the first locally written and pubbed song. Jocks honored **Ted Mossman** and **Tutor Scherer** for cleffing "Love Me Lazy." . . . Singer **Rose Marie** in from New York to film **Louis Snader** telecriptions. She will be backed by **Harry Zimmerman's** ork. . . . Pasadena Community Dances, at Civic Auditorium, have lined up the **Harry James, Dick Peirce, Arvon Dale** and **Anson Weeks** orks. . . . **Red Norvo** in from San Francisco Tuesday (10) to cut sides for **Discovery**. . . . Latest **Erroll Garner** Columbia release is the **Fats Waller** tune, "Honey-suckle Rose." . . . **June Christy** back East after local singing date.

Detroit

Egbert E. (Boots) Elliott is establishing the Elliott Music Publishing Company here. . . . **H. O'Reilly** **Clint** and **Normal Magel**, who wrote, "I Want an Easter Bunny," have teamed up as **Clint and Magel** to form a new publishing firm here. . . . **Bobby Stevenson** Trio are in their eighth week at the Brass Rail.

Toronto

Bud Freeman and his Dixieland band are to be followed at the Edison Hotel by **June Christy**. . . . A second week has been marked up by **The Deb-7-Tones**, female instrumental and vocal group, at the Rosticceria Tavern. . . . **Irving Fields** and his trio are on a four-week stand at Toronto's newest night-club, the One-Two. The house is managed by **Ruth Lowe**, songwriter of "I'll Never Smile Again." . . . **Bob Vincent** and his trio are at the Silver Rail after an engagement in Chicago. . . . **Dorothy Donegan** heads the bill at the Casino Theater with **Claudia Pinza**, daughter of **Ezio**, on the supporting end. **Don Cornell** with **Ray McKinley's** orchestra follows. . . . **Carmen Cavalero** was given full treatment on promotion while doing a p. a. on the Casino stage, by **Bill Bradbeer** of Decca Records.

Gray Ork to Eastern Spots

NEW YORK, April 7.—**Jerry Gray's** ork will head east following its current Palladium, Los Angeles, stint and the summer close-down of the Club 15 radio show. Ork has been booked for a return engagement at **Frank Dailey's** Meadowbrook, Cedar Grove, N. J., for two weeks beginning June 5 as well as a one-weeker at the Vogue Terrace, Pittsburgh, beginning May 28. Ork also will play some one-nighters and is virtually set for a Paramount Theater stint.

Incidentally, the Meadowbrook schedule, following **Ralph Flanagan**, who is there currently, will be filled out with **Art Mooney**, due in for three weeks on May 1, and **Hal McIntyre** will follow **Mooney** for a two-week date.

Aladdin Pacts 3 Folk Attractions

HOLLYWOOD, April 7.—**Aladdin** Records, rhythm and blues indie, last week made a stab at the folk market by pacting a trio of Western attractions. Diskery inked long-term papers with **Tommy Ducan**, ex-Bob Wills warbler; **Terrea Lea**, local TV folk chirper billed as the fem **Burl Ives**, and **Andy Parker** and the **Plainsmen**, formerly with Capitol Records. **Aladdin's** **Leo Mesner** has skedded April release dates for the artists, on its pop subsid label, Intro.

Miss Lea bows with **Jesse James** and *On Top of Old Smoky*, backed by the **Plainsmen**; **Duncan** with *Mississippi River Blues* and *Sick, Sober and Sorry*, and the **Plainsmen** on *Hangman's Guns* coupled with *The Dust of a Rose*.

Pacting of the trio marks the third big contracting by the diskery within the past few weeks. Others signed were singer **Billie Holiday** and orkster **Lionel Hampton**, for release on **Aladdin**.

Burke Preps Band; Bally Drive Starts

HOLLYWOOD, April 7.—**Sonny Burke**, recording director for Decca on the Coast, take his band into rehearsal next week in preparation for a series of one-nighters which will precede his dance ork stand at the Palladium October 2. Tour is being handled by General Artists Corporation's **Bud Miley** and is skedded for week-ends, so as not to conflict with **Burke's** work at Decca. Tentative dates at the local Zenda Ballroom and in San Diego have been set.

Fact that **Burke** was building a band for the Palladium was exclusively reported in *The Billboard* February 24.

Large-scale promotion is underway between GAC and Decca, latter feeling that **Burke** will be a bigger credit to them as a successful dance name than as a recording artist. GAC will give **Burke** similar treatment as applied to its other top orksters, putting him in same category, promotion-wise, as **Stan Kenton**, **Ralph Flanagan**, **Ray Anthony**, **Jimmy Dorsey**, **Woody Herman** and **Sammy Kaye**.

Burke will use two vocalists, **Don Burke** and a new fem chirper. He has currently been occupied with **World Transcriptions** slicings and a musical short at Universal-International. He goes into the Palladium at a guarantee against percentage, usual terpery deal.

Albums Sold By Telegraph

NEW YORK, April 7.—**Telegift, Inc.**, a new gifts-by-wire service utilizing over 3,000 Western Union offices across the country, will carry a limited listing of record albums when it kicks off May 7. The disk line-up, which will be changed quarterly, will list from six to 12 albums covering the pop, classical and children's field.

Altho **Telegift** has yet to sign with any specific diskery, competition for the new outlet is expected to be tough, in view of its limited number of album listings. The albums will be sold at regular retail price with **Telegift** collecting 15 per cent on each sale from the stores. In the case of stores without record departments, the stores will arrange to obtain the disk albums from local dealers. The 15 per cent to **Telegift** will still be paid by the store as a courtesy.

"Mambo King" Here on Visit

NEW YORK, April 7.—**Perez Prado**, Latin-American "king of the mambo," is in New York organizing a band prior to a series of theater and dance dates. **Prado**, who records for Victor's international department, still has no set plans for his visit here but it is likely that he will work in some television performances and recording sessions. **Herman Diaz**, of Victor's a. and r. department, will cut some sides with **Prado** when the latter organizes his instrumentalists.

Prado goes into the Puerto Rico Theater, Bronx, New York, for one week starting Thursday (12). He's getting \$2,000 for the date.

Gaillard's Name on AFM's Default List

HOLLYWOOD, April 7.—**Slim Gaillard**, vout-oreeny hipster, is on the AFM default list. **Tiffany Club** owner **Chuck Landis** filed suit for damages with the AFM national office in New York when the orkster failed to appear for a two-week stand at the local nitery.

Pat Robkins, of the **William Morris** office here, who booked **Gaillard**, claims to have received two wires and a signed paper confirming his appearance last February. He was to get \$500 per week. **Gaillard** alleges he asked **Robkins** for an extended booking, and did not show as the result of a negative answer on **Robkins'** part. **Robkins** denies **Gaillard's** alibi.

Gaillard and his trio are currently in Philadelphia.

No. 2 of DECCA RECORDS' GREAT 5 by 6 RELEASE!



the

ANDREWS SISTERS

SING

I REMEMBER MAMA

and

MY MOM



DECCA 27537 (78 rpm) and 9-27537 (45 rpm)

America's Fastest Selling Records



Ralph Flanagan Rockets

Continued from page 11

out Anthony for second slot for all-round popularity, took the honors as the favorite swing band with the rah-rah set. Kenton previously was fifth in the all-round voting and failed to place in the last swing band voting. Kenton only recently returned to his dance band format after taking a one-year-long fling at concertizing. Fourth placer, Les Brown, held that same slot last time out. Brown's popularity still is based on a combination of records and his weekly showings on the Bob Hope radio show.

Vaughn Monroe, who, in the previous poll, swept dual honors as top all-around and sweet band, took a big slide down to fifth most popular band and did not show at all in the sweet band polling. It could be significant here that Monroe has not been on the road since the inception of his TV series in October and that the orkster has not had a hit disking in quite a while. Runners-up in the all-around category includes Elliot Lawrence, Tommy Dorsey, Harry James, Tex Beneke, Sammy Kaye and Woody Herman.

Sweet Takes It

With regard to dance music preferences, the rah-rah youngsters voted more than six-to-one in favor of sweet music over all other styles, including swing, corn and Latin-American. Swing music captured most of the remaining nods while corn and Latin each wound up with small scattered points.

In the sweet division following winner Flanagan was the perennial Guy Lombardo crew; Lombardo came home third in the previous poll in this division. His showing this year indicates that Lombardo, not considered in trade circles as a band for the younger set, has been making considerable inroads in campus areas primarily via strong disk entries. Third was Anthony and the runners-up included Elliot Lawrence, Sammy Kaye and Les Brown. Brown came home second in the swing division behind winner Kenton

and Woody Herman, who some months ago revised his ork style away from the concert jazz to gear for the dance market, showed as third favorite swing entry. Flanagan, Tommy Dorsey and Benny Goodman were the runners-up.

The specialty divisions produced runaway races. Xavier Cugat had only a minimum of competition from Desi Arnez and Noro Morales in capturing the Latin-American crown. Spike Jones won the corn band honors hands down.

AGVA Confab Shift Rapped

HOLLYWOOD, April 7.—Nicky Stewart, head of the committee seeking local autonomy for the American Guild of Variety Artists, this week lashed out at AGVA's fact-finding committee which seeks to switch the Guild's summer confab to a site east of the Mississippi. "This is obviously a move for Eastern members to control the convention," Stewart said.

Stewart pointed out that a convention room has been leased, free of charge, and that arrangements have been made for delegates to get 50 per cent off on lodgings. He said that the proposed site change is a move to combat the autonomy drive. With the confab in the East, AGVA here would not have full representation of seven reps, due to job commitments.

Western national board members—Danny Beck, Bob R. Evans, Harry Mendoza and George West—this week sent protest telegrams to New York, asking that the site remain the same.

Gillespie Sets Up Dee Gee Disk Org

DETROIT, April 7.—Dizzy Gillespie is following the now well-trodden path of many other music artists, and establishing his own record label—Dee Gee Records, in partnership with Dave Usher, who was formerly on the road for about two years with him handling advance and promotion. Dee Gee is establishing headquarters here at 4015 Leslie Avenue.

Usher has a background in the independent label field with Emanon Records, in which he is also a partner. This firm, currently inactive, has specialized in the field of special European imports, such as hot jazz.

Dee Gee will handle a combination of jazz, blues, mambos and rumbas, in addition to invading the children's field, marking a new departure for Gillespie. The first release is slated to be on the market next week, *Tin Tin Daeo*, an Afro-Cuban rumba, backed by *Birks Works*—Birks being Dizzy's middle name.

D. J. Vital

Continued from page 11

Toast of New Orleans album, of which *Love* is a vital part. The sweep is a positive indication of the impact of the motion picture in establishing both the record artist and the hit record.

The pop records' popularity question showed that the campus crowd generally follow the disk tastes of the general public. *Love* currently and for the past month is one of the biggest-selling items available. Runner-up *Tennessee Waltz*, by Patti Page, has been slowly falling off after a phenomenally big sales period. Nat Cole's *Mona Lisa* was one of the top records of the 1950 season, while Gordon Jenkins' fourth-place *My Foolish Heart* was one of the big spring records of 1950. Como's *If* is the current No. 1 item and was just being marketed when this poll went to the mails. The runners-up included such smashes as *Bewitched* by Bill Snyder, *Bonaparte's Retreat* by Kay Starr, *The Thing* by Phil Harris; *Goodnight, Irene*, by the Weavers and Gordon Jenkins. The greater portion of those diskings below the top 10 were dance band diskings, most of them in the swing or jazz idiom.

SMACK JAM

BG Sesh To Help Fletch Via LP Sale

NEW YORK, April 7.—The Benny Goodman Trio concert on WNEW here Sunday (1) was recorded and will be issued on a single 12-inch LP to be sold exclusively thru deejay Martin Block as a means of collecting funds for Fletcher Henderson. Henderson, an immortal of the swing era, was struck down by a paralytic stroke several months ago and has been confined to his bed since. He was the key-arranger-composer in the development of Goodman's band thru the middle and later '30's.

The Goodman Trio concert, held at the instigation of deejay Block who currently is waging a battle to revive swing, developed into quite a session as the threesome blossomed into a septet with the addition of trumpeter Buck Clayton, trombonist Lou McGarity, bassist Eddie Safranski and guitarist Johnny Smith. The Trio was a revival of the B. G.-Gene Krupa-Teddy Wilson triumvirate which made jazz history in the mid '30's.

Block has already begun to pitch the LP preservation of the concert, which was played to a specially invited audience of friends and press. He is offering the disks to any who will contribute a minimum of \$7, or any amount over that figure, toward the Henderson fund. The recording is being made available only in a limited edition of 2,500 pressings. These are being turned out by Columbia Records at cost price.

All the tootlers involved have waived payment for their chores, and the project has the blessings of the American Federation of Musicians. Tootler royalties also have been waived, and Victor Records granted clearance to make use of Gene Krupa's work and name. Krupa is pacted to Victor. Also a number of the music publishers, whose works were performed on the concert, have waived their royalties as an added contribution for the Henderson collection. Diskings will be ready for shipment on April 20.

'This Our America' Etched by Rexford

NEW YORK, April 7.—Rexford Records, the recently formed diskery specializing in educational kidisks, took a new tack last week when it waxed *This Is Our America*, Americana cantata written by National Broadcasting Company Musical Director Don Gillis. The diskings features South Pacific star Ray Middleton in the soloist role, with choir and ork of NBC Symphony men conducted by Gillis.

The recording was set up and supervised by Dick Morros, Rexford topper. The diskings will be available in all three speeds.

Proposed 5% Levy Axed by Calif. Ops

HOLLYWOOD, April 7.—Stubborn pork-barrel stumping by a handful of California's radio and television leaders Thursday (5) resulted in a stalemate for a Senate proposed bill to impose a 5 per cent tax on televising and broadcasting boxing, wrestling matches and the filming of them. Vote was four to three. Five votes is necessary to get the bill out of the committee.

Comic Joe E. Brown, member of the State Athletic Commission; Archie Closson, chairman of the commission, and Secretary Joseph Genshlea campaigned on behalf of the bill. Closson argued that TV had considerably slashed the income of such events. Revenue would be considered "gate receipts" and so taxed.

Protesting the bill were William Smullin, California Radio and Television Broadcasters' Association prexy; Phil Lasky, San Francisco tele station manager; A. P. Entenza, former member of the athletic commission, and Sen. George Miller Jr. (D), Richmond, Calif. Drop in attendance in recent months cropped up as the main weapon for the passage of the measure. Tax opponents pointed out that in many instances such a decrease was due to poor talent rather than the actual televising. The bill can be brought up for another try when the bill's backers deem it timely.

COL'BIA ISSUES POPS ON 45, 78 TOGETHER

NEW YORK, April 7.—New Columbia pops releases are now being issued in 45 and 78-r.p.m. versions simultaneously, according to Jim Conkling, president, and the diskery has "caught up on all back orders" for 45's. This currency was reached in mid-March, he said.

Conkling also said that Columbia is securing adequate supplies of vinyl for current needs, with enough left over to step up availability of catalog items in the slower speed. Should vinyl become critical, the diskery is all set to switch to substitute materials to maintain 45 output. Use of the substitutes will not noticeably affect tone or wearing qualities, he asserted.

Disks Sought For Aussies

NEW YORK, April 7.—Albert Deane, of Paramount Pictures' foreign department, is dickering with indie diskeries here for masters to be sent to Fidelity Radio, new Australian indie, for pressing on a lease basis. Deane, who returned recently from a trip to Australia, has been authorized to represent the new waxery here.

Fidelity is a subsidiary of the Commonwealth Network, of which Frank Albert, a leading Australian pubber, is governing director. Albert, who represents several top American pubbers in Australia, initiated the disk company because, Deane reports, the major American and English diskeries send only a minute fraction of their output to Australia. There is a market for American indie disks, according to Deane, particularly band and square dance records. The hoedown, he reports, is the big current craze in Australia.

Charge Vs. Loesser Dismissed in Hwd.

HOLLYWOOD, April 7.—Buddy Morris, prexy of the music pubbery bearing his name, returns Saturday (8) to New York following testimony at a plagiarism suit involving cleffer Frank Loesser. Morris was one of a group of Loesser's pals who testified on his behalf. Suit was dismissed for insufficient evidence. Robert E. Overman, airline pilot, charged Loesser's *On a Slow Boat to China* was taken from his tune, *Wonderful You*. Overman sought to tie up further sales and distribution of Loesser's hit ditty.

Others testifying on Loesser's behalf were Johnny Green and Milton DeLugg. All told the court they heard the tune in January, 1946, prior to date of Overman's song.

Indiana B'casters Elect

INDIANAPOLIS, April 7.—The Indiana Broadcasters' Association has re-elected Daniel C. Park, sales manager of WIRE, as president. Other officers include Martin Leich, WGBF, Evansville, AM vice-president; Edward Ogburn, WCTW, New Castle, FM vice-president; Carl Vandergrift, WOWO, Ft. Wayne, secretary-treasurer; Dee Coe, WWCA, Gary, assistant secretary, and Robert Enoch, WXLW, assistant treasurer.

Jazz Still Hot

Continued from page 14

now defunct Bop City and build into a money-making operation.

3. The demise of big band jazz in recent years helped build up a large reserve of top-flight name jazz tootlers, each with concentrated fan following. Groups of these tootlers, along with stellar sidemen from JATP, have branched into dozens of four, five and six-piece units with box office culled from the values inherent in the individual musicians. A typical instance is the new Johnny Hodges group, which in addition to Hodges, includes such jazz names of note as Lawrence Brown, Sonny Greer, Billy Strayhorn, etc.

The most active talents on the hot circuits are such artists as Ella Fitzgerald, Lester Young, George Shearing, Hodges, Flip Phillips, Erroll Garner, Joe Morris, Ruth Brown, Dinah Washington, the Ravens, Charlie Parker, Dizzy Gillespie, Count Basie, etc.

DuMont First In Remote TV Ork Pick-Up

NEW YORK, April 7.—The remote series Ralph Flanagan starts tonight (Saturday) over the Du Mont video network is believed to be the first regularly scheduled series of its kind. Flanagan is playing at Frank Dailey's Meadowbrook, Cedar Grove, N. J.

Dailey is installing special lighting equipment for the program, which actually was made possible because Du Mont has laboratories in Cedar Grove. The pick-up will be made by Du Mont's mobile unit, fed to the labs and thence micro-waved to Du Mont headquarters in New York.

Ted Hammerstein is producing the show and Frank Bunetta directing.

Eckstine Tops

Continued from page 11

position last time out, this year dropped almost out of sight in the polling.

The Girls

On the distaff side, Miss Day out-distanced second place winner Sarah Vaughan by almost a three-to-one majority. Doris's popularity with the collegians apparently was insured by her continuing success as a movie queen as well as a stellar disking personality. Actually, the thrush's record on wax of late has been spotty save for her movie-derived albums. Sarah moved into second slot from No. 6 last year and in so doing edged Jo Stafford from two to three in the listings. Patti Page, whose fabulous record streak still is blazing, zoomed into a fourth place tie with Kay Starr from out of nowhere. Miss Starr moved up from eighth place in the previous contest. The runners-up this year included June Christy, Mindy Carson, Peggy Lee (last poll's show winner), Margaret Whiting and Dinah Shore.

"BEAUTIFUL BROWN EYES" AND "CHRISTOPHER COLUMBUS"

AMERICAN MUSIC, INC.
1576 Broadway, New York
CO 5-7880
9109 Sunset Blvd., Hollywood
CR 1-5254

The Great Victor Young Ballad-

LOVE ME

Recorded by FRANK SINATRA
COLUMBIA

WORDS & MUSIC, Inc.

"I Won't Cry Anymore"

recorded by
COL.—TONY BENNETT
COR.—GEORGIE AULD
DEC.—EILEEN WILSON
JUB.—DICK BROWN
MER.—DINAH WASHINGTON
MGM.—BILLY WILLIAMS
ROOST.—JIMMY SCOTT

United Music CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

TWO HITS!

"BOUTONNIERE" and "LET ME IN"

OXFORD MUSIC CORPORATION
1619 Broadway, New York 19, N. Y.

WHAT??
"NEVER BEEN KISSED"
GEORGE PAXTON INC.
1619 Broadway • New York 19, N. Y.

Another BMI Pin-Up Hit!
I'M YOURS TO COMMAND
Published by Melvin
Recorded by
BILLY ECKSTINE (MGM)
SAMMY KAYE (Columbia)
GORDON MACRAE (Capitol)
HERB JEFFRIES (Coral)
TONY FONTANE (Mercury)
Licensed exclusively by
BROADCAST MUSIC, INC.

A TRULY GREAT SONG!
TOO YOUNG
JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N. Y.

MUSIC BOURNE TO LIVE
"FAITHFUL"
FRED WARING
DECCA 27496
ABC MUSIC CORP. 759 7th Ave. N.Y. 19, N.Y.

No. 3 OF DECCA RECORDS' GREAT 5 by 6 RELEASE!



RUSS MORGAN

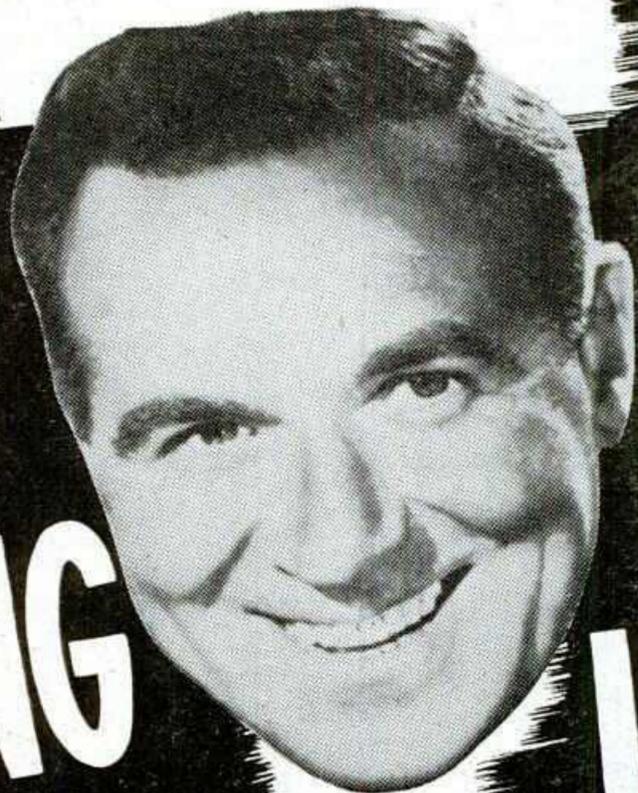
"Music in the Morgan Manner"

PLAYS

and

THE KISSING SONG

LET'S WALTZ JUST ONCE MORE



DECCA 27538 (78 rpm) and 9-27538 (45 rpm)

America's Fastest Selling Records



Mr. B's Latest and Greatest

BILLY ECKSTINE



I APOLOGIZE
BRING BACK THE THRILL

78 RPM — MGM 10903
45 RPM — MGM K10903

I'M YOURS TO COMMAND
WHAT WILL I TELL MY HEART

78 RPM — MGM 10944
45 RPM — MGM K10944

Together On One Great Record!

BILLY ECKSTINE and WOODY HERMAN

and his Orchestra

I LEFT MY HAT IN HAITI · HERE COME THE BLUES

78 RPM — MGM 10916 · 45 RPM — MGM K10916

Fast-Selling Desmond Sides

JOHNNY DESMOND



TOO YOUNG
I FELL

78 RPM — MGM 10920
45 RPM — MGM K10920

MAMA
MY YIDDISHE MOMME

78 RPM — MGM 10939
45 RPM — MGM K10939

A Sure Fire Hit

DAVID ROSE

and his Orchestra



THE SYNCOPATED CLOCK

78 RPM — MGM 30353
45 RPM — MGM K30353

THE MASK WALTZ

More Popular Every Day

MONICA LEWIS



MY LOST MELODY
I ONLY HAVE EYES FOR YOU

78 RPM — MGM 10901
45 RPM — MGM K10901

YOU ARE THE ONE
LUCKY PEOPLE

78 RPM — MGM 10925
45 RPM — MGM K10925

Watch For It!

M-G-M's
GLAMOUR
DISK

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

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 April 4, 5 and 6.

Last Week | This Week

2. **1. Mockin' Bird Hill**
By Vaughn Horton—Published by Southern (ASCAP)
RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552.
(No information on electrical transcription libraries available as The Billboard goes to press.)
1. **2. 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; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Fotine, World; Vincent Lopez, Thesaurus.
4. **3. Aba Daba Honeymoon**
By Arthur Fields and Walter Donovan—Published by Feist (ASCAP)
From the MGM film, "Two Weeks With Love."
RECORDS AVAILABLE: N. Solar-N. Leyden Ork, Col 38802; R. Hayes-K. Kallen, Mer 5586; D. Reynolds-C. Carpenter, MGM 30282, (45)K-30282; H. Carmichael-G. Dailey, Dec 27474; F. Martin, V 20-4065; H. Kane, Col 39205; F. Fisher, Dec 27510.
ELECTRICAL TRANSCRIPTION LIBRARIES: Music Hall Varieties Ork, Thesaurus.
5. **4. Would I Love You?**
By Bob Russell and Harold Spina—Published by Walt Disney (ASCAP)
RECORDS AVAILABLE: J. Gray Ork, Dec 27402; D. Day-H. James, Col(78)39159, (45)4-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Pfeis, London 8932; B. Clooney, King 15102; G. Jenkins, Dec 27490; M. Davis, Coral 65048.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.
3. **5. Be My Love**
By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)
From the MGM film, "Toast of New Orleans."
RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V. (45)19-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus; Bob Eberle, World.
8. **6. Sparrow in the Tree Top**
By Bob Merrill—Published by Santly-Joy (ASCAP).
RECORDS AVAILABLE: L. Baxter Ork-L. Doherty, Cap 1440; B. Crosby-Andrews Sisters, Dec 27477; G. Mitchell, Col 39190; A. Mooney, MGM 10924; L. Murray, Coral 60401; R. Allen Mer 5597, (45)5597X45.
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.
6. **7. Tennessee Waltz**
Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Shert, 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. Recheit-S. Medoff, Banner 2586; Gov. G. Browning, Mer 6310; J. "Schoolboy" Porter Chance 1103.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated; Ernest Tubbs, World.
7. **8. My Heart Cries for You**
By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 8209; Lulu Belle and Scotty, Mer 6304; King Odum Four, Derby 754; S. Recheit-S. Medoff, Banner 2587; G. Benson's All Stars, Regent 1031; K. Griffin, Col(33)3-39142.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex Beneke, Thesaurus; Spade Cooley, Standard.
9. **How High the Moon**
By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)
RECORDS AVAILABLE: C. Brown, Aladdin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012; Z. Elman, MGM 10332.
(No information on electrical transcription libraries available as The Billboard goes to press.)
10. **Beautiful Brown Eyes**
By Arthur Smith—Published by American Music, Inc. (BMI)
RECORDS AVAILABLE: R. Clooney, Col 39212; D. Drew-L. Douglas Ork, Mer 5370; L. Kirk, Victor 20-4062; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130; Art Mooney, MGM 10924; A. Smith & His Dixie-Liners, Cap 1426; J. Wakely-Les Baxter, Cap 1393; B. Walker, Col 20798; E. Zack, Dec 46302; J. Rogers, Victor 21-0454.
(No information on electrical transcription libraries available as The Billboard goes to press.)

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No. 4 of DECCA RECORDS' GREAT 5 by 6 RELEASE!



TOMMY DORSEY

and His Orchestra

PLAY

I'm In Heaven
When I See
You Smile

and

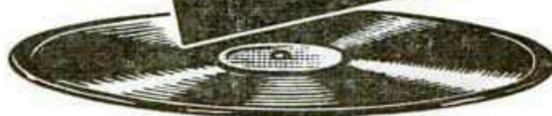
DIANE

SWEET ADELINE



DECCA 27539 (78 rpm) and 9-27539 (45 rpm)

America's Fastest Selling Records



THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... Based on reports received April 4, 5 and 6

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	Tune	Artist	Label
14	1	1	IF	P. Como	V(78)120-3997; (45)47-3997—ASCAP
8	2	2	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
17	3	3	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
2	16	4	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
10	4	5	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
6	6	6	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
11	5	7	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP
7	8	8	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP
2	21	9	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP
3	13	10	WOULD I LOVE YOU	D. Day-H. James	Col(78)39159; (45)4-49159; (33)3-39159—ASCAP
5	9	11	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
7	15	11	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI
2	20	13	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen	Dec(78)27515; (45)9-27515—BMI
19	7	14	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP
3	30	15	ABA DABA HONEYMOON	F. Martin	V(78)20-4065; (45)47-4065—ASCAP
7	11	16	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45—ASCAP
13	16	17	IF	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082—ASCAP
19	25	18	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
2	—	19	WOULD I LOVE YOU	T. Martin	V(78)20-4056; (45)47-4056—ASCAP
16	12	20	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters	V(78)20-3945; (45)47-3945—ASCAP
21	14	21	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
3	27	21	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
2	—	21	IT IS NO SECRET	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082—BMI
12	19	24	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
5	16	25	WOULD I LOVE YOU	H. O'Connell	Cap(78)1368; (45)F-1368—ASCAP
1	—	25	NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099—ASCAP
11	10	27	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
1	—	28	METRO POLKA	F. Laine	Mercury(78)5581; (45)5581X45—BMI
1	—	29	ABA DABA HONEYMOON	C. Daley-H. Carmichael	Dec(78)27474; (45)9-27474—ASCAP
2	28	30	ALWAYS YOU	Nat (King) Cole	Cap(78)1401; (45)F-1401—ASCAP

England's Top Twenty

POSITION	Weeks Last This	to date Week Week	Tune	English	American
11	1	1	TENNESSEE WALTZ	Cinephonic	Acuff-Rose
5	4	2	THE ROVING KIND	Leeds	Hollis
16	2	3	PETITE WALTZ	Duchess	Duchess
9	3	4	MY HEART CRIES FOR YOU	Morris	Massey
10	5	5	SEPTEMBER SONG	Chappell	Chappell
12	6	6	IF	Lennox	Shapiro-Bernstein
6	9	7	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	*
4	12	8	BE MY LOVE	Francis Day	Robbins
10	7	9	I'LL ALWAYS LOVE YOU	Chappell	Famous
8	8	10	C'N I CANOE YOU UP THE RIVER	Leeds	Leeds
1	—	11	ROSE, ROSE, I LOVE YOU	*	*
11	10	12	NEVERTHELESS	Chappell	Chappell
15	11	13	BELOVED, BE FAITHFUL	Pickwick	Pickwick
3	16	14	PENNY A KISS, PENNY A HUG	Leeds	Shapiro-Bernstein
1	—	15	MOCKIN' BIRD HILL	Southern	Southern
17	14	16	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	*
6	15	17	PATRICIA	New World	Bregman-Vocco-Corn
6	18	18	TIPPERY SAMBA	Reine	*
17	13	19	FERRY BOAT INN	Campbell-Connelly	Shapiro-Bernstein
17	20	19	ALL MY LOVE	Maurice	Mills

VOX JOX

Preems

Dick Reid, WKNA, Charleston, W. Va., has launched a night show tagged "Beattie-Firth Bandstand," featuring a "different top band each night and selling homes for local real estate agency." Bob Edwards, WAKE, Greenville, S. C., has converted a portion of his folk music department to pop, and now spins five hours weekly of pop platters. Benny Heller, WMID, Atlantic City, who worked as guitarist with Harry James's ork back in 1941 when Frank Sinatra sang with the band, guested on Sinatra's CBS ailer April 1. Larry Reagan has joined WJMR, New Orleans, to handle sports and disk jockey shows. Dan Snyder, KMON, Great Falls, Mont., is moving to KBMN, Bozeman, Mont., where he'll do both pop and Western shows. Robert Huse, ex-WFGM, Fitchburg, Mass., has switched to WKOX, Framingham, Mass., and is piloting a daily afternoon session.

Ad Lib Cuttings

Tom Smith, WACA, Camden, S. C., writes that station is "working on King Cole's 'Destination Moon'." Ken Rowland, KSAL, Salina, Kan., who liked our recent juke box edition, says "That 50 years of song hits will keep me programmed for the next three years on the daily 'old timer' seg of my show." Bill Hyden, KOCY, Oklahoma City, laments, "I've found a sure-fire way of winning contests. During the football season I entered all the Ralph Flanagan contests, and was about as close to the right score as Uncle Joe's propaganda. One day after I'd filled out my own card I found an extra card and, for a gag, filled it out for our program director, David Loye, reversing all my scores and decisions. Need I say more? Dave is now flashing his prize, an engraved leather billfold and notebook set."

Gab Bag

"Patti Page could record 'Chopsticks' and sell a million before the wax dried," writes Budford (no other name included), WBAA, LaFayette, Ind. Belvedere Music, Baltimore, has signed local disk jockey Dick Coleman, WCBM, to a recording contract, calling for a minimum of 10 sides this year. Dick will record with Ted Zamecki's ork. Kurt (Break-o-Day) Alexander and Ned (Jack the Bellboy) Lukens, WEAS, Atlanta, salute "The Billboard's" Negro portion as "real gone and really hep." Ed Farron, WKLO, Louisville, who has been playing "older platters" on his "Night Shift" program, asked his listeners to write in their three all-time favorites. To date, Ed says, "Begin the Beguine," "Stardust" and "Embraceable You" are the leaders. Bill Gardner, WGAI, says his "Green Room" show is showing new life as a result of added listeners picked up from daily baseball game which precedes his ailer.

Sponsor Stuff

MGM bought time on New York disk jockey shows recently to plug the Radio City showing of "Royal Wedding." The stipulation of the deal, tho, was that the spinners had to play a disk from MGM's "Wedding" album before and after every plug for the flicker. Mare Williams, WTTS, Bloomington, Ind., has landed a 13-week deal with Colonial Bread. D-Con Distributors have picked up 13 weeks of time with Bob Wery, WFRL, Freeport, Ill. George Buck Jr., WWOD, Lynchburg, Va., reports a 10-week sale to Lydia Pinkham.

Best Selling Sheet Music

... Based on reports received April 4, 5 and 6

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.

8	1	1.	MOCKIN' BIRD HILL (R)	Southern
12	2	2.	IF (R)	Shapiro-Bernstein
20	3	3.	TENNESSEE WALTZ (R)	Acuff-Rose
15	4	4.	IT IS NO SECRET (R)	Duchess
6	5	5.	ABA DABA HONEYMOON (F) (R)	Feist
9	10	6.	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
5	7	7.	SPARROW IN THE TREE TOP (R)	Santly-Joy
16	8	8.	BE MY LOVE (F) (R)	Miller
16	6	9.	MY HEART CRIES FOR YOU (R)	Massey
4	14	10.	BEAUTIFUL BROWN EYES (R)	American
7	9	11.	WOULD I LOVE YOU (R)	Walt Disney
3	13	12.	I APOLOGIZE (R)	Crawford
14	11	13.	YOU'RE JUST IN LOVE (M) (R)	Berlin
2	15	14.	ON TOP OF OLD SMOKY (R)	Folkways

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 March 29 to April 4

1	Be My Love—Miller	170
2	Would I Love You—Disney	170
3	IF—Shapiro	150
4	Aba Daba Honeymoon—Feist	130
5	You're Just in Love—Berlin	130
6	It's a Lovely Day Today—Berlin	105
7	Mockin' Bird Hill—Southern	75
8	Bring Back the Thrill—Maypole	70
9	Zing Zing—Zoom Zoom—Robbins	60
10	How Could You Believe Me When I Said I Love You?—Feist	55
11	My Heart Cries for You—Massey	50
12	Synopated Clock—Mills	50
13	Beautiful Brown Eyes—American	40
14	Never Been Kissed—Paxton	35
15	If I Were a Bell—Morris	30
16	So Long—Folkways	30
17	All in the Golden Afternoon—Disney	20
18	A Penny a Kiss—Shapiro	20
19	Faithful—Bourne	20
20	I Apologize—Crawford	20
21	I Love the Way You Say Goodnight—Remick	20
22	Make the Man Love Me—T. B. Harms	20
23	Nevertheless—Crawford	20
24	Nobody's Chasing Me—Chappell	20
25	Oh, Marry, Marry Me—Finburgh	20
26	Roving Kind—Hollis	20
27	Sentimental Music—Town & Country	20
28	Sparrow in the Tree Top—Santly	20
29	Tennessee Waltz—Acuff-Rose	20
30	Too Young—Jefferson	20

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.

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Aba Daba Honeymoon (F) (R)	Feist—ASCAP
Always you (R)	Dreyer-Marks—ASCAP
Be My Love (F) (R)	Miller—ASCAP
Bring Back the Thrill (R)	Maypole—ASCAP
Dear, Dear, Dear (R)	Goday—BMI
Down in Nashville, Tennessee (R)	Witmark—ASCAP
Faithful (R)	ABC—ASCAP
Hot Canary, The (R)	Leeds—ASCAP
I Am Loved (M) (R)	Chappell—ASCAP
I Apologize (R)	Crawford—ASCAP
I Love the Way You Say Goodnight (R)	Remick—ASCAP
IF (R)	Shapiro-Bernstein—ASCAP
If I Were a Bell (M) (R)	E. H. Morris—ASCAP
In Your Arms (R)	Hill & Range—BMI
It's a Lovely Day Today (M) (R)	Berlin—ASCAP
Let Me In (R)	Oxford—ASCAP
Lonesome Gal (R)	E. H. Morris—ASCAP
Make the Man Love Me (M) (R)	Putnam—ASCAP
May the Good Lord Bless and Keep You (R)	Pickwick—ASCAP
Mockin' Bird Hill (R)	Southern—ASCAP
My Heart Cries for You (R)	Massey—ASCAP
Never Been Kissed (R)	Paxton—ASCAP
Penny a Kiss, a Penny a Hug (R)	Shapiro-Bernstein—ASCAP
Roving Kind (R)	Hollis—ASCAP
Sparrow in the Tree Top (R)	Santly-Joy—ASCAP
Synopated Clock (R)	Mills—ASCAP
Tennessee Waltz (R)	Acuff-Rose—BMI
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

* Publisher not available as The Billboard goes to press.

No. 5 OF DECCA RECORDS' GREAT 5 by 6 RELEASE!



HOAGY CARMICHAEL and GORDON JENKINS

and His Chorus and Orchestra

SACRAMENTO

MY RESISTANCE IS LOW

DECCA 27540 (78 rpm) and 9-27540 (45 rpm)

America's Fastest Selling Records



THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... Based on reports received April 4, 5 and 6

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	This	Record	Artist	Label
14	1	1	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
18	2	2	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
9	3	3	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
3	6	4	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
8	5	5	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
10	4	6	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282-ASCAP
3	8	7	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515-BMI
10	7	8	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45-ASCAP
7	11	9	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190-ASCAP
7	12	10	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
19	9	11	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067-ASCAP
15	13	12	YOU'RE JUST IN LOVE	P. Como	V(78)20-3945; (45)47-3945-ASCAP
22	10	13	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
3	20	14	HOT CANARY	F. Zabach	Dec(78)27509; (45)9-27509-ASCAP
6	14	15	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212-BMI
3	16	16	SYNCOPATED CLOCK	L. Anderson	Dec(78)16005; (45)9-16005-ASCAP
11	15	17	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016-ASCAP
5	17	18	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477-ASCAP
6	28	19	WOULD I LOVE YOU	D. Day-H. James	Col(78)39159; (45)4-39159; (33)3-39159-ASCAP
1	-	20	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
2	24	21	ACROSS THE WIDE MISSOURI	H. Winterhalter	V(78)20-4017; (45)47-4017-ASCAP
1	-	21	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
6	22	23	MOCKIN' BIRD HILL	Pinetoppers	Corat(78)64061; (45)9-64061-ASCAP
13	-	23	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316-BMI
1	-	23	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444-ASCAP
5	27	26	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393-BMI
10	20	27	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019-ASCAP
1	-	28	METRO POLKA	F. Laine	Mercury(78)5581; (45)5581X45-BMI
1	-	29	IT IS NO SECRET	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082-BMI
10	27	30	IT IS NO SECRET	B. Kenny-Song Spinners	Dec(78)27326; (45)9-27326-BMI
1	-	30	NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099-ASCAP

Best Selling Classical Titles

... Based on reports received April 4, 5 and 6

Last Week	This Week	Record	Artist	Label
5	1	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, L. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna Philharmonic Ork, Vienna State Opera Chorus	London(33)LLP-281-82	
2	2	Strauss: Die Fledermaus, L. Pons, L. Weltich, R. Tucker, C. Kullman, M. Lipton, J. Brownlee, Metropolitan Opera Association Chorus and Ork, E. Ormandy, conductor	Col(33)SL-108	
3	3	The Great Caruso, M. Lanza RCA Victor Ork, C. Callinicos, conductor	V(33)LM-1127	
-	3	Offenbach: Tales of Hoffmann, Royal Philharmonic Ork, Sir Thomas Beecham, conductor	London(33)LLP-A-4	
1	5	Caruso (Treasury of Immortal Performances), E. Caruso	V(33)LC-1007	
-	5	Rachmaninoff: Concerto for Piano and Ork, No. Two in C Minor, A. Rubinstein, NBC Symphony Ork, V. Golschmann	V(33)LM-1005	
2	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1506	
1	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11	
-	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor	V(45)WDM-920	
4	4	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1395	
-	4	Strauss Waltzes, A. Kastelanetz	Col(45)A-481	
-	4	Golden Age Ensembles, F. Alda, A. Bada, E. Caruso, G. De Luca, A. De Segurora, M. Duchene, M. Egner, G. Farrar, A. Galli-Curci, F. Hempel, L. Homer, N. Journet, L. Melchior, G. Parr, F. Perini, E. Pinza, R. Ponselle, L. Rothier, F. Schorr, E. Schumann, A. Scotti, B. Williams	V(45)WCT-4	

Advance Classical Releases

Brahms-Schubert Album—Randolph Symonette-Alberta Maniello (1-12'')—Colosseum (33) CLPS 1002	Chopin: Sonata in B Minor Album—Maryann Filar Szymanowski Four Preludes (1-12'')—Colosseum (33) CLPS 1003
Haydn: Symphony No. 93 in D Major Album—Royal Philharmonic Ork—Sir Thomas Beecham, Cond. (Handel-Beecham: The Faithful) (1-12'') Col(33)ML-54374	Ives: Sonata No. 2 for Violin and Piano Album—Patricia Travers-Otto Herz (Sessions: Duo) (1-10'') Col(33)ML-2169
Handel-Beecham: Faithful Shepherd Suite Album—Royal Philharmonic Ork—Sir Thomas Beecham, Cond. (Haydn: Symphony) (1-12'') Col(33)ML-54374	Liszt: Symphonic Poem No. 1 Heard on the Mount Album—Munich Tonkünstler Ork—J. Stroble, Cond. (1-12'') Mer(33)MG-10006

(Continued on page 82)

DEALER DOINGS

News and Chatter

Pitts, disk dealer in East Jamestown, N. Y., pens that Dixieland and jazz records on LP's are going strong again. "I can't seem to keep enough on hand." Victor's "Classical Treasury of Immortal Performances" selling very well. Jarvela Radio Service, Crosby, Minn., has had a strong run on Decca disks, claiming returns on the 5 per cent return privilege are very low. Duchess' tune, "It Is No Secret," recorded on a flock of labels, is selling heavily at WNC Book Store, Canton, O. "I ran out of stock... can't get it fast enough." Fixit Shop, Richmond, Ky., would like to know what distributor near him handles Fantasy and Triumph labels. He's anxious for sides by Dave Brubeck and Al Cohn Quartet. Fred Petras, of King Radio Company, St. Louis, complains about Mercury's "flap-eared paper LP covers." Says the "peep-holed ones are numberless, the backs of the others without artist listing. Why not take a lesson from Columbia? As for London, elimination of the glaze finish on their covers would prevent buckling and warpage." Jarvela Radio Service Crosby, Minn., says it is now selling as many pops and Westerns on 45 as on 78. "The increasing swing to 45 has become evident in the past two months."

Trade Talk

Bernie's Record Shop, Fargo, N. D., now doing 50 per cent more business than last year. Feels that fewer releases with better promotion would help the dealer to bank his profits instead of putting them on the shelves. Rosenblatt Appliance Company, Hartford, Conn., wishes someone would publish a booklet containing available children's records of different labels—similar to the general LP and 45 catalogs. "We get many parents asking for listings such as these, and we have nothing to offer them except one or two individual supplements put out by a few companies." Sales off quite a bit the week before Easter, writes Ferguson Record Shop, Memphis. and from Cudahy, Wis., comes the complaint: "I'm about ready to throw up my hands in disgust! A fellow came in this evening and asked for Patti Page's recording of 'Bushel and a Peck' on RCA Victor 45. Where can I find such a record?" The late Al Jolson disking of "Are You Lonesome Tonight" reported a steady seller for months in Charleston, W. Va., by Bill McDowell, of Haynes' Company's record department.

Merchandising Tips

J. Graziano, Utica, N. Y., has cashed in on a good hillbilly market by the simple expedient of associating his shop with Carl Swenson, hillbilly jockey broadcasting as Mr. Sunshine. Rita Blase, of Graziano's writes: "We have tacked on our bulletin board a picture of Mr. Swenson, stating that we support his program. This, very quickly, draws his hillbilly followers." Herbert Gray, the Music Box, Hillsdale, N. J., complains about 45 records reaching him too slowly, often after a song has passed its peak. "I got some Valentine albums from one company four days after St. Valentine's Day."

Toronto

Newest record-dealer is Denny Bernie, who has opened a store in the northwest end of the city where the population is growing tremendously. Sydney Freeman, of Freeman Radio, is remodeling his store and front to give the store greater eye-appeal.

Best Selling Children's Records

... Based on reports received April 4, 5 and 6

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	This	Record	Artist	Label
6	1	1	PETER COTTONTAIL (One Record)	G. Austry	Col(78)MJV-68; (45)MJV-4-68; (33)4-727
9	2	2	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F1360
28	3	3	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
4	4	3	SONNY THE BUNNY	G. Austry	Col(78)MJV-103; (45)MJV-4-103
61	5	5	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
31	7	6	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
145	8	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
20	6	8	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBXF-3077
26	9	8	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
15	-	8	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	V(45)WY-23; (78)Y-33
26	10	11	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
7	11	12	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709
5	14	12	PETER COTTONTAIL (One Record)	M. Shiner	Dec(78)K-27; (45)1-150
142	12	14	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
1	-	14	LITTLE WHITE DUCK (One Record)	Danny Kaye	Dec(78)27350; (45)9-27350

Best Selling Pop Albums

... Based on reports received April 4, 5 and 6

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.

Week Last	Week This	Record	Artist	Label
1	1	SOUTH PACIFIC	Mary Martin-Erio Pinza	Col(78)MM-850; (33)ML-4180
2	2	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
8	3	LULLABY OF BROADWAY	Doris Day	Col(78)C-235; (33)CL-6168
4	4	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
3	5	CARNegie HALL JAZZ CONCERT, Vol. 1 and II	B. Goodman	Col(33)SL-160
5	6	TWO WEEKS WITH LOVE	J. Powell-C. Carpenter-D. Reynolds	MGM(78)MGM-61; (33)E-530
6	7	CALL ME MADAM	E. Merman-R. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304
-	7	ROYAL WEDDING	J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543
9	9	THREE LITTLE WORDS	Original Cast	MGM(78)MGM-53; (33)E-516
-	10	THE GREAT CARUSO	M. Lanza	V(78)DM-1506; (33)LM-1127

Week Last	Week This	Record	Artist	Label
1	1	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
8	2	LULLABY OF BROADWAY (Four Records)	Doris Day	Col(78)C-235; (45)B-235
2	3	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
3	4	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
6	5	TWO WEEKS WITH LOVE (Three Records)	J. Powell	MGM(78)MGM-61; (45)K-61
4	6	THE GREAT CARUSO (Four Records)	M. Lanza	V(78)DM-1506; (45)WDM-1506
5	7	GUYS AND DOLLS (Seven Records)	Original Cast	Dec(78)DA-825; (45)9-203
7	8	THREE LITTLE WORDS (Four Records)	Original Cast	MGM(78)53; (45)K-53
-	9	ROYAL WEDDING (Four Records)	J. Powell-F. Astaire	MGM(78)MGM-70; (45)K-70
9	10	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

Classical Reviews

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

MOZART: SYMPHONY NO. 28 IN C MAJOR (K 200)—Bavarian Radio Ork, Rudolf Albert, AND SYMPHONY NO. 25 IN G MINOR (K 183); Munich Philharmonic Ork, Kurt Eichhorn (1-12'') Mer (33) MG-10032

A pair of youthful Mozart symphonies, quite neglected on record, here are packaged to make a prime buy for the LP-enlarged market for Mozart. The G Minor is truly a lyrical piece of impassioned writing. It is read with persuasion and sympathy by Eichhorn and played cleanly by the Munich Philharmonic. The recording accentuates a singing string ensemble. The C major, tho it has less to say, is a gay, sometimes bombastic, work in the spirit of the Viennese style. It is performed in forthright fashion.

LISZT: CE QU' ON ENTENDS SUR LA MONTAGNE (HEARD ON THE MOUNTAIN) 67 —Symphonic Poem No. 1—Munich Tonkünstler Ork; Joseph Stroble, Cond. (1-12'') Mer (33) MG-10006

Termed a musical evocation of a poem by Victor Hugo, this powerful work, a rare orchestral piece of Liszt's, reiterates that composer's position as the link between Berlioz and Richard Strauss in the development of the symphonic poem. It is a striking, heroic work which is worthy of greater attention than it has been accorded both in the concert hall and on wax. Tho it becomes heavy and is high-flown in portions, the work neverthe-

less has a persuasive force which must penetrate even the most immobile audiences. This recording, fortunately, is a good one. The performance could have been crisper and not quite as heavy-handed as it is. Still, it succeeds in showing the work in a favorable light. The recording is technically proficient. To be recommended to those who go for music of a muscular nature.

IGOR STRAVINSKY: MARVA—New York Wind Ensemble and Ork, Robert Craft, Cond.; Phyllis Curtin, Robert Harmon, Sandra Warren, Arline Carmin (1-12'') Dial (33) 12

Champion of neglected contemporary music, the Dial label here has come up with a refreshing and lively 1922 one-act opera of Stravinsky. Basically a satire on the opera buffa, it nevertheless has an earthy folk-derived quality which elevates it far beyond the cream puff class. It is surprising that the work has been so well hidden, for it apparently is an easy one to perform and is a thoroughly entertaining and ingratiating one-acter. The performance here is forthright and competent; the singers are adequate enough to demonstrate the work. Certainly, a lighter and more imaginative touch and some better equipped voices could make this a completely delightful experience. The libretto, in English, is housed on the LP sleeve. Opera buyers and the Stravinsky coterie should find this worth looking into.

(Continued on page 40)

OUT 3 WEEKS AND ALREADY RCA VICTOR'S 3rd BEST SELLING RECORD!...



Eddy Arnold's "KENTUCKY WALTZ"

backed by
"A MILLION MILES FROM YOUR HEART"
48-0444—(21-0444)*

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

Release 51-15

Ships Coast to Coast, Week of April 15

POPULAR

- FRAN WARREN** with Hugo Winterhalter's Orchestra and Chorus
Here Comes the Springtime and There Goes My Heart!
(Ho-Dalee-Hi-Dalee, Hay)
When Does This Feeling Go Away?
20-4115—(47-4115)*
- DENNIS DAY**
If You Haven't Got a Sweetheart
Sweet, Sweet Pauline
20-4116—(47-4116)*
- FRANKIE CARLE** and His Orchestra
Eleanor
The Busiest Corner in My Home Town
20-4117—(47-4117)*
- ZIGGY TALENT** and His Orchestra
The Circus Day Parade
The Donkey Song
20-4118—(47-4118)*

COUNTRY

- EDDIE MARSHALL** and His Trail Dusters
Honky Tonk Blues
A Hundred Ways To Break a Heart
21-4059—(48-0459)*
- DON GIBSON** and His King Cotton Kinfolks
Wiggle Wag
Roses Are Red
21-0460—(48-0460)*

WESTERN

- ROY ROGERS** (The King of the Cowboys) and the Roy Rogers Riders with Frank Worth and His Ork
Plincy Jane
Cowboy's Heaven
21-0458—(48-0458)*

SPIRITUAL

- THE STARLIGHT SPIRITUAL SINGERS**
I've Got Heaven on My Mind
Somehow
22-0121—(50-0121)*

POP SPECIALTY

- SIX FAT DUTCHMEN**
Ole' Schmicklefritz (And His Oomp Pah Pah)
Coquette—Polka
25-1194—(51-1194)*

NEW ALBUMS

- AL GOODMAN** and His Orchestra
Strauss Waltzes
K-29 (WK-29)* (LK-1021)**
- RALPH FLANAGAN** and His Orchestra
Ralph Flanagan Favorites
P-308—(WP-308)*

*45 r.p.m. cat. nos.
**33 1/3 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.

- Never Been Kissed
Freddy Martin 20-4099—(47-4099)*
- Be My Love
Mario Lanza 10-1561—(49-1561)*
- Kentucky Waltz
Eddy Arnold 21-0444—(48-0444)*
- IF/Zing Zing—Zoom Zoom
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)*
- Bring Back the Thrill
Eddie Fisher and Hugo Winterhalter Ork 20-4016—(47-4016)*
- Tumbling Tumbleweeds/You Don't Kno' What Lonesome Is
Perry Como and the Sons of the Pioneers 20-4081—(47-4081)*
- Down the Trail of Achin' Hearts
Hank Snow 21-0441—(48-0441)*
- The Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300)*
- Rhumba Boogie
Hank Snow 21-0431—(48-0431)*
- Would I Love You
Tony Martin 20-4056—(47-4056)*
- Good-Bye, G. I. Al/Get Your Paper (The Newspaper Song)
Eddie Fisher with Hugo Winterhalter Ork and Chorus 20-4100—(47-4100)*
- I'll Never Know Why
Hugo Winterhalter Ork 20-4087—(47-4087)*
- In Your Arms/A Penny a Kiss
Dinah Shore and Tony Martin 20-4019—(47-4019)*
- Poison Love
Johnnie and Jack 21-0377—(47-0377)*
- I'm Moving on No. 2
Hank Snow 21-0446—(48-0446)*



★ 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.

- Without a Song
Perry Como 20-4033—(47-4033)*
Operators Pick, Billboard, April 7 issue.
- Aba Daba Honeymoon
Freddy Martin 20-4065—(47-4065)*
Best Selling Pop Singles, Billboard, April 7 issue. Records Most played by Disk Jockeys, Billboard, April 7 issue.
- Slow Drive
Everytime I Fall in Love
Ralph Flanagan Ork 20-4067—(47-4067)*
Both Sides, Disk Jockeys Pick, Billboard, March 24 issue.
- Let Me In
Texas Jim Robertson and the Fontane Sisters 20-4077—(47-4077)*
Records Most Played by Disk Jockeys, Billboard, March 31 issue.

TIPS ON TOP OF OLD SMOKY } VAUGHN MONROE } SOUND OFF
SHALL WE DANCE } OH, MARRY, MARRY ME }
20-4113—(47-4113)* } 20-4114—(47-4114)* }



A new edition of RCA Victor's MUSIC AMERICA LOVES BEST catalog is off press . . . The most up-to-date listing of the best loved, most popular recordings available on the RCA Victor label . . . NOTE: All orders for these catalogs must be placed through RCA Victor record distributors.

Even as you read this, Eddie Fisher will be stepping into his first suit of army brown. Eddie's latest smash hit is GOOD-BYE, G.I. AL. Little did we think when we asked Eddie's draft board for tie-in publicity that they'd go this far! Eddie made a trip to the West Coast and presented the record to Mrs. Jolson . . . The song is dedicated to the late Al Jolson.



ATTENTION, DEALERS: The smart, handy merchandiser shown above is built to hold all Mario Lanza's recordings of the songs from THE GREAT CARUSO. We think it will catch many a customer's eye—and cash. Do you have your merchandiser yet? Contact your RCA Victor record distributor.

WATCH FOR MINDY CARSON'S LATEST RECORD, "GOTTA FIND SOMEBODY TO LOVE" AND "WHEN YOU AND I WERE YOUNG MAGGIE BLUES" . . . INCIDENTALLY, WHEN YOU HEAR THE "MAGGIE BLUES" SIDE YOU'LL HEAR STAN FREEMAN HIT THE CLINKER OF THE YEAR (ON PURPOSE, OF COURSE . . . BECAUSE STAN IS ONE OF THE OUTSTANDING PIANISTS IN RECORDING CIRCLES). THIS RECORD IS PARTICULARLY SUITED FOR COIN MACHINES BECAUSE RCA VICTOR HAS RECORDED TWO TOP TUNES ON THIS ONE DISC.

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

FEDERAL-KING-DELUXE

best sellers

Federal RECORDS

FOLK-WESTERN

*** ZEB TURNER**
CHEW TOBACCO RAG
NO MORE NOOTHIN' (BUT GETTIN' YOU OFF MY MIND)
950 and 45-950*

*** COWBOY COPAS**
THE STRANGE LITTLE GIRL
YOU'LL NEVER EVER SEE ME CRY
(with KATHY COPAS)
951 and 45-951*

*** SHORTY LONG**
GOODNIGHT CINCINNATI,
GOOD MORNING TENNESSEE
JUST LIKE TWO DROPS OF WATER
953 and 45-953*

*** MOON MULLICAN**
TOO MANY IRONS IN THE FIRE
SHORT BUT SWEET
931 and 45-931*

*** CLYDE MOODY**
BEAUTIFUL BROWN EYES
WHAT CAN I DO?
952 and 45-952*

*** BOB NEWMAN**
LONESOME TRUCK DRIVER'S
BLUES
LEFTOVER HASH
945 and 45-945*

*** DELMORE BROS.**
FIELD HAND MAN
GOTTA HAVE SOME LOVIN'
935 and 45-935*

POPULAR

*** BETTIE CLOONEY**
WOULD I LOVE YOU (LOVE YOU, LOVE YOU)
FAITHFUL 15102

*** GENE WILLIAMS**
CLOUDS
BUT DOES THAT MAKE YOU MINE? 15100

SEPIA-BLUES

*** LUCKY MILLINDER**
CHEW TOBACCO RAG
GEORGIA ROSE
4449 and 45-4449*

*** WYNONIE HARRIS**
TREMBLIN'
JUST LIKE TWO DROPS OF WATER 4448

*** EARL BOSTIC**
I CAN'T GIVE YOU ANYTHING BUT LOVE
ROCKIN' AND REELIN' 4437

*** BULL MOOSE JACKSON**
MY LITTLE BABY
FORGET AND FORGIVE 4433

Federal

*** THE DOMINOES**
DO SOMETHING FOR ME
CHICKEN BLUES
12001 and 45-12001*

*** LITTLE ESTHER**
OTHER LIPS, OTHER ARMS
THE DEACON MOVES IN
(with THE DOMINOES)
12016 and 45-12016*

DELUXE

*** ROY BROWN**
SWEET PEACH
GOOD MAN BLUES
3312 and 45-3312*

ANOTHER KING BRANCH
NOW OPEN
374 S. W. 8TH ST., MIAMI, FLA.
*45 R.P.M.

distributors

King RECORDS INC.

NEW YORK

- Best Selling Pop Singles**
1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 2. SYNCOPATED CLOCK
L. Anderson, Dec(78)16005, (45)9-16005
ASCAP (The Waltzing Cat)
 3. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 4. HOT CANARY
F. Zabach, Dec(78)27509, (45)9-27509
ASCAP (Jalousie)
 5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
ASCAP (Sentimental Music)

- Best Selling Albums**
1. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203,
(33)DL-8036
 2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)H-244
 3. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127

CHICAGO

- Best Selling Pop Singles**
1. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45)
9-27515 BMI (Across the Wide Missouri)
 2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 3. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45
ASCAP (I Love You Because)
 4. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 5. I APOLOGIZE
B. Eckstein, MGM(78)10903, (45)K-10903
ASCAP (Bring Back the Thrill)

- Best Selling Albums**
1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)H-244
 2. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850,
(33)ML-4180

WASHINGTON, D. C.

- Best Selling Pop Singles**
1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 2. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 3. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
ASCAP (Sentimental Music)
 4. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)
 5. HOT CANARY
F. Zabach, Dec(78)27509, (45)9-27509
ASCAP (Jalousie)

- Best Selling Albums**
1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)H-244
 2. CALL ME MADAM
D. Shore and Original Cast, V(78)OC-1, (45)
WOC-1, (33)LOC-1000
 3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850,
(33)ML-4180

DETROIT

- Best Selling Pop Singles**
1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 2. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 3. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45)
9-27515 BMI (Across the Wide Missouri)
 4. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)
 5. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)

- Best Selling Albums**
1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)H-244
 3. CARNEGIE HALL JAZZ CONCERT Vol. I and II
B. Goodman, Col(33)SL-160

PHILADELPHIA

- Best Selling Pop Singles**
1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 4. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282,
(45)K-30282 ASCAP (Row, Row, Row)
 5. SPARROW IN THE TREE TOP
G. Mitchell-M. Miller, Col(78)39190,
(33)3-39190, (45)4-39190 ASCAP
(Christopher Columbus)

- Best Selling Albums**
1. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203,
(33)DL-8036
 2. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33)
CL-6168
 3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850,
(33)ML-4180

ATLANTA

- Best Selling Pop Singles**
1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 2. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 3. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 4. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45)
9-27515 BMI (Across the Wide Missouri)
 5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
ASCAP (Sentimental Music)

- Best Selling Albums**
1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 2. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45)
K-70, (33)E-543
 3. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33)
CL-6168

PITTSBURGH

- Best Selling Pop Singles**
1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 2. I APOLOGIZE
B. Eckstein, MGM(78)10903, (45)K-10903
ASCAP (Bring Back the Thrill)
 3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)
 4. WHERE THE RED ROSES GROW
H. Babbitt-M. Tilton, Coral(78)60430, (45)
9-60430 ASCAP (Let's Waltz Just Once More)
 5. AELUNA MEZZUMARE
E. Dewan Quintones, Mercury(78)5537, (45)
5537X45 (Lady Is a Tramp)

- Best Selling Albums**
1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 2. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
 3. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33)
CL-6168

BOSTON

- Best Selling Pop Singles**
1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 2. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45
ASCAP (I Love You Because)
 3. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 4. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45)
9-27515 BMI (Across the Wide Missouri)
 5. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)

- Best Selling Albums**
1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 2. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45)
K-70, (33)E-543
 3. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33)
CL-6168

LOS ANGELES

- Best Selling Pop Singles**
1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 3. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 4. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
ASCAP (Sentimental Music)
 5. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)49-3300
ASCAP (La Donna E Mobile)

- Best Selling Albums**
1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)H-244
 3. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45)
K-70, (33)E-543

NEW ORLEANS

- Best Selling Pop Singles**
1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)
 4. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45
ASCAP (I Love You Because)
 5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
ASCAP (Sentimental Music)

SEATTLE

- Best Selling Pop Singles**
1. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)
 2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 3. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
ASCAP (Sentimental Music)

- Best Selling Albums**
1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)H-244
 2. CARNEGIE HALL JAZZ CONCERT Vol. I AND II
B. Goodman, Col(33)SL-160
 3. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127

DALLAS AND FORT WORTH

- Best Selling Pop Singles**
1. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)
 2. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
 3. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 4. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282,
(45)K-30282 ASCAP (Row, Row, Row)
 5. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45)
9-27515 BMI (Across the Wide Missouri)

- Best Selling Albums**
1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA VICTOR ORK
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)H-244
 3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850,
(33)ML-4180

DENVER

- Best Selling Pop Singles**
1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353
ASCAP (I'll Never Love You)
 2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)
 3. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
(Sentimental Music)

4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP
(Zing Zing—Zoom Zoom)
5. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)

- Best Selling Albums**
1. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33)
CL-6168
 2. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO" RCA Victor Ork ..
M. Lanza-C. Callinicos, V(78)DM-1506, (45)
WDM-1506, (33)LM-1127
 3. BOZO ON THE FARM
P. Colvig-B. May, Cap(78)DBX-3076, (45)
CBXF-3076

ST. LOUIS

- Best Selling Pop Singles**
1. I APOLOGIZE
B. Eckstein, MGM(78)10903, (45)K-10903
ASCAP (Bring Back the Thrill)
 2. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45)
9-27515 BMI (Across the Wide Missouri)
 3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walkin' and Whistlin' Blues)
 4. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45
ASCAP (Sentimental Music)
 5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373
ASCAP (Chicken Reel)

- Best Selling Albums**
1. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203,
(33)DL-8036
 2. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33)
CL-6168
 3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850,
(33)ML-4180

RECORD DEALERS!

Make Extra Dollars

in Record Sales

at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real getter for extra record sales and profits—and at a low cost of only 25c a week

You get an eye-catching, attention-getting, full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple... easy to handle... low in cost... a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

YERMIE STERN

545 FIFTH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks' service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME.....

STORE.....

ADDRESS.....

CITY..... STATE.....

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.
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VEDEX COMPANY
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Over 1,000 Satisfied Customers

RELIABILITY - QUALITY
RECORD PRESSING
Originators of the
NON-SLIP FLEX
(Pat. Pending)

Research Craft Co.
1037 NO. SYCAMORE ST.
LOS ANGELES 38, CALIF.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

	78	45
	rpm	rpm
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat "King" Cole	1468	F1468
"THE SYNCOPATED CLOCK" The Capitol Symphonic Band conducted by Louis Castellucci	984	F984
"THE HOT CANARY" Paul Weston and Paul Nero, violin	1495	F1495
"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ" Tennessee Ernie	1470	F1470
"SEPTEMBER SONG" Stan Kenton	1480	F1480

HOT SELLERS!

POPULAR

"NOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul	1451	F1451
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford	1373	F1373
"I TAUT I TAW A PUDDY TAT" Mel Blanc	1360	F1360
"BEAUTIFUL BROWN EYES" Jimmy Wakely	1393	F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul and Mary Ford	1316	F1316
"SHENANDOAH WALTZ," "THE KISSING SONG" The Dinning Sisters	1429	F1429
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat "King" Cole	1468	F1468
"JET," "THE MAGIC TREE" Nat "King" Cole	1365	F1365
"DID YOU WRITE A LETTER TO YOUR SWEET- HEARTS," "CRYIN' JUST FOR YOU" Jimmy Wakely	1472	F1472

WESTERN & FOLK

"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie	1295	F1295
"WHERE IS YOUR HEART TONIGHT?," "THOSE THINGS MONEY CAN'T BUY" Hank Thompson	1444	F1444
"HEADS YOU WIN (TAILS YOU LOSE)," "YOU PLAYED AROUND WITH MY HEART" Gene O'Quin	1433	F1433
"SHENANDOAH WALTZ," "JUST LIKE TWO DROPS OF WATER" Bucky Tibbs and Jimmie Dale	1425	F1425
"I'LL FLY AWAY," "WE WILL RISE AND SHINE" James and Martha Carson	1415	F1415
"IF I COULD STEAL YOU FROM SOMEBODY ELSE," "THERE'S NO ONE TO CRY OVER ME" Tex Ritter	1453	F1453
"HONEY COSTS MONEY," "SOWING TEARDROPS" Eddie Kirk	1445	F1445



Week ending
APRIL 14, 1951

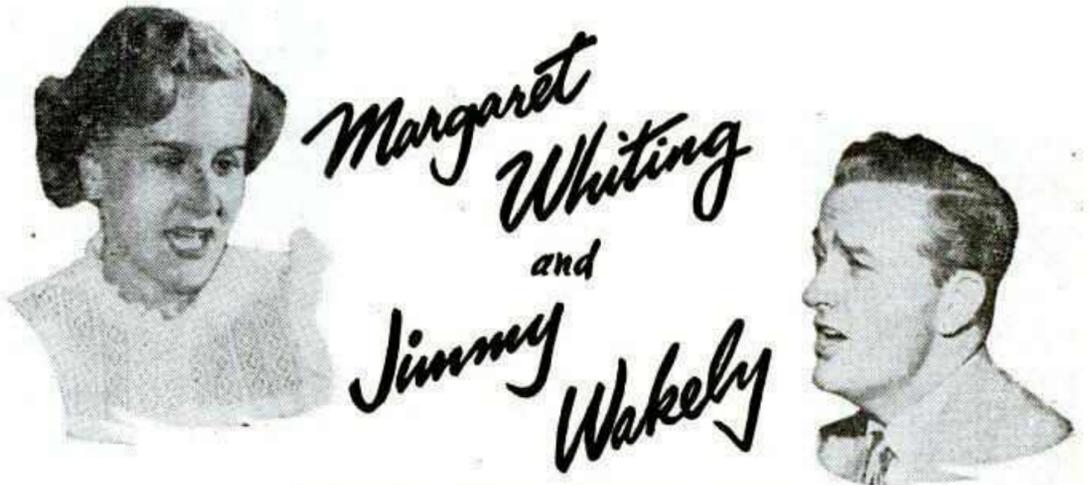
Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Hear the "Take-off"—Count the "Pay-off"

WHEN YOU AND I WERE YOUNG MAGGIE BLUES

coupled with **Till We Meet Again**
sung by the Smash Duet Team of . . .



78 rpm No. 1500 • 45 rpm No. F1500

NEW RELEASES ON Capitol

		78 rpm	45 rpm
"THE SYNCOPATED CLOCK" THE CAPITOL SYMPHONIC BAND conducted by LOUIS CASTELLUCCI		984	F984
POPULAR			
STAN KENTON <small>and His Orchestra</small>	SEPTEMBER SONG <small>From the Paramount Picture "September Affair"</small> ARTISTRY IN TANGO	1480	F1480
THE STARLIGHTERS <small>with Buddy Cole's Orchestra</small>	I WHISTLE A HAPPY TUNE <small>From the Musical Production "The King and I"</small> SWEET, SWEET PAULINE	1481	F1481
JERRY LEWIS <small>with Dick's Combo by Dick Stabile</small>	NEVER BEEN KISSED A-HUNTING WE WILL GO <small>Vocals with Orchestra</small>	1482	F1482
JAN GARBER <small>and Her Orchestra</small>	BRIGHT LIGHTS AND BLONDE-HAIRED WOMEN <small>Vocal by Ray Cordell and The Garber Trio</small> WHERE THE RED ROSES GROW <small>Vocal Duet by Ray Cordell and Jay Corley</small>	1483	F1483
JOE "FINGERS" CARR <small>and The Carr Trio</small>	BYE, BYE BLUES <small>coupled with</small> TOM'S TUNE	1484	F1484
DOTTIE O'BRIEN <small>with Buddy Cole's Collage</small>	I DON'T WANNA GO HOME YAK YAK SONG	1485	F1485
PETE DAILY <small>and His Chicagoans</small>	WALKIN' THE DOG ROAMIN' IN THE GLOAMIN' <small>Instrumentals</small>	1486	F1486
WESTERN & COUNTRY			
RAMBLIN' JIMMIE DOLAN	I'M ALONE BECAUSE I LOVE YOU THE SPIDER AND THE FLY	1487	F1487
"BIG BILL" LISTER	R C COLA AND MOON PIE BEER DRINKING BLUES	1488	F1488
SACRED MUSIC			
STATESMAN QUARTET <small>with Movie Lister of the Five</small>	PEACE IN THE VALLEY SHO' DO NEED HIM NOW	1489	F1489

Flooding
the
land!



Across the wide Missouri

and

SO LONG

by

**PAUL
WESTON**

78 rpm 39160
33 1/3 3-39160
45 rpm 4-39160

COLUMBIA

RECORDS



First, Finest, Foremost in Recorded Music



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received April 4, 5 and 6

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks Last	This	to date	Week	Week	Record	Label
13	1	1	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP		
8	2	2	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP		
8	7	3	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP		
9	5	4	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP		
7	6	5	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP		
21	4	6	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI		
18	3	7	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP		
15	8	8	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP		
2	14	9	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen	Dec(78)27515; (45)9-27515—BMI (George Gates, Coral 60436; Vaughn Monroe, V 20-4114)		
7	10	10	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP		
6	9	11	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP		
5	14	12	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP		
5	14	12	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI		
14	11	14	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—BMI * (Weavers Dec 27332; D. Brand, Crest CR-20552-1; Melodeons, MGM 10879; R. Allen, Mer 5573; L. Baxter, Cap 1381)		
10	13	15	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. Laison, London 878; Mary Mayo-Al Ham Cap 1350)		
4	22	15	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP (D. Washington Mer 8209; D. Cherry-D. Terry Ork, Dec 27484; T. Martin, V 20-4056; Anita O'Day, London 964)		
15	12	17	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V(78)20-3945; (45)47-3945—ASCAP (L. Armstrong-V. Middleton, Dec 27481; Guy Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Case Ork-J. Carroll-C. Blake, MGM 10845; E. Merman-D. Haymes-G. Jenkins Ork, Dec 27317; B. Chapel-L. LeWinter Ork, Mer 5545; Mary Martin & Son Larry, Col 39115; R. Stevens-R. Merrill, V(45)49-3108; M. Tilton-H. Babbitt, Coral 60335)		
5	22	17	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI		
2	26	19	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP		
12	18	20	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI (Rosemary Clooney, Col 39212; H. Hawkins, King 932)		
3	—	20	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45—ASCAP		
17	14	22	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP		
4	—	22	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP		
14	26	24	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI (Les Baxter, Cap 1381; Red Foley-Ernest Tubbs, Dec 46297; R. Marterie Ork, Mer 5570; Lyn Murray, Coral 60366; Seymour Reichtzeit-Sam Medoff Ork, Banner B-2586; Paul Weston, Col 39160; Ken Griffin, Col(33) 3-39142)		
8	26	24	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP (Vinni De Campo, London 960; Billy Eckstine, MGM 10903; E. Fisher, V 20-4016; T. Fontaine-L. Douglas Ork, Mer 5575; Mary Mayo-Al Ham, Cap 1350; D. Cherry-D. Terry Ork, Dec 27484)		
3	22	26	ABA DABA HONEYMOON	F. Martin	V(78)20-4065; (45)47-4065—ASCAP		
7	26	26	PENNY A KISS, PENNY A HUG	Andrews Sisters	Dec(78)27414; (45)9-27414—ASCAP		
9	—	26	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI		
2	—	26	IF	G. Lombardo	Dec(78)27449; (45)9-27449—ASCAP		
1	—	26	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444—ASCAP		

ALL ABOARD FOR A BIG HIT!

'FAST FREIGHT'

IT'S ANOTHER "OLD MASTER PAINTER" FOR

Richard Hayes

COUPLED WITH 'MY PRAYER' • MERCURY 5603-X45

... And Be Sure to Get Richard Hayes'

'TOO YOUNG'

COUPLED WITH 'SHENANDOAH WALTZ' • MERCURY 5599 - X45



P.S. The Kid's Great on TV...
BROADWAY OPEN HOUSE

A Double-Barreled HIT!



Eddy Howard

HIS ORCHESTRA AND TRIO

FIRST 'POP' RENDITION

'THE STRANGE LITTLE GIRL'

COUPLED WITH

'WHAT WILL I TELL MY HEART'

MERCURY 5630 - X45

MONEY IN THE BANK!

PATTI PAGE
DOWN THE TRAIL OF ACHIN' HEARTS

Ever True Evermore
Mercury 5579 • X45

PATTI PAGE
MOCKIN' BIRD HILL

I Love You Because
Mercury 5595 • X45

PATTI PAGE
WOULD I LOVE YOU

Sentimental Music
Mercury 5571 • X45

VIC DAMONE
MAMA

Operetta
Mercury 5444 • X45

FRANKIE LAINE
METRO POLKA

Jalopy Song
Mercury 5581 • X45

AL TRACE ORCHESTRA
PRETTY EYED BABY

That's The Man For Me
Mercury 5609 • X45

BILLY DANIELS
I'LL NEVER KNOW WHY

I Never Knew
Mercury 5614 • X45

RICHARD HAYES
ROBERTA QUINLAN

WHEN YOU AND I WERE YOUNG MAGGIE BLUES

I Whistle A Happy Tune
Mercury 5615 • X45

ROBERTA QUINLAN
GOTTA FIND SOMEONE TO LOVE

Alice In Wonderland
Mercury 5616 • X45

COMING UP FAST!

TONY FONTANE
SYNCOATED CLOCK

I'm Yours To Command
Mercury 5607 • X45

TONY FONTANE
A LOVE LIKE YOURS

No One But You
Mercury 5611 • X45

ALFRED NEWMAN
SOMETHING WONDERFUL

We Kiss In The Shadow
(From "King And I")
Mercury 5617 • X45

SUE THOMPSON
YOU'RE GETTIN' A GOOD GIRL

What've You Got
Mercury 6325

EMIL DEWAN
BUTCHER BOY

Lady Is A Tramp
Mercury 5537 • X45

RAY BARBER
I HAVE NO HEART

Love Me
Mercury 5624 • X45

BOB CONNALLY
KENTUCKY WALTZ

Chapel Of The Roses
Mercury 5608 • X45

REX ALLEN
TEN MORE MILES TO GO

Sentimental Fool
Mercury 5619 • X45

ALEXANDER BROS.
JEZEBEL

Pennsylvania Dutch
Mercury 5620



JOHNNY BOND'S greatest Sick sober and sorry

and TENNESSEE WALKING HORSE

78 rpm 20808
45 rpm 4-20808

Other Johnny Bond Best Sellers

"Glad Rags" and "Set 'Em Up, Joe"
78 rpm 20787
33 1/2 rpm 3-20787
45 rpm 4-20787

"Steppin' Out" and "Cream of Kentucky"
78 rpm 20738
33 1/2 rpm 3-20738

"Barrel House Bessie" and "It Ain't A Gonna Happen To Me"
78 rpm 20734
33 1/2 rpm 3-20734

"Under the Red, White and Blue" and "Star Spangled Waltz"
78 rpm 20726
33 1/2 rpm 3-20736

Columbia Records
First, Finest, Foremost in Recorded Music



THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Ernest Tubb is the father of a daughter, Erlene Dale, born Easter Sunday. . . . Ted Johnson's Westerners are a newly formed group. Ted, formerly Dude Martin's manager-partner, formed the group with other Martin featured entertainers. Ted is on the accordion; Red Gillham, comedian and trumpet man; Billy Reynolds, vocals, and Smilin' Joe (Bruhl) on steel guitar and doubling as publicity man. . . . Hank Thompson started as a regular on the Saturday Big D Jamboree, the Thursday dances at Bob Wills' Ranch House, Dallas, and the Friday dances at Danceland, Fort Worth. He lost his drummer, Kermit Baca, to the army and replaced him with Wayne Foster. Jimmie Owen, who wrote "The Waltz of the Roses," is under the personal management of Dorothy Prussman. Dorothy also reports that Rex Allen just finished one picture, "Thunder in God's Country" for Republic and soon begins another. . . . Gabe Drake and the Paradise Valley Boys cut four originals of Ruby Fisher's on Jubilee Records. . . . Ann Jones has signed with King and has cut her first session. . . . Mac Wiseman and the Country Boys, ex-WCYB, Bristol, Va., have joined KWKH's Louisiana Hayride. . . . Red River Boys are heard over WELI, Battle Creek, Mich., where Joe Kelly Jr., son of the "Quiz Kids" Joe Kelly, is in charge of the hour Saturday show. Also has his own d. j. show. . . . Clay Eager, already aired over Country Store on WHAS, Louisville, is now heard on a network show for a national sponsor over WLW, Cincinnati. Skeets Yaney has been on the air for the same sponsor, Uncle Dick Slack, the Jolly Irishman, for 19 years. . . . Bob Robbins has signed with Slate Records

(Continued on page 82)

Folk Record Releases

Answer to I'll Be Back in a Year, Little Darlin'—Prairie Ramblers (I'll Be) Col 20800
Bad, Bad Whiskey—Bobby Soots (I'm Cryin') Mer 6326
Beautiful Brown Eyes—Billy Walker (I Ain't) Col 20798
Beautiful Brown Eyes—Jesse Rogers (Tellin' My) V 21-0454
Beautiful Brown Eyes—Eddie Zack (Shenandoah Waltz) Dec 46302
Before I'm Through—Wesley Tuttle (Too Bad) Cap 1478
Between a Rock and a Hard Place—Curley Williams (Good Ol') Col 20797
Big Mountain Shuffle—Arthur Smith (Chew Tobacco) MGM 10945
Blue Eyes Crying in the Rain—Owen Bradley (The Strange) Coral 60434
Blue Mountain Girl—Earl Senger (I Won't) Fortune 155
Bluebird Island—Hank Snow, Anita Carter (Down the) V 21-0441
Boogie Bottom Boogie—Jim Boyd (Dear John) V (45) 48-0443
Boogie Jackson—Chuck Murphy (A Woman) Bama 300
Boogie Woogie Baby—Louie Innis (Goodnight) Mer 6312
Bucket of Love, A—June Carter (Mommie's Real) V 21-0450
Chew Tobacco Rag—Buz Butler (The Friend) Mer 6323
Chew Tobacco Rag—Spade Cooley (The Rhumba) Dec 46310
Chew Tobacco Rag—Pee Wee King (The Strange) V 21-0451
Chew Tobacco Rag—Arthur Smith (Big Mountain) MGM 10945
Cloudy Day Blues—Annisteen Allen (Lies Lies) Federal 12012
Coconut Island—Cecil Campbell (Steel Guitar) V 21-0445
Cold Steel Blues—Red Kirk (Three's a) Mer 6309
Counterfeit Kisses—Helen Carter-Don Davis (Sparrow in) Tennessee 761
Crackers, Cheese and Beer—Bob Williams (What Am) Tennessee 746
Cry All Your Tears—Billy Strickland (Queen of) Dot 1044
Daddy's Little Ranger—Seger Ellis (The Old) MGM 10918
Dear John—Jim Boyd (Boogie Bottom) V 48-0443
Dirty Boogie—Roy Hall (Okee Doaks) Fortune 126
Don't Ever Say You Love Me—Andy Wilson (You Count) Dot 1029
Do Not Disturb—Larry Cassidy (The New) Cap 1456
Each Time You Leave Me—Lulu Belle & Scotty (Truly I) Mer 6318
Empty Dreams—Leon Payne (Farewell Waltz) Cap 1463

(Continued on page 85)

Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received April 4, 5 and 6

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

POSITION	Weeks Last This	to date Week Week	Record	Label
14	1	1	THERE'S BEEN A CHANGE IN ME E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
7	3	2	RHUMBA BOOGIE Hank Snow	V(78)21-0431; (45)48-0431—BMI
16	2	3	SHOTGUN BOOGIE Tennessee Ernie	Cap(78)1295; (45)F1295—BMI
5	5	4	COLD, COLD HEART H. Williams	MGM(78)10904; (45)K10904—BMI
7	4	5	LOOK WHAT THOUGHTS WILL DO L. Frizzell	Col(78)20772; (33)3-20772; (45)4-20772—BMI
23	6	6	I LOVE YOU A THOUSAND WAYS L. Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
9	7	7	POISON LOVE Johnnie & Jack	(78)21-0377; (45)48-0377—BMI
4	10	8	MOCKIN' BIRD HILL Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
21	8	9	GOLDEN ROCKET Hank Snow	V(78)21-0400; (45)48-0400—BMI
1	—	10	I WANT TO BE WITH YOU ALWAYS L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI

Best Selling Retail Folk (Country & Western) Records

... Based on reports received April 4, 5 and 6

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

POSITION	Weeks Last This	to date Week Week	Record	Label
7	1	1	RHUMBA BOOGIE Hank Snow	V(78)21-0431; (45)48-0431—BMI
14	2	2	THERE'S BEEN A CHANGE IN ME E. Arnold	V(78)21-0412; (45)48-0412—BMI
18	3	3	SHOTGUN BOOGIE Tennessee Ernie	Cap(78)1295; (45)F1295—BMI
5	5	4	COLD, COLD HEART H. Williams	MGM(78)10904; (45)K10904—BMI
20	4	5	GOLDEN ROCKET H. Snow	V(78)21-0400; (45)48-0400—BMI
14	7	6	I LOVE YOU A THOUSAND WAYS Lefty Frizzell	Col(78)20-20739; (45)4-20739; (33)3-20739—BMI
41	8	6	I'M MOVIN' ON H. Snow	V(78)21-0328; (45)48-0328—BMI
1	—	8	KENTUCKY WALTZ E. Arnold	V(78)21-0444; (45)48-0444—BMI
6	6	9	POISON LOVE Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
2	—	10	LOOK WHAT THOUGHTS WILL DO L. Frizzell	Col(78)20772; (45)4-20772; (33)3-20772—BMI

Most Played Juke Box Folk (Country & Western) Records

... Based on reports received April 4, 5 and 6

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

POSITION	Weeks Last This	to date Week Week	Record	Label
17	1	1	SHOTGUN BOOGIE Tennessee Ernie	Cap(78)1295; (45)F1295—BMI
6	4	2	RHUMBA BOOGIE Hank Snow	V(78)21-0431; (45)48-0431—BMI
12	2	3	THERE'S BEEN A CHANGE IN ME E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
9	3	3	MOCKIN' BIRD HILL Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
4	5	5	COLD, COLD HEART H. Williams	MGM(78)10904; (45)K10904—BMI
1	—	6	KENTUCKY WALTZ E. Arnold	V(78)21-0444; (45)48-0444—BMI
5	6	7	BEAUTIFUL BROWN EYES J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F1393—BMI
20	9	8	GOLDEN ROCKET H. Snow	V(78)21-0400; (45)48-0400—BMI
17	10	9	I LOVE YOU A THOUSAND WAYS Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
2	—	10	LOOK WHAT THOUGHTS WILL DO Lefty Frizzell	Col(78)20772; (45)4-20772; (33)3-20772—BMI

Country & Western Record Reviews Appear on Page 82

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

- Always Dreaming—Eddie Roemer-Bill Coates Trio (That Old) Robin A-1001-2
- Angels Guard Thee—Gracie Fields (Forgive Me) London 738
- Artistry in Tango—Stan Kenton (September Song) Cap 1480
- Bright Lights and Blond Haired Women—Jan Garber (Where the) Cap 1483
- Bundle of Love—Connie Haines (My Lost) Coral 60426
- By the Moonlight—Burt Taylor-Mitch Miller (Cider Night) Col 39300
- 'Cause I Love You—Dinah Shore (The Three) V 20-4107
- Cider Night—Mitch Miller (By the) Col 39300
- Faithfully Yours—Ray Anthony (I'll Never) Cap 1490
- Forgive Me Lord—Gracie Fields (Angels Guard) London 738
- Gotta Find Somebody to Love—Marian Maye (My Love) Coral 60437
- Ida—Tony Pastor (Mary's a) Col 39390
- I'll Never Know Why—Ray Anthony (Faithfully Yours) Cap 1490
- I'm Yours to Command—Sammy Kaye (Shenandoah Waltz) Col 39325
- Lock the Barn Door—Eileen Barton (The Syncopated) National 9152
- Mary's a Grand Old Name—Tony Pastor (Ida) Col 39290
- My Lost Melody—Connie Haines (Bundle of) Coral 60426
- My Love for You—Marian Maye (Gotta Find) Coral 60437
- On Top of Old Smoky—George Gates (The Syncopated) Coral 60436
- On Top of Old Smoky—Vaughn Monroe (Shall We) V 20-4114
- Put On Your Red Silken Stockings, Pretty Babe—Helen Grayco (Twas Brillig) London 983
- September Song—Stan Kenton (Artistry in) Cap 1480
- Shall We Dance—Vaughn Monroe (On Top) V 20-4114
- Shenandoah Waltz—Sammy Kaye (I'm Yours) Col 39325

- Syncopated Clock, The—Eileen Barton (Lock the) National 9152
- Syncopated Clock, The—George Gates (On Top) Coral 60436
- That Old Gang of Mine—Eddie Roemer-Bill Coates Trio (Always Dreaming) Robin A-1001-2
- Three Cornered Tune, The—Dinah Shore ('Cause I) V 20-4107
- Twas Brillig—Helen Grayco (Put on) London 983
- Where the Red Roses Grow—Jan Garber (Bright Lights) Cap 1483

LATIN AMERICAN

- Arroz Con Pollo—Tito Puente (Co-Co) V 23-5367
- Co-Co-Coconut—Tito Puente (Arroz) V 23-5367
- El Candao—Conjunto Casino (Felipe) Dec 21339
- Mambo Riff—Noro Morales (Voy) Col 39268
- Felipe Blanco-Sucu Sucu — Conjunto Casino (El Candao) Dec 21339
- Voy "Pa" La Loma—Noro Morales (Mambo) Col 39268

INTERNATIONAL

- Chime Bells—Johnny Vadnal (Jolly) V 51-1191
- Dizzy Chap—Six Fat Dutchmen (Stryman's) V 51-1190
- Hold Me Tight Polka—Betty, Rheiny, Papa (Siebe) Alpine 701
- Jolly Lumberjack Polka—Johnny Vadnal (Chime) V 51-1191
- Siebe Buebe—Betty, Rheiny, Papa (Hold) Alpine 701
- Stryman's Vals—Six Fat Dutchmen (Dizzy) V 51-1190

RELIGIOUS

- The Song of Easter Album—Fred Waring Glee Club and Ork (1-10") Dec (33) DL-6018

HOT JAZZ

- I'm Goin' Home—Sharkey and His Kings of Dixieland (Sharkey) Cap 1452
- Sharkey Strut—Sharkey and His Kings of Dixieland (I'm Goin') Cap 1452

Subsidized Waxing

• Continued from page 12

diskery had acquired, which they wanted re-cut. The other diskery benefits are as follows: There is the chance that one of the sides may step out as a platter hit. They get publication rights to the sponsor's tunes—with the possibility of stirring major label attention. Their only risk is the cost of pressing and promoting.

Another indie has been recording a foreign-born warbler with a well-to-do sponsor picking up the tab for the dates—the tab usually being a heavy one, for arrangements and musicians frequently approximate the size if not the sound of a small symphony orchestra.

Another publisher has been conducting a "song service" for amateurs. Part of the deal is so many hundred recordings of their tunes—something tangible for the "fee." He pays for the dates and pressings, but of course has the fee to pay it with.

In another recent instance, a successful young pubber—who has easy entree to all the major diskeries—decided, as an experiment, to make his own recordings of a couple of his novelty tunes, for release on an indie label. He paid for the sessions, turned the masters over to the company, they pressed and he hoped, one of the tunes flashed out, and the majors covered unsolicited. The tune eventually panicked, but the original indie recording sold upward of 100,000, and the experiment was an educational venture in methodology for the astute publisher.

Many other variations of the subsidized recording take place regularly. As a rule, because they are usually motivated either by vanity, panic or cupidity, and are characterized by lack of talent, the resulting records mean nothing. The sponsor loses his money, and the diskery makes a little or nothing, meanwhile cluttering up his distributors with weak products. However, as on the occasions cited above, the results can be beneficial, if the project is the work of thinking professionals. Such cases are rare.

TV-Phono Merchandising

• Continued from page 14

amendment to ceiling price regulation 7 issued by the Office of Price Stabilization in Washington this week (5). The new order, operative starting Tuesday (10), has the effect of removing these items from the general price freeze and applying ops' pricing chart method of control. Percentage mark-ups are authorized under regulations. The amendment relaxes the original CPR 7 order of last February to the extent of permitting retailers to pass on certain price increases to consumers. Retailers can add costs after figuring ceiling prices on their basic or original cost items.

Crosley manufacturing division of Avco Manufacturing Company will demonstrate a new ultra high frequency adapter for television sets here next Wednesday (11). No details as to price or time of availability have been revealed yet. It's said the new adapter will permit any existing very high frequency video receivers to get

the higher channels. The government recently proposed an allocations plan calling for both UHF and VHF stations.

Raytheon Manufacturing Company showed a profit of \$1,797,000 after taxes on sales of \$64,000,000 for the nine-month period ended February 28, according to C. F. Adams Jr., company president. In 1950 during the corresponding period the profit after taxes was \$131,000 on sales of \$39,000,000. Taxes in the two periods were \$2,900,000 and \$115,000 respectively.

SPA Distributes

• Continued from page 14

a contractual paper for private use.

The principal motive for the new form apparently derives from an increasing alertness by writers to the tune renewal situation. The many cleffers continue to be tempted into split renewals by spot bonuses, there is a near unanimity in the profession about the injurious effects of splitting on the value of the copyrights.

The form is simple and easily readable, consisting of eight short paragraphs on one sheet of paper. Principal points covered include: agreement not to dispose of any right without written consent by the other party, equal division of royalties and receipts unless otherwise specified, joint approval for any change or alteration of tunes, equal sharing of expenses, validity of the joint authorship in the United States and thruout the world.

Sarton Dies

• Continued from page 14

wick. Altho only 26 years of age, he had shown more than usual aptitude. He worked in close cooperation with the late Jack Kapp, handling the entire American repertoire. It was not long before he realized his sterling worth and, in a few years, he was given the responsibility of handling the entire a. and r. department. He had ability, tact, personal charm but above all, a sense of proportion." Lewis termed Sarton's life an inspiration.

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BY SKEETS McDONALD

AND ANOTHER TERRIFIC WINNER!

#126 OKEE DOAKS b/w DIRTY BOOGIE

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"ELECTRICITY"

backed with

"MOTHER, WHERE IS YOUR DAUGHTER"

RCA Victor 21-0447—(48-0447)

JUNE CARTER

sings

"A BUCKET OF LOVE"

backed with

"MOMMIE'S REAL PECOOLIAR"

RCA Victor 21-0450—(48-0450)

JOHNNY AND JACK

sing

"I'M GONNA LOVE YOU ONE MORE TIME"

backed with

"TAKE MY RING FROM YOUR FINGER"

RCA Victor 21-0448—(48-0448)

ELTON BRITT

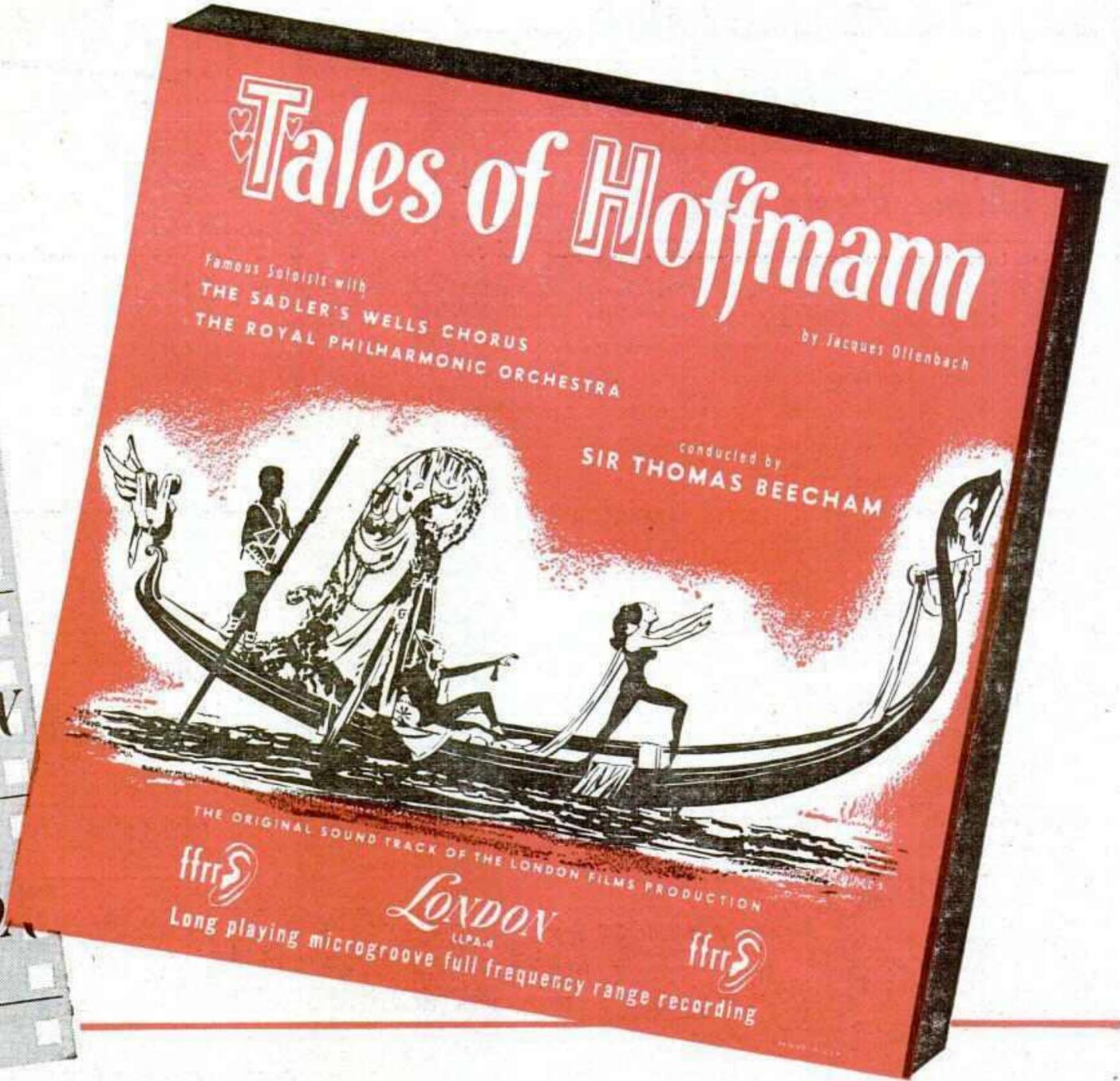
sings

"IT TAKES TWO OF A KIND (TO MAKE A PAIR)"

RCA Victor 21-0452—(48-0452)

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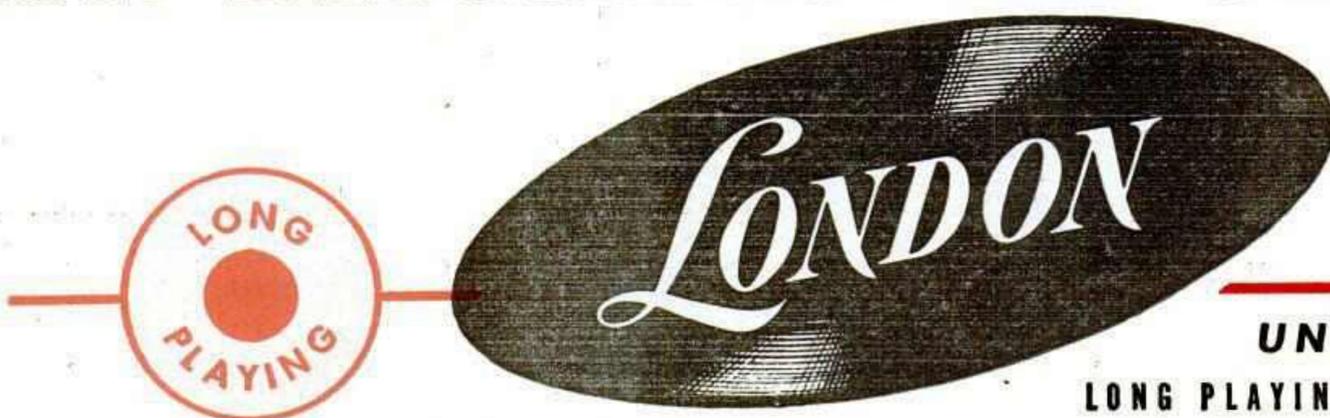
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THE ROYAL PHILHARMONIC ORCHESTRA**

Conducted by

Sir THOMAS BEECHAM BART.



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LONG PLAYING MICROGROOVE RECORDS**

THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	RETAILER	LISTENER
TEX BENEKE ORK MGM 10936—This rather complex rhythm ditty from the "Mr. Imperium" score is treated brightly and attractively by Beneke, the Crew Chiefs and the band.	My Love 'an My Mule	68--75--65--65			
Palladium Patrol The Beneke crew swings out a lively and crisply played original based on "American Patrol." Should attract many spins.		76--83--70--75			
BILLY ECKSTINE (Pete Rugolo Ork) MGM 10944—Mr. B. opens his tonsils wide to belt out a stirring reading of a recently uncovered Russ Columbo ballad. Should be a big one for Eckstine.	I'm Yours To Command	88--88--88--88			
What Will I Tell My Heart Billy turns on his crooning prowess for a wonderfully effective revival of a lovely oldie. Topnotch Eckstine; should also prove profitable in the r & b field.		88--88--88--89			
ART LUND (LeRoy Holmes Ork) (3 Beas & a Peep) MGM 10940—A breezy rhythm novelty serves as the base for a neat dance beat dishing.	From Wizzelton to Wuzzelton	65--65--65--65			
A Young's Man Fancy A breezy rundown of an oldie by Lund makes a pleasant rhythm dishing.		65--65--65--65			
JOHNNY DESMOND (Ray Charles Singers-Tony Mottola Ork) MGM 10939—Truly in rare form, Desmond makes the most of this Italian ballad in a stirring reading with fine backing. Should do okay.	Mama	85--85--85--85			
My Yiddish Momme Another splendid Desmond effort, this time on the Jewish mother-ballad, should cop plenty of play. Biggest action should be in metropolitan areas.		84--84--84--84			
FRAN ALLISON (Jack Fascinato) VICTOR 20-4105—A pleasant job of one of the prettiest of the season's ballads but it's not as persuasive as earlier and competing versions.	Too Young	69--70--68--68			
Lies An attempt to revive the Harry Barris oldie in a "Near You"-ish conception just doesn't jell.		64--65--63--65			
TONY MARTIN (Henri Rene Ork) VICTOR 20-4098—Martin, with choral aid, slices a fetching etching of this nostalgic-flavored but brand new Romberg waltz. Song has an appealing charm which could catch. If it does, this will be a dishing to be reckoned with.	Faithfully Yours	87--88--86--86			
No One But You Martin turns in one of his finest recent efforts in rendering this splendid class waltz; Rene's backing is just right. The performance could shake this one loose.		87--88--87--86			
MARIO LANZA (RCA Victor Ork) VICTOR 10-3300—Big, stirring production treatment of this adaptation from "Over the Waves" is highlighted by the sizzling tonsils of the phenomenal Lanza. From his "Caruso" flick. Should be another big winner for the tenor.	The Loveliest Night in the Year	90--92--90--88			
La Donna E Mobile This familiar "Rigoletto" aria is Lanza's bit of meat. Commercially, this dishing will take on greater values when his "Caruso" flicker breaks.		83--88--85--77			
GUY LOMBARDO ORK DECCA 27516—The same sort of frivolous "life begins at 40" philosophy that made a hit of "Enjoy Yourself" is inherent in this calypso-styled item. Should be a big one for Guy.	Happiness	88--88--88--88			
Always You Set in an enticing beguine orking, Lombardo dishes out a precise and warm reading of this still promising adaptation from Tchaikovsky's "Romance." Kenny Martin, a newcomer to the Lombardo crew, proves an admirable addition with this warble.		83--84--83--83			
LES BROWN ORK (Ray Sims) CORAL 60424—The oldie, currently on a revival turn is handed a typically tasty dance go by the Brown crew; Ray Sims vocalizes pleasantly.	Red Sails in the Sunset	77--79--75--77			
Blue Moon Brown's tight ensembles swing lightly thru a toe-tapping beat performance of this fine oldie.		77--81--75--75			
FRANKIE LAINE (Harry Geller Ork) MERCURY 5581—Laine does a sock sales job with this infectious country polka—fine change-up side, could click.	Metro Polka	88--88--87--89			
The Jalopy Song Laine and group go thru the motions on an automobile type waltz novelty.		70--70--70--70			
HELEN GRAYCO LONDON 983—Thrush and group do the "Alice" nonsense tune to a shuffle backing. Beat is heavy, gal doesn't get the needed sparkle into this abstract tune.	'Twas Brillig	53--53--53--53			
Put On Your Red Silken Stockings, Pretty Babe Tempo is lively on this British novelty tune, but Miss Grayco is pedestrian.		63--63--61--65			
GRACIE FIELDS (Wardour Singers) LONDON 738—Organ, harp, fiddle, a choir, and Miss Fields concertizing most genteelly. Hard to see the reasons for this pseudo highbrow effort.	Angels Guard Thee	40--40--40--NS			
Forgive Me, Lord Same story, things get entirely too precious.		40--40--40--NS			
ARTHUR & DOROTHY TODD THEME P 142—Infectious little nonsense ditty gets a smooth go from boy-gal team, with a walking bass figure underneath.	Boomp! Pa-Deedle Doodle	76--76--76--76			
Come, Josephine, In My Flying Machine Team takes the oldie at a light swing beat. Listenable performance, but no special pull here.		64--64--61--67			

(Continued on page 34)

IT'S A CORAL HIT • IT'S A CORAL HIT

CORAL RECORDS

BILL DARNEL and THE PINETOPPERS

Sing
(Put On Your Red Silken Stockings)

PRETTY BABE

and
AND WHOSE LITTLE GIRL ARE YOU?

Coral 60431 (78 RPM) and 9-60431 (45 RPM)

Coming up... FAST

LES BROWN
and His Band of Renown
BLUE MOON and **RED SAILS IN THE SUNSET**
Coral 60424 (78 RPM) and 9-60424 (45 RPM)

HERB JEFFRIES
I'M YOURS TO COMMAND and **LOVE ME**
Coral 60425 (78 RPM) and 9-60425 (45 RPM)

MARTHA TILTON and HARRY BABBITT
WHERE THE RED ROSES GROW
and **LET'S WALTZ JUST ONCE MORE**
Coral 60430 (78 RPM) and 9-60430 (45 RPM)

MARIAN MAYE
GOTTA FIND SOMEBODY TO LOVE
and **MY LOVE FOR YOU**
Coral 60437 (78 RPM) and 9-60437 (45 RPM)

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backed by
"Love's a Lovely Thing"
Apollo #1101

"MY YIDDISHE MAMA"
backed by
"HOME"
Apollo #1172

AND
"DIANE"
backed by
"BUTTERFLY"
Apollo #1077

The
Suave
Voice of
the Magician
of Music.
BILLY DANIELS.
IS AT ITS VERY
BEST ON

APOLLO

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	POPULAR	DISC JAZZ	RETAILER	CRITIC
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Continued from page 33

POPULAR					
EILEEN BARTON (Neal Hefti) The Syncopated Clock NATIONAL 9152—Miss Barton's fresh, enthusiastic voice and a happy ork-chorus arrangement combine in a pleasant effort to sell the lyric version of the Leroy Anderson tune.		74--74--74--74			
Lock the Barn Door Thrush and group give a light novelty item an overdone spiritual treat- ment.		63--63--61--65			
HARRY JAMES ORK The Moon of Manakora COLUMBIA 39289—Big, quasi-symphonic orking of the oldie, with the horn soloing in front of the strings. It's a torrid performance— pretentious and slow-going.		64--66--64--62			
Theme for Cynthia Like flip—lots of musicians and little music on an over-fancy arrange- ment.		60--64--60--56			
HERB JEFFRIES (Dick Hazard Ork) Love Me CORAL 60425—Jeffries warbles well on a tuneful ballad by Victor Young and Ned Washington, with pretty string writing in back.		70--70--70--70			
I'm Yours To Command The warbler sells the Russ Columbo torcher with warmth and some nostalgic buh-buh-boing, with a simple, effective backing. He has strong competition, tho, in the Eckstine and Kaye versions.		75--77--75--73			
BILL DARNEL AND THE PINETOPPERS And Whose Little Girl Are You? CORAL 60431—Darnel, trio and the country combo give this fluffly novelty a good effort, but it doesn't come off.		63--63--62--64			
Pretty Babe Peppy English novelty tune gets a lively go by the warbler, to a strong beat and some driving guitar work.		73--73--72--74			
AL MARTINO (Hal Kanner Ork) Hurry Home to Me JUBILEE 4027—Warbler, with chorus support, does a weak job on a pretty tune.		55--55--53--57			
Heaven Help Me Chorus is good on this so-so beguine ballad, but Martino doesn't come thru.		51--51--50--53			

(Continued on page 80)

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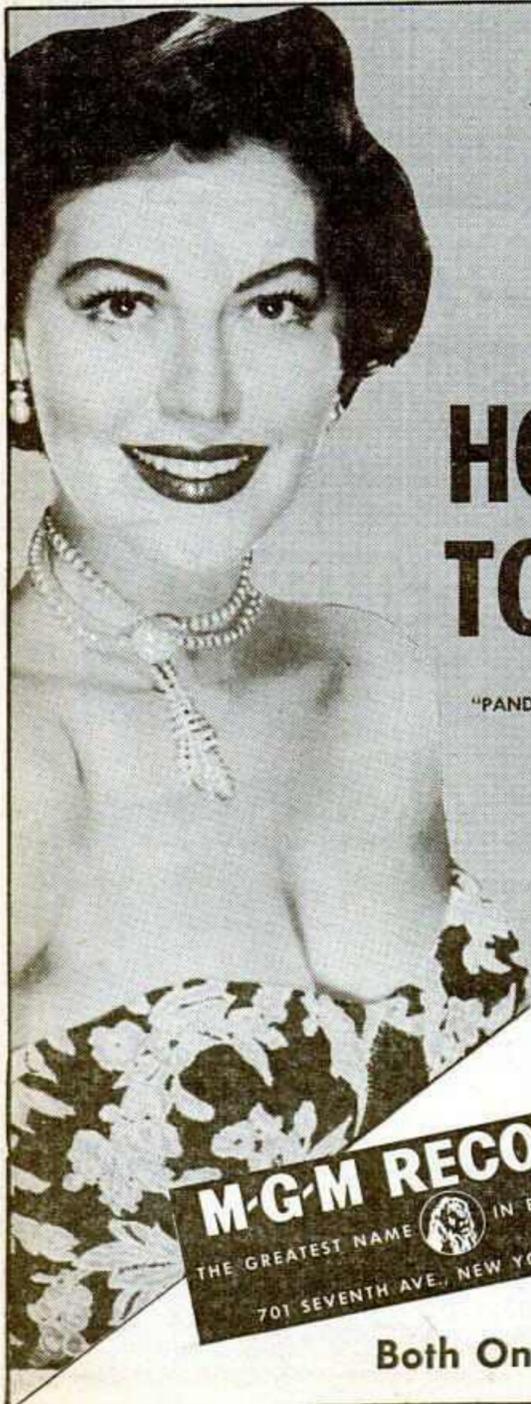
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**HOW AM I
TO KNOW?**

from the M-G-M picture
"PANDORA AND THE FLYING DUTCHMAN"

**Ann
Blyth**
sings

**THE LOVELIEST
NIGHT OF
THE YEAR**

from the M-G-M picture "THE GREAT CARUSO"

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THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N. Y.

Both On M-G-M Record #30352



Show Business All Out On Vast Social Welfare Kick

Continued from page 1

writers, publishers and their various organizations—to obtain legislation which would result in hyping the total income from mechanical and repeat performances, such as performances via disks on radio stations, juke boxes, etc.

What it all adds up to is this: More money to be realized from a given amount of work or creative effort. The social implications are obvious and mirror what is happening in labor and industrial circles on international and national levels.

Signposts

Here are some signposts: This summer James C. Petrillo and the American Federation of Musicians begin negotiations with major film studios to work out a new contract. It has been learned that one of the major AFM goals of this pact will be an agreement whereby the AFM's trust fund will obtain a 5 per cent royalty from films produced by studios for television. An AFM spokesman stated the issue cannot be avoided. Petrillo, it is to be noted, several years ago established the royalty principle in the disk industry. Within the last two weeks he has virtually established it in the television industry—the new AFM-network contract providing that the networks agree to pay the AFM a 5 per cent royalty on films which are network produced and owned. In addition, the AFM has already signed similar contracts with 17 independent packagers. The next step is the upcoming AFM-film studio pact.

The Petrillo moves have not been too widely ballyhooed, but their significance has not been lost sight of by many top executives. One of the latter recently indicated that acquiescence by the networks to Petrillo's royalty deal would open the door to similar demands by all performer, craft and engineering groups involved in the manufacture of TV film. As one exec stated, "It's in the air—like measles." Many major contracts are scheduled for renegotiation within the next several years.

Performer Level

On the level of performer unions, many groups have initiated plans—some of them abortive—for pension and welfare funds. Actors' Equity, in the two-year contract signed last August 15 with the League of New York Theaters, incorporated a provision which established a board of trustees, seven men representing Equity and Chorus Equity and seven the League. This board, chaired by Emil Friedlander of Dazian's, is entrusted with determining what best to do with a fund now being raised for the welfare of theater actors. The fund is being created via benefit performances, the agreement providing that the League donate the theaters and the actors their services for benefits to be run at given periods. Thus, Equity is entitled to ask for one benefit sometime between the fourth and eighth week of a show's run. Should the show go into a long run, Equity can ask for one benefit after every 20 weeks of the run. This applies to road companies, too.

Equity originally asked the League for a payroll deduction plan to be contributed to both by players and the League. This was turned down by the League. Latter was afraid to establish a precedent which could apply to other crafts. The benefit arrangement was the compromise. Equity currently does not know whether a pension plan will prove feasible. A fund for such a purpose would have to be very large, and there would be the problem of deciding which actors are eligible—should the line of demarcation depend upon age, how time spent in the theater, etc? In any event, about 10 performances have been given already and the board is studying the matter of disposing of the money to the greatest good and welfare. If a pension is not feasible, unemployment insurance, hospitalization, etc., are alternatives.

AGMA In Move

American Guild of Musical Artists, in its negotiations with ballet companies this year, tried to work out a pension plan but fell short of the mark. Guild settled instead for a contract which includes Social Security and unemployment insurance. The Guild's negotiations were interest-

ing in that the organization had special hurdles to overcome. Ballet performers are figured as having a short professional life. They are generally finished professionally at 40 or 45. Hence some sort of welfare provision was considered necessary. However, inasmuch as such organizations which employ ballet people—such as the Metropolitan Opera—are listed as non-profit and educational in nature, they are exempt from complying with federal Social Security and State unemployment tax provisions. With the consent of the employers, however, contracts may be worked out incorporating such benefits. AGMA succeeded in doing this, but relinquished for the time being its hopes of a pension provision. AGMA spokesman stated that two years ago, in negotiations with the Met, all crafts tried to get together on a pension plan, the performers to donate services and the management to contribute toward the fund. It was estimated, however, that it would have taken years to accumulate \$500,000, which sum would have been necessary to put the plan in operation right away. AGMA, tho, figures it has won a victory with regard to insurance and Social Security, obstacles which unions dealing with "commercial" employers do not worry about.

IATSE Plans

The International Alliance of Theatrical Stage Employees regards pension plans as within the province of the various IATSE locals, in accordance with the principle of local autonomy. This dictum was voiced at the IATSE 1950 annual convention. Convention execs made it clear that the national office would give locals every aid on such matters. The IATSE pointed out, however, that during the period from 1948 to 1950, most locals sought to improve wage scales rather than obtain pensions. Since those days, however, several locals have worked out pension deals with the IATSE's blessing. An example is Operators Local 306, which recently concluded agreements with major circuits and theaters providing for pension and welfare funds financed by employer contributions. The new pacts call for each exhibitor to contribute 5 per cent of his weekly booth cost to the pension and welfare funds of the local. Out of this fund the employee receives the following: (1) Members will be relieved of all future assessments for old age pensions and death benefits; (2) a pension of not less than \$30 a week will be paid to retiring members. Members can retire at 60 years of age after completing 20 years membership, or after 25 years membership regardless of age; (3) members and wives get a health and hospitalization plan; (4) death benefit of \$4,000 to be paid to estate of deceased member. As of now, some 900 members of the local are covered.

The IATSE's New York Stage Employees Local 1 also made a deal tantamount to the negotiation of a 3 per cent employer-paid welfare plan when it recently concluded a pact with the League of New York Theaters, the Met and the TV studios. All agreements call for a regular pay increase with an extra increase of 3 per cent to be checked off by the employers and paid to the local. Local applies the funds to the union's welfare fund, which currently pays \$50 per month to 150 men. The deal with the Met (as in the AGMA case) provides that the Met absorb federal Social Security and New York unemployment compensation taxes.

American Guild of Variety Artists is also on a welfare kick. In its contracts with talent buyers for clubs and theaters the union has a clause calling for payment of \$5 to \$25 per show per week. This clause becomes effective this summer. Money will be used to increase the union's welfare and insurance fund. Another new AGVA contract provision, which went into effect recently, has to do with club dates. Club date booker pays \$1 per act to AGVA, this sum to cover insurance for the performer from the time he leaves home to the time he returns.

Songpluggers' union this year tried to work out a pension plan with publishers, but couldn't make it.

On other fronts, the pressure to economically protect a performer

or a creative artist is increasing. Examples are the drive for the Scott bill, which would remove the exemption of juke boxes from the Copyright Act. Again, in a recent Supreme Court decision by Judge Isidor Wasservogel (*The Billboard*, March 31), the principle of repeat fees for members of the American Federation of Radio Artists was ruled legal. This has overtones not only for the transcription industry, but also for disks, and TV film.

Implications

Many are the implications to be derived from the whole picture. The general situation is one of increased socialization, a fixed or decreasing amount of employment and a desire to get as much income as possible out of that fixed amount of work. The trend, it is to be noted, actually gained headway with the inception of the Taft-Hartley Act. Since that time, for instance, the AFM, in its two network contracts, gained no increase in employment. It retained the status quo. "These are bad days for unions," Petrillo stated at the time. In the new contract, there is no increase either. Neither is there a curb on recordings, altho such a curb would automatically mean more employment. Rather, Petrillo has apparently given up on the idea of curbing recordings. His technique, instead, is to gain as much as possible out of mechanical usages. Hence the record royalty system, and now the film-TV royalty system. These funds are distributed among all the locals to pay for band concerts.

The way would appear to be open for widespread adoption of the same principles in show business fields other than music. Nobody at this point can predict how complete the change will be or how far from completion it will stop, or be stopped. Within Petrillo's own union, for example there were dissenting voices who felt that to bow to recordings and settle for a royalty was unwise. They regarded it as in the nature of a pork-barrel, political type of strategy of little aid to the working musician but of considerable use to indigent musicians in small locals. On the other hand, Petrillo has stated his belief that striking against canned music had become an impossibility, and he undoubtedly regards the current protective measure (the royalty system) the best alternative. A show business labor exec years ago phrased it another way: You can't return to candle light.

The picture, generally, is indicative of the fact that many facets of the show business are becoming concentrated. In the case of legit, the concentration is not only in production, but also in audience. But in radio, TV and music, the concentration is mainly in the sources of production. Just how concentrated the film industry will become, what turns it will take, lies in the future and seems intimately tied up with TV.

(Continued next week)

Cooley Rating

Continued from page 12

show's rating, Cooley's talent budget (not including band) runs above \$1,000 per week. He has pulled top names on his show. Among them this week will be Frankie Laine and Morey Amsterdam. Name guests in the past included Roy Rogers, Rudy Vallee, Blackstone the Magician. He is currently negotiating for Jerry Colonna. In addition to his talent budget, Cooley spends \$1,000 per week on his 18-man orchestra and still has to foot the TV power line charges.

Cooley was only recently upped to the \$2,000 weekly bracket. When he originally started with KTLA three years ago, he received \$500 weekly which rose to his recent top figure of \$1,750. However, TV pays off by boosting attendance. Leaning heavily on newspaper ads, Cooley announces week's guests trying to sell viewing public on coming in for a live look-see. During course of program, he plugs spot and invites viewers to attend.

Newspaper ad layout reads: "You can see the show on your screen size—come down and see it life size." Attendance is down at other danceries, but Cooley rings up more than 3,000 customers per Saturday night.

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.

- WE KISS IN A SHADOW HELLO, YOUNG LOVERS.....** Perry Como.....
Victor 20-4112
Two of the ballads from the new Rodgers-Hammerstein "The King and I" get the big treatment from Como for a promising two-sider
- WHEN YOU AND I WERE YOUNG MAGGIE BLUES.....** Margaret Whiting-Jimmy Wakely.....
Capitol 1500
The team knocks out a pulsating version of the zippy cornball novelty, with Lou Busch's honky piano making the punctuation.
- DOWN THE TRAIL OF ACHING HEARTS.....** Patti Page.....
Mercury 5579
With small-combo backing, the torrid Miss Page mourns her way thru a country-styled sentimentalizer, doubling with herself on the refrain.
- DIANE.....** Tommy Dorsey Ork.....
Decca 27539
In the formula of "Marie"—and with Jack Leonard back for the vocal chores—TD delivers with a sparkling dance beat dishing of the standard.

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. WALKIN' AND WHISTLIN' BLUES..... Les Paul-Mary Ford..... Capitol 1451
2. I'LL NEVER KNOW WHY..... Hugo Winterhalter Ork..... Victor 20-4087
3. TOO YOUNG..... Richard Hayes..... Mercury 5599
4. ONCE UPON A NICKEL..... Ethel Merman-Ray Bolger..... Decca 27506
5. EVER TRUE—EVERMORE..... Patti Page..... Mercury 5579
6. JALOPY SONG..... Frankie Laine..... Mercury 5581
7. SYNCOPATED CLOCK..... Tony Fontaine..... Mercury 5607
8. HAPPINESS..... Guy Lombardo Ork..... Decca 27516
9. PRETTY EYED BABY..... Jane Turzey..... Decca 27479
10. TOO LATE NOW..... Dinah Shore..... Victor 20-4060

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. ON MOONLIGHT BAY..... Gary & Bing Crosby..... Decca 27577
2. I'M YOURS TO COMMAND..... Billy Eckstine..... MGM 10944
3. I'LL NEVER KNOW WHY..... Hugo Winterhalter Ork..... Victor 20-4087
4. THE LIAR SONG..... Fred Astaire & Jane Powell..... MGM 30316
5. WHERE THE RED, RED, ROSES GROW..... Harry Babbitt & Martha Tilton..... Coral 60430
6. CIDER NIGHT..... Mitch Miller Ork..... Columbia 39300
7. GOODBYE, G. I. AL..... Eddie Fisher..... Victor 20-4100
8. EVER TRUE—EVERMORE..... Patti Page..... Mercury 5579
9. HAPPINESS..... Guy Lombardo..... Decca 27516
10. WITH THESE HANDS..... Jo Stafford & Nelson Eddy..... Columbia 1G

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. TOO YOUNG..... Nat Cole..... Capitol 1449
2. METRO POLKA..... Frankie Laine..... Mercury 5581
3. NEVER BEEN KISSED..... Freddy Martin Ork..... Victor 20-4099
4. KENTUCKY WALTZ..... Eddy Arnold..... Victor 21-0444
5. I'LL NEVER KNOW WHY..... Jimmy Wakely-Les Baxter Ork..... Capitol
6. I LOVE THE WAY YOU SAY GOODNIGHT..... Russ Morgan Ork..... Decca 27445
7. SHENANDOAH WALTZ..... Dinning Sisters..... Capitol 1429
8. ON TOP OF OLD SMOKY..... Vaughn Monroe..... Victor 20-4114
9. HAPPINESS..... Guy Lombardo Ork..... Decca 27516
10. ALWAYS YOU..... Nat Cole..... Capitol 1401

The Country and Western Disk Jockeys Pick

Owing to unforeseen difficulties in teletype transmission, there is no information available this week on the picks by Country & Western Disk Jockeys.

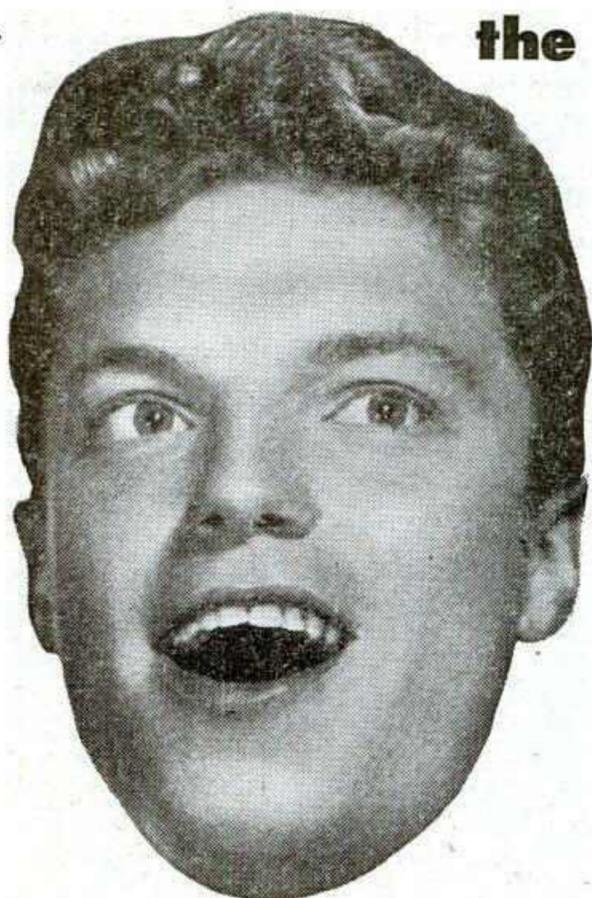
Advance Rhythm & Blues Record Releases

Continued from page 35

- | | |
|---|--|
| She's Gone Blues—Ivory Joe Hunter (Stop Rockin') King 4443 | What's the Matter—Gene Phillips (Rear End) RPM 319 |
| Sitting and Wondering—Lilli Greenwood (Young Blood) Modern 811 | Whiskey, Gin and Wine—Joe Liggins (One Sweet) Specialty SP-402 |
| Six Foot Papa—Violet Hall (I Sit) Mer 8229 | Whiskey Head Woman—Junior Blues (Young and) RPM-320 |
| Station Break—Erskine Hawkins (After Hours) Coral 60429 | Why Did You Leave Me?—John Hogg (Got a) Mer 8230 |
| Stop Rockin' That Train—Ivory Joe Hunter (She's Gone) King 4443 | You Won't Let Me Go—Four Dots (My Dear) Dot 1043 |
| That's the One for Me—Hot Lips Page (Let Me) V 22-0120 | Young Blood—Lilli Greenwood (Sitting and) Modern 811 |
| That's What the Good Book Says—Bobby Nunn (Rockin') Modern 807 | Your Best Friend—Griffin Bros. (If You) Dot 1042 |
| Tremblin'—Wynonie Harris (Just Like) King 4448 | You're the Sweetest Thing—Roy Hawkins (I'm Never) Modern 812 |
| Waiting for My Train—Cecil Gant (Cindy Lou) Dot 1030 | Young and Good Lookin'—Junior Blues (Whiskey Head) RPM-320 |

COLUMBIA

the guy who puts 'em on top!



Guy Mitchell

SINGS

UNLESS and A BEGGAR IN LOVE

78 rpm 39331

45 rpm 4-39331

BEST SELLERS!

	78 RPM	33 1/3 RPM	45 RPM
POPULAR			
"SPARROW IN THE TREE TOP" and "CHRISTOPHER COLUMBUS"—Guy Mitchell	39190	3-39190	4-39190
"BEAUTIFUL BROWN EYES" and "SHOT GUN BOOGIE" Rosemary Clooney	39212	3-39212	4-39212
"THE SYNCOPATED CLOCK" and "ON TOP OF OLD SMOKY"—Percy Faith	39328		4-39328
"WITH THESE HANDS" and "TILL WE MEET AGAIN" Jo Stafford and Nelson Eddy	1-6	3-1-6	4-1-6
"PRETTY LITTLE BELLS" and "I LOVE YOU BECAUSE" Sammy Kaye	39270	3-39270	4-39270
FOLK			
"MY BABY'S JUST LIKE MONEY" and "I WANT TO BE WITH YOU ALWAYS"—Lefty Frizzell	20799	3-20799	4-20799
"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS"—Lefty Frizzell	20739	3-20739	4-20739
"PLASTIC HEART" and "YOUR ADDRESS UNKNOWN"—Roy Acuff	20792	3-20792	4-20792

NEW RELEASES!

	78 RPM	45 RPM
POPULAR		
"HELLO, YOUNG LOVERS" and "WE KISS IN A SHADOW"—Frank Sinatra	39294	4-39294
"WE KISS IN A SHADOW" and "SOMETHING WONDERFUL"—Doris Day	39293	4-39293
"MAKE THE MAN LOVE ME" and "ALONG THE COLORADO TRAIL"—Jo Stafford	39301	4-39301
FOLK		
"ROCKY ROAD BLUES" and "KENTUCKY WALTZ" Bill Monroe and his Blue Grass Boys	20013	4-20013
"SICK, SOBER AND SORRY" and "TENNESSEE WALKING HORSE"—Johnny Bond	20808	4-20808

NEW RELEASES!

	78 RPM	33 1/3 RPM	45 RPM
Coming Up! Watch These!			
POPULAR			
"CIDER NIGHT" and "BY THE MOONLIGHT" Mitch Miller	39300		4-39300
"NERVOUS GAVOTTE" and "THE HOT CANARY" Percy Faith	39329		4-39329
"THE STRANGE LITTLE GIRL" and "MY RESISTANCE IS LOW"—Paul Weston	39303		4-39303

BEST SELLERS!

	78 RPM	33 1/3 RPM	45 RPM
ALBUMS			
"LULLABY OF BROADWAY"—Doris Day	C-235	6168	B-235
"BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT 1938" (3 Vols.)—Benny Goodman		SL160	
"TEA FOR TWO"—Doris Day	C-215	CL 6149	B-215
"YOUNG MAN WITH A HORN"—Harry James	C-198	CL 6106	B-198
"NIGHT IN MANHATTAN"—Joe Bushkin	C-236	CL 6169	B-236





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great record . . .

"WHAT
WILL
I TELL
MY
HEART"

MERCURY — 5630



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THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 88—RALPH RAINGER (Part II)

• Continued from March 17 issue

Like Ralph Rainger, with whom he wrote such outstanding numbers as *Love In Bloom*, *June in January* and *Thanks for the Memory* (until the composer's death in a plane crash in 1942), Leo Robin found the going heavy in Tin Pan Alley before he finally qualified for a high ASCAP rating.

A graduate of the University of Pittsburgh, where he studied law and a former newspaper reporter, publicity man and social worker, Leo Robin celebrated his 25th birthday April 6, 1925, by going to New York on a one-way ticket. He was convinced that his destiny lay in the theater. His assets included his life savings of \$600 and several letters of introduction to Broadway biggies, one of whom was George S. Kaufman.

Kaufman, however, was anything but impressed with Robin's background, which included the direction of Little Theater shows in which he'd also acted and the writing of verse for college magazines, and advised him to take \$300, "have a helluva good time and go back to Pittsburgh."

"But I can't do that," Robin protested. "I've got to make good in six months or go back to my desk at the Blaw Knox Steel Company for the rest of my life. I promised the president of the steel company I'd do just that."

So Kaufman sent Robin to see Lewis Gensler, who told him to study the lyrics of popular songs, try writing some of his own and come back in a month. Leo was \$100 poorer when he turned in his first samples which were rejected by Gensler with "try again and come back in two months." And half of his savings were gone when Gensler finally told Leo his work showed some promise and said he'd arrange a meeting for him with Buddy DeSylva.

That was around the Fourth of July, and for the next three months Robin sat in his hotel room writing lyrics, waiting for the phone call from DeSylva that never came, and watching his cash reserves dwindle down to \$25. Finally, in desperation, he indited a poem to DeSylva, whose *Look for the Silver Lining* then was riding high on the Hit Parade. It ran:

Waiting
For just a line from you.

Waiting,
There's nothing else to do.
I know your word can be trusted
But time goes fast and I don't fast

So I'm nearly busted.
Waiting,
I soon will not have a sou
And yet I don't feel blue.
Altho I am pining,
I see DeSylva lining
While I'm waiting for you.

The poem got under Buddy DeSylva's skin. He sent for Robin, and then talked Morris Green, who needed lyrics for a Richard Myers' tune in the *Greenwich Village Follies*, into giving Leo a chance. Robin wrote the words that night, and Green paid him \$200 for them—in weekly \$25 installments.

"I'd pay you in full," Green told him, "but there are too many sharpies on Broadway just waiting to take it away from you fast."

Within the year Leo Robin had songs in four other Broadway musicals: *Just Fancy*, *Bubbling Over*, *Judy* and *Allez-Oop*, and attained enviable stature as a lyricist in 1927, when Vincent Youmans picked him as his collaborator on the music for *Hit the Deck*. And in 1930, when the inevitable call came from Hollywood, even George S. Kaufman had to admit he had made a poor appraisal of "that crazy kid from Pittsburgh" who had barged into his office shortly after April Fool's Day four years before.

Despite his many film hits, Leo Robin is just as modest and almost as naive today as he was when he first knocked on the doors of Tin Pan Alley 25 years ago. He credits his successes largely to the composers with whom he has worked—Richard Whiting, Jerome Kern, Arthur Schwartz and Harold Arlen in addition to Ralph Rainger—and to the film stars who introduced his songs in their first pictures—Maurice Chevalier, Marlene Dietrich, Bing Crosby, Bob Hope and Dorothy Lamour.

And if it is true that the singer makes the song, Leo Robin's luck is still running with him, for Carol Channing, a Broadway debutante of the 1949-'50 season, is stopping *Gentlemen Prefer Blondes* at every performance when she sings his latest hits—*Diamonds Are a Girl's Best Friend* and *A Little Girl From Little Rock*.

RALPH RAINGER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

• Continued from March 17 issue

CRADLE SONG
LONELY LITTLE SENORITA
SHE DONE HIM WRONG
A Paramount picture starring Mae West in a cast that included Gary Grant, Owen Moore and Noah Berry. Lyrics by Leo Robin. Famous Music Corporation.

MAZIE
HAVEN'T GOT NO PEACE OF MIND
GOITIE
A GUY THAT TAKES HIS TIME
EASY RIDER
By Shelton Brooks.

MIDNIGHT CLUB
A Paramount picture with Clive Brook, George Raft, Helen Vinson, Sir Guy Standing and Alison Skipworth. Lyrics by Leo Robin. Famous Music Corporation.
IN A MIDNIGHT CLUB
THREE CORNERED MOON
A Paramount picture with Claudette Colbert, Richard Arlen, Mary Boland and

Wallace Ford. Lyrics by Leo Robin. Famous Corporation.
THREE CORNERED MOON

1934—LITTLE MISS MARKER
A Paramount picture with Shirley Temple, Adolphe Menjou, Charles Bickford and Dorothy Dell. Lyrics by Leo Robin. Famous Music Corporation.
LOW DOWN LULLABY
THE TRUMPET BLOWS

A Paramount picture with George Raft, Adolphe Menjou, Frances Drake and Sidney Toler. Lyrics by Leo Robin. Famous Music Corporation.

THE RED CAPE
THIS NIGHT MY HEART DOES THE
RHUMBA

PANCHO
COME ON MARINES
A Paramount picture with Richard Arlen, Ida Lupino and Roscoe Karns. Lyrics by Leo Robin. Famous Music Corporation.
TEQUILA

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.

NOW AND FOREVER

A Paramount picture with Shirley Temple, Gary Cooper and Carole Lombard. Lyrics by Leo Robin. Famous Music Corporation.
I'M A BLACK SHEEP WHO'S BLUE
LAUGH, YOU SON OF A GUN
SHOOT THE WORKS

A Paramount picture with Jack Oakie, Ben Bernie, Dorothy Dell, Arline Judge, Alison Skipworth, Roscoe Karns, William Frawley and Lew Cody. Lyrics by Leo Robin. Famous Music Corporation.

DO I LOVE YOU?
TAKE A LESSON FROM THE LARK
KISS AND MAKE UP

A Paramount picture with Gary Grant, Helen Mack, Genevieve Tobin and Edward Everett Horton. Lyrics by Leo Robin. Famous Music Corporation.

LOVE DIVIDED BY TWO
CORNED BEEF AND CABBAGE
I LOVE YOU
MIRROR SONG

SHE LOVES ME NOT
A Paramount picture with Bing Crosby, Miriam Hopkins, Kitty Carlisle, Henry Stephenson, Lynn Overman, Eddie Nugent and George Barbier. Lyric by Leo Robin. Famous Music Corporation.

LOVE IN BLOOM
(Available on the following records: Decca 24068 in A-1934, Bob Grant orchestra; Victor 20-2245, Spike Jones; Victor P- (27396) in P-64, Joe Reichman.)

1934—HERE IS MY HEART

A Paramount picture with Bing Crosby, Kitty Carlisle, Roland Young, Alison Skipworth and Reginald Owen. Lyrics by Leo Robin. Famous Music Corporation.

JUNE IN JANUARY
(Available on the following Decca records: 24544, Guy Lombardo; 24068 in A-1934, Bob Grant orchestra.)

WITH EVERY BREATH I TAKE

1935—RHUMBA

A Paramount picture with George Raft, Carole Lombard, Margo and Lynn Overman. Lyrics by Leo Robin. Famous Music Corporation.

I'M YOURS FOR TONIGHT
THE MAGIC OF YOU
THE RHYTHM OF THE RHUMBA
THE DEVIL IS A WOMAN

A Paramount picture with Marlene Dietrich, Lionel Atwell and Cesar Romero. Lyrics by Leo Robin. Famous Music Corporation.

THEN IT ISN'T LOVE
BIG BROADCAST OF 1936

A Paramount picture with Jack Oakie, Burns and Allen, Lyda Roberti, Wendie Barrie, Bing Crosby, Amos 'n' Andy, Ethel Merman, Charles Ruggles, Bill Robinson and Ray Noble's orchestra. Lyrics by Leo Robin. Famous Music Corporation.

I WISHED ON THE MOON
Lyrics by Dorothy Parker.

AMARGURA
MISS BROWN TO YOU
With Richard Whiting.
WHY DREAM
With Richard Whiting.

1936—ROSE OF THE RANCHO

A Paramount picture with Gladys Swarthout, John Boles, Charles Bickford and Willie Howard. Lyrics by Leo Robin. Famous Music Corporation.

IF I SHOULD LOSE YOU
THUNDER OVER PARADISE
LITTLE ROSE OF THE RANCHO
GOT A GIRL IN CALIFORNIA
THERE'S GOLD IN MONTEREY
WHERE IS MY LOVE?
THE PADRE AND THE BRIDE

1936—PALM SPRINGS

A Paramount picture with Frances Langford, Smith Ballew, Sir Guy Standing and Ernest Cossart. Lyrics by Leo Robin. Famous Music Corporation.

THE HILLS OF OLD WYOMING
I DON'T WANT TO MAKE HISTORY (I JUST WANT TO MAKE LOVE)

(Continued on page 40)

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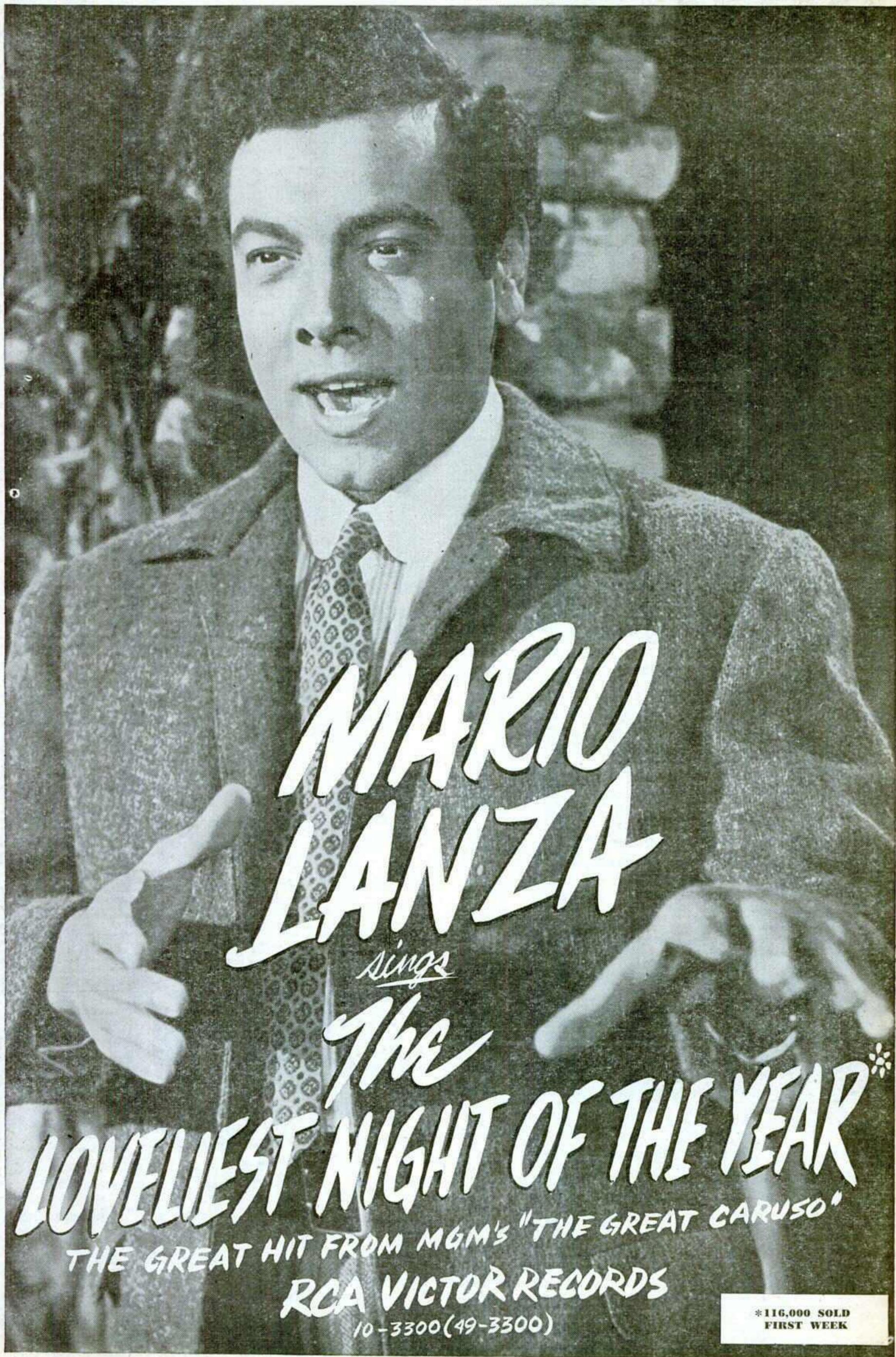
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FIRST WEEK**

Continued from page 38

Ralph Rainger (Part II)

BIG BROADCAST OF 1937.
A Paramount picture with Jack Benny, Burns and Allen, Bob Burns and Martha Raye. Lyrics by Leo Robin. Famous Music Corporation.
I'M TALKING THRU MY HEART
YOU CAME TO MY RESCUE
HERE'S LOVE IN YOUR EYE
VOTE FOR MR. RHYTHM
LA BOMBA
(Available on Victor P(27441) in P-67 Xavier Cugat.)
NIGHT IN MANHATTAN
THREE CHEERS FOR LOVE
A Paramount picture with Eleanor Whitney, Robert Cummings, William Frawley, Elizabeth Patterson and Roscoe Karns. Lyrics by Leo Robin. Famous Music Corporation.
WHERE IS MY HEART
THE SWING TAP
LONG AGO AND FAR AWAY
TAP YOUR FEET
BOOTBLACK BLUES
LEARN TO BE LOVELY
By Mack Gordon and Harry Revel.
COLLEGE HOLIDAY
A Paramount picture with Jack Benny, Burns and Allen, Mary Boland, Martha Raye and Marsha Hunt. Lyrics by Leo Robin. Famous Music Corporation.
A RHYME FOR LOVE
I ADORE YOU
SO WHAT
POPPY
A Paramount picture with W. C. Fields, Rochelle Hudson and Richard Cromwell. Lyrics by Leo Robin. Famous Music Corporation.
RENDEZVOUS WITH A DREAM

1937—WAIKIKI WEDDING
A Paramount picture with Bing Crosby, Bob Burns, Martha Raye and Shirley Ross. Lyrics by Leo Robin. Famous Music Corporation.
SWEET IS THE WORD FOR YOU
IN A LITTLE HULA HEAVEN
BLUE HAWAII
(Available on the following records: Decca 25011, Bing Crosby Decca 24081, in A-1937, Ray Ross orchestra; Victor P(20-2195) in P-176, Ray Kinney Hawaiians and the Mullen Sisters.)
OKOLEHAO
BLOSSOMS ON BROADWAY
A Paramount picture with Edward Arnold Shirley Ross and Weber and Fields. Lyrics by Leo Robin. Famous Music Corporation.

BLOSSOMS ON BROADWAY
EBBTIDE
A Paramount picture with Oscar Homolka, Frances Farmer, Ray Milland, Lloyd Nolan and Barry Fitzgerald. Lyrics by Leo Robin Paramount Music Corporation.
EBBTIDE
EASY LIVING
A Paramount picture with Jean Arthur and Edward Arnold. Lyrics by Leo Robin. Famous Music Corporation.
EASY LIVING
(Available on Decca 24138, Billie Holiday; Victor 36208 in C-61, Billie Holiday.)

1938—ARTISTS AND MODELS ABROAD
A Paramount picture with Jack Benny, Joan Bennett and Mary Boland. Lyrics by Leo Robin. Famous Music Corporation.
WHAT HAVE YOU GOT THAT GETS ME
YOU'RE LOVELY, MADAME
DO THE BUCAROO
GIVE ME A SAILOR
A Paramount picture with Bob Hope, Martha Raye and Betty Grable. Lyrics by Leo Robin. Paramount Music Corporation.
WHAT GOES ON HERE IN MY HEART?
THE U. S. A. AND YOU
A LITTLE KISS AT TWILIGHT
THE TEXANS
A Paramount picture with Randolph Scott, Joan Bennett, May Robson and Walter Brennan. Lyrics by Leo Robin. Paramount Music Corporation.
SILVER ON THE SAGE
(Available on Decca 25002, Bing Crosby.)

1938—BIG BROADCAST OF 1938
A Paramount picture with W. C. Fields, Martha Raye, Dorothy Lamour, Shirley Ross and Bob Hope. Lyrics by Leo Robin. Paramount Music Corporation.
THANKS FOR THE MEMORY
This was the Oscar-winning song of the year.
(Available on the following records: Decca 24087 in A-1938, Bob Grant orchestra; Victor P(20-1511) in P-136, David Rose orchestra.)
DON'T TELL A SECRET TO A ROSE
YOU TOOK THE WORDS RIGHT OUT OF MY HEART
THAT MOON IS HERE AGAIN
THIS LITTLE RIPPLE HAD RHYTHM
THE WALTZ LIVES ON
TROPIC HOLIDAY
A Paramount picture with Dorothy Lamour and Ray Milland. Lyrics by Leo Robin. Paramount Music Corporation.
HAVING MYSELF A TIME
ROMANCE IN THE DARK
A Paramount picture with Gladys Swarthout, John Boles and John Barrymore. Lyrics by Leo Robin. Famous Music Corporation.
TONIGHT WE LOVE
HER JUNGLE LOVE
A Paramount picture with Dorothy Lamour and Ray Milland. Lyrics by Leo Robin. Paramount Music Corporation.
JUNGLE LOVE

1939—PARIS HONEYMOON
A Paramount picture with Bing Crosby, Francisca Gaal, Akim Tamiroff and Shirley

Ross. Lyrics by Leo Robin. Paramount Music Corporation.
I HAVE EYES
YOU'RE A SWEET LITTLE HEADACHE
(Available on Decca 23795 in A-510, Carmen Cavallaro, piano.)
FUNNY OLD HILLS
JOOBALAI
THE MAIDEN BY THE BROOK
GULLIVER'S TRAVELS
A Paramount picture with Jessica Dragonette and Lanny Ross. Lyrics by Leo Robin. Famous Music Corporation.
BLUEBIRDS IN THE MOONLIGHT
FAITHFUL FOREVER
(Available on Decca 24831, Arthur Tracy.)
ALL'S WELL
WE'RE ALL TOGETHER AGAIN
FAITHFUL FOREVER
I HEAR A DREAM
IT'S A HAP-HAP-HAPPY DAY
By Sammy Timberg, Winston Sharples and Al J. Neiburg.
"Gulliver's Travels" Album. Decca A-100 with Victor Young orchestra and chorus. All's Well, We're All Together Again, It's a Hap-Hap-Happy Day, Bluebirds in the Moonlight, Faithful Forever and I Hear a Dream.

1941—RISE AND SHINE
A 20th Century-Fox picture with Jack Oakie, Linda Darnell, George Murphy and Walter Brennan. Lyrics by Leo Robin. Robbins Music Corporation.
I'M MAKING A PLAY FOR YOU
CENTRAL TWO, TWO, OH, OH
I WANT TO BE THE GUY
MEN OF CLAYTON
HEIL TO BOLENCIEWICZ
GET THEE BEHIND ME CLAYTON
A YANK IN THE RAF
A 20th Century-Fox picture with Tyrone Power, Betty Grable and John Sutton. Lyrics by Leo Robin. Robbins Music Corporation.
HI-YA LOVE
ANOTHER LITTLE DREAM WON'T DO US
ANY HARM
CADET GIRL
A Universal picture with Carole Landis and George Montgomery. Lyrics by Leo Robbins. Robbins Music Corporation.
MY OLD MAN WAS AN ARMY MAN
SHE'S A GOOD NEIGHBOR
I'LL SETTLE FOR YOU
IT HAPPENED, IT'S OVER, LET'S FORGET IT

1941—TALL, DARK AND HANDSOME
A 20th Century-Fox picture with Caesar Romero, Virginia Gilmore and Milton Berle. Lyrics by Leo Robin. Robbins Music Corporation.
HELLO MA, I DONE IT AGAIN
WISHFUL THINKING
I'M ALIVE AND KICKIN'
MOON OVER MIAMI
A 20th Century-Fox picture with Don Ameche, Betty Grable and Robert Cummings. Lyrics by Leo Robin. Robbins Music Corporation.
SOLITARY SEMINOLE
LOVELINESS AND LOVE
YOU STARTED SOMETHING
RING AROUND THE ROSIE
HURRAY FOR TODAY
MIAMI
I'VE GOT YOU ALL TO MYSELF
IS THAT GOOD?

1942—MY GAL, SAL
A 20th Century-Fox picture with Rita Hayworth, Victor Mature, Carole Landis and James Gleason. Lyrics by Leo Robin. Robbins Music Corporation.
OH, THE PITY OF IT ALL
HERE YOU ARE
ON THE GAY WHITE WAY
ME ANY MY FELLA AND A BIG UMBRELLA

1942—TALES OF MANHATTAN
A 20th Century-Fox picture with Charles Boyer, Rita Hayworth, Ginger Rogers, Henry Fonda, Charles Laughton, Edward G. Robinson, Eddie "Rochester" Anderson, Paul Robeson and Ethel Waters. Lyrics by Leo Robin. Robbins Music Corporation.
GLORY DAY
FOOTLIGHT PARADE
I HEARD THE BIRDIES SING
LAND ON YOUR FEET
ARE YOU KIDDIN'?
I'M STILL CRAZY FOR YOU
LIVING HIGH
EXCEPT WITH YOU
I'LL BE MARCHING TO A LOVE SONG

1943—CONEY ISLAND
A 20th Century-Fox picture with Betty Grable, George Montgomery, Cesar Romero and Charles Winninger. Lyrics by Leo Robin. Robbins Music Corporation.
TAKE IT FROM THERE
BEAUTIFUL CONEY ISLAND
MISS LULU FROM LOUISVILLE
GET THE MONEY
THERE'S DANGER IN A DANCE
RIDING HIGH
A Paramount picture with Dorothy Lamour and Dick Powell. Lyrics by Leo Robbins. Paramount Music Corporation.
GET YOUR MAN
YOU'RE THE RAINBOW

Classical Reviews

Continued from page 24

MOZART: Serenade #1 in D Major (K. 100) AND Cassation #1 in G Major (K. 63)—The Zimmler Sinfonietta 70
Decca (33) DL-8520

If nothing else, the extension of repertoire to meet the demands of the LP medium has contributed greatly toward opening up the generally untapped genius of the teen-age Mozart. At hand are a couple of additional samples of 13 and 14-year-old Mozart. These are rarely heard, rarely performed pieces for chamber orchestra. They are stamped with craftsmanship in the writing and make pleasurable light listening. The Zimmler group, in a short time, has made itself a unit to be reckoned with on wax. It's work is brilliant-sounding, musicianly and apparently employed to dust off charming, rare but worthy manuscripts. This coupling is a splendid sample of its work. The recording is excellent. Mozartians will love these charmers on this first recording.

SONGS BY RODGERS & HART AND SONGS BY JOHNNY GREEN—David Allen, Paul Smith Quartet, Johnny Richards Ork, Emma-Lou Welch, Phil Moore Ork, Barbara Carroll Trio, Red Norvo Trio, Mary Ann McCall (1-10") 50
Discovery (33) DL-3014

Wait Till You See Her; Have You Met Miss Jones; It Never Entered My Mind; Dancing on the Ceiling; I Cover the Waterfront; You're Mine, You; Out of Nowhere; I'm Yours.
A miscellaneous collection of singles by different performers has been assembled on an LP. It lacks the unity and continuity one expects in an album. Neither is any of the single sides an especially commercial entry. The tone is modern, with bopish instrumentals and vocals on the advanced kick, too. The fact that the eight tunes are split

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

among Rodgers and Hart and Johnny Green just isn't enough reason for an album. Hipsters and extreme show-tune fanciers may like the performances, which are okay from the modernist view.

MOZART: PIANO CONCERTO NO. 12 IN A MAJOR (K 414)—Margaret Knittel; Bavarian Radio Ork; Rudolf Albert, AND CONCERTO NO. 10 IN E FLAT MAJOR FOR TWO PIANOS (K 365)—Heinz Shroter and Hanz Altmann, Bavarian Radio Ork (1-12") 66
Mer (33) MG-10007

Mozart's lovely two-piano concerto is the high point of this Mozart coupling. Shroter and Altmann, the soloists, do a thoro job if they do not probe all the nuances of the work. The splendid realization of the orchestral portions rounds out the generally satisfying recording. The richness of the string ensemble is pointed up in a vibrant recording. The lyrical A Major concerto rounds out the coupling in a clean and competent recorded performance. This is defensible Mozart. The A Major here receives its first LP realization.

SCHUBERT: QUINTET IN C MAJOR, Op. 163—Hollywood Quartet with Kurt Reher, Cello (1-12") 68
Cap (33) P-8133

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CLUB DATE CODE GOES INTO EFFECT

ARA Signs Agreement To Insure Acts Booked for Club Dates at \$1 Per Show

NEW YORK, April 7.—The long-discussed agreement between the Artists Representatives' Association and the American Guild of Variety Artists involving the much disputed club date code, was signed Friday (6) to take effect between April 16 and June 30.

Under this deal, about 300 ARA

member agents will be required to insure all performers used on club dates at the rate of \$1 per performer per show. The agreement to bond all members of ARA who book club dates was, however, made more elastic.

All ARA members in Chicago and New York will start observing the bond provision of the new club date code April 16. The areas outside of Chicago and New York will not be obliged to comply with the bond provisions until April 30. ARA, however, will bring all its agents in line by June 30 when the bond and the full insurance will become effective.

The bond regulation calls for each club date booker to put up a \$1,000 security for payment for acts for each show booked. To eliminate the per member deposit, ARA will take a blanket surety bond covering the org as a unit and will in turn bond each of its members to the extent of the \$1,000 required.

Post-Easter Dip, Rain Wash Out Stem Chances

Houses Pull 402G; MH, 150; Roxy, 72; Cap, 47; Strand, 30

NEW YORK, April 7.—The end of the Easter holidays, plus a couple of days of heavy rains, washed out what chances some of the houses had in racking up good grosses. The take last week of the presentation houses was \$402,000.

Radio City Music Hall (6,200 seats; average \$138,000) was still up there in its fourth week with a solid \$150,000 for its continuing Easter show and *Royal Wedding*. The show started with \$139,000 followed by \$141,000 and \$170,000 for subsequent weeks.

Roxy (6,000 seats; average \$72,000) wound up with \$72,000 for its third week with Tony Martin and *Bird of Paradise*. The bill began with \$81,000 followed by \$82,000. The new show has Annamary Dickey, Jimmy Nelson, Sonny Howard and *I Can Get It for You Wholesale*.

Capitol (4,627 seats; average \$39,000) drew \$47,000 for its preem week with the Russ Morgan band, Marie McDonald and *Soldiers Three*.

Paramount (3,654 seats; average \$60,000) held up with a juicy \$88,000 for its second week with Billy Eckstine, Hugo Winterhalter's ork and *Lemon Drop Kid*. The first week's figure was \$97,000.

Strand (2,700 seats; average \$57,000) fell off to \$30,000 for its first week with the Keane Sisters, Sonny Dunham's band, Guy Mitchell and *Lullaby of Broadway*. The final week of the old bill was \$57,000.

Palace (1,700 seats; average \$16,000) did \$15,000 last week with a bill headed by Molly Picon and *Cause for Alarm*. The previous week's take was \$18,000. The new show has Joe Jackson Jr., Jack La Rue and *Bedtime for Bonzo*.

Strand Books Walters Unit

NEW YORK, April 7.—The Strand will buy a Lou Walters' Latin Quarter unit for a May 18 opening. Package, to consist mostly of foreign acts, including a chorus line of 20 from England and France, will go into the LQ after the Strand date is finished.

If the package hits at the Strand, Walters has plans to route it thru the country playing theaters and cafes.

CONGRESSIONAL PROBE AT 10%

NEW YORK, April 7.—During a hassle on Barry Gray's radio show at Chandler's, one irate customer got to his feet and yelled to Gray: "I'll have you before the committee in Washington next Tuesday!"

Buddy Allen, Gray's agent, rushed over and yelled back, "If you want Gray in Washington you'll have to book him thru me!"

Juggles Ticket, Wins Dismissal

NEW YORK, April 7.—When juggler Larry Weeks was handed a \$15 parking ticket while unloading some of his props in a Broadway restricted area last week, he decided to take it to traffic court, plead guilty, and see what would happen.

His case came up Monday in Manhattan Traffic Court at 60 Baxter Street. The judge halted Weeks in the middle of his story, asked him some questions about show business, and juggling in particular, and wound it up with: "We don't get a juggler in here very often. Sentence suspended!"

Hartf'd Ferdinando Gets New Policy

HARTFORD, Conn., April 7.—The 700-person capacity Club Ferdinando, largest night club in the city, has inaugurated a new floorshow policy, with Owner Felix Ferdinando dropping cover charges.

The new policy calls for two floorshows nightly except Sunday.

HEAVY HANGS OVERHEAD

Big-Time Nitery Expenses Soar; Costs More Than Double in 10 Yrs.

Continued from page 1

call for a break-even point of three times the cost of the show. With keen management this has been shaved to two times or two and a half times.

The biggest costs have been in taxes and wages. Waiters get \$30 against \$18. Cooks get \$95 against \$50. Then there are tax bites, Social Security, unemployment, disability and contribs to various welfare funds. Even waiters' tips are now taxable, a fact not generally known. To keep the taxes up to date, the Latin Quarter for one, has a bookkeeper who spends

virtually her whole time doing nothing else.

Initial Cost High

To open a night club today costs anywhere from \$25,000 to \$1,000,000, depending on how lavish or how big the spot is. Monte Prosser's recently opened La Vie En Rose cost \$50,000 for decoration alone. The Riviera, the only club in this area on its own property with nothing else in the building, no stores or other tenants, cost Ben Marden about \$750,000 when it was built some 10 years ago. Du-

plicating it today would cost over \$2,000,000.

It is still theoretically possible to go into the cafe biz with a small bank roll. A landlord with a shuttered club might make a deal on a deposit basis, say 5G. It would cost another 5G to rehabilitate the spot, kitchen equipment, etc.; redecoration, another 15G; American Guild of Variety Artists' bonds, 5G, and licenses about 3G.

But how to raise that dough? Well, here's the usual way. Get a concessionaire to advance \$25,000 and sell another 25 per cent interest for \$25,000. If an op can get that dough together he can open up—if the liquor board okays him. Incidentally, the Alcohol Beverage Control Board now requires an application for license to operate 90 days as a straight eatery before he can obtain his permit.

If the potential op can hurdle all these objects and do enough business to keep open for one year, he has a chance. The average run is four months—and the sheriff comes in.

Hwd. AGVA Brands Ginger Lee Unfair

HOLLYWOOD, April 7.—American Guild of Variety Artists here has put the Ginger Lee Agency on the unfair list. AGVA claims unfair practices to Guild members, misrepresentation and failure to

(Continued on page 43)

AGVA CONVENTION SLATE

The Names Are Here, Kids; The Rest Is Up To You!

NEW YORK, April 7.—American Guild of Variety Artists members are being asked to vote for 140 delegates to its next convention to be held the week of June 7 at a city yet to be determined. The ballots will be tabulated by the Honest Ballot Association. The candidates from all over the country are:

- Baltimore Branch Area: Lou Meyer, Stan Roy.
- Boston Branch Area: Charlie Brett, Danny Creedon, Larry Lawrence, Billy Parker.
- Buffalo Branch Area: Tommy Dale, Steve Gallo, Louise Mayfair, Lenny Paige.
- Chicago Branch Area: Stuart Allen, Randy Brown, Charles Case, Ray Conlin Sr., Adam Di Gaetano, Dick Gale, Jack Gwynne, Bee Haven, Frances Kay, Tommy Martin, Gerri Paige, Bobby Phillips, Chick Schloss, Violet Strand, Freddie Stritt, Dick Vernon, Joe Wallace, Dick Ware.
- Cincinnati Branch Area: Cliff Earle, Lester Lake, Bert Pichel, Seldon Reed, Marian Spielman.
- Cleveland Branch Area: Linn Dacin, Fluoresca, Thomas Keyes, Norma Lee, Wayne Russell, Patricia Webster, Bob Wt.
- Dallas Branch Area: Cal Emmett, Charles Dink Freeman, Tom Melody, Sigmar the Magician.
- Denver Branch Area: Lester Harding, Al Sharpe, Dorothy Thill.
- Detroit Branch Area: Billy Lee, Dale Rhodes, Russ Wright.
- Kansas City Branch Area: Eddie Clarke, Betty Lee, Beverlee Nell, Charles Rankin, Dean Short, Dave Workman.
- Los Angeles Branch Area: Kay Boley, Bob Russell Evans, Bud Harris, Ben McAtee, Eddie Medley, Harry Mendoza, Joe Mole, Larry Rio, Harry Rose, Nicky Stewart, George West.
- Miami Beach Branch Area: Edward Chavez, Alan Gale, Rajah Rabold, Buddy Walker.
- Montreal Branch Area: Tom Auburn, Ken Lawrence.
- New York Branch Area: Dewey Barto, Jackie Bright, Jack Burton, Red Buttons, Priscilla Callan, Jon Carilton, Peter Chan, Myron Cohen, Sid De May, Elynor Drootin, Doris Faye, Don Francisco, Joe Greene, Jack Gilford, Marshall Haley, Hamtree Harrington, Johnnie Hines, Noel Hytown, Gypsy Rose Lee, Phyllis Lynd, Eddie Manson, Jon Nicols, Mac Pepper, George Price, Elaine Ravel, Naomi Ray, Ralph Shaw, Jon Silo, Joe Smith, Russell Swann, Billy Tatt, Billy Vine, Danny Walden, Allan Walker, Jerry Wayne, Peter Wells.

New Orleans Branch Area: Eddie Matro, Earl Warner.

Philadelphia Branch Area: Joe Campo, Billy Du Val, Charlie La Vine, Bill Layne, Harry (Lefty) Lewis.

Pittsburgh Branch Area: Francisco Soriano, Al Aldrich, Eva Herbert, Sylvia Walters.

Providence Branch Area: Pat Kelly, Dick Martin, Johnny Rossi.

St. Louis Branch Area: Bill Bentlage, Fred Gordon, Al Mack.

San Francisco Branch Area: Terri Andre, Ardo, B. B. B., Jimmy Jamerson, Randi L'Ete, Joe Miller, Bill Raible, Vince Silk.

Seattle Branch Area: Don George, Dee Dee Hackett, Wanda Lester, George Peckham.

Toronto Branch Area: Pat McIntosh, Joe Murphy.

Extra Added

Brief but important night club-vaudeville news

New York

Billy Daniels, who got \$1,500 a year or so ago at the Capitol, will get \$5,500 at the Strand. . . . Lee Mason, Miami actor-disk jockey and sometime booker, has had his card in American Guild of Variety Artists rescinded, according to AGVA topper Henry Dunn. . . . Evelyn Knight did a guest shot on Montreal's Bob Harvie's disk show. Latter asked listeners to phone in if they wanted to speak to the singer. Ten minutes later, station manager sent memo to Harvie, "Please desist from requesting more calls. Traffic so out of control that Bell Telephone reports lines to police, fire and hospitals jammed."

Big hassle over who got Joe E. Lewis between Coast Mocambo and Ciro's settled by AGVA in

favor of former. . . . Ada (Mrs. Ted) Lewis will chair ladies committee for the Eddie Cantor-George Jessel testimonial dinner at the Waldorf, May 5, by the Jewish Theatrical Guild. . . . Leon Solomn, ex-boy Friday at William Morris, now toting a gun in Camp Atterbury, Indiana. . . . Art Lund signed with spotlight attractions. . . . Senia Gamsa, has taken over Abby Greshler's old office. Fred Harrie will stay on.

Here and There:

Adopting a recent development in the United States, Billy Cross, Toronto impresario, has developed charge accounts thru a "Coutesy Card" to be used in various Canadian eateries and bars. Thus far Cross has signed up 11 places.

(Continued on page 43)

Hwd. R&B Clubs Getting Smash B.O.

Gravy Train a Boon to Everybody As Bistros Book Names, Unknowns

HOLLYWOOD, April 7.—Rhythm and blues niteries are doing smash biz, a situation that has followed the increasing national interest in r. and b. fare. Clubs serve as a springboard for blues artists and platter names, and unknowns find nitery bookings a valuable aid to their popularity. Bistro's success results from multi-raced enjoyment of blues artistry, with most audiences 30-60 per cent white.

Clubs here operating with all-Negro shows are the Waldorf Cellar, Dixie Club, Barrel House, Mike's Waikiki Inn, High Seas, and semi-blues spots, Oasis, Flame, Nightcap, Jack's Basket Room, Penthouse, Captain's Table and Show Time. Besides r. and b. clubs, there are from 6 to 10 intimate niteries that feature a combination of jazz and blues.

Niteries book unknowns as well as names. Currently, the Waldorf has the Jackson Brothers' combo

(6), Valdo, Martha O'Brien, Hut Thompson, Booty Green; Waikiki Inn, Johnny Miller Trio; High Seas, Giggie Royse; Basket Room, Maurice Simon, Smokey Linn, Mickey Champion, Jimmy Grissom; Captain's Table, Kitty White, Red Callendar Sextette. Rhythm and blues disk talent such as Charles Brown, Little Esther, Johnny Otis, Jimmy McCracklin, Little Willie Littlefield, Jimmy Witherspoon, Damita Jo, Sylvester Scott, Merle Young, Sepianaires, and scores of others have all made the blues rounds.

In the past, Oasis has featured Ella Fitzgerald, Louis Armstrong, Cab Calloway, Dinah Washington, Erroll Garner, Larry Darnell, Maxwell Davis, Lee Young Trio, Billie Holiday, Scat Man Carrothers, Duke Ellington, Damita Jo, to name a few. Strong box office here, however, is due to the large appeal artists command from all races. While they are blues-typed, they also are in the pop vein. Show Time, in San Fernando Valley, has been the home of a variety of acts, only recently switching to the keyboard stylings of Meade Lux Lewis.

Week-ends particularly see clubs doing turnaway biz. Many customers will go from a class night spot such as Ciro's Coconut Grove or Mocambo to one of the jazz haunts in one evening. Life span of the blues spots often is a short one, and they open and close with complex regularity. Places are split on dancing, clubs with dance floors usually catering to listening rather than terping. Some have admissions, while others have no door tab or minimum. Admission varies from 50 cents to \$1.50, depending on the attraction and size of the nitery.

GIRLIES GO

Toronto House Books Names, Pulls Grosses

TORONTO, April 7.—Elimination of the line in favor of a double headliner policy by the Casino Theater has paid off, according to Murray Little, manager.

House, only one of its type in city presenting a regular policy of vaudeville plus a picture, has found big names, with a strong supporting bill, attracts line-ups almost nightly.

Located on skid-row of the city, house formerly attracted those who came in to get warm and country-types who wanted to gawk at the girls. Now place draws the carriage trade, teenagers and oldsters who want live entertainment.

So good has been house's business, that Loew's Uptown Theater, is presenting two shows within a month which has given rise to rumors that it intends to go into vaude on a full-time basis. This seems unlikely in the light of backlog of pictures available to Uptown and its sister house, Loew's Downtown.

Another major deterrent here would be the high price for musicians and stagehands. It is known that, last time Casino negotiated with musicians, it had to pay for a steward plus other extras. There was some feeling at that time among musicians in town that perhaps vaude would go out of existence, but union and house were able to come to terms.

Assisting Casino in its efforts to sell its headliners has been the excellent co-operation of record companies in pushing the artists as they appear. This has been done by putting the names on the various disk-jockey shows, cocktail parties and autograph parties in the record departments of the major stores.

In addition, not alone have all

(Continued on page 43)

Cotillion Room, Hotel Pierre, New York
(Tuesday, April 3)

Capacity, 265. Price policy, \$3 minimum week nights; \$2 cover week-ends. Shows at 9:15 and 12:15. Booking, non-exclusive; Stanley Melba, band leader, room manager and entertainment director, buying. Publicity, Nola Lufford. Estimated budget this show, \$1,200. Estimated budget last show, \$1,000.

Rosalind Courtright, who's played about every class hotel room in the country, proved a solid draw here. At show time the room was sold out to what looked like the carriage trade. If Miss Courtright can do half that business the rest of her stay here, the hotel should be very happy. As a matter of fact, with her following she'd be a good buy for class rooms other than hotels.

As a performer the gal continues to show improvement. Her voice is excellent, tho it's her routine and general showmanship which draws the major attention.

Using songs that veered from current hits like *Mockin' Bird Hill* to standards like *I Do*, mixing them up with pace changing ballads and hits out of top musicals, the gal impressed in practically all tempos. For added spice she threw in a couple of specials to laughs and solid hands.

Overcomes Troubles

Miss Courtright started off with the usual preem night obstacles, dead mike and a couple of flubbed lines. She managed, however, to take advantage of these mishaps for laughs where none existed. Incidentally, Miss Courtright shows excellent comedienne potentials.

The show cutting by Stanley Melba's ork was right on the button. Chico-Relli's rumbas relieved. Bill Smith.

Chez Paree, Chicago
(Thursday, April 5)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget this show, \$6,500. Estimated budget last show, \$6,500.

While this package may not break any house records, the show is solid, with a heavy family pull. Benny Fields proves that Chicago is his town, working 40 minutes and then begging off. Fields' act is the same old gestures and the same old tunes, but he sells from the minute he takes over. Fields skipped his *Lullaby of Broadway* identification for *There's No Business Like Show Business*, then called on such audience pleasers as *I'm Just Wild About Harry*; *Toot Toot*; *Tootsie*; *Baby Face* and *Me and My Gal* to keep the show moving.

Harris and Shore, comedy terp team, earned a big hand with four routines which revealed, if nothing else, long hours of practice.

New to the Windy City, Al Fisher and Lou Marks, a comedy team with everything from impersonations to song-and-dance turns, impressed with their rapid-fire material. While some of the material is old, and other parts need tailoring, the offering drew good response. This act, with tailoring, should be ripe for video.

The line works two production numbers, repeating their circus opener which is still a show stopper. Cee Davidson's ork did an effective job backing the show. Norman Weiser.

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Night Club-Vaude Reviews

Cocoanut Grove, Ambassador Hotel, Los Angeles
(Tuesday, March 27)

Capacity, 960. Prices, \$1.50 cover. Shows at 10:30. Owner, Hotel Ambassador. Operator, Ashton Stanley. House bookers, Tony Cabot-Dave Michlin. Press, Bud Lewis. Estimated budget this show, \$4,500. Estimated budget last show, \$4,500.

Patrons enjoy a refreshing change of pace in the warm and earthy folk ballading of Burl Ives, making his first local nitery appearance in more than three years. Judging by his opening night reception, he should hit the Coast more often.

Ives captures the wholesome, homespun quality of American folk ballads and tickles ringsiders by highlighting the quaint humor in the songs. Big chuckles and palms greet *When I Was Single*, *Erie Canal*, *Tin Soldier*, *A Bachelor's Life*, *Do-Nut Song* with patrons joining in for choruses of *It Takes a Worried Man To Sing a Worried Song*, and the Ives standard *Blue Tail Fly*. He strums his own guitar accompaniment for most of the selections. Ives adds to the enjoyment with his easy-going patter, filling in audience on ballads' background. He's generous with selections, responding to sustained applause with a score of songs.

Barbara and Bill Duffy, a winsome dance pair, open show with four numbers. Their best is a snappy Charleston and blackbottom medley which they save for last. Pair emphasizes lifts and fast spins. Eddie Bergman's house ork (15) competently backs show and offers terp-minded patrons smooth dance tempi. Lee Zhitto.

Chicago, Chicago
(Friday, April 6)

Capacity, 5,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basil's house band.

Josephine Baker moved into Chicago and proved to be the hottest thing to hit these parts in years. For over an hour she was strutting, posing, stomping, cajoling, singing, dancing and doing quick changes that gave payees a glimpse of about 10 per cent of her vaunted \$150,000 wardrobe. And when she finally begged off after her closer, *Two Loves Have I*, the jammed house gave her a standing ovation.

The show is all la Baker, with the Zoris, French importation seen here in TV, and Leo De Lyon filling in as window dressing. Despite a top Apache routine by the Zoris and yeoman work by De Lyon, who gave his rubber voice a \$10 work-out, the audience was there to see Baker—and from the moment she strutted on the stage she had the crowd in an uproar.

Miss Baker sang, wiggled, shook, fed moppets candy in return for kisses, threw roses to the crowd, and pulled a payer on-stage to present him with a pair of socks, then proceeded to change his old ones.

One change here is the addition of Buddy Rich as ork leader, who took over the house band, augmented by the star's pianist and trumpet player.

Aside from working harder than any headliner seen around this city in years, Miss Baker has hammered home one important fact to local theater managers: Give the public a good show and they'll turn out en masse.

Miss Baker has retained most of her routines from the New York appearance—singing numbers in English, French, Spanish and Italian, with the repertoire ranging from standards to Latin-American Specialties. No matter what she did, it was all top theater.

Pic, *Lullaby of Broadway*. Norman Weiser.

Bon Soir, New York
(Tuesday, April 3)

Capacity, 150. Price policy, \$3 minimum. Operator, Jimmie Daniels. Booking, non-exclusive. Publicity, Ross Associates. Estimated budget this show, \$800.

The big news here is the way Mildred Bailey, who's been packing them in for seven weeks, is still able to attract what seems like a fairly representative segment of the Village crowd with a buck to spend. This Greenwich Village bistro was packed virtually to capacity on the night caught and, judging by the requests shouted, they all seemed to know Miss Bailey and to have favorites they insisted she sing. She obliged, to big, well-deserved mits.

As blues singer or as offerer of devotionals, there aren't many around who can beat Miss Bailey. In spite of the fact that she had just recently come back from a long lay off due to illness, she was in excellent form. In standards like *Lover Come Back to Me*, or in *Love and Devotion*, as well as in the spiritual *Hold On*, Bailey is tops. Of course, she did her famed *Rocking Chair*, but she was better in the other numbers named here and found it hard to beg off after a full 25 minutes of holding them in her hands. There is a dignity about her which, even when she attempts a slight double-entendre nuance, is not dissipated into vulgarity.

Bill's Other Acts

Jimmie Daniels, host and emcee, takes his turn at song as usual and was most effective in his French *Chez Moi*. There's also a team of mild comedians, Jimmie Komack and Martin Burns. They're young and brash and willing—and maybe could go over if some of their material weren't hackneyed—like a "satire" on radio—or dated, like one in which they kidded the Kefauver Committee which was no longer Page 1 stuff by the time they got around to that subject.

There's a pair of alternating pianists, Luther Henderson and Don Abney. The latter is adequate. But Henderson is about as smooth an 88'er as one has heard in a long time and should be snapped up for bigger things. Saul Carson.

Roxy, New York
(Wednesday, April 4)

Capacity, 6,000. Price range, 50 cents-\$2. Four shows daily; five, week-ends. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Paul Ash's house ork.

House has one of its most entertaining shows in a long time. Not only does it pack a sight punch, but it is equally effective on the ears. Labeled Opera vs. Swing, show has Annamary Dickey fronting the long-hair contingent in the voice department, and Andre Eglevsky and Melissa Hayden in the long-hair terp division. The pop field has Florian Zabach, Jimmy Nelson and Sonny Howard. The house line (boys and girls) bridge the gap between the two fields.

Using period costumes and a new drop (band on stage), show starts off with the exquisite *Black Swan* ballet by Eglevsky and Miss Hayden. Judging from their intro hands, they were known to at least part of the audience. Team did a solid job and were equally effective as singles.

Miss Dickey stopped the show with her long-hair numbers. Her commercial chatter intro to a Tosca aria got the whole house back of her. Jimmy Nelson's ventriloquist act started slowly, gradually building to yocks. Nelson is a fine technician with some excellent material. However, he does best up close and needs time to make an impact. His double dummy bits registered best but his sly digs don't come across until the latter part of his act.

Sonny Howard, who closed the show, did a big job again here. His vocal take-offs of name singers were good carbons, with yocks for his Ink Spots coming right from the start.

The switch of Florian Zabach from the Strand to the Roxy has given the blond lad more confidence. His emseing was smooth and unobtrusive. His fiddling of *Hot Canary* and the *Hora Staccato*, latter with ork and extra violin

Strand, New York
(Tuesday, March 27)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five on weeks-ends. Warner chain booker, Harry Mayer. Show played by Sonny Dunham ork.

Guy Mitchell is just about as hot a vocal property as there is as the result of three successive disk hits, including the phenomenal *My Heart Cries for You*. It figures he should bowl them over in this sort of house where the pop disk hit has proven to be an excellent box office magnet. The plain fact is that his inexperience, coupled with the inadequacies in the presentation of his hit recordings, resulted in much less than the show-stopping factor he should have been.

The most conspicuous failing in Mitchell's act was a set of inadequate musical settings for his singing. Particularly weak were the transcriptions of his disk hit arrangements. There was a flavor and spirit to the records which were not at all projected in the stage renditions. The recordings featured French horns and chorus; the transcribed arrangements picked up the horn parts in the Dunham trombone section but left great gaps in those portions—and vital portions—which called for chorus. Even musical amplification of these parts would have helped bring the recordings to more conspicuous life. It also was rather surprising that Mitchell didn't attempt to draw audience participation on the choruses of his hits, since they primarily are gang-songs of the ilk of *My Heart Cries for You* and *Sparrow in the Tree Top*.

Unfitting Garb

Further, show caught was the last of the day and Mitchell bounced on stage all jazzed up in a sports jacket-and-slacks get-up, garb which hardly is becoming to a generally grown-up late-hour audience. Mitchell's opening was a completely flippant *Little Girl*; its weakness forced him to jockey to overcome an initial disinterest. He followed with *If*, a big song and an excellent Broadway house number, but failed to sell it, primarily because he was vocally restricted by a colorless arrangement.

The basic element of stardust nevertheless is present in the youngster's work. He has a winning, shy-flavored personality. Most of the time, he sings with a distinct amiable charm, and achieves a reasonably unique sound. He handles his hands and body in acceptable, if not easy, fashion. The hit records have provided box office lure. But he is not seasoned enough a performer at this point to fill a headliner's shoes in a top presentation house.

Others on Bill

The accent was on music for this show. Besides Mitchell, the bill employs veteran 88-er extraordinaire, Jan August; vocal group Bill Norvas and the Upstarts, and Sonny Dunham's ork. Dunham, aside from backing the acts and serving as emcee, provided only a standard medley opener to feature his own tram-and-horn tooting. Comedy was provided by Betty and Jane Kean. Gals dished out mimicry, comedy singing and a barrage of rather forced gags, with only some rather bawdy stuff bringing out any resounding yocks. Generally speaking, particularly with reference to Betty's energetic antics, their stuff would be far more effective in a bistro than it is in a presentation house.

The Norvas-Upstarts act is becoming a fairly familiar choreographic vocal turn. Group sells primarily on the visual qualities of the three boy-two girl act. As singers, they are considerably less than inspiring. August, another disking entity, makes a rundown of his wax material on the keyboard, shows off a flashy way with the 88 and plays long enough to satisfy the customers and knows how to get off in time.

Pic, *Lullaby of Broadway*. Hal Webman.

backing, was received with enthusiasm.

The production numbers were top drawer. The dancing, costuming and general impression of the boy-girl line was everything producers could have wished for. Pic, *I Can Get It for you Wholesale*. Bill Smith.

Monte Proser's Cafe Theater, New York
(Wednesday, April 4)

Capacity, 600. Price policy, \$4-\$5 minimum. Shows at 8:30, 12:30, 2. Operator, Monte Proser. Booker, non-exclusive. Estimated talent budget, current show, \$4,600. Estimated talent budget previous show, \$15,000.

With Proser getting himself a new deal from the talent unions, and having cut his nut more than 50 per cent, it looks as if he'll make a go of this one. In any case, his new show, tagged the *Roaring 20's*, has enough of the old git and go, a lot of commercial corn plus a group of stacked beauts, to attract the visiting firemen and bring in the natives.

Format is a revue with blackouts, sight bits and specialties. Presenting a kaleidoscopic picture of the 20's up to the stock market crash of 1929, the lines include the cliches of the era and the mores of the flapper age. While there's a lot of fun in watching the swiftly paced Mervyn Nelson package, there's also a deep note of nostalgia that isn't lost because it kids itself. It's bound to appeal to those who lived thru the 20's; its appeal to the modern, if for nothing else than a satire, is equally potent.

Principals are Carol Bruce, Shaw and Lee, Bob Fosse, Marion Niles and Dick Bernie. Miss Bruce has a couple of miles on her but does a good Texas Guinan, tho she could play down the dramatics. In the comedy role, Shaw and Lee fractured them with their old sight bits. Their tangle-foot routines were never funnier. Even their chatter, so blatant and brash, was hilarious.

Bob Fosse and Marion Niles, together again for this date, were as thrilling as when caught last at the Pierre. Both kids, besides being superb dancers, showed an ability to read lines that should make them interesting for a musical. Dick Bernie didn't have too much to do except to straighten and pace the antics of either Shaw or Lee. But what he was called upon to do, he did competently.

The Bobby Sheerer choreography was spirited; the staging by Mervyn Nelson showed sensitivity and a feel for comedy.

Eddie Fisher, in for a week before going into the army, works after the show and drew shrieks and hands for his reprise of his RCA Victor recordings. Young Fisher gains in stature and showmanship each time out.

Nat Brandwynne ork cut show in click fashion. Bill Smith.

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Customers these weeks are being treated to their biggest entertainment bucks' worth here in a long time.

The show spotlights the Dorothy Dorben (6) line, dancers Mary Doyle and Jack Tygett, singer Frank De La Font and comedienne Jean Kerin, who also femsees the bill.

The Dorben line is young, fresh looking and costuming is lavishly colorful. Three routines went off smartly in spite of the comparatively small floor space. Numbers included *Circus Parade*, *Up in the Clouds* and *Wedding Samba*. For the *Clouds* number, the group used a tremendous silk cloth the size of the entire floor to simulate realistic cloud effects around Mary Doyle and Jack Tygett's well received terpery.

Opening here after 26 months at the near-by Oakton Manor resort, Frank De La Font's smooth bary singing scored strongly. He got a good hand with his opener, *Song of the Open Road*, but really came in with a mellow ballad, *I'll Always Love You* and cinched with *Some Enchanted Evening*, his high spot. He begged off with *Honey Bun*, an unfortunate choice, due to weak ork backing.

Brash Jean Kerin started swinging as soon as she got out on the floor and punched out plenty of laughs. Definitely on a tumult tack, she had plenty of material which gradually won over to her side the sizable opening night house. She opened with a suggestive parody of *Enjoy Yourself* and followed with *He's That Way* in the same vein. Her clincher was a hillbilly version of *Maybe You'll Be There*. She turned in a terrific job with this cornball, selling it to solid mitts.

Fixture Johnny Davis and his crew delivered the dance tunes and cut the show. *Benn Ollman*.

Palace, New York

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

This show looks smash on paper and is equally socko on stage. Unfortunately, on the show caught, it wasn't equally smash with the audience, or what there was of it.

The Anita Velez Dancers, a six-person act (one boy on for a quickie), showed plenty of what it takes to make a hot dance unit. The costumes were particularly provocative, especially Miss Velez's black slit peek-a-boo outfit. The act works like a Jack Cole unit but with the added Latin-American dash that is precise and tingling. The unit can work any house or club and do a job. Hank Siemon's ventriloquist act had an uneasy time following. Siemon, using his standard bits, didn't get results until his four-part voice (with audience help) bits. The latter got him off to yocks and solid hands.

Joe Jackson Jr., was as fine as ever. His panto bits, slow takes and bike comedy routine hit hard all the way. Evelyn Gould, a slim, pretty brunette with a pleasant soprano, showed a fair voice in such flashy vehicles as *Granada* and *One Night of Love*. The audience liked her.

Tim Herbert and Don Saxon, in their now accepted two act, have added a few slight bits and improved their timing. They now do more slapstick and got quicker yocks. Saxon is an excellent straightman and a fine bary. Tall, slim Herbert's plastic mugging made him an immediate hit.

Jack La Rue's routine was well-paced and well-performed. His self kidding, his bit with Tim Herbert, ending with the dramatic version of a guy in the death cell waiting for the hot seat, held the audience spellbound. Connie Melodie, introed by La Rue as his kid sister, does a fair singing job.

The Maxwellos, with their standard Risley act, closed a fast, solid show.

Pic, Bedtime for Bonzo. *Bill Smith.*

Steinman Buys Yacht Club, A.C.

NEW YORK, April 7. — Harry Steinman, operator of the Philadelphia Latin Casino, has purchased the Yacht Club, Atlantic City, formerly Babette's. With the new acquisition, Steinman has dropped his interest in the 500 Club, Atlantic City, which he ran last year.

The show policy has been determined, no attractions have been set. Steinman, however, has offers out for all the big names.

His Philly operation, meanwhile, is now running with Billy Daniels. Myron Cohen follows April 16, and Billy Eckstine comes in April 27.

Danny Thomas opens there May 7 and from there goes to Bill Miller's Riviera.

Vancouver Club Bought

VANCOUVER, B. C., April 7. — The Cave Supper Club was recently purchased for an undisclosed amount by three American businessmen, Lee Hodgert, of Tacoma; George Amato, Portland, Ore., and Bernard Reiter, Seattle. They have secured a 10-year lease on the premises and are undertaking complete renovation of the club which will amount to about \$50,000.

Hodgert has taken over active management and the new name is Amato's Cave Supper Club. It opened under the new management March 26. Len Mantell, of Bert Levey's Seattle office, is booking the acts who do two night shows at 9 and 11:30.

The opening bill had Eddie Hoffman and Ted Wills, Ben Yost Royal Vikings, the Four Kit Kats and Johnny Matson. The former band under the leadership of Claude Logan has been upped in number of pieces.

AGVA Brands

Continued from page 41
file contracts on time. AGVA board turned down an appeal by the agency for a return to approved status.

Ruling resulted when Jac Latour was yanked from a job to do picture retakes. Latour was replaced with Jack Stanley and, in the scramble for a quick replacement, AGVA claims Miss Lee failed to concur with Guild pact rulings. Miss Lee will ask for a statement from the Guild telling her exactly why she is on the unfair list.

Burlesque Bits

By UNO

PRINCESS LAHOMA, Midwest circuit feature, broke another attendance record at the Gayety, Detroit, last week. . . . Bobby Ray, after winding up at the Harlem, Miami, April 6, left for a road tour. . . . Harold H. and Joseph Seiden, execs of Cinetech Company, Inc., New York, movie studio, are discontinuing the making of Jewish pictures to center their activities on several made up of burly personnel. Their first, tabbed "Hurly Burly," has just completed a six-week showing at the Rialto, New York. Featured on the marquee were Georgia Sothern and Crystal Ames. Comics who took part in bits were Joey Faye, Mandy Kay, Bennie Moore, Bert Carr, Sammy Smith, Joe Young, Al Baker and the late Eddie Lambert. Other principals were Marcella and Wilma Hayden. . . . Archie Colby, writer, is back in New York after nine years on the Coast. . . . Jack and Larry Dawn, whistlers, moved from the Olympic, Seattle, to LaMatto's, Portland, Ore., where they opened April 10 for two weeks thru Eddie Smith. The next stop is Smato's Cave Supper Club, Vancouver, B. C.

JESSICA ROGERS, after leaving the Rialto, Chicago, March 28, flew to her home in Tampa to serve as bridesmaid at the wedding of her niece, Cynthia McMenomy. Thence to the Moulin Rouge, New Orleans, where she remains four weeks. . . . Exilona Savre, former a model and Broadway show girl, is a newcomer in the chorus at the Hudson, Union City, N. J. . . . The new Hirst

unit headed by Red Marshall, Bozo Snyder, Dick Dana and Ben Hamilton, all formerly with Mike Todd's "Peep Show," opens April 20 at the Empire, Newark, N. J., for a circuit tour. . . . Stan Stanley, until recently a concessionaire for Oscar Markovich, is a new burly straight with a Hirst unit featuring Stinky and Shorty. . . . Peaches Strange's itinerary the next three weeks takes her to the Lamplighter Club, Fall River, Mass.; the Gayety, Montreal, and the Show Boat, Lebanon, N. Y. . . . Winnie Garrett is current at the Gayety, Baltimore. . . . Harry (Stinky) Fields and Laura Bruce, after their Hirst Circuit tour, proceed to Miami where the former, thru a deal arranged by Sammy Clark, is to confab with Wenco Pictures representatives about producing miniature flesh package shows to play the org's houses in Florida. . . . Lou White, old-time burly comic, is receptionist and singer at the Red Robin niter, Union City, N. J. . . . Jack Buckley, who vacated a Hirst unit to return to his eatery in Chicago, has plans to produce and direct TV shows thru Charles Allen. . . . Amber Flight is doubling between the parade girl line and strip specialties for producer Jack Montgomery at the Hudson, Union City, N. J. . . . Linda Rogers has returned to the 2 O'Clock Club, Baltimore, at an increase in salary. . . . Toni Wells, strip at the Playhouse, Calumet City, Ill., is learning a baton twirling routine under the tutelage of Berni Miller, circus clown and former theater concessionaire.

Hocus-Pocus

By BILL SACHS

FIRST TWO announced features for the combined convention of the International Brotherhood of Magicians and the Society of American Magicians to be held in New York late in May are an hour's talk by Milbourne Christopher on "More Rabbits From Your Hat" and a similar stint by George Kaplan on "The Fine Art of Magic." . . . Frank Garcia, after a turn at the State Theater, Baltimore, took his bag of nifties to the Gayety Theater, Montreal. . . . Doc Miflin is keeping busy on banquet and club dates out of his native village of Shamokin, Pa. . . . George Schindler, after three years of nitery and private club dates, played his first theater date recently at the Lyric, Allentown, Pa., when he did two performances on a burlesque bill. He says he learned a lot on the occasion and is planning other theater dates. . . . Carl Rosini recently returned to New York after a trip to Bermuda. . . . Bob Dunn, cartoonist, magician and author, was after-meeting guestar at the Magicians' Guild of America gathering at Hotel McAlpin, New York, March 26. Dunn, associated with Kings Features Syndicate, is a bug on magic. . . . Justini, secretary of the Magicians Guild of America, postals that he has changed his turn from one of straight magic and light comedy to one of heavy comedy and good magic. . . . Jim Killip (Chang Kuo Lao) has returned to his Philadelphia headquarters from a Florida vacation to continue his 16th season in Philly public schools, where he teaches health and safety with the aid of magic. He is also doing a number of after-school shows formerly done by the late Morton. . . . George Coon, of Wilmot, Wis., and formerly of Chicago, is creating excitement in magic circles with two new light bulbs which he recently perfected and placed on the market. His wife, June, was formerly a flyer with the Three Gyros, roller skating turn, and was formerly a partner to Chang Kuo Lao in magic. . . . The Baltimore Sun of March 23 carried two photos on Milbourne Christopher and his wife. In one he is shown putting a box, labeled Kefauver Helmet, over her head, caused her head to vanish. The Baltimore paper spoke of it as being designed for TV-reluctant witnesses.

LADY FRANCES, in her fifth week at the Wivel Restaurant, New York, recently appeared on Bert Parks' "Break the Bank" tele show with her close-up magic. Prior to moving into the Wivel, Lady Frances made a cruise to the West Indies and South America on the French liner DeGrasse for the William Morris Agency. . . . Nardini and Nadyne, now in the midst of a two-weeker at the Plaza Terrace, Montgomery, Ala., typewrite under date of March 30: "After closing for International Harvester in Atlanta recently, on an eight-week trek set by Jimmy Hetzer, Huntington, W. Va., we opened for Ross Russell at the Letus Club, Birmingham. While there we renewed acquaintance with Tony Slydini, who was in town for a lecture. Also saw much of Carlos and his new bride. Also met Webb, Goodlette Dodson and Anderson. An excellent Negro magician, Ezekel Robinson, took a job as a waiter on the two Saturday nights we were there just to be able to see our act. From Birmingham we hopped to Mobile, Ala., then to Club Ballerina, Biloxi, Miss., where Mordoni, hypnotist, came in twice to say hello. We came here after two weeks at Club Louisiana, Baton Rouge, La." . . . Vin Carey is now firmly entrenched in his new magic and novelty shop in downtown Baltimore. He also carries a line of jugglers' supplies. Carey is past president and a director of the International Jugglers' Association. . . . Rev. Willard S. Smith, of Holden, Mass., has been appointed international chaplain of the International Brotherhood of Magicians. . . . Joan Brandon, following her recent engagement at the Lord Tareyton Hotel, Miami Beach, Fla., hopped to New Orleans,

where she concluded a limited engagement last Tuesday (3). . . . Arnold Furst writes from Joplin, Mo., that he has just concluded the most successful tour of his career, during which he covered 20,000 miles thru 19 Western States. The tour was handled by the veteran agent, Austin A. Davis, formerly on the advance of Birch, Virgil, Eugene Laurant and other magic names. This marked Davis' 46th year on the road. Furst is slated to hit the road again in September, with Davis again out in front.

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NY Legit Talent Agents Find Gold Lode in Casting for TV

Continued from page 1

the two and a half years it has been operating in TV, has cast over 3,000 parts, a figure unheard of in legit. Partly responsible for this volume of business is the fact that the office has managed to tie up several shows, such as *Men Against Crime*, for which it does the entire casting job. The Pitman agency has tied in with a packaging outfit, *TV Programs*, which it supplies with talent for shows being built. Other agencies, such as the Gloria Safier office, handle only a few select top players exclusively in TV. But for the most part agents like Lucille Phillips, Barna Ostertag, Olga Lee-Pat Harris-Stephen Draper and others, besides specific top talent, handle casting for whatever job calls come in.

Directors Reluctant

Some agencies have complained that casting directors on TV shows are at first reluctant to call the legit talent offices. This is despite the fact that many of them, either moving over from radio or up from lower positions in television, are not familiar with theater talent. It is a tough job to convince such that their jobs are not being

jeopardized by calling in help in casting. But since the TV casting director must work fast, he often finds himself stuck for the right actor, and that's where the legit agent gets the chance to break thru. Once he proves his worth, according to Pat Harris, the casting director is most co-operative and only too willing to give the work to the agent thereafter.

Gimmicks for circumventing or convincing the casting director of the worth of little-known talent have been developed by the Pitman office. The firm pays for one and two-minute movies made by Unifilm which are distributed by Tele-Cast. Also a number of actors have been placed by personalized card or note coverage before the actor's appearances either in legit or on TV.

Speed Vital Factor

One of the most important factors of television to the agent concerned with career building is the speed with which this is possible. The agent, according to Olga Lee, can build a talent in six months on TV, which has been impossible in other media. Then, too, the frustration of knowing good talent but not being able to place him anywhere is gone. Television has taken the agent's clientele out from behind drugstore counters where many formerly had to work between jobs. Also, TV appearances help build theater audiences for the top talent.

Not all the agencies have made

the plunge into television. Most of them hold Equity, Screen Actors' Guild and American Federation of Radio Artists franchises, but since there is as yet no TV franchise they must rely on integrity of the actor for their commissions. Therefore some of them are either reluctant to handle casting or have stayed clear of TV entirely. But those who have taken the plunge have found no complaints. Of the 3,000 jobs placed by the Briscoe & Goldsmith office, only two actors failed to come across with commissions.

Agents Are Happy

Those agents now digging the gold from TV are happy with the tele set-up. Besides the fact that talent can be built rapidly and business and income have taken a terrific upsurge, the casting job is made easy by the TVA code. There is no long-drawn-out haggling over price, as in legit. Jobs are cast quickly, the TV producer or director, unlike legit, knowing exactly what he wants. The deal is made over the phone and the agent is free to go on to the next one.

The only complaint found in a poll of the agencies is that what with the volume of business, looking at television shows every evening and trying to keep close watch on legit, in which they are still primarily interested, the 10 per-centers are on an 18-hour-a-day shift. Also, there's no slack season in TV, as in legit, and summer work can be as heavy as fall or winter.

Equity Stock Rules Aimed At Clarification

NEW YORK, April 7.—Recommendations submitted by a committee investigating summer stock conditions and passed by Equity Council last month as amendments to the Equity minimum contract for stock operation, have now been thru a final polishing by the union's legal department and are effective for the 1951 season.

In essence the changes seem slanted more toward clarifying and defining certain possible controversial points, than to any radical changes in the contract. A council member pointed out that there had been no attempt to raise the current minimum salary or to burden the stock producer with additional expense which might cause him to withdraw from such operations. The council felt, said the member, that better and more clearly defined working conditions for the stock actor would benefit him financially without putting a heavy financial bite on his employer.

In large part the amendments represent the inclusion of certain

(Continued on page 45)

Greek Theater Hikes Budget 10% Over 1950

HOLLYWOOD, April 7.—Greek Theater Corporation will spend \$1,500,000 in presenting its annual Greek Theater and Civic Opera House (San Francisco) quintet of summer productions. This is 10 per cent more than was put out last year by the group.

Call Me Madam, with Gertrude Niesen, and *Anything Goes* have been mentioned as two of the presentations. *Anything Goes* played the outdoor theater three seasons ago, starring Miss Niesen. Public demand for a repeat of *Annie Get Your Gun* is so great that Mann is considering bringing the Irving Berlin success in for a second run. *South Pacific* and *Guys and Dolls* are out of the running. *Dolls* is skedded to open here at the Philharmonic and SP cannot be contracted.

Greek season is slated to open July 2, with the Bay City Opera House bowing two weeks earlier. San Francisco will play identical shows to that of the Greek Theater, only two weeks ahead of the local theater.

EDITORIAL

Crix Echo BB Drums

The *Billboard* notes with gratification that the New York Drama Critics Circle this week saw fit to accolade Sidney Kingsley's *Darkness at Noon* as the best American play of the 1951-1952 season. On opening night, January 13, *The Billboard's* reviewer tabbed *Noon* not only the most important play of many seasons but also a public service, and thereafter this paper editorially beat the drum that college thesping groups over the country be permitted to produce it locally, royalty free. The more people to see *Noon* these days, the better!

Since that time a dozen campus orgs have expressed interest in putting *Noon* on their production schedules, and author Kingsley and the Playwrights Company have already granted permission to more than half of them.

Altho only three of the daily first-string aisle experts, John Chapman (*News*), Robert Coleman (*Mirror*) and William Hawkins (*World-Telegram-Sun*), voted for *Noon*, the Kingsley anti-Communist opus carried off top honors, 10 ballots out of 25, with the help of Whitney Boulton (*Morning Telegraph*), Mark Barron (*AP*), Woolcott Gibbs (*New Yorker*), Joseph Shipley (*New Leader*), Jack Gaver (*UP*), Ward Morehouse (*World-Telegram*) and Thomas Dash (*Women's Wear Daily*). However, it must be noted that neither Howard Barnes (*Herald Tribune*) nor John McClain (*Journal-American*) had a vote, altho both gave *Noon* top reviews. Barnes has resigned his critic's seat and McClain has been subbing for Robert Garland, who is on sick leave.

Runners-Up

Remainder of ballots went to *Billy Budd*, runner-up with eight votes; *Rose Tattoo*, with three votes; *Autumn Garden*, with three votes, and *Country Girl*, with one affirmative tally.

There was practically no dissension among the drama pooh-bahs as to rating the best foreign play. Christopher Fry's *Lady's Not for Burning* snared 23 votes. *House of Bernarda Alba* and *Black Chiffon* took one ballot apiece. *Guys and Dolls* carried off seasonal musical honors with 17 votes, and the new Rodgers-Hammerstein spell binder, *The King and I*, took the remaining eight nods.

It is of particular and happy significance, however, that a play like *Noon*, carrying such important current impact, should be given top recognition. The award will doubtless draw more pewsitters to the Royale Theater and spread its message—a matter for which its supporters of the Critics' Circle are to be congratulated.

Jouvet Plans Return in Fall

NEW YORK, April 7. — Louis Jouvet projects a return here with his French troupe next fall. The star's local appearances will be again under American National Theater and Academy auspices. ANTA will likewise sponsor a Jouvet tour which will include a rep of at least three plays.

A further project is for ANTA to send an American company to Paris to appear at Jouvet's Theatre De L' Athenee while the French visitors are here.

Everyman Has "Flies" Next on Theater Sked

VANCOUVER, B. C., April 7.—The sixth play of the current season to be presented by the Everyman Theater is Jean Paul Sartre's *The Flies*. It opens this month. *Flies* will be staged by Joy Coghill, whose production of the musical melo, *Will the Mail Train Run Tonight?*, is currently playing to capacity.

Ghosts, produced by Sydney Risk, was the opener last month and ran thru the first two weeks of March. A popular innovation this season were children's Saturday mats. This season of 15 weeks of repertoire which closes in May has been highly successful, with sellouts predominating.

BROADWAY SHOWLOG

Performances Thru April 7, 1951

DRAMAS

Affairs of State.....	9-25, '50	223
(Music Box)		
Bell, Book and Candle....	11-14, '50	167
(Barrymore)		
Billy Budd.....	3- 3, '51	67
(Biltmore)		
Darkness at Noon.....	1-13, '51	97
(Royale)		
Romeo and Juliet.....	3-10, '51	33
(Broadhurst)		
Season in the Sun.....	9-28, '50	220
(Cort)		
Second Threshold.....	1- 2, '51	122
(Morosco)		
Springtime for Henry.....	3-14, '51	29
(Golden)		
The Autumn Garden.....	3- 7, '51	37
(Coronet)		
The Country Girl.....	11- 1, '50	171
(Lyceum)		
The Green Pastures.....	3-15, '51	28
(Broadway)		
The Happy Time.....	1-24, '50	503
(Plymouth)		
The Moon Is Blue.....	3- 8, '51	36
(Henry Miller's)		
The Rose Tattoo.....	2- 3, '51	73
(Martin Beck)		
Twentieth Century.....	12-24, '50	120
(Fulton)		

MUSICAL

Call Me Madam.....	10-12, '50	204
(Imperial)		
Gentlemen Prefer Blondes..	12- 8, '49	556
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	155
(46th Street)		
Kiss Me, Kate.....	12-30, '48	938
(Shubert)		
Out of This World.....	12-21, '50	124
(Century)		
South Pacific.....	4- 7, '48	752
(Majestic)		
The King and I.....	3-29, '51	12
(St. James)		

CLOSED

School for Wives.....	4- 5, '51	21
(ANTA Playhouse)		
(Opened 3-18, '51)		

COMING UP

Night Music.....	4- 8, '51	
(ANTA Playhouse)		
Ballet Theater.....	4- 9, '51	
(Metropolitan)		

London Legit at Full Tilt---Arnold

NEW YORK, April 7. — Show business in England is in excellent condition, was the theme of remarks made this week here by Tom Arnold, British producer with several irons in the fire.

Arnold, whose interests cover the legit, circus and ice show fields, paid the country a whiz-bang visit, catching four theater shows here in a few days before flying to Boston yesterday (6) and then planing back to England today. Altho talks and conferences were held with various showbiz reps here, Arnold said no deals were completed.

Altho squawks have been heard from across the pond about Britain's Socialist government and its stifling effect on show business, Arnold minimized the notion. As far as he is concerned the old maxim is still true—give them a good show, in any field, at the right place, and business will take care of itself.

(Continued on page 49)

LaJolla Bows July 3; Skeds Nine Vehicles

HOLLYWOOD, April 7. — LaJolla Playhouse opens its fifth season July 3 and has skedded nine legit attractions. Tentatively set are *Lilliom*, with Kirk Douglas; *Voice of the Turtle*, Mel Ferrer, Diana Lynn; *Hilda Crane*, Dorothy McGuire; *Come Back, Little Sheba*, Ann Sothern, Fred Clarke and Benay Venuta; *Barclay Square*, Van Heflin, Richard Baseheart, and *Counselor at Law*, Gregory Peck. Season shutters September 2, with all plays slated for a week's run.

Guiding triumvirate of the LaJolla Players comprises Dorothy McGuire, Peck and Ferrer. Two of the original founders, Jennifer Jones and Joseph Cotten, have dropped out. James Nielsen will direct six of the stock plays. Guest meggers will be called in for the remaining three.

LaJolla's cast roster reads like a who's who. Thirty-six plays have been presented in four seasons, including performances by Jennifer Jones, Jane Cowl, Dorothy McGuire, John Lund, Peck, Mel Ferrer, Jose Ferrer, Ward Bond, Kent Smith, Ruth Hussey, Eve Arden, Ann Blyth, Millard Mitchell, Diana Lynn, Robert Ryan, Wendell Corey, Audrey Totter, just to name a few. Such fare as *Hasty Heart* and *Glass Menagerie* have done particularly well in the small town. (LaJolla is included in San Diego's population, estimated at 10,000.)

The group spends between \$6,500 and \$8,000 per play. Capacity (500) for a week run hits about \$8,100. Last season LaJolla played to 80 per cent capacity, with season tickets accounting for 37 per cent of the house.

Plays are selected with an eye to the box office and to actors' availability. In many instances an actor will be called to Hollywood for retakes, thereby necessitating a hurried substitution or necessitating an entire switch of production. An actor is not held to his contract, should studio work call him away.

A free preview of each show is given for local servicemen from near-by military bases. Star billing calls for a minimum plus ex-

(Continued on page 45)

Coast's "Mile" To Head East

HOLLYWOOD, April 7. — Jack Carr-Kent Williams production of John Wexley's *The Last Mile*, starring Lawrence Tierney, will by-pass a local run for Chicago and New York bookings. Legister bows April 30 at the Lobero, Santa Barbara, and following a brief Coast tour heads east. Producers indicated that a stand in this area may follow the Gotham dates, depending on b.-o. biz.

Cast includes Rex Ingram, Paul Burke, Bob Patton, O. Z. Whitehead, and Paul Hoffman. Co-producer Carr directs.

ACTORS' EQUITY VS. SMEARS IN SOLID ANTI-COMMIE STAND

NEW YORK, April 7.—Actors' Equity has taken a solid stand beside the Screen Actors' Guild in regard to the congressional un-American activities hearings. At its weekly meeting Tuesday (3), Equity Council unanimously passed a resolution in reply to a query from the Advisory Committee of the org's West Coast branch as to the protection of actors from blacklisting.

The resolution stated that the primary function of a union is the protection of members' relations to employers, and that Equity will watch with interest and concern the conducting of the investigation and the manner in which employers treat members subpoenaed to appear before the committee. However, the Council went on record as realizing the deadly seriousness of the international situation and the belief that a clear and present danger to our nation exists. This Council, reads the text, believes that all participants in the International Communist Party conspiracy against our nation should be exposed for what they are—enemies of our country and our form of government.

An Equity informant told *The Billboard* that discussion on the drafting of the resolution in his opinion predicated that those clearing themselves of any Commie taint would be given, if need be, the union's full support. "But," he said, "those whose actions and attitudes continue to put them into public disrepute, have brought it on themselves individually and can stew in their own juice."

Hollywood Little Theaters Hyped

HOLLYWOOD, April 7.—Little theaters here will get a well-needed hypo Sunday (8) when drafted plans are announced for new contracts at a special West Coast Actors' Equity Association membership meeting. Association exec secretary and Coast topper Chris O'Brien has mapped ideas that are expected to take small legit operations out of the doldrums both artistically and financially. National council in New York has given its nod on the plans in general outline form. All that remains is legal drafting of the manuscript. New contracts are effective only in metropolitan Los Angeles.

Previously little theater was defined as any legit house with a seating capacity under 300. Little theater will now be judged on a different basis. If houses seat approximately 500, and their maximum potential weekly grosses reach \$4,500, they will be classified as little theaters and must employ the professionals at the following scale: Grosses up to \$1,000, three pros at \$40 a week; from \$1,000.01 to \$2,500, five at \$45 per week, and from \$2,500.01 to \$4,500, seven at \$50 per week. Prior to the new paper small houses could only employ 49 per cent professionals; now 100 per cent pros can work, insuring theater here a higher quality of performance.

O'Brien, at the meeting will read a year's progress report, citing the increased stature on local theater. Meeting will be climaxed by a nomination for a new West Coast advisory committee. Election will be conducted by mail ballot within the week.

Off-Broadway Review

THE TIME OF DAY IS NIGHT

(Opened Monday, April 2)

Sutton Hotel Theater

Three one-acters by Montgomery Hare. "Sun God," staged by John Edward Friend; "Beautiful, Beautiful," by the author, and "Closing," by Henry Martin. Stage manager, Mary Gerschank. Presented by the Rehearsal Room of The Putnam County Playhouse.

"The Sun God"

Prologue Howard Hunter
Baltasar Leo Chasnel
Luys David Ajoitian
Priest Eric Halbig
De Soto Tom McDermott
First Indian Charles Martin
Indian Chief Karl Lukas
Squaw Mary Hayden

"Beautiful, Beautiful"

Prologue Howard Hunter, Mary Hayden
Dixie Mitzi Hyman
Benny Mark Dimond
Uncle Ben Leo Chasnel
Myrtle Elizabeth Moore

"Closing"

Prologue Howard Hunter
Joe James Andrews
Nora Mary Hayden
Eddie Bart Burns

These three one-acters by Montgomery Hare, packaged into a show titled *The Time of Day Is Night*, are strictly of an experimental nature. By no stretch of the imagination should they have been shown publicly. For the fact is that Hare is far from being a developed dramatist and is doing himself, the actors and his audience an injustice by unveiling his goods before they are in a finished state of manufacture.

Of the three plays *Beautiful, Beautiful* is the most lucid. It concerns a long-separated couple who finally meet and resume relations on a beach to the accompaniment of a 12 year old girl's cries of "beautiful, beautiful" in describing a prince and princess she has made out of sand. The top performance here was given to Leo Chasnel, but adequate efforts were turned in by Howard Hunter, Mitzi Hyman and Mark Dimond.

Another of the plays, *Closing* makes some sense although it is obscured by Hare's poetic style of writing. This yarn concerns itself with a man who shot his brother. The latter—a consistent evil-doer—was responsible for the death of his unborn child. Mary Hayden and James Andrews shared acting honors in this one. Bart Burns also registered.

"Sun" Obscured

The first play on the program, *The Sun God*, is the most difficult

Out of Town Review

GRAMERCY GHOST

(Opened Monday, April 2)

Gayety Theater, Washington

A comedy in three acts by John Cecil Holm, presented by Roger Clark in association with Evan M. Frankel. Directed by Reginald Denham. Production designed by Raymond Sovey.
Margaret Collins.....Mabel Paige
Nancy Willard.....Sarah Churchill
Parker Burnett.....Robert Smith
Luther Ames.....Harry Sothorn
Charley Stewart.....Robert Sterling
Nathaniel Coombes.....Richard Waring
Officer Morrison.....Kirk Brown
Irv.....Harry Townes
Rocky.....Mitchell Kowal
Ambulance Driver.....John Marley
Assistant Driver.....Charles Boaz

• Continued from page 3

seriously remonstrating to an empty chair against being haunted for the rest of her life by the ensconced sprite. The Wall Streeter reasons that the girl is daft, but a romantic young newspaper reporter who turns up in quest of a story decides otherwise; besides, she's fetching.

Winston Churchill's red-haired daughter handles the editor's role with consummate ease and polish. She moves unobtrusively from gay comedy to tender seriousness in her relationship with the wraith who eloquently pleads a growing affection for her. Richard Waring splendidly carries out the difficult part of the lonesome ghost who is torn between joining his Revolutionary War comrades in heaven or haunting Gramercy Park to be near the lovely editor. His professions to her of his devotion and her pitying remonstrances make for some touching scenes, never overdrawn and therefore never casting too lengthy a shadow across the flights to light comedy. Unfortunately, the story labors for action and gags in the second and third acts, and some awkward passages will have to be combed out.

Young Sterling as the reporter is an admirable partner for Miss Churchill. Together they handle their adventures with quiet charm. Sterling has a relaxed and refreshing manner, a polished professional style and, on the basis of his performance in *Ghost*, would seem to be on his way to increased popularity in Hollywood and Manhattan.

Left to boisterous roles are Robert Smith as the befuddled Wall Street suitor and Kirk Morrison as a policeman irked by the transformation of his Gramercy Park beat from its usual genteelness. Among the lesser characters, Mabel Paige as a devoted old family servant turns in an especially creditable performance.

If some of the tricks in the play are mouldy and some passages creak badly, maybe it won't matter as long as the smoothly competent cast can manage to keep distilling airy entertainment out of it. Ben Atlas.

Leonard Quits Journal For Chi Trib Column

CHICAGO, April 7.—William Leonard, drama critic for *The Chicago Journal of Commerce* for the past 10 years, resigned last week and joined the staff of *The Chicago Tribune* Monday (2). Leonard, who pinch-hit for columnist Jimmy Savage on the *Tribune*, will take over the Tower Ticker column following the sudden death of Savage on the West Coast Wednesday (4) of coronary thrombosis.

Leonard's final assignment with *The Journal of Commerce* was a review of *Peter Pan* which opened here March 27.

to understand. It seems to detail the strange reincarnation of Hernando De Soto after he was killed by the Indians. It should be added that the reincarnation was only of short duration.

Hare concentrates his playwriting primarily on poetry. His verse, however, does not contribute to action or to building characterization and has the added handicap of being difficult to understand because it is not phrased simply. For the actors many of the lines were most troublesome to project.

The best part of the production is the fluid lighting which assists in building the many moods needed to sustain the scripts. Leon Morse.

4 Coast Shows Snag 28G, Led By "Innocents"

HOLLYWOOD, April 7.—Four stage offerings grossed \$27,900 this week, led by the Biltmore Theater's \$17,000. Same fare last week hit \$24,100. Box office battles with the flu, income taxes and Lent are things of the past, legiters reporting a steady flow of customers.

The Innocents, at the Biltmore, climaxes the Guild subscription season and winds today. *The Square Needle* continues to pack 'em in at the Las Palmas with a good \$4,800. *Needle* producer Tom McGowan is prepping the comedy for a road tour and a possible Broadway run. Ivar Theater, in its second frame with Aline MacMahon in *The Madwoman of Chailot*, did \$5,200 as compared to an initial \$3,400 last week. Lazarus at the Beaux Arts hit a low of \$960.

Payment Deferred goes into the Players' Ring Wednesday (11) and the Call Board Theater lights Friday (13) with *The Silver Whistle*. John Barrymore Jr., is expected to make his stage bow in *The Rogue* at the Ivar late this month.

Equity Library Theater

YOU CAN'T TAKE IT WITH YOU

(Opened Thursday March 29)

Lenox Hill Playhouse

A comedy by George Kaufman and Moss Hart. Staged by Cecil Clovelly. Set and lighting, Tony Deeds. Stage manager, Pamela Judson-Stiles. Production manager, Norman Howard. Presented by the Equity Library Theater.

Penelope Sycamore Constance Cameron
Essie Collette Crawford
Rhea Pauline Myers
Paul Sycamore John Stuart Breiter
Mr. De Pinna Joe Brubaker
Ed Bobby Harrell
Donald Milton J. Williams
Martin J. Vanderhof P. J. Kelly
Alice Maggie McNamara
Henderson Kevin Gillespie
Tony Kirby John Compton
Boris Kolenkhov Mickey Schiller
Gay Wellington Zola Long
Mrs. Kirby Vincent Y. Bowditch
Three Men Ruth Maynard
Arthur Collins, Salvatore Zigaretelli
Olga Anne Francine

Since Moss Hart and George S. Kaufman long ago reaped the rich harvest of their wonderful *You Can't Take It With You*, they possibly won't care too much about the miserable job the Equity Library Theater is doing with it. If true, perhaps it's just as well, since with the exception of a few of the lesser players in the cast, this production has little to recommend it.

To elaborate on the above, on the credit side, besides Kaufman and Hart, there are Collette Crawford, Pauline Myers, Milton J. Williams, Maggie McNamara, Ruth Maynard and Anne Francine, all of whom have subordinate roles. The star of the show here—and this would be a shocker to the playwrights—is Miss Crawford's Essie, with Williams's Donald, Miss Maynard's subtle Mrs. Kirby and Miss Francine's Olga running in that order. The Misses Myers and McNamara do creditable jobs with n.s.g. material.

The fact that the rest fare none too well may be laid in part to the director. It's been a long time since this reporter has seen such an inadequate, unimaginative, inept job. Cecil Clovelly, who has done some good work previously, should and could have made more use of the tiny playing space left him by his scene designer, which brings up another debit item. There is no quarrel with the imagination or effectiveness of Tony Deeds's set. But the set has more stage space than the actors have, and the effectiveness of his idea is lost by inexcusably bad lighting.

Kaufman and Hart have given enough material to make this still a good script any time, anywhere by anyone, and with so much to go on, it seems incredible that the ELT, which has done so many fine shows, couldn't come up with an equally good job on this one. At presstime, *You Can't Take It* is scheduled for the Bronx Community Theater, where admission is charged. That would be a mistake. Dennis McDonald.

Sides and Asides

Projected Productions

And Cast Alignments . . .

As was more or less expected when the American National Theater and Academy put back the production of its annual "Album" to May 6, Jose Ferrer last week resigned as director. Ferrer is producing and staging "Stalag 17" for a May 3 bow-in, presenting an obvious conflict. He is also busy seeking a major replacement for his production of "20th Century." There is a strong possibility that Alfred De Liagre may take over the staging chores for "ANTA Album," altho no confirmation from him was forthcoming at this writing. . . . "Getting Married" is definitely on the ANTA play series. It will be sponsored by Sherman Eqing and its bow-in is set for May 7. Brenda Forbes is a likely choice for it. . . . Green Pastures" abounds with miracles, but will need a few extra minor ones to keep it going after Saturday (14). B. O. has been far from good at the Broadway Theater. Management emergency measures are in order, with expected co-operation from the Shuberts aimed to check the flow or red ink. . . . Irene Zelznick has granted Larry Gates leave from "Bell, Book and Candle" so that he can play Christopher Sly in Margaret Webster's production of "Taming of the Shrew" at the City Center Wednesday (25) thru May 5. Gates played the part on tour with Miss Webster's Shakespearean troupe. Joseph Leon will pinch hit for him during his absence from "Candle." . . . Stewart Chaney is doing the sets and David Ffolkes the costumes for the musical version of "Seven-

teen," which skeds rehearsals starting Monday (16).

ANTA Announces Play Script Contest . . .

ANTA and the National Theater conference have joined hands for playwrights encouragement. Project calls for grants of four fellowships of \$750 each to be awarded on the basis of a completed full-length play an outline for a new script. Also to be awarded are five grants of \$200 each to worthy authors. Details can be obtained at ANTA headquarters. Deadline is Sunday (16).

. . . Apropos of a rumor that ANTA may take over the operation of the American Theater Wing's drama school, the notion was indignantly and categorically denied by Isidora Bennett, the Wing's official spokesman. . . . Olive Templeton is trying a comeback, after 25 years retirement from the theater. Her last play here was "Damaged Goods" in which she played opposite the late Richard Bennett. . . . Fay Sappington and John Fiedler have been added to the cast of "The Man Who Corrupted Hadleyburg." Jerome E. Rosenfeld has been commissioned to do the costumes. Karl Light has resigned from the "Romeo and Juliet" company to join the same troupe.

Margaret Phillips has been invited to star in Tennessee Williams's "Summer and Smoke" at the Festival of Britain. . . . The Theater Guild is reported interested in a conversion to a musical by Robert Sherwood of his 20-year old hit, "Reunion in Vienna." "Sherwood has gone to England, but there is a decided possibility that something will come of the idea next season.

Richard Beckhard and John Efrat have put their 1951 supplement to *Blueprint for Summer Theater* to press. New Edition will be available at the John Richard Press, 139 West 44th Street. Samuel French has published Ken Parker's comedy-chiller, "There's Always a Murderer." Equity Library Theater's next offering is a revival of "The Enchanted" at their Lenox Hill Playhouse, Thursday (12) thru Sunday (15); Ernestine Perrie is directing, music is by Francis Poulenc, and Paul Maguire is responsible for the sets. Cast includes Reynolds Evans, Peter Brandon, Marguerite Morrissey, Susan Harris and Charity Grance. . . . "Angels Kiss Me," psycho drama by Scott Michel, opens at the National Theater Tuesday (17). . . . John Ericson will have the key role in "Stalag 17" when the play goes into rehearsal next week. . . . Two aisle-walks are skedded by members of the "Country Girl" troupe. Steven Hill was skedded to marry ballet-dancer Selma Stern Sunday (8) at the Temple Auditorium in Brooklyn. Sunday (15) Naomi Riordan will wed F. B. I. agent, Martin Carey, in St. Patrick's Cathedral. . . . Walter Fried may sponsor the new Ben Hecht-Charles MacArthur play, "The Big Lie." . . . Production of the Joseph Field-Irving Elman adaptation of Robert Tallant's novel, "Mrs. Candy and Saturday Night," has been put off by the Shuberts until next season.

Strawhat Blueprint To Hit Stands . . .

"Sun" Up Next on Show Train Sked

HARTFORD, Conn., April 7.—Next on the New Haven Railroad's show train monthly schedule is *Season in the Sun* slated for April 20.

As usual, customers' charges include train transportation and admission to the Stem theater.

Last month some 800 persons went down to New York from key Connecticut cities to view *Gentlemen Prefer Blondes*.

Equity Stock

• Continued from page 44

items which have long been a part of the standard minimum Broadway contract in the minimum stock agreement. The standard arbitration clause now becomes applicable to stock transactions. The actor's and manager's responsibilities as to wardrobe and transportation of baggage are clearly defined. Rules for management covering daily rest periods, an arbitrary one-day or two half-days off per week, notices to company and individual, safe and sanitary places of employment, transportation, Sunday performances, employment of chorus and signing of contracts are likewise incorporated. Board and room, where supplied by management, are specifically covered, at a maximum charge of \$25 per week for room and three meals a day.

The term "week" and "day" are carefully defined. A week includes Sunday and carries thru the following Saturday. A full day means at least 24 consecutive hours in addition to the regular rest period allowed at the end of each working day. A Sunday performance shall count as one performance only, and Sunday rehearsals count as part of the rehearsal period. However, if an actor has appeared in the same play and part during the previous week, he shall not be entitled to rehearsal expense money for the day of rehearsal prior to opening.

LaJolla Bows

• Continued from page 44

penses deal, approximately \$300. Supporting roles scale from \$125-\$175.

Actors' Company, separate from LaJolla Players but composed of the McGuire-Peck-Ferrer combo plus nine other pic thespis, is currently seeking funds for a theater to be built in Beverly Hills. Project entails a capital of \$2,000,000.

Dramatic & Musical Routes

Angels Kiss Me (Walnut St.) Philadelphia.
Brooklyn Tree (Forrest) Philadelphia.
Courtin' Time (Shubert) Boston.
Flahooly (Shubert) New Haven, Conn.
Gramercy Ghost (Plymouth) Boston.
Guardsman, The (Gayety) Washington.
Innocents, The (Biltmore) Los Angeles.
Kiss Me, Kate (Lyceum) Minneapolis.
Lady's Not For Burning (Locust St.) Philadelphia.
Member of the Wedding (Colonial) Boston.
Mr. Roberts, with Henry Fonda (Metropolitan) Seattle 10-2.
Mr. Roberts (Civic) New Orleans 9-15.
Oklahoma (Mosque) Richmond, Va., 9-11;
(Center) Norfolk 12-14.
Peter Pan (Civic O. H.) Chicago.
South Pacific (Shubert) Chicago.
Street Car Named Desire (Harris) Chicago.
West, Mae (Geary) San Francisco.
Where's Charley (Curran) San Francisco.

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Mich. RSROA Contests Draw at Detroit Arena

DETROIT, April 7.—Michigan RSROA championships were held at Arena Gardens here March 27-29, drawing the best attendance this event has ever had here, according to Earl King, co-owner of the Arena. Eliminations were held during the day, with finals run off at night.

On Tuesday night, devoted entirely to contests, attendance reached 1,600. An equal crowd Wednesday was divided between a regular skating session, and the contests. Thursday night attendance dropped to 900.

Quality of competition was considered slightly above average, indicating steady improvement in the average quality of skating.

Winners:

Figure skating, senior men, Ray Miller, Arena, Mount Clemens; senior ladies, Laurene Anselmy, Rolladium, Pontiac; Intermediate men, William Pate, Arena, Detroit; Intermediate ladies, Nancy Kromis, Arena, Detroit; novice men, Archie Patton, Rolladium, Pontiac; novice ladies, Elizabeth Pomante, Arena, Detroit; junior boys, John Matejec, Rolladium, Pontiac; junior girls, Gail Locke, Arena, Detroit; juvenile boys: Francis Roxy, Ambassador, Clawson; David Walker, Arena, Mount Clemens.

Free Skating: Juvenile girls, Patricia North, Rolladium, Pontiac; Betty Higgs, Arena, Detroit; Karen Servigny, Roller-drome, Dearborn. Senior men, Paul Lampkin, Rolladium, Pontiac; Ray Miller and Ronald Riedel, Arena, Mount Clemens. Senior ladies, Laurene Anselmy, Rolladium, Pontiac. Intermediate men, William Pate, Arena, Detroit; Bernard Lick, Arena, Mount Clemens; Tom Jones, Ambassador, Clawson. Intermediate ladies, Nancy Kromis, Arena, Detroit; Gertrude Miller and Joanne Stacy, Arena, Mount Clemens. Novice men, Robert Tabacchi, Arena, Detroit; Archie Patton and Gurdon Patton, Rolladium, Pontiac. Novice ladies, Greta Hedlund, Rolladium, Pontiac; Louise Kachiries and Elizabeth Pomante, Arena, Detroit. Junior boys, John Matejec, Rolladium, Pontiac; Kenneth Shore, Arena, Mount Clemens; Harrison Beal, Varsity Gardens, Detroit. Junior girls, Gail Locke, Arena, Detroit; Patsy Jarrard, Rolladium, Pontiac; Charlotte Wolshon, Arena, Detroit.

Pairs: Seniors, Paul Lampkin and Laurene Anselmy, Rolladium, Pontiac; Ray and Gertrude Miller, Arena, Mount Clemens; William Pate and Gail Locke, Arena, Detroit. Intermediate, Gurdon Patton and Patsy Jarrard, Rolladium, Pontiac; Ronald Riedel and Alice Holland, Arena, Mount Clemens; Donald Stewart and Marilyn Adams, Arena, Detroit. Novice, John Matejec and Greta Hedlund, Rolladium, Pontiac; Robert Tabacchi and Nancy Kromis, Arena, Detroit; Ray and Gertrude Miller, Bernard Lick and Joanne Stacy, Arena, Mount Clemens. Novice, no first place; John Matejec, Greta Hedlund, Thomas Schmidt and Jacqueline Downy, Rolladium, Pontiac.

Skate Dance: Senior, Paul Lampkin and Laurene Anselmy, Rolladium, Pontiac; Robert Tabacchi and Nancy Kromis, Arena, Detroit. Intermediate, Gerald and Eleanor LaVine, Rolladium, Pontiac; Donald Blanchard and Ruth Priestly, and Earl Priester and Josephine Pashek, Arena, Detroit. Novice: Theodore Monroe and Beverly Huntington, Rolladium, Pontiac; Mal Cook and Valerie Muller, and Leon Dove and Shirley Dean, Arena, Detroit. Junior, John Matejec and Sherrill Lyon, Rolladium, Pontiac; Richard Fleischman and Susan Luoma, Arena, Detroit; Bruce Ritchie and Sally Barclay, Rolladium, Pontiac. Juvenile: Ronald Sugg and Sharon Fauble, Rolladium, Pontiac; Kenneth Gerych and Betty Higgs, Arena, Detroit; David Walker and Sharon Meitz, Arena, Mount Clemens. Speed Skating: Juvenile C Girls, Evelynne Reznik, Arcadia, Detroit, and Anne Parish, Arena, Detroit, tied for first; Karen Servigny, Roller-drome, Dearborn. Juvenile C boys, James K. Bell, Arena, Detroit; Randall Clark and Ralph Clark, Collins Rink, Imlay City. Juvenile B girls, Sally Richardson, Arena, Detroit; Marilyn Clark, Collins Rink, Imlay City; Barbara Paulson, Roller-drome, Dearborn. Juvenile B boys, Gerald Gohs, Roller-drome, Dearborn; Rudy Hernando, Arena, Detroit.

Larry Swanson, Arcadia, Detroit. Juvenile A girls, Suzanne Richardson, Arena, Detroit; Imogene Richmond, Collins Rink, Imlay City; Phyllis Clark, Arcadia, Detroit. Juvenile A boys, John Matejec, Rolladium, Pontiac; Fred Vanderhagen and Paul Hakim, Fairview Gardens, Detroit. Junior girls, Beverly Grant, unattached, Detroit; Patsy Wright, Flint Park Roller-drome, Flint; Ada Vance, Arcadia, Detroit. Junior boys, John Papadellis, Arena, Detroit; Leonard Thomasson and Charles Bissonette, Fairview Gardens, Detroit. Intermediate girls, Dorothy Van Damme, Arena, Detroit; Caroline Wright, Flint Park Roller-drome, Flint; Gail Morrow, Roller-drome, Dearborn. Intermediate boys, 4-way tie for first—Paul Lampkin and Richard Remley, Rolladium, Pontiac; Jerry Ireson and Joseph Hakim, Fairview Gardens, Detroit. Senior ladies: Mildred Eberhardt, Roller-drome, Dearborn. Senior men: Edward Wright, unattached, Jackson; Gerald Bacon, Arcadia, Detroit; William Notto, Arena, Detroit. Four-man relay, Joseph Hakim, Charles Bissonette, Jerry Ireson and Leonard Thomasson, Fairview Gardens, Detroit.

Draft Bucked By Ludwig Via Moppet Pitch

State of Semi-War Expected To Keep Biz at High Rate

CARROLL, Ia., April 7. — Altho the armed forces have taken from this area a number of young men who had been regular patrons of Parkview Roller Skating Palace here, the business outlook for the rollery continues bright, reports Charles C. Ludwig, owner.

When it became apparent that he would lose a sizable portion of his young male patronage because of hiked draft quotas, Ludwig immediately began a promotional campaign designed to snare a larger-than-normal share of the kiddie patronage. Results of the program have been gratifying, said Ludwig. He is now teaching hundreds of the youngsters who are expected to be regular customers for the next 10 years at least and offset a portion of draftees who may be permanently lost to the rink.

Ludwig, who has operated during several war periods, expects business to remain good for the next couple of years. He bases his opinion on past experience which was marked by rising grosses in the amusement business in time of war. Altho he currently offers skating at the lowest price in his competitive area, Ludwig says he is prepared to cut the price still more should there be any tightening of the money supply.

Television has come to Iowa and has hurt business to some extent, but Ludwig says it is still too early to make a definite statement of what the medium's permanent effect will be on other segments of the amusement business. The nearest TV outlet serving Carroll is the station at Ames College, about 60 miles away. More TV competition is expected by Ludwig from the station, since reception in Carroll is excellent and receiver sets are selling rapidly.

Ludwig frequently uses pro skating acts as a program change of pace. His most recent bookings were the Flying Aces, the Richards and Bruno, novelty act. Ludwig says he contemplates a complete change of skate equipment.

Vancouver Auditorium Attracts Sellout Biz

VANCOUVER, B. C., April 7. —Recently concluding engagements here to sellout houses at the Auditorium were Rey and Gomez, Spanish dancers; the Wagner Opera Company in two performances of *The Barber of Seville*, Kenneth Spencer, and at Exhibition Gardens in Hastings Park, Gracie Fields in two evening shows.

Coming to the Auditorium April 7 is James Melton; April 12, the two-piano team of Luboshutz and Nemenoff, and April 16 Hildegard Rubloff comes to Kerrisdale Arena April 13. For three showings at Point Grey Auditorium the Navy League of Canada presents *The Navy Show*, which is making a trans-Canada tour. Vancouver dates April 4-6.

ARENAS-AUDITORIA

Birmingham Gives Variety, Puts Accent on King Cotton

By TED BROWNELL

Manager, Municipal Auditorium, Birmingham

BIRMINGHAM, April 7. — Birmingham's entertainment menu is as varied as a mother's cooking: A liberal dash of 25,000 women for a four-day cooking school, a fine sprinkling of concert artists and a huge serving of King Cotton make up part of the year's work at the Birmingham Municipal Auditorium.

In recent years the emphasis has been placed not only on providing Birmingham and North Alabama with a wide scope of entertainment as such, but to provide liberal facilities for all civic enterprises.

With a capacity of 5,033 and a potential of 5,750, the auditorium has featured such outstanding attractions as the Roy Rogers show, *Holiday on Ice*, Guy Lombardo show, the Sadler's Wells Ballet and the Shrine Christmas party.

Sock School Musicales

Each of the above did exceptional business, both from the standpoint of dollar volume and attendance. Roy Rogers, with two performances, played to over 9,000. Guy Lombardo in a concert appeared before 4,500 persons. Sadler's Wells Ballet, on the Birmingham Music Club course, did a terrific business, playing to over 5,000 people.

The public school Christmas musical is one of the building's greats, its orchestra of 300 pieces and chorus of 1,000 jamming the building. Probably the prettiest affair in the building is the senior and junior prom every January.

One of the features of the year's activity is *The Birmingham News* cooking school which annually draws 25,000 women to the auditorium for a four-day seminar on

latest cooking trends. Exponents of the art of cooking converge on the city from all sections of the State and the auditorium literally is converted into a huge kitchen. It has consistently been an annual success and provides—along with generous prizes—a fine outlet for the ladies of the community.

King Cotton Supreme

This feature, along with the variety of other attractions, we believe, provides the Magic City with a well-rounded successful offering of entertainment, not necessarily restricted to the run-of-mine fields of entertainment, but brings attractions right to the folks at home who do not normally leave their firesides to seek entertainment elsewhere.

One of the great free attractions in this or any other building is the cotton show, put on each year by *The Birmingham News* in cooperation with industry and agriculture. It calls for special drops to be made and painted and presents leading motion picture stars. This year Alabama's own Miss America, Miss Yolande Betbeze, will be the top attraction and the show will play to capacity.

Cleveland Arena Names Kroesen

CLEVELAND, April 7.—Richard L. Kroesen, who was elected president of the Cleveland Arena March 27, is the third man to head the corporation in its 14-year history. Remaining as general manager is James C. Hendy, who has held the post since the property was obtained from the Al Sutphin regime.

Other officers are Oscar Johnson, vice-president; Marvin J. Laronge, secretary, and Edward Bernstein, treasurer. Johnson is co-owner of the Shipstad and Johnson Ice Follies.

Henderson Debuts Phoenix Skatery

PHOENIX, Ariz., April 7.—A new enclosed roller rink with maple floor and capacity of 400 persons, covering 13,000 square feet of floor space, has been opened at 2930 East McDowell Road by Ed Henderson, at a cost of \$40,000.

Henderson plans to operate the rink six nights a week, from 8 to 11, and will have matinees from 2 to 4:30 daily. If the building is desired for a community activity, Henderson said, he will cut into the skating schedule.

A rink operator in the Phoenix Valley for seven years, Henderson also owns the building which houses the Farm Fresh Market system's Shopper Drome at 2848 East McDowell. For a time this building housed a skating rink.

Mineola Contests In May 30 Runoff

MINEOLA, N. Y., April 7. — Mineola Roller Rink championships are slated for May 30, with New York State championships of the United States Amateur Roller Skating Association slated to follow some time in June at the rink. First, second and third-place winners in the local meet are eligible for State contest participation. Similarly, winners of the State contest go on to the July 2-7 USARSA nationals at Alexandria (Va.) Arena.

Co-Operator Earl Van Horn has slated another couples voo-doo number for April 11, offering \$60 in cash prizes to three winning couples. A trio voo-doo number for kiddies has been set for April 7 morning. During Easter vacation week there were daily matinees except Monday (19).

James K. Bell, the eight-year-old who won the Class C juvenile speed title at the recent Michigan championships of the RSROA, is the son of Jesse Bell, former speed champ of another era.

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Washington Once-Over

By BEN ATLAS

Continued from page 2

came to D. C. in 1947 to file an application for the change, hired a consulting engineer, got tangled in a hearing with another broadcaster, submitted several linear yards of expert testimony, had to assemble several dozen more yards of this high-priced stuff because of some errors in a commission reporter's transcript and sweated it out for three years while FCC sat on the case.

KELD finally got the grant, Sikes said. "But," he added, "after spending \$17,882.32 for necessary hearing expenses—attorney's fees, engineering fees, option money for the proposed transmitter site, travel to Washington for testimony and other necessary items incidental to obtaining the final decision—and because almost three years had transpired since the application was originally filed, bringing about business changes within the industry, plus the necessity of spending another \$75,000 to make the necessary installation, KELD had to request the commission to relieve the applicant of its obligation to change facilities."

Tax Legislation in Slow Motion Act . . .

It still looks like Capitol Hill's enactment of tax legislation will be long delayed this year despite Treasury Secretary John W. Snyder's withdrawal of part of the administration's proposed \$16,500,000,000 tax bite. Snyder's testimony to House Ways and Means Committee this week that the administration is willing to put off asking for \$6,500,000,000 of that amount appears to have left the committee all the more determined to go over the tax program with

a fine-tooth comb. Proposed hikes in amusement excises are now being deliberated in executive sessions. But even if the House committee reports out a tax bill before May 1, at least three more months will be taken by the Senate. Some Hill conjectures point to a delay as long as next October.

Brit Flicks Do Okay; Henneck Rides Herd . . .

Britain's movie business hasn't been badly dented, according to latest Commerce Department figures, showing box-office receipts 5 per cent higher in third quarter of 1950 than in previous quarter, but slightly lower than first three months. . . . Sen. William D. Benton (D., Conn.), bigwig in Muzak and others, was named member of important Senate Banking and Currency Committee this week. Committee has jurisdiction over defense mobilization program, price and wage controls, economic stabilization and small business matters. . . . Rep. Thomas Lane (D., Mass.), who sounded off on the floor some weeks ago against low necklines on TV, hopped a bill this week for TV censorship by FCC which privately hopes the measure won't see the light of day. Chances are the bill won't. . . . Rep. Emanuel Celler (D., N. Y.) introduced a bill this week mandating reservation of 25 per cent of the TV spectrum for educators. Celler said he hopped it at Commissioner Frieda Henneck's request. . . . Senate Small Business Committee, which early this year said it would examine the color-TV controversy, now says it'll wait to see what the Supreme Court decides.

Yeah--We Want Blood!

Continued from page 2

Swanson. Every blood donor (restricted to showbiz) will get a cuff ticket to the show. Performance commitments have also been received from Joe McConnell, National Broadcasting Company head; Frank Stanton, Columbia Broad-

casting System prexy; Frank White, head of Mutual; Bob Kintner, American Broadcasting Company president, and Cmdr. Mortimer Loewi, DuMont's head. The web toppers will do a bit, which will no doubt prove they are good business men.

Jimmy May Blow

James C. Petrillo, American Federation of Musicians' prexy, is being asked to trumpet *Taps* for the show's finale and an affirmative reply is expected from the AFM chief. Bob Hope has agreed to appear if he is anywhere near New York on show night. There is little doubt that the *Blood Bank* production will be one of the most star-studded ever seen.

While original plans were to telecast as well as broadcast the proceedings, only the AM phase of the deal is set. Innumerable problems have arisen in connection with the videocasts of the show, but efforts are still being made to clear the proposition, and there is an even chance the show will be seen via TV as well as heard web-wise over radio.

Promotion gimmicks in connection with the drive will encompass everything known to this exploitation-hep industry. For example, it is expected that the Red Cross will set up facilities for drawing blood from entire show casts (whether radio, TV, legit, nitery, etc.), and that following recording sessions in studios of Columbia, Decca, RCA Victor, Capitol, et al., all the musicians, as well as the featured singers on disks, will hustle to the Red Cross quarters to permit themselves to be separated from such blood as they can spare.

Show people in the New York area wishing to contribute to the Broadway blood bank (a minimum of 3,000 pints are urgently needed) are requested to write: Blood Bank, *The Billboard*, 1564 Broadway, New York 19, for the time being. *The Billboard* will take care of passing on to such persons info as to where and how they can make appointments for their blood donations.

This arrangement is purely temporary, pending a Red Cross organizational procedure for handling donors, which probably will be decided at the Tuesday meet.

London Dispatch

By LEIGH VANCE

Continued from page 2

ning a "let's go to the pictures" advertising stick-up. Specimen caption: "Movies are better than ever now." But just over a year ago MGM tried the experiment of adding something more than mere movies to its programs. It brought director Nat Karson over to put on a 45-minute leg and vaudeville show at the West End show spot, the Empire Cinema, sat back and watched the take jump by an average of \$8,400 a week. Now the Rank organization is to follow suit. One week in four they will give an all-live show at their circuit cinemas.

Imported Snow Melts At Buck a Crate . . .

A nationwide horse laugh has just saved the organizers of a display of ski-jumping on Hampstead Heath a \$56 customs duty on the imported snow. Thirty-two jumpers, over here from Norway for a special show, waited impatiently by the specially built wooden chute while officials haggled over the 55 crates of snow lying at the docks. Customs men insisted they must calculate the value of the snow on the cost of collecting, loading and freighting it. But an all-round Britain raspberry hustled the crates thru without payment.

Footnote: On the day, snow was practically washed away by home-grown snow cum rain.

One Opera Saved, Another Executed . . .

Reprieve comes to Gian-Carlo Menotti's lounge-suit opera, *The Consul*, scheduled to fold March 31 after losing for sponsor, Sir Laurence Olivier, \$28,000 in a seven-week run. Following publicity given the closure, grosses took a transfusion, are now covering costs. Says Olivier: "So long as we break even, I'll keep it on." . . . Death sentence confirmed for the 76-year-old Carl Rosa Opera Company. Owner-director Mrs. Annette Phillips says she applied to the government-backed Arts Council for subsidy to put the company on equal footing with the Covent Garden and Sadler's Wells companies. The AC turned her down.

Paris Peek

By ART ROSETT

Continued from page 2

ports, in spite of the transportation strike—Paris is still full of Orson Welles fans. The American exhibitor runs about 26 pix a year, averages a three week run on most films.

Tab of the pictures playing this week reveals that 112 theaters featured American films, five movie houses showed Russ pix. Most popular film of the week is *Adventure in New Orleans* at the Gaumont and Berlitz theaters, with 50,621 patrons. Runner-up is the French film *Andalusia*, with 39,534 patrons at the Rex and Normandie theaters.

Running the Gamut, Legit to Ballyhoo . . .

The Congress of European Actors met in Paris this week at the National Syndicate of French Actors. Germany, Belgium, Denmark, France, Hungary, Norway, Great Britain and Switzerland were represented. Questions discussed included union business, problems of cinema and television.

Italian opera pays a visit here the week of April 16, with singers from La Scala and San Carlos and stars from Naples to be heard at the Theater Champs-Elysees. . . . The Comedie Francaise Troupe journeys north for a tour of Finland, Sweden and Norway in classic repertory. American citizen Oscar Straus (*Waltz Dream*), has been honored by his native city, Vienna, with a presentation of the Award of the City of Vienna. . . . Netla Ates, Turkish dancer, is doubling between the Casino De Paris and L'Aiglon. . . . An executive of the J. Walter Thompson Agency was telling us that the best way to propagandize Europe is thru paid advertising in the local newspapers.

Billboard Backstage

By JOE CSIDA

Continued from page 2

pitch for the support of these men. Spearheading that pitch was UCP Chairman Bob Hope. While Hope did his usual wham job in telling the sports mob why he hoped they'd go along, he was topped by a little lady, Mrs. James Killilea Jr. She told a completely corny story about a couple whose second baby was stricken with cerebral palsy, but told it with such deep sincerity that you could hear a comma drop in the silence of the room. The baby, it turned out, was Mrs. Killilea's own. One time, I'm sure, bubbling Bob didn't mind being topped.

Hope came over to the luncheon from a rehearsal for his Sunday video show, and had to hustle right back to it. Anyone who's ever seen a TV rehearsal knows the back-breaking characteristics of same. But that evening at Madison Square Garden, Hope showed

again, and did a chuckle-loaded and effective 15 minutes with Frances Langford at the Louise Baer Memorial Fund benefit to which that opening night performance of the Ringling Bros. and Barnum & Bailey Circus was dedicated.

Hope and Miss Langford were just two of some 40 top names from every phase of show business who made appearances and/or did bits at that circus showing for the heart fund. (Again see stories elsewhere in this issue.)

But those three instances aren't exceptions. Show people, big and small, comers and has-beens, are knocking themselves out every day in the week, all over the world, helping causes like these. A few characters get involved in Commie deals, sure; but, by and large, 99-44/100% of these people have hearts as big as all the world.

Picture Business

By LEE ZHITO

Continued from page 2

physically. . . . Filmdom mourned the death of 20th's head talent scout Ivan Kahn. . . . MGM bought *Twenty-One Days* to be produced by Joe Pasternak with Debbie Reynolds and Carleton Carpenter in leads. . . . Bob Hope makes nine air appearances as part of Marty Lewis' radio campaign on Paramount's Hope-starrer *The Lemon Drop Kid*. . . . Fritz Lang will turn indie producer for his Western story property, *Three Bad Men*.

Warner-Victor Tie-In Bally Tried in Pa. . . .

A double-edged campaign to hype theater attendance and de-

liver fresh talent is being staged by Warner Bros. Talent quest kicks off April 28 in 35 Pennsylvania theaters. If it clicks, campaign will be developed coast to coast. As it stands now, WB talent hunt is tied in with RCA Victor distributors, Hamburg Bros. Winners will receive six-month WB contracts and cut two records for Victor. Harry Mayer, Warner's Gotham talent rep, will judge contestants along with reps from RCA, Carnegie Tech and Pittsburgh Playhouse.

Drivin' 'Round the Drive-Ins

DON McNALLY, manager of Derbyport Drive-In Theater, Derby, Vt., has adopted a new policy of sending passes to each newborn baby in his township. A letter of congratulations is sent along with the pass which admits the child to the drive-in for the next 12 years. . . . Paul W. Amadeo, general manager of Pike Drive-In Theater, Newington, Conn., which has resumed 1951 operations, has announced these staff appointments: Fred R. Johnson, chief cashier, and Tom Harris and Harry Albee, projectionists. . . . Erection of a new drive-in theater in Bloomfield, Conn., is to start soon, according to Philip W. Maher, Bloomfield, whose five-year temporary zoning permit was upheld recently by the State Supreme Court of Errors, Hartford. The project, held up almost two years by the court action, was started in April, 1949, when the Town Zoning Board of Appeals granted Maher a five-year permit. . . . James W. Cotoia has resigned as manager of the Art Theater, Springfield, Mass., to become manager of E. M. Loew's Hartford Drive-In, Newington, Conn., which has resumed 1951 operations. . . . Construction on another E. M. spot, the 800-car capacity Farmington Drive-In, Farmington, Conn., is expected to be completed by mid-May, George E. Landers reports. Hector Frascadore, ex-acting manager of the Hartford Drive-In, will manage

the new project. E. M. Loew also has resumed operations for the current season at Norwich-New London Drive-In, Montville, Conn., managed by Bruno Weingarten; Riverdale Drive-In, West Springfield, Mass., managed by Harold Cummings, and Milford Drive-In, Milford, Conn., managed by Carl Halpin. Landers said construction would be completed soon on a new 1,000-car capacity drive-in at West Boylston, Mass.

CONNECTICUT'S newest drive-in theater, the 750-car capacity Plainfield Drive-In and Indoor Theater, Plainfield, Conn., opened March 30. Situated on a former airport site, the drive-in, which also has capacity for 450 persons in an indoor section, is owned and operated by Edward Lord, Norwich, Conn. Thru a patented process, the projector throws film simultaneously on screens of both the drive-in and indoor sections of the theater. . . . H. M. McHaffie has obtained a permit from City Building Inspector Homer Johnston authorizing the construction of a \$30,000 drive-in theater in Charleston, W. Va.

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ROBISHAW BROS. are in Fresno, Calif., following a successful coast-to-coast tour with 16mm. feature pix. While in South Dakota they purchased a wax and novelty show from Eddie Nelson and will work it in conjunction with their pictures en route East. They expect to be back in Massachusetts in June. . . . Herman Offenbach, who has been getting together a small animal show, will open with it in Columbus, Ga., and will work toward Maine. He plans to play summer dates in that State and in Nova Scotia. Offenbach's home is in Worcester, Mass., and he has been active in New England and Eastern Canada at fairs and in halls. . . . Butler's Show has been playing church dates in Pennsylvania and New England. . . . Boyce Baker, former repster, is in Blue Plains Home, Washington, and about recovered from a broken back he sustained in a fall down a flight of stairs almost three years ago. Baker's last rep show trouping was done with Grandi Bros.' Stock Company thru Texas. He also worked vaude, tab and med shows as a comic, emcee and dancer. He says he hopes to return to the business soon and plans to try his hand at television.

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The Final Curtain

ARNOLD—William E., 54, dance band pianist for many years, April 2 in Cleveland. He set an endurance record in the 1920's by playing continuously in the window of a Cleveland store for 44 hours.

BARNES—Beth, former dancer, March 14 in Berkeley, Calif. Her last professional appearance was with a Passion Play troupe.

BELASCO—Mrs. Minnie, 78, widow of theatrical producer Henry Belasco, April 1 in San Francisco.

BEVILACQUA—Giuseppe, 60, playwright and vice-president of the Italian National Association of Authors and Writers, April 5 in Milan. He wrote 25 comedies and the last, "The Sun Does Not Stand Still," was well received when presented recently in Milan by Tatiana Pavlov, Russian actress, and her company.

BLAND—Maurice B., 44, amusement editor of The Newark (N. J.) Star-Ledger, March 31 in New York. Survived by his widow, two children, two sisters and a brother.

BROWN—Mrs. Elsie, wife of Wendell S. Brown, April 1 Fayetteville, N. C. Burial April 3 in Rockingham, N. C.

BUNCH—Luelle, wife of Sam (Blackie) Bunch, carnival concessionaire, recently in Kennett, Mo. Besides her husband she leaves a son in Clinton, Ia. Burial in Clinton.

BUNDY—George, chairman of the board of H. & A. Selmer Company, Inc., Elkhart, Ind., manufacturer of musical instruments, April 5 in that city of a heart attack. Burial April 9 in Manhasset, L. I., N. Y.

CASTEEL—John A., 77, trainer of the horse, Trizie, an attraction of the Poley & Burk Shows in 1917, March 23 in Martinez, Calif. In later years he was with the Al G. Barnes and Sparks circuses. Survived by a daughter, Mrs. E. J. Cabral, Castro Valley, Calif. Burial in Sunset View Cemetery, El Cerrito, Calif.

COURTNEY—John J., carnival trowper for the past 40 years, April 1 in Philadelphia of cancer. Survived by his widow, Jessie. Burial in National Cemetery, Beverly, N. J.

CUNNINGHAM—Bob Marion, 78, magician and circus performer, recently in Los Angeles. His career as circus performer, mentalist and magician was sparked by command performance for the president of Mexico in 1908. Survived by two sisters, Mrs. Jesse C. Boner and Mrs. Grant N. Eggerison and two sons, R. E. and Ray J. Rites at Breese Brothers & Gillette Mortuary, Los Angeles.

DIETZ—Ruth, 58, wife of Charles R. Dietz, publicity director for MGM in Detroit, April 3 in that city. She also leaves a daughter, Patricia. Burial in Grand Lawn Cemetery, Detroit.

ELLIOTT—Frank E., 31, operator of the Elliott Shows, formerly the Bluenose Shows, since the death of his father several years ago, March 30 in Amherst, N. S. He also promoted a yearly motor show in Amherst and was associated in a coin machine distributing business. Survived by his widow, two children, his mother, four brothers and two sisters.

FORBES—Ralph, stage and screen actor last seen in the theater two years ago in New York in Sir Cedric Hardwick's revival of the Shaw play, "Caesar and Cleopatra," March 31 in that city. Born in London, he took the surname of his mother, Mary Forbes, prominent English actress. His first notable appearance on the stage was in "The Flame" in London during 1924. He was brought to New York that year for a supporting role with Violet Vanbrugh in "Havoc," which had a brief run. He next was leading man for Ruth Chatterton, star of "The Magnolia Lady." They were married in December, 1924, and acted together in "The Little Minister" and "The Man With a Load of Mischief" during the next two seasons before he went to Hollywood. Among the plays in which Forbes appeared in New York were "The Doctor's Dilemma," with Katherine Cornell; "Hedda Gabler," with Katina Paxinou; "A Kiss for Cinderella," with Luise Rainer; a Theater Guild revival of "You Never Can Tell" and "Second Best Bed." Included in his more than 50 film appearances, both silent and talking, were "Beau Geste," "The Little Minister," "Bachelor Father," "Bombay Mail," "The Green Goddess," "Her Wedding Night," "The Magnificent Fraud," "Frenchmen's Creek," "Stage Door," "The Last of Mrs. Cheyney," "If I Were King," "The Fountain,"

"Mary of Scotland" and the Norma Shearer version of "Romeo and Juliet." He divorced Ruth Chatterton in 1932 and two years later married stage and screen actress Heather Angel. They were divorced in 1941, and in 1946 he married Dora L. Sayers, also an actress. He toured with his first wife in Noel Coward's "Private Lives" in 1943.

HARD—Fannie B., former concert singer, April 5 at her home in Woodstock, N. Y. She began her career in Broadway musicals many years ago but soon switched to concert work.

HERMS—Charles B., 67, former concessionaire, March 27 in Oklahoma City. Survived by a brother and three sisters. Burial in Oklahoma City.

ISRAEL—Mrs. Jeanette, 80, mother of Arthur Israel Jr., assistant treasurer of Paramount Pictures Corporation, March 30 at her home in New York.

KAHN—Ivan, 61, 20th Century-Fox head talent scout, April 4 in Los Angeles. Kahn had been in picture business since 1919, discovering such thespians as Linda Darnell, Jeanne Crain, June Haver, and Olivia De Havilland. Survived by his widow, Jessie, and son, John. Interment at Home of Peace Cemetery, Los Angeles.

KATZ—Meyer, 72, old-time "Tom" show performer and dramatic actor and a member and sergeant at arms of the International Association of Showmen, St. Louis, March 21 in that city. In later years he had operated a photo concession at fairs and carnivals. Burial in Showmen's Rest, Memorial Cemetery, St. Louis, March 23.

LEE—Joseph F., 64, former publicity man for the late Harry Houdini and Tom Mix, and the Fabian Theaters in New York, April 2 in Detroit of a heart ailment. Survived by his widow, Florence; a son, Frank, and a daughter, Mrs. Dorothy Hamm. Burial in Gethsemane Cemetery, Detroit.

MACEY—Joseph, 52, division manager of the public relations department of Station WRVA, Richmond, Va., April 3 at his home in that city. He was associated with the station since it started in 1925, working as an announcer and taking part in a blackface skit on the old "Corn Cob Pipe Club" when it was carried by the National Broadcasting Company from Richmond. In earlier years he traveled with a New England stock company.

MORRELL—Prof. Arthur (The Yankee Whittier), 86, showman for 50 years, April 1 of a heart attack in Seal Beach, Calif. He had been featured on the old P. T. Barnum, Sells-Floto, Ringling and Cole Bros. circuses as a Side Show attraction. He retired about 48 years ago. Survived by his widow, Louise. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, April 12.

RAWLINS—Mrs. Dorothy Beck, formerly with the Lawrence Greater Shows, March 25 in Moultrie, Ga., of injuries sustained in an auto crash. Her mother, who is believed to be dead, was once billed on carnivals as "the world's smallest mother." Efforts were being made to locate relatives.

RHODE—Fred D., father of Janice R. Darling who, with her husband, Cliff Darling, is on the promotional staff of the Hamid-Morton Circus, March 30 of a heart attack at his home in Conway, Ark.

RIGBY—Edward, 72, stage and screen character actor, April 5 in London. He began his theatrical career in London at the turn of the century and built a reputation in supporting roles. In the 1920's he came to New York with a company and played in "Peter Pan." Working for several managements, he appeared in this country in "Ivory Door," "Queen's Husband," "The Cherry Orchard," "Game of Love and Death," "Enchantment," "This Woman Business," "Kiss in a Taxi," "Bit o' Love," "Give Me Yesterday" and "Inspector General." He later toured Canada in "The Good Fairy" and did not work regularly in London until 1933. He originated the role of Bread in the English production of "The Bluebird" and played Diggory in "She Stoops to Conquer."

ROGERS—Oswald A., 64, former dramatic stock roadshow actor, March 26 at his home in New Glasgow, N. S. Survived by his widow, a daughter and two brothers.

ROSANIA—Fatsy, 49, concession operator on Eastern carnivals, suddenly March 30, in Savannah, Ga.

SARTON—Harry G., 45, for 19 years with English Decca and, in recent years, head of that firm's artists and repertoire department, in London March 31 of a heart attack. (Details in Music Department).

SAVAGE—James R., 40, columnist for The Chicago Tribune, April 4 in Los Angeles of coronary thrombosis. A jockey and fighter before entering show business, Savage originated the stereopticon slide organ solo and community singing in theaters in Chicago, and in 1929 joined Paramount-Balaban & Katz Theaters. He worked in Chicago, New York and Hollywood as a stage show producer, lyricist and publicity man, and wrote songs and skits for stage, radio and tele acts, and special material for night club and vaude personalities. After several years in the navy as a public relations officer during the last war, he returned to Balaban & Katz, resigning from that org in 1948 to go to South America. He returned later that year, and joined the Tribune December 27, 1948, when the first Tower Ticker column ran in that paper. His widow, Mae, a son, Dennis, two sisters and four brothers survive. Burial in Chicago.

STILTS—Marian (Kate), 82, concessionaire, March 19 in Lawton, Okla. Survived by a son, Harry, Kansas City, Mo., and a daughter, Marian. Burial in Highland Cemetery, Lawton.

WHITEBONE—William (Jake), in various phases of show business for many years, March 9 in St. John, N. E. He had been with carnivals, had worked as a magic act single and partnered with his son, Russell, ventriloquist and equilibrist; had managed the Opera House in St. John, had been a stock player, managed skating rinks and had conducted a billposting service. He leaves two sons.

WRIGHT—Phil, former musician, recently in Arnot-Ogden Memorial Hospital, Elmira, N. Y. Burial in Granville Center, Pa.

Births

GAUSMAN—A daughter to Mr. and Mrs. William Gausman March 30 in Los Angeles. Father is with Station KTLA, Hollywood.

HIATT—A son to Mr. and Mrs. Nathan Hiatt March 30 in Los Angeles. Mother is the daughter of the late Sam Warner, movie magnate.

NIETFELD—A son, William Parke, to Mr. and Mrs. Bill Niefert, March 19 in San Francisco. Father is news director at Station KCBS in that city.

FEVNEY—A son to Mr. and Mrs. Joseph Fevney April 3 in Hollywood. Mother is singer Mitzl Green; father is a Universal-International megger.

SPENCER—A daughter, Debra Lynn, to Mr. and Mrs. Don Spencer March 22 in Oklahoma City. Father is a concessionaire with the Mills Bros. Circus; mother is the former Donna Haacock, performer with the show.

TATU—A son, Raymond John, recently to Mr. and Mrs. John Tatu Jr. in Detroit. Father is a partner in the Tatu & Metes Circuit, Detroit.

THOMPSON—A daughter, Judy, to Mr. and Mrs. Lamont Thompson, recently in San Francisco. Father is sales representative for Columbia Broadcasting System in that city.

WEISS—A daughter, Dana, to Mr. and Mrs. Andrew M. Weiss March 10 in New York. Mother is the former Marilyn Starr, daughter of Herman Starr, vice-president of Warner Bros.

Ferrer May Star

Continued from page 1

will be represented by top-flight D. C. firm of Arnold, Fortas & Porter. Paul Porter, who joined the firm after leaving Federal Communications Commission chairmanship, has been legal counsel for a number of principals in government loyalty cases. He was named by President Truman yesterday (6) to a new presidential 17-man mobilization advisory board.

Committee spokesmen said complete line-up for upcoming phase of the hearing is still unsettled because of "uncertainties" in whereabouts of some of the witnesses.

In a report this week on the "Communist peace offensive," the House Un-American Activities Committee listed several names from the entertainment world as affiliated with the movement. Chief among these was Paul Robeson. Among sponsors of the peace offensive listed by the committee were John Howard Lawson, Artie Shaw, Arthur Miller, Olin Downes, Muriel Draper, Howard Fast, Lion Feuchtwanger, Albert E. Kahn and Sam Jaffe.

Macy's Display

Continued from page 1

a display showing how people in all parts of the city will receive signals from the Empire State Building antenna by fall, with a model of the city dwarfed by a huge representation of the Empire State.

It took several days, but someone at the store suddenly wised up to the fact that the lone station not using the Empire State tower is WOR-TV, owned by Macy's. So, pronto, a huge photo of the WOR-TV antenna was put up in front of the Empire State tower, which destroyed the original premise of the display. Finally, a compromise was reached, with the two towers side by side, but with the WOR-TV antenna shown as much the bigger of the two.

CASE HISTORY (1)

Chic Not Too Well, But O&J Go On and On

Continued from page 3

what's the matter with your fiddle playing?"

Not wishing to endanger our motto of never a harsh word between us, I treat this crack with the silent contempt it deserves.

"Listen, you dumb head," I scream with dignity, "one of these days I shall sit down and really tell what I know about you."

"I dare you," he sniffs. "You'll have to learn to write first. And anyway, you've got to admit that I could have been a great pianist." "What held you back? Me?" I suggest.

"I lacked the stamina for it," he replies mournfully. "The practice was too confining. My health has to come first."

"Health First"

"My health comes first!" How often have I heard that hoarse cry when my partner is at his suffering best! And when Chic suffers, he puts his back into it. Everybody around a theater or a movie lot is either with him or against him. There isn't a neutral spot.

Take a simple head cold, for instance. I ought not say "simple" because all of Chic's ailments are complicated. The routine starts with the usual muttering, blowing and blasphemy. By afternoon, Chic is snapping up Duzall Lozenges. He's heard about them from the stage doorman. One of the chorines says that La Grouse's Pellets worked a miracle on her mother's milk leg. Chic sends out for a few boxes. The house manager confides that he is partial to a Clogpore Nasal Syringe with a sniff of tincture of myrrh from a vapor lamp. The Harrington Sisters (harmony duet in pops and classics), insist that they maintain a 100 per cent larynx relief score with a prescription made up of a squirt of ammonia, three drops of iodine and two quick-dipped aspirins, taken in a spoonful of Sloan's Liniment.

He gets them all. The whole troupe is in on that cold. A timid suggestion from a partner about salt and water draws a glare of withering suspicion. Chic needs the best. By end of the third day, he has collected a suitcaseful of remedies. There is about everything in his dressing room except an iron lung and an oxygen tent.

I remember walking down to the station in a little town out West after one of these sessions. We pass the drugstore.

"Look, Chic," I say, "there's your last chance."

"I don't need anything," he snuffles, clutching the bag.

"I know," I giggle, "but maybe they do."

I never try this again. Chic is sensitive.

Personal Affronts

Maybe a guy who is so busy dodging germs forgets to duck. Anyway, whatever happens always happens to Chic. If a prop door falls in or a carpenter drops a hammer off a scaffold, somehow his noggin is sure to be right there. Even innocent gags backfire on him. There is a trifling incident in Dallas, when somebody slips a pair of clog shoes in with the netful of bananas that drop on him out of the flies. And there is another time in Detroit when a stage-hand wallops the back of the curtain with a length of inch pipe instead of a yard stick, just when Chic is bowing against it. Chic takes these mishaps very seriously. In fact, he considers them personal affronts.

He is just about able to sit down, when we hit St. Paul.

"Chic," I say, "I have fixed a swell publicity stunt."

"Leave me out," he snarls. "I got plenty wounds now."

"But this cannot hurt you," I insist. "It is a natural."

"I do not trust it," says Chic, "but what do I have to do?"

"Listen," I tell him, "Ford is now making something called a Model A, instead of a Model T. I have procured an ancient Model T. All you have to do is help me push this old wreck a few yards to a bluff and shove it over into the river. Then the police will come and arrest us for malicious mischief. I have arranged this with the chief. It will undoubtedly make the front pages."

"It sounds harmless," he admits. "I will take a chance."

So we roll this old Ford up the hill to the bluff. The police come

all right, two of 'em.

"What are you doing with that car?" barks the big one, very grim.

"Who wants to know?" cracks Chic, playing up.

"Oh, a smart guy!" says the cop, moving in on him.

Chic is going good. He gives his horse laugh and puts up his hands. He is very comical.

"Do you want to make somethin' out of it?" he giggles.

"You bet," says the cop, and he lays his right smack in the middle of the Johnson pan.

New Script!

Chic goes down and stays down. This incident is not in my script and I am dumbfounded.

But just then there is a loud clanging and up the street come a lot more cops, a whole patrol wagon of them. The chief is with 'em. He has come to arrest us for malicious mischief. He is very sorry about it all, but it seems that the first two cops have not been in the know.

So I help Chic up and explain that it is just a little, unfortunate misunderstanding. But he is very uncouth about it. Especially as he imagines he sees some of these cops laughing.

"Knute Rockne was right," he spitters. "There is only one thing dumber than a guy like you—and that's two of 'em."

"And hereafter," he wails, "I do not wish to hear anything more about your so-and-so stunts. My health comes first!"

Metals for Biz

Continued from page 3

consumption in the first six months of 1950.

A new list of items in which nickel may not be used after April 15 was included in NPA's order. Among them are: radio towers, transmission tower baskets, radio antennae, musical instrument strings, and decorative trim on radios and television sets. NPA also points out that supplies of nickel for unrated orders are inadequate to meet the present 65 per cent allowance and it may become necessary to allocate nickel during the next quarter.

NPA's final announcement lifted the limitations on steel and iron somewhat, so that a manufacturer of certain products in a closely related field could use his allocation of steel and iron for these products in whatever way he saw fit. He might use all his supply for one of his products, or divide among them. This includes radio receivers, radio-phonograph combinations, television receivers, and phonographs and record players. Musical instruments and pianos and organs were under another category.

Cowpoke Fuss

Continued from page 3

licize station's acquisition of the Hoppy films, biggest campaign ever staged by the station on behalf of any show. In the meantime, KTLA is plugging Hickok on the air, buying space in newspapers, and Tuesday (10) will stage a press luncheon at the Paramount commissary to give editors a preview glimpse of forthcoming Wild Bill episodes.

It was KTLA's original air spots concerning Hoppy that kicked off the promotional war between the stations. Month prior to Hoppy's switch from KTLA to KNBH, losing station aired announcements to the effect that viewers will be seeing the Hoppy films for the last time, and that they're being discontinued because they've been shown four times. KNBH immediately fought back with air spots and newspaper ads announcing acquisition of Hoppy. KNBH originally planned to put Hoppy in the same spot held on KTLA. However, Quaker Oats filed suit in Chicago demanding its Gabby Hayes show and Zoo Parade not be moved to make way for Hoppy. As a result of out-of-court settlement, Hoppy will be aired at 3:30 Sunday afternoons. This setback failed to dampen KNBH's aggressiveness. KNBH asked to buy spot time on KTLA to plug Hoppy, but was informed KTLA had no time left.

Marriages

BURNIER-RAM—Raymond Burnier and Radha Sri Ram, East Indian film actress, April 2 in Los Angeles

HICKS-POULOS—John Hicks, Monkey Show talker with the Royal American Shows, and Bessie Poulos March 25 in St. Petersburg, Fla.

MELCHER-DAY—Marty Melcher, agent, and Doris Day, pic and disk songstress, April 3 in Los Angeles.

POWELL-MEEKS—Neville Powell, announcer with Station KSIX, Corpus Christi, Tex., and Joyce Meeks March 20 in Pinebluff, Tex.

STAHL-HYER—C. Ray Stahl, producer-director, and Martha Hyer, actress, March 31 in New York.

OFF WEATHER DIMS BEATTY L. A. OPENING

Show Rated Sound; Tees Off to Air, Magazine Breaks

By Sam Abbott

LOS ANGELES, April 7.—Riding the crest of strong national magazine and radio coverage, Clyde Beatty brought his circus to town Thursday (5) for an 11-day run on the Washington and Hill streets lot. Threatening weather cut the afternoon crowd to less than a half-house and the evening performance to three quarters.

The small houses, however, were not considered criterions of the business that the show will do on its 1951 run. Beatty has been opening during the pre-Easter week, taking advantage of the school vacation. Because the calendar moved that day ahead this year, the show opened right after the kids had returned to school.

While the opening day featured the usual paper, it was lighter this year than ever before. The members of the Pacific Coast Showmen's Association attended as Beatty's guests. Last year there were 430 and only about 150 at this debut. The radio industry and a scattering of picture people put another 200 in the big top free.

Show Ups Prices

The show has upped its admission prices 10 cents, with general admission going for \$1.30, tax included, and reserves for an additional \$1.30.

With the article by Collie Small on Clyde Beatty breaking in the current issue of *Collier's* and the Clyde Beatty show now broadcast three times weekly over Mutual Broadcasting System, the show is using those breaks for all they are worth.

The show runs two hours and is well-paced. It is substantially sound entertainment, with the strong acts spotted properly to carry the pace.

Altho Beatty's animal act has been cut, it has lost none of its appeal. Prince, the animal-slaying lion, continues to draw attention, with the publicity given its past escapades almost keeping it out of the act. Shortly after the opening matinee was to begin, the Los Angeles Department of Animal Regulation stepped in and ordered Prince out of the act on the basis of an ordinance forbidding the sheltering of incompatible animals.

Prince Performs

The lion was allowed to perform but P. L. Flynn, principal animal inspector, viewed the first show and said it was the department's aim to post a man at each performance to see that no unnecessary roughness was used on the animals. Prince lost his billing on the cage when he was moved to another section, with a vacant cage on each side of him. On opening night Prince attacked another lion as they were being herded back into the chutes. It was his second foray of the week, a 15-minute battle in Tucson, Ariz., having preceded it.

The show's menagerie stock was increased here by the addition of two baby elephants obtained from Louis Goebels at Thousand Oaks. New spit sloths were installed for the date.

Vic Robbins' Clyde Beatty band plays a good show and the calliope gives a circusy flavor to the tunes. Robbins spots strong circus tunes where needed.

Cox Announcing

Charlie Cox, announcing this year after sound training on Long Beach, Calif., pike and with Biller Bros. last year, does an outstanding job of presenting the acts. He uses plenty of superlatives to give the presentation tanbark treatment.

The circus continues to plug the Kaiser automobile, with Beatty leading the spec in a safari model. The clowns use a Henry J for their unloading number. A pitch is also made for Thoro-Fed Dog Food, with banners and announcements being used. Replicas of the dog food cans are used around the grounds for waste.

Show opens with the spec led

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R-B UNDRAPES ANOTHER MONUMENTAL OFFERING

Garden Debut for New York Heart Association Produces 190G Gross

Continued from page 3

ender and pink sawdust in the rings and on the hippodrome track, the cellophane on the package, so to speak.

Added to the three-ring, two-stage extravaganza, annually in the postwar era, have been a number of stellar European attractions. Imports this year are light percentage-wise and in quality. Replacements for featured spots in the 27-display program are not, for the most part, as good as their predecessors. This may well be due in part to a scarcity of outstanding talent in the foreign fields.

The circus is not without thrills, but they seem subjected to the tinsel and flash of the illusionary creations which favor the stage rather than the sawdust arena. It is short on wild animal acts, with Albert Rix's mixed bear act occupying the only cage in their lumbering, albeit excellently trained, manner. The roar of the lions and the swiftness of other members of the cat family are missed, especially so in a circus of these proportions.

There is an ample supply and good variety of ground and platform acts and trained domestic animals. The ingredients have been well packaged and add up to a fancy three-hour stanza that is currently running about 15 minutes overtime, as expected during the first few days of the run.

Four new specs, spotted at the end of each quarter of the performance in a manner instituted several seasons ago, are facsimiles of last year's lavish pageantry. *Circus Serenade*, the principal effort which utilizes practically every person and controllable animal in the circus, is akin to the lavish, whimsical fantasy and professional splendor which has become a vital part of the Big Show. North and Producer Murray Anderson, Miles White, costumer; Dick Barstow, choreographer, and Henry Sullivan who did the special music, have again fashioned an extravaganza that truly has appeal for all ages. Familiar songs, including many in public domain, theme the interlocking segments, including a frontier trek, Gay '90's the ever-present Disney characters

and, at the end, a Christmas bit, with the audience asked to join in singing *White Christmas*—a sure-fire gimmick at all seasons of the year.

Picnic in the Park provides the perfect setting for showing the incomparable Ringling ring stock. Theme is a horse show with Queen Marie Antoinette and her court the central figures. After the pageantry the show's Liberty horses take over the three rings, with Czeslan Mroczkowski handling 12 magnificent brown steeds in a capable manner in the center ring while his wife, Gena Liplowska, and Andre Fox direct groups of 10 in the end rings. High school horses ridden by Luciana and Freidel, mother and daughter, and Franz Ackerl, an import, work the

(Continued on page 56)

OPENING NIGHT NOTES

Ringling Bow Adds 190G to Heart Fund

Opening night for R-B Wednesday (4) proved one of the most plush affairs brought off in New York recently, with the New York Heart Association getting proceeds of \$190,000, and the nearly full house getting a gander at the 1951 version of the circus plus a plethora of top entertainment names in town. Good deal of the gross was supplied by purchasers of top money seats, scaled downward from \$100.

Round of applause and cries of recognition greeted Emmett Kelly when he stepped on to the track for a crowd warm-up before the show started. Emmett said he was glad to be back with the show

after a Hollywood stint. He spent a year on the Coast and made one picture for Universal-International, *The Fat Man*. Prior to the show, he was interviewed via television in the Garden lobby.

R. Tiebor Gets Assist

Roland Tiebor evinced surprise at the ease with which movie player Ella Raines went on cold and worked with one of his seals. "Didn't draw back or hesitate a bit," he said in speaking of her seal-feeding and other bits. Roland opined that with her natural propensities she could become part of the act with but a short training stretch.

Photogs Foul Act

Myriad photographers were on hand for the night, and the crowd got a bit miffed when a clown production number using a baseball idea was slowed up by flash-boys. The lensmen were aiming at singer Tony Martin, Don Ameche and columnist Hy Gardner, who were cast as spectators in the routine, and the swarm cut off the clowns from the crowd. Radio announcer Norman Brokenshire, who was acting as ringmaster at the time, brought the photogs to heel, and they co-operated thru the rest of the evening.

Lights Bother Martell

Juggler Veronica Martell, who was marking her first time in this country and her first appearance

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Dayton Beats '50 Turnouts By 12% Margin

DAYTON, O., April 7.—Ninth annual Shrine Circus here, with Orrin Davenport's program package, finished its nine-day run (23-31) about 12 per cent over 1950's attendance, auspices reported. It was Davenport's second year here.

Business opened with a heavy matinee, but light night house March 23. Audiences built gradually until March 28, when matinee and evening turnouts zoomed. Full houses were the rule for the rest of the run, and turnaways were scored the final two nights. School tie-ins, new this year, hyped matinee biz.

La Tosca, doing a double somersault on the bounding rope, missed the rope March 28 and was caught by two attendants. She was not injured.

Promotion was the largest in the date's records and was handled again this year by A. E. (Buck) and Josephine Waltrip.

Transit Fair Seeks Permit For Pared Run

Cuts to 32 Days; Present Petition To Change Zoning

ARCADIA, Calif., April 7.—World Transportation Fair's second application to run at Santa Anita Park race track here was filed Tuesday night (3) with the City Council. Dates for the event, as set forth in the request filed by Ira W. Curry, were August 4-September 3, thus cutting the run from 72 to 32 days. At the same time a petition, bearing 5,142 signatures and requesting a referendum election to change the zoning under which the track operates, was turned over to the council.

The council set a public hearing on the Curry application for May 1. The initial application to run the WTF had been refused on the basis that it was improperly presented.

The request for referendum was asked by the Arcadia Residents League. A spokesman for the fair said that the length of the event had been cut to 32 days in answer to the opposition's stand that a 72-day run along with 50 days of racing would cause too heavy a traffic flow for too long a time. Originally, WTF was to run 104 days.

H-M Breaks Buffalo Mark

NEW YORK, April 7.—Officials of the Shrine group sponsoring the appearance of the Hamid-Morton Circus in Buffalo this week reported that the recently completed date will gross well over the \$100,000 mark. The 1950 showing crowded the \$89,000 mark.

The date was described as the most successful in the annals of the Buffalo Shrine by Past Potentate Lang and Al Cramer, director of publicity. They were here to arrange accommodations and participation of the Buffalo group at the 1951 Shrine National Convention which will be held in July.

Gracie Fields Set, Churchill Sought at CNE

TORONTO, April 7.—Gracie Fields, top-flight English comedienne, will be one of two big-name stars heading the grandstand attractions at Canadian National Exhibition this year, according to informed sources. Negotiations have been under way and it is understood that contracts are all but signed.

Winston Churchill, war-time British prime minister, is being sought for a personal appearance on opening day, the sources revealed.

Bob Dixon currently is acting as general manager of CNE. Elwood A. Hughes, the expo's general manager, is in Florida on a three-month leave of absence.

Indications are that Hughes will continue thru this year as general manager and that he will be succeeded January 1 by Toronto's mayor, Hiram McCullam.

NPA Tightens Canvas Squeeze

WASHINGTON, April 7.—The supply of canvas for non-essential purposes has been squeezed tighter by National Production Authority order M-53, which sets aside 80 per cent of mill production of cotton duck for rated orders.

Rated orders are those carrying an NPA rating and are usually for defense purposes or maintenance. Prices of duck and finished canvas are both frozen at ceilings based on the December 19-January 25 period.

English Showbiz Great; Arnold's Shows Pay Off

Continued from page 44

Together with Emil Littler, Arnold owns three London houses. All London theaters are going full blast, and one can not be had for any fee, according to Arnold. *King's Rhapsody*, written by the late Ivor Novello, has enjoyed a successful run of some two years. Arnold produces a French-accented revue titled *Latin Quarter* for another of his theaters which also enjoys considerable success.

For his third house he is readying an opus called *Hassan*, which will feature Hilda Sims, actress who created the role of Anna Lucasta on Broadway. *Hassan* will have music by Delius and a book by Flecker, and Arnold describes it as a poetic work along the lines of the Broadway offering, *Ring Around the Moon*, which ran for 15 weeks.

While here, Arnold also discussed with Lee Shubert the possibility of bringing *King's Rhapsody* to Broadway. However, no definite agreement was made, according to Arnold.

Theater shows caught in Gotham by Arnold included *Affairs of State*, *The Country Girl*, *Guys and Dolls* and *The King and I*, which he visited twice. He found the level of the productions high and the Broadway stage generally in as good shape as last year. He singled out *The King* for particular praise.

Price Differences

Arnold said that in England a top-drawer revue-type production can be done for the equivalent of \$170,000. A big difference between the Broadway and London stages is the seat price scale. English shows get about one-third of the \$7 top charged by New York houses. Arnold attributes the smaller charge to lower overhead.

He held that opportunities for Americans in the British theater are good and diminished the idea that a struggle is necessary to get

(Continued on page 52)

Window Card Prices Hiked, Paper Steady

CHICAGO, April 7.—Price of tack cards and other cardboard show print items has increased between 10 and 15 per cent because of government buying, according to show printing houses. While the cost of poster stock also has increased, they report, few price rises have been forced yet. Printers have been able to absorb the increase, Phil Shephard, of Globe Poster Corporation, said here.

Apparently, at this time there is no shortage of poster paper. However, while some suppliers report adequate stocks of cardboard, others state that their supplies are limited and that reordering of the raw materials is on a quota basis. Similar shortages of cardboard and some types of heavy paper have turned up in the popcorn container field and in non-show biz trades.

Over-All Volume Same

Over-all volume of show paper orders for outdoor outfits this year is about the same as that of a comparable time in 1950, it was reported by suppliers. They indicated that there was no reason for shows to buy more than their current needs, but said that supplies and delivery dates might become more indefinite in the future.

Billposting supplies, particularly Chinese bristle brushes, will cost more than last season, it was reported, but adequate stocks were said to be on hand. During World War II, these imported bristles were in short supply and billposters found that some substitutes were not satisfactory.

Prices of tacks, staples and tackers and staplers will be higher, according to the reports.

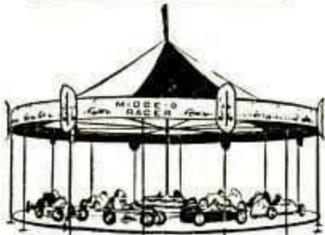
The MIDGE-O-RACER

KIDDIE-KONTROLLED



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CLOSE-UP: LLOYD SERFASS

Major Obstacles Failed To Halt Budding Career

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

By JIM McHUGH

OVERCOMING obstacles is an old story to Lloyd D. Serfass. He's been tackling problems ever since he first framed his Penn Premier Shows in 1937 and while, for the most part, they are akin to those experienced by almost all show managers, there were two occasions when they transcended the ordinary and might well have been fatal to his budding career.

The first occurred at the end of the 1942 season when Lloyd stored his equipment and enlisted in the Marine Corps. Three years later, upon his discharge in 1945, investigation revealed that dry rot had filigreed the canvas and the tires. To make matters worse, the fair booking season was on the wane and his rivals had pretty much made a clean sweep of the field.

Three years later, when Lloyd was beginning to enjoy dividends resulting from years of hard work, a winter quarters fire destroyed virtually every piece of equipment. Insurance covered not more than 10 per cent of the estimated \$300,000 loss and the outlook for the future was bad indeed. A pro-



LLOYD SERFASS

longed period of mourning at this point would have been justified, but after talking to his wife, Lloyd passed up the logical moaning session. Instead, he announced his decision to rebuild the show and to complete the job in time for the 1950 season.

Banker Is Helpful

While Lloyd had many friends who were helpful, one in particular—*(Continued on page 59)*

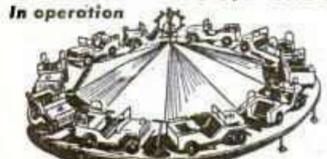


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Faribault, Minnesota

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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 6.

The complete list of Fair dates was published in the issue dated April 7. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- CALIFORNIA**
Vallejo—Solano Co. Fair Assn. June 16-23. Al St. John.
- COLORADO**
Castle Rock—Douglas Co. Fair. Sept. 7-9. Charles E. Kirk.
Cheyenne Wells—Cheyenne Co. Fair. Sept. 6-8. M. S. Taylor.
Durango—La Plata Co. Fair. Oct. 4-7. Bernie Williams.
- CONNECTICUT**
Berlin—Lions' Club Berlin Fair. Oct. 5-7. Louis R. Goodrich, Kensington, Conn.
Chester—Chester Fair. Aug. 25-26. William G. Stark.
Ellington—Union Agrl. Soc. Sept. 25-26. D. Everett Neelans, Hazardville, Conn.
Stafford Springs—Tolland Co. 4-H Fair. Aug. 24-25. Sandra White, Andover, Conn.
Woodstock—Woodstock Agrl. Soc. Sept. 1-3. Donald B. Williams, R. 3, Putnam, Conn.
- IDAHO**
Gooding—Gooding Co. Fair & Rodeo. Aug. 16-18. Robert E. Higgins.
- KANSAS**
Anthony—Anthony Fair Assn. July 16-21. Victor J. Truby.
Beloit—Mitchell Co. Fair Assn. Sept. 4-7. Lyle Lukens.
Blue Rapids—Marshall Co. Fair Assn. Aug. 31-Sept. 3. C. B. Coulter.
Dodge City—Great Southwest Fair Assn. Sept. 2-7. Guy D. Josserrand.
Gardner—Johnson Co. Fair Assn. Aug. 27-29. Dale Dorst.
Osawatimie—Osawatimie Free Fair Assn. Aug. 15-17. R. A. Hamfeld.
Russell—Russell Co. 4-H Fair. Aug. 15-16. Joe Dauber Jr., Bunkerhill, Kan.
Sedan—Chautauque Co. Free Fair. Oct. 4-6. Carl Ackerman.
Wakefield—Wakefield Free Fair. Oct. 10-12 (tentative). Dale Newell.
- KENTUCKY**
Burlington—Boone Co. 4-H & Utopia Club Fair. Aug. 17-18. Mrs. Vernon Pope.
Hodgenville—Lafue Co. Fair Assn. Aug. 29-Sept. 1. C. E. Dixon.
Russell Springs—Russell Co. Fair. Aug. 1-4. Leonard E. Wilson, Jamestown, Ky.
Springfield—Washington Co. Fair. June 21-24. Theo. C. Campbell.
Whitley City—McCreary Co. Fair Assn. Last week in Sept. George D. Corder.
- MARYLAND**
Cumberland—Cumberland Fair Assn. Aug. 20-25. Carl G. Schmutz.
- MASSACHUSETTS**
Middlefield—Highland Agrl. Soc. Aug. 31-Sept. 1. Willard A. Pease, Chester, Mass.
Southwick—Southwick Fair Assn. Sept. 8. Mrs. Fannie E. Faas.
- MICHIGAN**
Hudsonville—Hudsonville Community Fair. Sept. 6-8. Alvin Jager.
Ironwood—Gogebic Co. Fair. Aug. 9-12. W. B. Fahl, Bessemer, Mich.
Sandusky—Sanilac Co. 4-H Agrl. Soc. Aug. 21-25. Albert T. Hall.
- MISSOURI**
Bowling Green—Pike Co. Fair Assn. Sept. 5-8. Carl E. Murray.
Columbia—Boone Co. Agrl. Soc. Aug. 31-Sept. 3. Ray Brueckner.
Farmington—St. Francois Co. Fair Assn. Sept. 6-8. Joe Grandhomme.
Marshall—Saline Co. Fair. Aug. 29-Sept. 1. T. A. Reid.
Memphis—Scotland Co. Fair. July 25-28. B. H. Hertenstein.
Neosho—Southwest Mo. Harvest Fair. Sept. 17-22. T. P. Burch.
- MONTANA**
Forsyth—Rocky Mountain Fair. Aug. 22-24. Harley W. Roath.
Hamilton—Ravalli Co. Fair. Sept. 6-8. Glenn Chaffin.
Havre—Hill Co. Fair Assn. July 31-Aug. 2. Earl J. Bronson.
Lewistown—Central Montana Fair & Rodeo. Aug. 3-5. Henry J. Otten.
Sidney—Richland Co. Fair & Rodeo. Aug. 27-29. D. G. Nutter.
Twin Bridges—Madison Co. Fair Assn. Aug. 17-19. Howard S. Holberd.
- NEW YORK**
Angelica—Allegany Co. Agrl. Soc. Aug. 22-25. L. L. Stillwell.
Dundee—Dundee Fair Assn. Sept. 18-20. L. R. Hamner.
Lowville—Lewis Co. Agrl. Soc. Aug. 13-18. Cyril L. Seymour, Turin, N. Y.
Penn Yan—Yates Co. Agrl. Soc. Aug. 8-11. Oliver Wilcox.
Trumansburg—Trumansburg Fair. Sept. 12-15. Lorenz O. Clinton.
- OREGON**
Roseburg—Douglas Co. Fair. Aug. 16-18. Homer W. Grow.
- PENNSYLVANIA**
Hanover—Forest Park Free Fair. Sept. 3-9. A. Karst.
Huntingdon—Huntingdon Co. Agrl. Assn. Aug. 20-25. Dean Reynolds.
Towanda—Veterans of Foreign Wars Farm Fair. Aug. 6-11. George H. Lewis.
Waterford—Waterford Community Fair. Sept. 5-8. Chas. L. Bowman, Cambridge Springs.
- SOUTH DAKOTA**
Kimball—Brule Co. Fair Assn. Aug. 17-19. Frank S. Ryan.
Onida—Sully Co. Fair Assn. Aug. 23-25. John P. Neu.
- TENNESSEE**
Crossville—Cumberland Co. Fair Assn. Aug. 30-Sept. 1. Ruth Turner.
Fayetteville—Lincoln Co. Fair Assn. Sept. 17-22. E. C. Templeton.
Madisonville—Monroe Co. Fair. Sept. 17-22. Clyde N. Taylor.
Murfreesboro—Middle Tenn. Lions' Expo. July 26-28. Carl L. Hickerson.
- TEXAS**
Palestine—Anderson Co. Fair. Oct. 15-20. C. O. Miller Jr.
- WASHINGTON**
Battleground—Clark Co. Fair. Aug. 23-25. Arthur P. Kulln, Courthouse, Vancouver.
Cathlamet—Wahkiakum Co. Fair. Sept. 6-8. H. O. Weyrich.
Dayton—Columbia Co. Fair. Sept. 6-8. W. G. Hughes.
Mount Vernon—Skagit Co. Fair. Aug. 23-25. Mrs. Julia Tewalt.
Odessa—Tri-County Fair. Aug. 30-Sept. 1. T. C. Anderson.
- WEST VIRGINIA**
Belington—Belington Festival & Fair Assn. Sept. 12-15. Delbert Haney.
Grayton—Taylor Co. Fair Assn. Aug. 20-25. Ellen Jane Wiseman.
Parkersburg—Wood Co. Fair Assn. Aug. 22-25. Laura Reator.
Rivesville—Paw Paw Fair Assn. Aug. 13-18. Iona Ballah.
Webster Springs—Webster Co. Fair Assn. Sept. 3-8. Mrs. Betty H. Klee.

- Owensville—Gasconade Co. Fair Assn. Aug. 16-18. Oscar Halleemann.
- Prairie Home—Prairie Home Fair. Aug. 7-9. M. H. Roedel.
- Princeton—Mercer Co. Fair Assn. Aug. 28-30. Art Holcomb.
- Safe—Safe Community Fair. Aug. 30-Sept. 1. Emmett Dillon, St. James, Mo.
- Shelbina—Shelby Co. Fair. Aug. 1-4. V. W. Wallace.
- Tipton—Tri-County Agrl. Soc. July 25-28. Toby Lademann.

- MONTANA**
Forsyth—Rocky Mountain Fair. Aug. 22-24. Harley W. Roath.
Hamilton—Ravalli Co. Fair. Sept. 6-8. Glenn Chaffin.
Havre—Hill Co. Fair Assn. July 31-Aug. 2. Earl J. Bronson.
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Lowville—Lewis Co. Agrl. Soc. Aug. 13-18. Cyril L. Seymour, Turin, N. Y.
Penn Yan—Yates Co. Agrl. Soc. Aug. 8-11. Oliver Wilcox.
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Rivesville—Paw Paw Fair Assn. Aug. 13-18. Iona Ballah.
Webster Springs—Webster Co. Fair Assn. Sept. 3-8. Mrs. Betty H. Klee.

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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 1/4; 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, 3/4" diam. Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36, Ea... 15
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; 1/4 inch dia., 1800 to lb; larger size, 3/4 dia., 1000 to lb. Either size, lb... 45
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢
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HEARTY FUN

Stars Ham Up Circus For Charity

Continued from page 2

involved at the same time in a sham animal-training routine was singer Lily Pons. Bert Lahr, movie actor Jerome Cowan and ex-champ Jack Dempsey next took part in a clown walk-around. Tony Martin, Don Ameche and columnist Hy Gardner were cast as spectators in a clown production number utilizing a baseball theme, and Martin went on to kibitz a wire-walking turn.

Circus Prexy John Ringling North and Cecil B. DeMille, who is making a flicker using the Big Show for background, were called up for bows between displays six and seven, with DeMille plugging the movie.

Godfrey and Schnozz

TV's Arthur Godfrey took over as ringmaster, starting with display nine. Lanny Ross handled the vocals for an aerial production dubbed *Luawana*, while Buddy Rogers, TV announcer Dennis James, and ventriloquist Paul Winchell entered the track as clowns. Red Skelton also put in an appearance.

Circus *Serenade* spec offered Lauritz Melchior, Cyd Charisse, Ed Wynn, Jo Ann Sayers, Laraine Day, Constance Moore and Virginia Fields. Doing a single on the last float was Gypsy Rose Lee.

Jimmy Durante next took charge as ringmaster and put the crowd in his hip pocket. After formalities involving Mrs. Vincent Impellitteri, wife of New York's mayor, and North, Schnozz bided his time thru one display. Then he went to one of the stages spotted between the rings. Abetted by his drummer, Jack Roth, Eddie Jackson and a band, a few oldies were given raucous treatment. With Melchior and video's Dagmar adding to the bedlam, Durante went thru a toned-down version of break-up-the-piano.

Movie's Margaret Lindsay, Marie McDonald and Lola Montez came thru with *Picnic in the Park* spec. On came Bob Hope to assume ringmaster chores and, in turn, he brought out Frances Langford. After a few quips she went thru a chorus of *Embraceable You*, without accompaniment, while Hope soft-shoed it and missed not a chew of his gum.

Hope went on to introduce television's Sid Caesar and Imogene Coca. The duo wisely refrained from trying to push over their special brand of humor in the cavernous Garden. They thanked the throng and exited gracefully.

Capping the evening was a procession of elephants ridden by pic players Celeste Holm, Ella Logan and Jerome Cowan, Met singer Patrice Munsel, and restaurateur Toots Shor, the subject of much jocularly over who should be carrying whom. Also borne on bulls were radio's Tex McCrary and Jinx Falkenberg, and columnists Dorothy Kilgallen, Frank Farrell, Nick Kenny and Earl Wilson.

Prior to the show getting started, Eloise McElphone and Dennis James handled TV interviews from the outside and inside lobbies of the Garden. Among interviewees were Kilgallen, Montez, Shor, Dempsey, Ross, Fields and columnist Bob Considine. In the excitement McElphone fluffed, allowing that it was wonderful for all these names to work for the Damon Runyon Cancer Fund.

Blaze Damages Intl. Pyro Plant

JERSEY CITY, N. J., April 7.—A grass fire caused several thousand dollars worth of damage to units on the suburban grounds of the International Fireworks Company's plant here last week, Fred C. Murray, general manager, reported.

The blaze threatened major units for a time.

Robinson to Georgia

SARASOTA, Fla., April 7.—Don Robinson Ameri-Congo Circus, scheduled to open at Pelham, Ga., Saturday (14), is booked into Western Georgia and the Carolinas. Ed Hler, formerly of Pawnee Bros. Circus, will join Robinson. Co-owners of the Robinson org are Howard Ingram and Eddie Billetti.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Paul and Paulette, trampoline duo, are with the Pepsi-Cola Variety Unit No. 2 which is making the rounds of military installations in Alaska... Outdoor acts set by Vic Brown for the Sunday (15) Super Circus TV show from Chicago include the **Aerial Dobritchs**, flyers; **The Vikings**, hand-balancing, and the **Three Dees**, bars... **The Four Hurricanes**, acro-balancing, have been at Earl Carroll's nitery in Hollywood... **The Hermanos Williams Trio**, hand-balancing and tumbling, were in the floorshow line-up at Copa City, Miami Beach.

Alberta Slim, Western vocalist, will take his music show on the Royal Canadian Shows this season. Slim, who wintered in New Westminster, B. C., was a regular on Bill Rae's round-up program which is aired via CKNW... **The Daring Madisons**, sway pole, have signed as the free act with the Canadian Crescent Shows... **Emil and Evelyn**, teeterboard, in Chicago following their engagement at the Palace Theater, New York, info they will be at Ponchartrain Beach, New Orleans, July 8-15, and will follow with two weeks at the State Fair of Texas amusement park, Dallas.

Acts set for the American Legion Circus at New Orleans the week of May 28 include the **Great Smetona**, wire; **Snell Brothers and Two Kleins**, clowns; **Five Titans**, teeterboard; **Jeffries**, trapeze; **Siegrists**, trapeze; **Sunny Moore's dogs and Frisco's seals**... **Whitson Brothers**, comedy-acro, and the **Barbette Groupe**, trapeze and bars, are currently at the Bellevue Casino, Montreal, which is featuring a circus-type show. Latter act was formerly with the Ringling and Cole circuses.

Dorita Konyot, equestrienne, who has been wintering in Chicago, left recently for Peru, Ind., to begin rehearsals for the Cole Show opening in Chicago, April 20... Acts set for three Harlacker shows in Iowa include the **Farias Duo**, acro-roly boly; **Ben Yosi's White Guards**, songs, and **Slivers Johnson**, comedy car. Stands are set for Davenport, June 22-24; Cedar Rapids, June 26-27, and Des Moines, June 28-30... **Slivers Johnson**, Tom and **Betty Waters**, wire; **Emil and Evelyn**, teeterboard, and **Gordon & Olivia**, knives, will be in the act line-up at the McLeansboro, Ill., Fair.

The Marimba Co-Eds, instrumentalists, and **Cortello's Hollywood Scandals**, dogs, have been signed for the Prince Albert (Sask.) Fair... **Clare and Eugene**, comedy juggling and wire, were Chicago visitors Monday (2) en route from Minneapolis club dates to similar engagements in Rockford, Ill. **Larry Griswold**, diving trampoline, also was in the Windy City on his way to the Owensboro, Ky., Sport Show... Other acts seen in Chi were the **Mar-Vels**, teeterboard; **Capt. Bill Buschhorn**, and **Hubert Dyer**, of Dyer and Company.

Mary Lou Schaeffer, trapeze, and **Del-Rae**, sway pole will be on the free attraction line-up at Hershey (Pa.) Park, this year, booked thru Cooke and Rose.

Same office has booked the following into Ocean View Park, Norfolk, Va.: **The Henrys**, ponies, dogs and rolling globe; **Bingo the Chimpanzee**; **Frank Cook**, high wire; **Josef Smiley and Company**, illusions, and the **LaBelle Ray Troupe**, dogs and monkeys.

The **Bouncing Bodos** leave Tarpon Springs, Fla., soon to play two weeks at Blinstrub's Village, Boston, starting April 15. In recent weeks **George Bodo**, comic in the act, has been receiving treatments in Tarpon Springs for back and neck injuries sustained while working as the free attraction at the Delray Beach (Fla.) Festival and Fair.

Jack Andrews, whips and bull-trainer, infos from Dania, Fla., that he has taken delivery on a new 21-foot Silver Dome house trailer. Andrews is training a new white mule to add to his Brahma Bull and whip act... **Miss Heidi** makes her West Coast debut at Chowchilla Junior Fair, Chowchilla, Calif., as a grandstand attraction May 10. She will do single traps, rings, swivel and perch. **Russ Stapleton**, of Fanchon & Marco, Los Angeles, handled the booking.

Leo Francis, billed as Daffy Dan, the Minstrel Man, played a return date at the Savoy Theater, Louisville, April 6-8... **Captain and Mrs. Albert Spiller** and their seals are playing an engagement at Coney Island, Caracas, Venezuela, en route to their San Francisco home after a 40-month engagement at Rio De Janeiro. The Spillers reported considerable difficulty in making the trip to Caracas because of government restrictions, being obliged to leave one seal and six penguins in Rio. The show goes over tremendously, according to Spiller, especially the penguins which are new to South Americans. Before going to their home the Spillers plan a visit to the penguin farm at Bellaire, O.

Cimses Injured In Rehearsal Fall

NEW YORK, April 7.—Members of the Rob Cimses Troupe, aerial novelty act, were painfully injured here Wednesday (5) at the Center Theater, Radio City, when their rigging supports gave way while rehearsing for a night appearance on the Ed Wynn television show.

Two of the three girl members of the four-person troupe were discharged from Roosevelt Hospital after receiving first aid treatment.

The Cimses dispensed with the upright portion of their rigging for the indoor date and hung the mechanism necessary to their performance from the roof, using guy wires to hold it rigid.

VIENNA, Ga., April 7.—Beers-Barnes Circus will launch its season here Tuesday (17) under PTA auspices. Members of the Beers and Barnes families and other show personnel have assembled at Valdosta, Ga., where equipment is stored to ready the org.



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You'll be "riding high" with a new Allan Herschell Sky Fighter! It's the hottest thing ever built for small fry. Combination of hydraulic system and fluid drive lifts cars, sets them in motion like real planes in flight. Kids go wild to operate realistic machine guns. Write, wire or phone for descriptive literature, production schedule and price.

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N. Tonawanda, N. Y.
World's largest manufacturer of amusement rides

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POP CORN BOXES!



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Just Squeeze It and Fill It

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- Eliminates stacking in advance.
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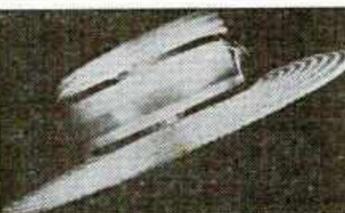
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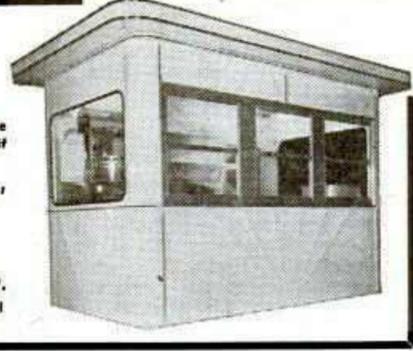
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English Showbiz Great

• Continued from page 49
 cash out of England that is earned there. British counterpart of Actors' Equity tries to make sure that roles are filled by English actors and actresses, but Arnold claimed there is not too much beefing on this score. He pointed to the importation of Hilda Sims as an example.
 Switching to the television field, Arnold showed less enthusiasm. British Broadcasting Corporation controls video as well as radio, and programing is limited to a short evening stretch. As yet, no liaison has been established so that BBC may present events such as sports, which provide one of TV's bulwarks in this country. Sponsors are out for BBC one-channel telecasts. Despite Britain's long-time TV operation, Arnold could not recall anything resembling the recent Kefauver Committee hearings and did not see any chance of English government workings coming before video cameras. With such limited television facilities, opportunities for performers in other fields to gain extra cash by doubling into video are at a minimum, Arnold said.
 Arnold has been producing ice

shows since 1936, his most recent offering being a *Robin Hood* on skates at a Wembley rink. Teaming Michael Kirby, former Sonja Henie partner, and Barbara Ann Scott, Canadian who was tops in the amateur ranks before turning pro, Arnold intends to repeat his production of *Rose Marie* at the Harringay Arena (capacity, 9,000). The offering will be timed to coincide with the opening of the Festival of Britain, May 7. *Rose Marie*, with Scott and 200 skaters, was a top-grosser when presented in July last year at Harringay. This year's version will run for 12 weeks.
 In addition to producing ice shows, Arnold owns a rink at Brighton, popular English seashore spot. He is dickering to bring Eileen Seigh, top name in the Center Theater ice shows presented here until TV took over the spot, to Brighton as star of a production that also will run 12 weeks. In the meantime, his Brighton Tigers, a winning hockey team, keep the rink making money.

Still another Arnold venture which has paid off handsomely is the circus he stages at Harringay annually. The three-ring presentation utilizes the top talent available, runs for six weeks and is timed to play thru the Christmas season. Arnold is coming up for his fifth season with the circus, and he likens it to John Ringling North's efforts with the Ringling-Barnum shows, tops in this country.
 Arnold sees an English show business year that will equal or surpass that of 1946 or the years immediately before World War II. The Korean War has had no effect on British efforts, he said.

Olney Event Sets Program

OLNEY, Ill., April 7.—With all attractions booked, preparations are practically completed for the July 4th Celebration and Homecoming here under auspices of American Legion Post No. 30, reports Phil H. Heyde, who is directing the free-admission event. Opening day has been set forward one day to include July 1.
 Attraction the first day will be the *WLS Barn Dance*, afternoon and night, Monday and Tuesday will feature Ernie Young's *State Fair Revue*, while Joie Chitwood's *Auto Daredevils* will be the attraction Wednesday (4), closing with night fireworks. The Royal Crown Shows have been booked for the midway.

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.)
 Alamo Expo.: San Antonio, Tex., 16-22.
 American Bazaar: (62d & Kingsessing Ave.) Philadelphia, Pa.
 American Beauty: DeSoto, Mo., 14-21.
 American Eagle: Derma, Miss.
 Becht, Lee: (Colerain & Spring Grove Avenues) Cincinnati, O., 13-22.
 Big State: Gonzales, Tex.
 Bogle, F. C.: Ft. Scott, Kan.
 Brewer's United: (Bennington St.) Houston, Tex.
 Burdick's Greater: Gatesville, Tex.

- Burke, Harry: Litcher, La.
- Burkhart: Hoxie, Ark.; Pochontas 16-21.
- Capital City: Carrollton, Ga.
- Capital City Am.: Indianapolis, Ind., 17-21.
- Central States: Salina, Kan.; Great Bend 16-21.
- Downriver Am. Co.: River Rouge, Mich.
- Drew, James H.: Marmet, W. Va., 12-21.
- Dudley, D. S.: Mineral Wells, Tex.
- Duke Midway: Beggs, Okla.
- Dumont: Richmond, Va.
- Dyer's Greater: Vicksburg, Miss.
- Franklin, Don: Alvin, Tex.; El Campo 16-21.
- G. & B. Rides: Mason City, W. Va., 14-21.
- Gem City: Anniston, Ala.
- Genisch, J. A.: Brookhaven, Miss.
- Georgia Am. Co.: Athens, Ga.
- Gladstone Expo.: Marlon, Ky.; Dawson Springs 16-21.
- Gold Medal: Copper Hill, Tenn.
- Graceland Greater: Columbus, Ga.
- Grand American: Jonesboro, Ark., 11-21.
- Granite State: Manchester, N. H., 14-21.
- Great Zenith: Providence, R. I., 18-21.
- Greater Dixieland: Alexandria, La.
- Groves Greater: Lafayette, La.
- Hagensick's Rides: Foreman, Ark.
- Heart of Texas: Big Spring, Tex.
- Heller's Acme: Fairview, N. J.
- Hill's Greater: Midland, Tex.
- Hottle, Buff: Marryer, La.
- Interstate: Maryville, Tenn.; Greenville 16-21.
- Jackson: Milledgeville, Ga., 9-17.
- J. & B.: Boynton, Va.; Brodnax 16-21.
- Kle, Floyd O.: Baton Rouge, La.
- LaCross: Middletown, N. Y.
- Lawrence Greater: Columbia, S. C.
- Magic Empire: Philadelphia, Miss.; West Point 16-21.
- Manning, Ross: Aberdeen, Md.
- Marion Greater: Columbia, S. C.
- Marks, John H.: Richmond, Va., 16-21.
- Midway Expo.: Henryetta, Okla.
- Midway of Mirth: Madison, Ill.; Carlinville 16-21.
- Mighty Hamontree: Calhoun, Ga.
- Mighty Hoosier State: Jeffersonville, Ind.; Columbus 16-21.
- Mighty Page: Asheboro, N. C.
- Model: Ardmore, Okla.
- Moore's Southwestern: Brenham, Tex.
- Mound City, No. 2: Benton, Ark.
- New York Galey: Geneva, N. Y.
- Oil State: Vivian, La.
- Oklahoma Expo.: Delight, Ark.
- Page Bros.: Springfield, Tenn., 14-21.
- Palmetto Expo.: Toccoa, Ga.
- Peck Am.: Starkville, Miss.
- Penn Premier: Hopewell, Va.
- Playtime: Concord, N. H.
- Powelson: Chillicothe, O., 14-21.
- Prell's Broadway: Wilmington, N. C.; Durham 16-21.
- Robertson & Caler: Jeffersonville, Ga.; Macon 16-21.
- Rocky Mountain Empire: Denver, Colo.
- Royal Crown: Marietta, Ga.
- Royal Duke: South Boston, Va.
- Schafer's Just for Fun: Longview, Tex.
- Snapp Greater: Nevada, Mo.
- Southern Valley: Magnolia, Ark.
- Stephens, C. A.: Newman, Ga.; Winder 16-21.
- Strates, James E.: Washington, D. C.
- Sunset Am. Co.: Excelsior Springs, Mo., 19-28.
- Tassell, Barney: Beaufort, S. C.
- Tidwell, T. J.: Plainview, Tex.
- Tinsley, Johnny T.: Dalton, Ga.
- Tivoli Expo.: Monticello, Ark.; Malvern 16-21.
- Tri-State: Poteau, Okla.; Heavener 16-21.
- 20th Century: Coffeyville, Kan.; Ponca City, Okla., 16-21.
- United Expo.: Kilgore, Tex.
- United States: Ellenton, S. C.
- Victory Expo.: Carlsbad, N. M.
- Virginia Greater: Suffolk, Va.; Salisbury, Md., 16-21.
- Vivona Bros.: Annapolis, Md.; Crum Lynne, Pa., 16-21.
- Vogt's Southern: Poteet, Tex.
- Wade, W. G.: Springfield, O., 17-21.
- Wallace & Murray: Kings Mountain, N. C.; Gaffney, S. C., 16-21.
- West Coast: Visalia, Calif., 9-15.
- Wilson Greater: Belen, N. M.; Albuquerque, Bernalas Center, 20-29.
- Wolfe Am.: Gastonia, N. C.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.
 Beatty, Clyde: Los Angeles, Calif., 9-15.
 Biller Bros.: Statesville, N. C., 12.
 Capell Bros.: Perryville, Ark., 9; Morrilton 10; Beebe 11; Bald Knob 12; Batesville 13; Tuckerman 14.
 Cole & Walters: Sayre, Okla., 9; Sentinel 10; Cordell 11; Mountain View 12; Port Cobb 13; Binger 14; Geary 15; Thomas 16; Seiling 17; Fairview 18.
 Davenport, Orrin: Eveleth, Minn., 16-21.
 Gainesville Community: Gainesville, Tex., 18-20.
 Hagan-Wallace: DePuniak Springs, Fla., 9; Florala, Ala., 10; Niceville, Fla., 11; Milton 12; Foley, Ala., 13; Fairhope 14.
 Hamid-Morton: Washington, D. C., 9-15; Altoona, Pa., 16-21.
 Kelly-Morris: Sikeston, Mo., 11; Fulton, Ky., 14.
 King Bros.: Athens, Ga., 9; Gainesville 10; Anderson, S. C., 11; Greenville 12; Spartanburg 13; Asheville, N. C., 14; Johnson City, Tenn., 16; Elizabethton 17; Morristown 18; Kingsport 19; Harlan, Ky., 20; Cumberland 21.
 Mills Bros.: Columbus, O., 14; Newark 16; Newcomerstown 17; Zanesville 18; Logan 19; Middleport-Pomeroy 20; Gallipolis 21.
 Polack Bros. (Eastern): (Armory) Akron, O., 12-21.
 Polack Bros. (Western): (Fairgrounds) Santa Rosa, Calif., 16-17; (Auditorium) Sacramento 19-29.
 Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, April 4-May 6.
 Robinson, Don: Pelham, Ga., 15; Blakely 16; Shellman 17; Buena Vista 18; Talbotton 19; Manchester 20.
 Rogers Bros.: Tallahassee, Fla., 9; Moultrie, Ga., 10; Tifton 11; Albany 12; Columbus 13-14; Griffin 16.
 Stevens Bros.: Wetumka, Okla., 12; Prague 13.
 Wallace & Clark: Ajo, Ariz., 9; Sells 10; Benson 11; Safford 12; Duncan 13.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.
 Ice Capades of 1951 (Pla-Mor Arena) Kansas City, Mo., 12-18.
 Ice Follies of 1951 (Arena) Minneapolis, Minn., 12-22.
 Tan Town Revue: McComb, Miss., 10.
 Natchez 11-12; Jackson 13; Yazoo City 14; E. Jackson 15; Belzoni 16; Greenville 17; Clarksdale 18.

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CORRECTION!
 The telephone number of the Florida office of **BOB K. PARKER and AL C. BECK SHOWMEN'S INSURANCE**
 In the April 7th issue was incorrect. The phone number is 78-2613 instead of 7821613.

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Steel Shortage Shelves CNE Aud Addition

TORONTO, April 7.—Steel restrictions have forced a postponement of a \$3,000,000 addition to the Coliseum at the Canadian National Exhibition here, it was disclosed this week by President John W. McKee of the Royal Agricultural Winter Fair.

Financing of the project was arranged, but national defense preparations made postponement inevitable, McKee said at the Royal Winter Fair's annual meeting.

Elected to succeed him as president was P. L. Whytock, vice-president for the past two years and for 27 years a director of the Royal Whytock, former manager of the Eaton Hall Farm, is now estate manager for the T. Eaton Company, Ltd., Canada's largest department store.

Whytock is past president of the Aurora Agricultural Society and past president of the Ontario Rose Society.

1950 Surplus

A 1950 surplus of \$14,809 was shown by the annual report. Increased labor and operating costs, in addition to record prize expenses, were more than offset by higher revenue from ticket sales, entry fees, concession rentals and government grants.

McKee reported that more than 3,200 exhibitors sent 17,249 entries from every Canadian province except Newfoundland, from 18 of the 48 States, and from England, Ireland, Mexico and Chile.

The president said 150 livestock and similar associations throughout Canada had joined with federal, provincial and civic governments to develop and operate the undertaking.

Date of the 1951 Royal Agricultural Winter Fair was announced as November 13-21.

Waterloo, Ia., Sets New 40G Stock Barn

WATERLOO, Ia., April 7.—The National Dairy Cattle Congress here is building a \$40,000 live-stock barn and is remodeling its horse barn to house cattle, E. S. Estel, secretary, announced.

Principal features of this year's congress, September 29-October 6, will be the National Jersey Show, water fowl show, National Brown Swiss Show, national inter-collegiate, 4-H and FFA dairy cattle judging contests, and FFA dairy products judging contest. The National Belgian Show is also returning.

W. C. Wright Renamed Prez At Sacramento

SACRAMENTO, April 7.—William C. Wright, local realtor, has been reappointed president of the California State Fair board by Gov. Earl Warren. The appointment is for a year to end February 1, 1952. The governor also named him to the board for a term to end February 1955.

Under State law the governor appoints fair board members for four-year terms and the directors name the president for a one-year term.

Wright was first appointed to the board in 1946 to fill out the unexpired term of J. E. Wilcox, deceased. He was named for his own term in 1947. In 1949 he became board president when the term of Fred Boxby ended, and was named to his second term in 1950.

Greenfield Sets Hamid Talent

GREENFIELD, Mass., April 7.—Grandstand talent for the 1951 Franklin County Agricultural Society Fair has been booked thru George A. Hamid & Son, New York. Fred B. Dole, president, acted for the fair. Joseph H. Hughes represented the Hamid office. The fair is scheduled for the week of September 10.

Acts in the program include the Brunos, high wire; Baudey, leaping greyhound and Monkey Hippodrome, and the Adamsons, perch act.

Dole recently returned from a Florida vacation.

Lethbridge Ups Prizes

LETHBRIDGE, Alta., April 7.—Prize money has been upped from \$2,100 to \$2,500 for this year's Lethbridge Exhibition and new livestock classes have been added. A junior cooking section is another new feature.

Trend To Hike Admissions Picks Up Added Momentum

Annuals in Michigan, Nebraska, Minnesota, Illinois Tilt Rates

CHICAGO, April 7.—The number of fairs in the United States and Canada that will this year hike admission rates at either gate or grandstand, or both, is growing, late returns of a survey conducted by *The Billboard* shows.

Most hikes are being posted at the grandstand box offices, but some fairs are also upping outside gate charges and in a few cases are boosting admission rates at both.

A number of fairs that haven't officially set their '51 rates are understood to be giving the matter consideration.

Recent addition to the ranks of those upping prices is the Iron County Fair, Iron River, Mich., which operated with a free gate and grandstand last year. Front gate this year will be 50 cents and \$1, while grandstand tickets will

sell for 50 and 25 cents, according to V. C. Vaughn, secretary.

Alma Tilts

Other Michigan annuals that will increase grandstand rates are the Gratiot County Fair, Alma, from 50 up to 75 cents, and the Mecosta County Fair, Big Rapids, from a flat 50 cents to 50 and 75 cents. Eaton County 4-H Fair, Charlotte, will charge 50 cents at its gate this year, a dime higher than in '50.

Logan County Fair and Rodeo, Stapleton, Neb., is boosting its

grandstand from \$1.25 up to \$1.50. Platte County Mid-Nebraska 4-H Fair, Columbus, has rescaled its stand prices from 75 cents to \$1.25 up to \$1 and \$1.25. The Lincoln County Fair, North Platte, has upped its tickets to 75 cents, a quarter increase.

Minnesota Hikes

New grandstand scale at the Wright County Fair, Howard Lake, Minn., is 50 and 75 cents and \$1, compared with 50, 60 and 75 cents last year. Ten-cent increases at the outside gate will be in effect this year at the Nicollet County Fair, St. Peter, and Crow Wing County Fair, Brainerd, Minn.

Two Illinois fairs that will hike prices include the Logan County Fair, Lincoln, and the Livingston County Fair, Pontiac. Former is boosting its grandstand a dime for reserved seats, while the later has upped its front gate to 25 and 60 cents from the 20 and 60 cents that prevailed in '50.

Troy (Pa.) Fair's grandstand is up 20 cents on its general admission seats, while the Catawba Fair, Hickory, N. C., will charge 30 and 60 cents at its outside gate, compared with 25 and 50 cents last year. South Waterloo Fall Fair, Galt, Ont., has hiked its front gate from 35 cents to a 50 cents rate for this year.

Chattanooga To Feature Tenn. Hams

CHATTANOOGA, April 7.—Chattanooga-Hamilton County Interstate Fair here this year will serve as an advertising media for Tennessee ham producers with a smoke house exhibit of hams from all over the State. The county with the largest display will be awarded a prize and the products will be sold, Mrs. Maude H. Atwood, secretary, announced.

Fair's free grandstand show will again be provided by George Hamid & Son, New York.

Sydney Royal Gate Tumbles

SYDNEY, April 7.—Altho the Sydney Royal Show, March 16 thru March 27, added an extra day to this year's run, attendance dropped to 1,089,626 from last year's mark of 1,176,544 and the 1947 record figure of 1,232,413.

Rain hit three days of the run, with one of them being a complete washout. The Royal Agricultural Society collected \$10,000 on its rain insurance policy, while midway operators beefed that biz was far below the standards of previous years.

Hike in admission charges from about 30 to 45 cents partially explained the drop at the gate. Good Friday, March 23, throng was down 80,000 persons from 1950, and the Monday, March 26, mark was off 60,000. First three days of the run were record marks. Over-all attendance had been expected to hit 1,250,000 persons.

West Mass. Meeting Set For April 11

SPRINGFIELD, Mass., April 7.—An open discussion on what made Western Massachusetts fairs successful in 1950 will be held at the 22nd annual meeting of the Western Massachusetts Fairs Association to be held here in the Hampden County Improvement League Building, April 11. Lee Wyman, president of the association and secretary of the Union Agricultural Society of Blandford, will preside. The forum will be preceded by a dinner.

Earle S. Carpenter, specialist in visual education at the University of Massachusetts, will direct the discussion on *What Made Your Fair Click in 1950*. This will be a question-and-answer period during which fair execs will describe their problems and how they met them.

Leo Doherty, director of plant pest control and fairs for the Massachusetts Department of Agriculture, will report on the final tabulation of attendance and prize distribution for last year's annuals.

The nominating committee, headed by Leon Kelso, secretary of the Littleville Community Fair, will report on the slate of officers proposed for next year. They will include a president, secretary, and a program planning committee. Dates for this year's fairs in this area will also be announced.

Blackwell, Okla., Completes Stand

BLACKWELL, Okla., April 7.—Kay County Free Fair has completed its new 2,250-seat grandstand and has added a new eight-foot steel fence around the stand, W. J. Hutchison, secretary, announced. Leading attraction this year will be Indian dances by natives of the State.

Non-fair activities set for the summer include a hereford show and sale, rabbit show, dairy show and baseball.

N. C. Execs Seek End of Pre-Dating

RALEIGH, N. C., April 7.—Members of the legislative committee of the North Carolina Association of Agricultural Fairs last week petitioned L. Y. Ballentine, commissioner of agriculture, for strict enforcement of the fair laws passed by the 1949 General Assembly.

Specifically, Norman Y. Chambliss, Rocky Mount, chairman of the legislative committee, asked for enforcement of the law that restricts the appearance of a carnival in a community within 30 days before a State-approved fair is to open.

Ballentine was instrumental in passage of the legislation, and members of the fair association predicted that the law would be enforced as the only means of preventing sanctioned events from losing patronage to pre-dating promotional doings.

Prior to seeing Ballentine, members of the association met at the Carolina Hotel. The need for increased interest in agricultural exhibits and an outline of health rules were discussed and approved.

Members of the legislative committee other than Chambliss are Dr. J. S. Dorton, Shelby, manager of the State fair; W. B. Burchett, Enfield; W. M. Oliver, Reidsville, and M. W. Williams, Monroe.

Members of the board of directors who are not on the legislative committee are Hobart Brantley, Spring Hope; Corbin Green, Hickory, and Dr. A. H. Fleming, Louislurg.

The meeting was attended by all of the officers, directors and members of the legislative committee for a perfect record. It was reported that 52 of the 64 fairs approved by the Department of Agriculture in 1950 are paid up members of the association.

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LONG BEACH OPS SEE RICH FUTURE

Nu-Pike, Virginia Add Attractions To Handle Anticipated Biz Increase

LONG BEACH, Calif., April 7.—Local amusement zones are ahead of their 1950 revenue for the comparable period of 1951 and are looking forward to a big year, with improvements being made to take care of anticipated business. Good weather, the influx of service men and increase in employment were given as the basis for top takes.

At Long Beach Amusement Company's Nu-Pike, business was "more than 100 per cent over last year" and Virginia Park Amusement Center reported a 35 per cent increase.

L. P. (Pat) Murphy, Nu-Pike's manager, said that business thru Holy Week, March 19-24 this year, and normally not a strong time for amusements, was bigger than the seven days preceding March 25,

1950, when Holy Week came later. Murphy said that this indicated a trend to better business.

Nu-Pike Adds Rides

Nu-Pike has added a Sky Fighter and is preparing to add five more rides by mid-May.

At Virginia Park, H. A. (Pop) Ludwig said that business was unusually good and that a 35 per cent increase over last year was helping things considerably. The park is adding two more kiddie rides within the next few weeks.

Virginia Park is completing work on its new parking area, constructed at a cost of \$40,000, to accommodate 600 cars. Murphy said that Nu-Pike has enjoyed top crowds every week since January 1 and that the 1,000-car parking lot was filled three times, Sunday (1).

New Pier

The city opens its new pier soon. It was constructed at a cost of \$75,000. Near Virginia Park, it is expected to help draw some attendance.

Employment is on the upward trend, with the new navy yard soon to increase its complement from 4,000 to 6,000 employees. Both operators have had business from service men, but the business from them is not a sizable figure.

Nu-Pike is stressing its picnic area with its promotion man, James McGarrigle, already having booked 65 events to start Decoration Day.

Crowds have increased because of the weather and per capita spending is higher than in 1950.

106TH YEAR

Compounce Op Sees Defense Money in Till

BRISTOL, Conn., April 7.—Lake Compounce opened its 106th consecutive season March 31 on a week-end basis and will swing into daily business on Decoration Day, May 30. Julian H. Norton, secretary, reported the spot anticipates across-the-board business boosts as a result of more employment and higher pay in the area.

Opening of a major aircraft plant nearby should help increase turnouts and spending, he stated. A number of billboard displays are being added to advertising in other medias. Picnic booking is comparable with last year's and is being carried out with an equal budget. Circular letters followed in some cases by personal contact are used to book outings.

Additions for the season included a Greyhound Racer and Roman Target. These, plus general improvements, amounted to a \$15,000 investment, Norton reported.

Fireworks, free acts and name bands will be on the Compounce schedule this season. Dime increases in each case will put ballroom admissions at 80 cents and pool tickets at 30 cents. Ride and concession prices will not be changed.

Elitch Stock Offerings Set By Gurtler

DENVER, April 7.—Arnold B. Gurtler, president of Elitch Gardens here, flew to New York Sunday (1) to confer with George Somnes, director of the park playhouse, on the 1951 legit stage season at the spot.

Elitch Garden Playhouse will run thru a 10-week season starting June 24. Somnes will be here early in June with a New York-recruited cast to start rehearsals.

Feature of the season will be the selection by popular vote of one play to be presented among the 10. This season will mark the 60th year for the park theater, which has sent some 150 players on to Hollywood.

Radio, TV Tie-In Boosts Rocks' Biz

NEW YORK, April 7.—Hook-up between National Broadcasting Company and Rockaways' Playland management had officials of both organizations beaming with satisfaction this week, following a Saturday and Sunday (31-1) that pulled sizable throngs.

For NBC, Ted Cott, general manager of WNBC and WNBT, key radio and television stations for the network here, said he was impressed with the turnout Sunday when he visited the park. He said a survey was planned for later in the season which would indicate just how effective for the network the tie-up was. An NBC promotion crew was slated to visit Rockaways this week-end to acquaint themselves with the nature of their project.

Easter Week Good

Rockaways management indicated that rocketing week-end biz was in a large measure due to the day-long series of plugs given the park over WNBT and WNBC Friday (30). Sunday marked the end of an innovation for the spot—remaining open for daily operations thru the week after Easter. Tho hit by rain in mid-week, the last two days brought results gratifying enough to insure that the pattern will be repeated next year.

The Roller Coaster, running for the first time since the park bowed March 18, kiddie rides and Penny

Arcade grossed heavily, park officials reported. Philadelphia Toboggan Company has completed two animated displays for the Hell 'n Back ride, which will be installed in time for operations tomorrow (8).

Flicker Tie-In

In another move, Rockaways has tied up with Universal-International Pictures to promote one of that firm's new releases. Picture involved is an Abbott and Costello opus, *The Invisible Man*, which opens at the Capitol Theater here Wednesday (18). The flicker concern will plug Rockaways in its advertising on the movie. Rockaways will install a Funhouse mirror, embellished with the clown head insignia of the spot, in the lobby of the Capitol, furnish tickets good for a ride on the Roller Coaster to all attending the theater opening day and provide a season pass good for all rides to the person giving the number of pictures Abbott and Costello have made.

At a meeting between Rockaways management and Wilson Line officials last week, the excursion boat reps reported that bookings for the spot were 13 per cent ahead of the comparable period in 1950. They said they were ready to add a third vessel to the two now servicing the park when business warranted the move.

FLOOD DELAYS DES MOINES OPS

DES MOINES, April 7.—Kiddieland, operated here by Jimmy Richmond and Jack Lazarus, this week sustained a set-back in its expansion plans when an embankment gave way and Raccoon River flood waters swept over the grounds.

Ops stated that restoration work will be required thru the entire spot. The park was started last year with kiddie rides and was being prepared for opening with kiddie and adult rides this season. Four major rides and neon lighting were purchased for the funspot at the recent sale here of Imperial Exposition Shows equipment.

West View Op Adds 2 Rides, Sees Big Year

Harton To Protest 20% Tax Payments Pending Decision

PITTSBURGH, April 7.—Two kiddie rides, a Jeep and Rocket, have been added to the line-up at West View Park in preparation for the increased business expected by George M. Harton, president. The funspot also has added a new set of Tumble Bug cars and an addition to the office building.

Highlighting the landscaping program was the planting of 25 oak and 10 willow trees. Much asphalt paving has been done and redecoration work has been completed.

Harton reported the park will open for week-ends of April 29 and for daily operation on May 16.

Picnic Bookings Ahead

Picnic bookings are 5 per cent ahead of last season's and Harton expects increased spending and attendance to combine for a big season. Increased employment in the Pittsburgh area was cited as a major factor.

Price policies will hold the 1950 level, Harton stated. However, he said he plans to protest payments of the 20 per cent federal admission tax on rides, pending final outcome of the suit filed last year by Arthur E. Fritz of Chicago and scheduled for an early hearing in Federal Appeals Court.

Staff, in addition to Harton will include Dick F. Newman, vice-president; Carice N. Kountz, assistant treasurer; Walter C. Fenker, secretary; Edward A. Vettel, general superintendent; Edward E. Vettel, assistant general manager; John P. Hickey, picnic booking manager; James W. Walsh, assistant; Jack Stoll, danceland manager; Harry Habel, refreshment manager; Howard Howell, games manager, and Norman Burk, public relations.

Miami Kiddieland Works to Top Biz; Promotions Click

MIAMI, April 7.—Funland Kiddie Park has been playing to top business, with extra volume on week-ends, altho some other amusements here have fared none too well.

Ed Reicher, op, is plugging his birthday party package to good returns. Toni, the clown, is popular with the moppet mobs. A weekly television set give-away is drawing big crowds.

Miami Transit Company is going for frequent half-page ads tied in with the kiddie spot and Miami newspapers are coming up with Sunday features.

Karst Refurbishes

HANOVER, Pa., April 7.—Forest Park, managed by A. Karst, has painted and remodeled in preparation for its new season. The spot opens for week-end play April 22 and expands activity to full weeks on Decoration Day; Karst announced. Prices at the park will be unchanged this season.

Riverside Opener Sets Record Pace

Carroll Funspot Benefits From Ideal Weather, Free Spending

AGAWAM, Mass., April 7.—A combination of ideal weather, special promotions, improved industrial conditions and a strong opening campaign proved to be the boomerang that Ed Carroll rode to record-breaking business at the opening of Riverside Park's 12th season here. Funspot opened officially Saturday (31) to a strong gross, but Sunday (1) gave the park its best opening ever.

Carroll, elated with the impressive inaugural, was ready to predict a banner season. Ride figures were most satisfying, Carroll said. All ran well ahead of last year, the increases ranging from 25 to 100 per cent on that score. Foods grossed high, especially with the jammed park Sunday. New ice cream waffle stand caught on immediately as did the barbecue layout. Remodeled kiddieland ran to capacity all day Sunday. A dark tunnel added to the Roller Coaster seemed to enhance ride's attractiveness and boosted gross figures far ahead of previous openings.

Saturday was on the cool side but auto races played to 3,500 and races were off to a fine start. Mike Ward, veteran stock jockey, won the 25-lap inaugural handicap. Races were run off without delays or serious accidents and the throng spilled on to the park midway before 11 p.m.

Sunday broke ideal with the mercury in the 60s. Family trade came early and by mid-afternoon all roads leading to the park were jammed. Every available parking space was taken by 4 p.m. Extra

police were assigned to handle bottlenecks on the main highway.

Usual Easter fashion parade and egg hunt were staged, altho a week late. Events were held on a huge platform on the midway. Entry list was the greatest in 10 years. Cash awards totaled \$225. Harry Storin handled promotion and the three-hour emcee stint. Matinee attendance was estimated at 8,000.

Park will be open week-ends in April with daily operations scheduled to begin April 30. Next special promotion is skedded for April 22 when the Race of Champions will feature participants in the Boston marathon competing in a 12-mile run within the park.

Niagara Spot Adds 5 Rides; Picnic Biz Up

NIAGARA FALLS, N. Y., April 7.—Three major rides and two kiddie devices will be among the new attractions at Playland Beach here when the spot starts week-end operation April 28. Joseph F. Paness, manager, announced additions and improvements costing more than \$35,000. Full operation will start May 26.

Picnic shelters, benches and tables for 1,000 persons and landscaping have been completed. The major rides are Whip, Chairplane and Merry-Go-Round. Kiddie Auto and Airplane rides complete the list.

Picnic Budget Increased

Results of a picnic promotion budget, increased to \$2,000 this season, are showing up in increased outing bookings, Paness reported. A greatly expanded program of fireworks and free acts is planned, he said, and a possible addition to the ride line-up would be a high device to give patrons a view of Niagara Falls. The park is five miles from the falls, and Paness figures a 60-foot ride would provide the vision.

A Coast Guard station at the falls is the only military installation within the park's area and Paness believes it has only small effect on his business. However, servicemen this year will be admitted to Playland at half price.

Peggy Paness is secretary treasurer of the spot. Promotion manager is Mike Ross, and Robert Elia is publicity man.

Lenape Owner Foresees Biz At '50 Level

WEST CHESTER, Pa., April 7.—John V. Gibney, owner-manager of Lenape Park here, anticipates little change in business volume this season and is holding the 1950 line in most activities at the spot.

Ride prices again will be 14 and 18 cents and concession prices will go unchanged. No major additions or construction has been done this season, he reported. Gibney said he expects spending and attendance to be about the same as last year. Picnic reservations are equal to 1950's and his promotion budget has not been raised.

Service men will be admitted at half prices, Gibney stated, but there are no major military installations nearby. Lenape will open for week-ends April 26 and for full operation May 26.

New Op Seeks Permit To Reopen Eastwood

DETROIT, April 7.—Eastwood Park, closed for the past two seasons, will be reopened under the direction of Jack Dickstein, former Michigan State Fair official, if application for a license is granted by suburban East Detroit.

Dickstein and his wife have set a tentative opening date of May 18. The park formerly was operated by Henry Wagner and the late Max B. Kerner, and Dickstein secured an eight-year lease from the Wagner and Kerner families' Tower Realty Company. The lease calls for \$17,000 annual rental plus taxes amounting to about \$18,000. Dickstein said. Assets of the park company itself, except for the rides, are being purchased for \$100,000. It is understood that the Eastwood Coaster Company would operate the rides and pool on a percentage basis.

Eastwood was the major money maker among local funspots for two decades, but ran into difficulties which led to numerous city council and court fights.

The issue caused a bitter controversy in the suburb, with candidates for office campaigning on the question of opening or closing Eastwood. Various cases stemming

from the closure remain before the courts.

Dickstein was director of shows and entertainment at Michigan State Fair for the past two years and was president of the Michigan Showmen's Association several times. At one time he had the Gus Sun franchise here. For some years he was in charge of concessions at Edgewater.

Pyro Shows Set For Pre-Season Coney Week-Ends

CINCINNATI, April 7.—Nightly fireworks are scheduled at Coney Island here for the first three pre-season week-ends of the new season, starting April 28, Edward L. Schott, president and general manager, announced. The contract has been awarded to Arthur Rozzi, of Tri-State Fireworks Company, Milford, O., to supply the displays to be staged on the banks of Lake Como. There also will be special water fireworks.

Ray Robbins and his orchestra will be in Moonlite Gardens for the first week-end.

Puritas Springs Adds Rides, Funhouse; Opens April 15

CLEVELAND, April 7.—Puritas Springs Park will give a preview of new rides, attractions and other improvements when it swings open its gates Sunday (15) for its first week-end business of the year. Regular season starts May 20.

James E. Gooding, vice-president, announced the spot has added a \$2,000 walk-thru Funhouse and one major ride, Selleck's Watercycles. The kiddie additions are topped by a Comet Jr., from National Amusement, Whirl-Over from B. A. Schiff, and a pony track from Macks Pony Rides.

Other major improvements include new miniature golf course, refreshment stand, storage building and fencing for the picnic area.

Give Away Repeat

Fireworks and a car giveaway will be repeated this year. Picnic promotion, carried out with a budget equal to last year's, has shown a 10 per cent increase in bookings.

Food and drink prices will be up, but rides and games will be priced the same as in 1950. Gooding stated that the spot will pay the federal admission tax on rides without protest. He added that no change in admission policy is

planned at present for servicemen. Industrial activity near the spot has increased, and is expected to mean increased business for Puritas Springs, Gooding reported.

Columbus Ops Install Large Video Screen

COLUMBUS, O., April 7.—A large television screen has been installed on the grounds of Zoo Park, operated by Leo and Elmer G. Haenlein. The screen is 12 by 18 feet and was price-tagged at \$2,500. It will be used to offer video programs which park goers might otherwise stay at home to see. A \$2,000 expenditure for routine redecorating completes the zoo spot's major outlays for the season.

Elmer Haenlein reported his company will stand firm on the price question. He said the spot looks for upped spending and attendance as a result of more employment at higher wages in the area. An army base, military storage depots and major defense industries are located near-by.

Plans now call for payment with protest of the federal 20 per cent admission tax from ride tickets, Haenlein stated.

Lester Snouffer will be in charge of rides and Herb Everschor will have the games and arcade.

Defense Work Ups Newcomb Ballroom Biz

SANTA MONICA, Calif., April 7.—Newcomb's Santa Monica Pier has garnered an increase in business, which ops attribute to hyped activity at 150 industrial plants within a half-hour's driving time of the year-round spot.

W. D. Newcomb Jr., manager, reported that the ballroom, which has been operated on Saturdays only during the winter, will switch to a Friday-Saturday-Sunday schedule this summer in view of the hyped biz outlook. Servicemen are admitted at a reduced rate.

Improvements made recently include decking and repairing of pilings, \$18,000; painting the ballroom, \$3,600; and other repairs, \$5,000, Newcomb stated.

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Govt. Spending Hypes Outlook For Winnipeg

WINNIPEG, Man., April 7.—Slight increase in business is expected at Winnipeg Beach as a result of location of a military base nearby. W. H. Lytle, secretary-treasurer, announced the fun-spot also expected a general business increase because of hiked government spending.

Picnic bookings are about 10 per cent ahead of those for a corresponding time last year, he stated. No change has been made in the picnic promotion program.

Food and drink prices will be higher at Winnipeg this season, Lytle reported, but games and rides will be unchanged. Ride rates are 20 cents for major rides and 10 cents for kiddie rides.

J. C. Hewitt is president of the Beach Attractions, Ltd., operating company, and H. Gault is resident manager of the spot.

Fritz Adding Pyro Display At Kid Spot

CHICAGO, April 7.—Arthur E. Fritz will open his Kiddieland in suburban Melrose Park for daily operation Monday (15). The spot got off to okay business in good weather for its week-end bow March 25.

New on the Fritz agenda this season will be a \$1,000 fireworks display. The owner reported he anticipated upped attendance and increased spending this season and that all ride and refreshment prices will go unchanged.

Fritz and his wife are co-owners of the pioneer kiddie operation. Ronald Rynes is manager.

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R-B Holds 'Greatest Show on Earth' Tag In '51 Garden Debut

It's All Circus--Lavish, Colorful, Huge, Exciting in Usual Tradition

Continued from page 49

track. Altho their presentation is smooth, competition with the working groups is too tough.

Forty girls top their aerial ballet routine by playing glockenspiels, which are attached to their webs, in unison, in the spec *Luawana*, a Hawaiian-themed eye-filler. Despite a short training period under the direction of Antoinette Concello, the girls worked smoothly from the start. Group is brought on in spectacular costumes to work in a short carousel number in the center ring. The effect is striking. Pinto Del Oro gives an amazing display of balancing, including standing on her head, on a trapeze, sans gimmicks, thruout the spec and finishes in a solo spot with the more thrilling parts of her routine.

The grand finale, *Popcorn and Peanuts*, principally utilizes the herd of elephants dressed in gay blankets alternately emblazoned with the title words and a lot of folks in pretty costumes, including a number with trick umbrellas which supply their own rain. Like a vaudeville bill, it's a tough spot to be in.

Rodry Brothers Score

For those who gaped at the antics of the Geraldos and supposed it would take partners in a suicide pact to surpass their efforts, the Big Show is offering an import, the Rodry Brothers, in an exhibition that is even more daring. The act works from an aerial platform from which one of the brothers hangs by his knees. Two outstanding tricks are included in the routine. First, the anchor man, in a wrist-to-hand hold, swings his brother in an arc. The grip is broken and the flyer does a complete body twist before returning to the hands of the catcher. No net is used. Prop men hold a small square of canvas as a measure of protection during the second stunt in which the partners follow the same routine until the break when the flyer does a complete somersault before being caught.

The obviously difficult performance of the Morituris does not live up to expectations. Hanging by his knees, the man holds aloft by his hands and teeth, and for a few moments his teeth alone, a metal mesh globe, perhaps eight feet in diameter, in which a girl partner rides a bicycle in circular fashion. There is usually a few moments of fumbling by the man before he is able to set the apparatus to his satisfaction. At the climax of the stunt, the separation of the apparatus from the safety catches is not clearly defined and the audience misses the punch.

Break-Away Too Mild

Claesson, an import, who does a break-away pole act, also fails to bring gasps from the audience. Pole is a massive, ship's mast affair reaching close to the rafters. After a few aerial gymnastics, pole breaks about one-third of the way down and goes into a rather slow pendulum swing. Act could be improved if there was a report, or noise of some kind, to stimulate actual breaking.

Christy's Gorilla Duo is the least thrilling of the imports. Male half, costumed as a gorilla, comes on to perform a meaningless and all too long clawing routine with his long haired, lightly clad partner. Girl then climbs a web to a platform, where her partner is perched, and does a pass in mid-air from one web to another, both of which are free-swinging and unanchored. Male goes into the stands after this and finishes with a rope swing out over the arena.

Other New Imports

Other new imports include Pauli's Musical Clowns, a typical European styled pantomime bit, plus comic musical interludes. Act is soloed, for some strange reason. Routine is not hilariously funny, altho when caught it lacked one of the three listed partners.

Veronica Martell, a juggling import from England, gives an amazing display of wizardry. For an intro, the lass works extremely

fast with three Indian clubs and then follows with the manipulation of small balls. Two of four balls are passed simultaneously under the arms and over the shoulders in blurring speed. Wind-up has her handling five balls in controlled bouncing on a wooden platform while sinking to a kneeling position and then returning to an upright stance. That's all. No big tricks, big props or audience participation. The act doesn't have the scope generally associated with the center ring, plus a solo finale, in the Big Show.

Kareff Manus, makes light of a one-finger stand by opening his trapeze act with that routine. An import, Manus works in full dress, doing a neat balancing routine largely involving tricks built around a chair balanced on two legs.

Alzana Still Tops

In the thrill department is Harold Alzana, who has practically become a permanent fixture with the Big One, and his act is tops. His disdain of danger, his confidence, competence, and studied showmanship keep him in the star spot.

In the opening display Roland Tiebors' trained seals and Peterson's jockey dogs work smoothly in rings flanking Albert Rix's trained bears. A clown walk-around follows, with an aerial display in the third spot. The *Three Hermadas* work aerial bars, while La Norma and Lilo Justin perform on trapezes. Imports are slated to complete the display.

Elephants under the direction of Eugene Scott are presented in three rings, with eight in the center, and five at each end. Pachyderms work fast and smooth. Clowns follow with a new production, a baseball scene.

Castle in Six

Hubert Castle, wire walker featuring his backward somersault thru a hoop, is center-ringed in the sixth display. Lola Dobritch and her unique toe wire walking is in ring one. Pauli's Musical Clowns, *Luawana* spec, clown display, Christy's Gorilla Duo and the clown car gag follow in that order.

Veronica Martell is on in display 12, flanked by Miss Loni, and the Reales Trio, foot jugglers. Both acts are holdovers and highly capable. Next in order are the Morituris, the spec *Serenade*, Claesson, and clowns.

The flying acts, featuring Antoinette Concello, take over display 17. The three groups over each ring fill the arena and are still one of the most popular features.

In spot 18 the clowns come on en masse to do a Wild West bit that will probably please the kiddies. Display 19 is well populated, with Rodolfo's contributing nice foot ladder balancing; the Chaludis, working three-high on a bike, the Hasleys in a neat trampoline bar routine and the Idnavis in a unique perch act.

Riding Acts

The riding acts, Parents, Zoppes and Romigs are in display 20. Principal change in this holdover aggregation is the further participation of Cucciola, midget, who now mounts a perch held by a rider, in addition to working straight with his own pint-sized pony and getting his usual rugged workout on the riding mechanic.

The Rodry Brothers, who ought to be soloed, are flanked by Kareff Manus in display 22. The *Picnic in the Park* spec is next, with ground acts following. In the latter are Franklin and Astrid, hand-to-hand balancing; Freddie Troupe, teeterboard; Fredonias, teeterboard; Bokaras, teeterboard, and Lucie and Dita, head balancing.

Lou Jacobs' clown car with Jimmy Armstrong, one of two midget stooges, follows. The bit, standard by now, is still the best clown production number in the show.

The Alzanas and the final spec follow.

Merle Evans' band does its usual excellent job.

SHAKESPEARE WAS WRONG

NEW YORK, April 7.—Stanley W. Wathon, whose fluency in six languages was invaluable to both Ringling-Barnum and *The Billboard* when the Big One opened here Wednesday (4), was up against it when information was sought from a sway pole act listed on the program as Leoni. Stanley speaks no Swedish, and Leoni speaks no English.

Leoni, however, was accompanied by a sidekick who volunteered to act as a translator, and the reason for the perturbed look on the performer's face soon became apparent.

Seems that his name is not Leoni at all but Claesson. It is his manager who bears the former appellation, and as of this week he was in Belgium. R-B officials have promised him a change in billing, but with programs printed for the month-long here, it is probable that Gothamites will continue to know him as Leoni.

List Ringling '51 Program

John Ringling North, producer; John Murray Anderson, staging; Miles White, designer; Pat Valdo, general director; Henry Sullivan, music; John Murray Anderson, lyrics; Richard Barstow, choreography; Thomas Farrar, art director; Antoinette Concello, aerial director; David Murphy, equestrian director; Merle Evans, musical director; Sammy Grossman, orchestrations; Harold Ronk, vocalist; Doug Morris, lighting and Frank Spencer, assistant to White.

Costumes for production numbers, acts, animal coverings and horse trappings, Brooks Costume Company, New York; uniforms for the staff, Brooks Uniform Company, New York; floats, Studio Alliance, New York; fabrics for costumes and draperies, Dazian's Inc., Gladstone and Maharam, all New York; decor, I. Weiss & Sons, New York; shoes, La Ray Boot Shop, New York; plastic props, Yugi Ito, New York; stockings, Jesse Zimmer, New York; portrait masks, Doane Powell, New York; wigs, Lerch, New York; special horse trappings and harness, Fa. Chr. Rokker, The Hague, The Netherlands, and Holland and Hermes, Paris; lighting effects, Century Light Company, New York and decor for menagerie cages, Ralph Hunter, Detroit.

Since the opening night show was a benefit performance, with many guest stars on hand and resultant confusion, the printed program was not too closely followed. In addition, several acts were prevented from appearing for various reasons. As of yesterday (6), the running order was:

Display 1—Albert Rix with a mixed bear group from the Hagenbeck Zoo, Hamburg, Germany, offered in a mesh cage, center ring. Peterson's Jockey Dogs worked in ring three. Roland Tiebor's seal act was in ring one and did a solo bit when the others finished.

Display 2—Clown walk-around.
Display 3—Three Hermadas, ring one: Connelly, man in the moon, stage one; La Norma, trapeze, center ring; The Platos (2), stage two and Lilo Justin, trapeze, ring three.

Display 4—Elephants handled by Eugene Scott. Seven were spotted in the center ring and five in each end ring.

Display 5—Clown production number using a baseball motif.

Display 6—Lola Dobritch, ring one; Hubert Castle, center ring, and Chaludi Girls (2), ring three, all wire acts. Dobritch features toe dancing and bike riding, with Castle offering a backward somersault thru a hoop.

Display 7—Pauli's Musical Clowns (3) in the center ring.

Display 8—Luawana spec, featuring Pinto del Oro in trapeze balancing in the center ring and 40 girls aloft in a web routine, with the whole inspired by Hawaii.

Display 9—Clown walk-around.

Display 10—Christy's Gorilla Duo. Male half is dressed in a gorilla skin, while the girl works in a sarong. Following some knockabout and rope swinging, the man goes into the crowd a la Gatti's Gorilla Parody, with R-B last year.

Display 11—Clown car loaded to the gunwales.

Display 12—Miss Loni, foot juggling, ring one; Veronica Martell, juggling, center ring, and Reales Trio, foot jugglers, ring three.

Display 13—Morituris, globe of death, stage two. Man holds by his teeth a lace-work metal globe in which his fem partner rides a bike.

Display 14—"Circus Serenade" spec.
Display 15—Claesson, breakaway sway-pole act, stage two, listed by error on the program as Leoni.

Display 16—Clown crazy number.
Display 17—The Flying Artonyms (4), ring one; Flying Concellos (4), featuring Antoinette, center ring, and Flying Comets (4), ring three, all trapeze acts.

(Continued on page 57)

Wallace-Clark Starts Okay; Hippo, Tent Loader Arrive

ELSINORE, Calif., April 7.—Norman E. Anderson's new Wallace & Clark Circus opened here Sunday (1) with a matinee-only which drew a full house. Nucleus for the show was the late Bud E. Anderson's Seal Bros.' Circus.

Wallace & Clark moves on 14 trucks and uses a 90-foot big top with two 30's and a 40. Top has been used only 12 weeks, and Side Show tent is a new 60, with three 30's purchased from O. Henry Tent & Awning Co., Chicago.

In the line-up of red and white vehicles are several new ones, including a 28-foot semi for the show's hippopotamus and a Sanguin-Miller canvas loader. Anderson reported the hippo made a photo finish, arriving from Henry Trefflich, New York, a day before the opening.

Anderson, owner-manager of the org, said the jump from Venice, Calif., quarters and the setting up went smoothly. He credited the canvas loader and other new devices for the speed.

A second menagerie feature is a lion recently featured in the movie, *The Reformer and the Red Head*, which starred Dick Powell and June Allison.

Escalante Troupe heads the program, with aerial bars, trampoline and wire acts. Todd Henry works tight wire and chair balancing. Bernie Griggs is producing clown and Leta Griggs plays the Hammond organ. Little Bernice Griggs does a loop-the-loop. A six-horse

Mills Primed For Opening; Acts Arrive

COLUMBUS, O., April 7.—Launching of Mills Bros.' Circus for the new season here Saturday (14) will be highlighted by the Mills brothers' annual banquet, two circus fan conclaves and help of "the nation's youngest ringmaster."

More than 600 persons are expected at the banquet. Among guests will be State and city officials, reps of sponsoring orgs, press and radio men and fans. Johnny Jones, of *The Columbus Dispatch*, will be emcee. Ohio, Michigan and Indiana members of the Circus Historical Society will conduct a spring round-up in connection with the Mills opening, and members of the Circus Model Builders will stage a ceremony.

The young ringmaster, Norman Banks, is from a "circus" formed by pupils in the second grade at a Lancaster, O., school. He will blow the whistle to start both Mills performances.

Meanwhile, Mills personnel has started to arrive at quarters here. Alonzo Dever, who will handle the bulls, is working the herd regularly. The Wallabies, acro troupe, arrived, and the Antonettes, Boginos, Rosettis, Flying Laforms, Rockerts and Valencianos are, due Sunday (8).

Rehearsals will start Wednesday (11) in the fairgrounds Coliseum adjacent to quarters. The new big top will be erected and will be used for rehearsals Thursday and Friday (12-13). A preview of several acts will be given at a children's hospital Friday.

Equestrian Director Bert Wallace, Jeanette Wallace, Virginia Mann, Margie Butcher, Paul and Jinx Nelson, Lenny (Shorty) Schreiner, Proctor Baughman and Jack La Pearl are in quarters. Band members are due next week. Jake and Ida Mills have moved into quarters, and Harry and Jack are expected in a few days.

Rogers Org Weak In Jacksonville

JACKSONVILLE, Fla., April 7.—Rogers Bros.' Circus lolled thru a two-day stand here under Grotto auspices Wednesday and Thursday (4-5), with half houses for both night shows and less than half houses for matinees. Weather was clear and cool, turning warmer the second day.

Earlier, the Rogers show played to twin full houses at Haines City, Fla., March 31.

Liberty act and four high school horses are worked by the Dale Petros-Loran Edwards unit, and Peggy Henry presents the bulls. Walter Jenner and his seal, Buddy, and Ethel (Miss Aerialetta) Jenner, aerial, are scheduled to join Sunday (15).

Roster

Norman E. Anderson, owner-manager; Mrs. Laura Anderson, secretary-treasurer; Mrs. Francis Anderson, concessions, assisted by John Scott; John D. Foss, general agent; Bill Wilcox, brigade agent; Jackie Wilcox, press; Jack Turner, legal adjuster; Shreveport Ethridge, tickets; H. C. Sperry, big show tickets; Rhea Etheridge, mail and The Billboard sales agent; Sweaters McFarland, boss canvasser; Todd Henry, electrician; Ed O'Connell, props; Ward Hall, equestrian director; Curley Schaffer, steward; Dorothy Worcester, purchasing agent; W. T. Brumley, transportation master; Howard (Yellow) Riggs, elephant superintendent; Ed Levitt, hippo and other caged animals; Clarence Fisher, ring stock.

Pit, Side Shows

Ward Hall and Harry Leonard, managers; Great Wardell, vent; Leonard, punch; Mysto, magic; Leonardos, impalemt; Gloria Gay, Hawaiian annex review; Don Green and Bill Kristy, tickets; Joe Birmingham, Side Show canvas, and Andy Kelly and Whitey Owens, concessions.

Wild Life exhibit is owned by John D. Foss and managed by Todd and Peggy Henry. Marshall Van Schoyk is in charge. Midway diner is in charge of Wes Speich. Charles H. Johnston has the novelties.

Hartford Ends Ticket Sale By Mid-Week

HARTFORD, Conn., April 7.—With four days of a week's engagement remaining, the ticket sale for the Hartford Shrine Circus came to an end Wednesday (4). Hartford papers carried ads on Thursday (5) announcing that all seats for matinee and night performances thru tomorrow night's finale had been sold out.

Producer Frank Wirth, head of the New York talent agency which has furnished attractions for the past several years, said the engagement was the most successful he has ever participated in here.

The show is being staged in the Armory. Heavy attendance was indicated beginning with the initial performance on Monday (2).

Wirth was in New York yesterday handling office details and meeting with Alexander F. Mitchell, deputy director general of the 1951 Shrine national convention to discuss plans for *Fezarabia*, an extravaganza scheduled for Madison Square Garden.

Gil Gray Biz Okay; Talent Line-Up Told

SPRINGFIELD, Mo., April 7.—Gil Gray's indoor circus played to good business here, including full houses over the week-end (30-31). The show opened its season in Sioux City, Ia., February 26, and the route includes Shrine shows at Lincoln, Neb.; Kansas City, Mo., and Tulsa, Okla., as well as other spots.

Talent line-up includes Dolly Jacobs with three elephants; Los Aeros, aerial; Flying Days; Mel Hall, unicycle; Marcus Family, juggling; Verne Corriel, head slide; Olveras, perch; Hazel King, Liberty horses; Henrici and Maxmillian families; Joseph's chimpanzees, and clowns, including Abe Goldstein, Mickey McDonald and Chick Dale.

DeKohl Preps Larger Show

LOS ANGELES, April 7.—Paul DeKohl, owner of the DeKohl Hippodrome Shows, was here last week buying trucks, animals and other equipment and booking acts for his show. The org this season will be considerably enlarged to include Side Show, menagerie and more circus turns.

The show will open out of its Giddings, Tex., winter quarters April 17. Plans call for indoor dates until July, when the show goes under canvas.

Beatty Bill Rated Sound, Well-Paced

Weather Hurts Los Angeles Bow; Prince's Escapades Ups Appeal

Continued from page 49

by Beatty being driven around the hippodrome track in a new Kaiser, which the show features.

Display 1. Trampolines in rings 1 and 3 and the clowns in the arena. The Dewayne troupes perform on tramps, with Dick Lewis' four-high table rock taking the center. The rock is featured and gets a solid laugh.

Display 2. Elephant and ponies in rings 1 and 3 handled by Dorothy Brown and Malinga Cline. Pachyderms perform well, doing in-and-outers of the ponies doing pedestal stands. Both gals handle their charges well.

Display 3. Beatty makes an anti-climactical appearance handling the elephant-riding tiger and the

cat's leap thru the flaming hoop. Old but it still has punch.

Display 4. Conchita Morales doing iron jaw in ring 1 and Mario Ivanov doing traps and high roly-poly over ring 3. Ivanov's stint good enough for featuring. Roly-poly, with Ivanov balancing dog on his head on trap top, is sure-fire.

Display 5. Beatty handling seven lions and two tigers in the center arena. Despite cut down in numbers, act has more suspense today than ever before. Afternoon performance went smoothly, but Prince took a crack at a fellow animal in the evening. Unscheduled action adds plenty to the turn, making it triple-sock stuff.

Display 6. The Dewaynes, five guys in ring 1, and the Caudillo Sisters in ring 3 offer featured acro work. Dewaynes feature Risley and pull the eyes to their ring. The Caudillos top off their stint with three of the gals lying on the ground and coming to a standing position holding one gal head-to-head and feet-to-head between them. Both turns worthy of more build-up.

Display 7. Clown walk-around. Beatty using 19 on this date and they have combined their individual talents.

Display 8. Dorothy Brown and Malongia three elephants each in rings 1 and 3, respectively. Gals know their way around.

Display 9. Six-pachyderm top mount, built up well by Charlie Cox's banter.

Display 10. Caudilla Sisters—three each—in rings 1 and 3. Billy and Renee Pape high perch in center ring. Pape act sufficient to handle turn, making others a filler. Renee Pape, a looker, in bright costume. Caudillo's brief wardrobe in drab purple and should be flashier.

Display 11. Clowns unload from Henry J automobile for clown band number.

Display 12. The Great Barton has the stage to himself. Spotted in the center ring, Barton wins eyes with his flashy white tails, tie and top. His one-finger stand wins and he follows it well with high perch work with block build and cane-supported balance.

Display 13. Swinging latter aerial ballet. This one misses fire.

Display 14. Don Esqueda in ring 1 and Ivanov in ring 3 for slack wire. Ring 3 wins the turn for here Ivanov has Josefina Ivanov doing cycle rides that stand out.

Display 15. Clown walk-around carrying "The Thing" in a box. Good for laughs built up by Cox's warbling of the tune.

Display 16. Johnny Cline's 12 Liberty horses in center ring. Uses six bays and six Palominos. Stock in excellent condition and perform smoothly.

Display 17. Eriskons (three men and three girls) in ring 1 win applause with their balancing. Wind-up with two guys doing a head-to-head separated by three rubber balls held in frame that is snatched away. Top-flight stuff. Dewaynes (six men and two girls) in ring 3 offer smooth balancing and teeterboard, finishing off with a two and one-half somersault teeterboard turn. The two troupes make this display a highlight.

Display 18. Clown walk-around. Display 19. The Flying Esquedas (three men and a girl) offer smooth trap work to finish off the show.

Costumes are flashier and more colorful than in past years. Mel Rennie, who doubles in clown alley, again the designer.

Spotted as the fifth display in the afternoon show were Della Ryan in ring 1 and Dorothy Herbert in ring 3 with their dog acts. Pooches worked with enthusiasm, with the kids getting a kick out of the barrel rolls, paw walks and other antics.

Featured in front of the show and directly across from the Side Show is the display of the Las Angeles-born Siamese twins, Yvonne and Yvette. They are handled by registered nurses, with the display managed by C. L. Younger. The twins are being displayed by a contract between the "twins and Beatty." The contract, as the twins are minors, was approved opening day in the local Superior Court. Younger said it was possible that the twins will be shown in connection with the

Big Show Opening Notes

Continued from page 49

with R-B, reported that she came here on the Ile de France and had the pleasure of performing for President Vincent Auriol of France, who also was a passenger. She suffered a bit during her first turn from too bright lighting but had the situation smoothed out by the next day. Veronica claimed that New York was not half the hustle-bustle city that had been described to her and began making plans for a shopping splurge as soon as she was settled.

Ackerl Writes Book

Among European imports is a tyro author, Franz Ackerl, formerly with the mirror-lined Spanish Riding School in Vienna. He has written a book on the history and workings of the famed academy and is now in search of a translator, editor and publisher.

Short Rehearsals Hurt

Because of unusually short rehearsal time several performers had rough going, with the general confusion occasioned by the presence of numerous celebrities making things a little tougher. Hubert Castle said he had not been on the wire in 16 days before the opener and had worked at an easy pace thru the winter. He failed to hold the wire in two attempts at a backward somersault. Harold Alzana chimed in that his muscles had gone stiff from lack of practice. Several flyers missed their catchers and hit the nets.

Dobritch a Ballerina

Wire-walker Lola Dobritch confided that she once danced with a ballet corps in Sofia, Bulgaria, during pre-World War II days that also featured Leon Leonidoff. He now directs choreography at the Radio City Music Hall in Gotham.

Fix Billing Error

Male half of a French duo breaking in with R-B made it known thru an interpreter that the act was billed as "Christy's Gorilla Duo" and not as the program had it, "Christy & Gorilla Duo." There were many happy "oui, oui's" and smiles when the error was finally made plain.

Top Press Coverage

Roland Butler, press chief, and his crew of tub-thumpers will probably have to take a day off to assimilate the clippings resulting from the celebrity-loaded opening performance. The press chief, and Bill Antes on the radio-TV side, did an excellent job prior to opening with the multi-million circulation Daily News contributing a whole page of pictures on two different occasions, the Journal American being almost as nice and all other newspapers contributing generously. It should be noted that the publicity lads were not favored this year with a wealth of new attractions of the type that make good pre-opening copy. Also, unlike recent invasions of the New York field, no spot news developed to aid the cause.

Opener NSG for Fans

The shennanigans that went on at the preem with celebs injecting themselves into the performance left many a circus fan like Bill Montague, publicity director of the fan's association, morose and faced with the necessity of catching the Big One a second time so that they could make a fair appraisal. Melvin Hildreth, Washington attorney and fan, was on hand.

Wathon Interprets

Stanley W. Wathon, New York talent agent, was backstage on opening night to assist in translat-

Circus "Garden"

Continued from page 1

season completely for the first time in a number of years. The date, scaled from \$6 to \$1.50, definitely has a \$2,000,000 gross potential, since the run extends for 32 days (63 performances).

Four advance ticket windows at the Garden, experiencing light pressure prior to the opening, are now catering to long lines thruout much of the day. Turnaways, resulting from lack of tickets for requested days, already are fairly numerous.

circus on other dates. However, they are soon to make street showings under the California Amvets' sponsorship.

The Dewaynes, currently featured, will leave the show at the close of this engagement. Ted Dewayne is losing two of his men, both going into the army.

ing instructions to the foreign imports. Wathon, who spent much of his life in Europe, is fluent in six languages.

Concello Pitches In

Art Concello, general manager, rigged in coveralls and otherwise disguised, helped set the rigging for the flying acts which featured his wife, Antoinette, in the center ring.

Wooden Ring Curbs

Wooden ring curbs are being used here. They will be replaced on the road by the aluminum units placed in use last year and designed by Art Concello. The aluminum units are hollow and can be stacked in nests, thus conserving greatly the use of wagon space.

Valiant Pat Valdo

Director Pat Valdo gave a wonderful demonstration of self control on opening night when camera conscious celebs loused acts and timing to make sure that their participation was properly recorded. Despite the presence of several dozen personages, there was a difference of only 35 minutes in running time between the final dress rehearsal and the opening.

Ringling Program

Continued from page 56

Display 18—Clowns spotted on stages one and two.

Display 19—Rodolfos (4), foot ladder balancing, ring one; Chaludis (4), bike act, stage one; Haslevs (4), trampoline, stage two, and Idnavis (4), perch act, ring three.

Display 20—Parents (5), Zoppes (8) and Romigs (6), bareback riding troupes, in ring one, center ring and ring three respectively. The Zoppes feature the mid-gut, Cucciola, in a bareback turn on a Shetland pony and with a regular steed by means of a special hoist strapped on his waist.

Display 21—Wild West and clown gags on stages one and two respectively.

Display 22—Miss Mara, ring one; Rodry Brothers (2), center ring, and Kareff Manus, ring three, all trapeze acts. Rodry Brothers have a precision routine similar to that of The Geraldos, with R-B last year. Manus offers a finger stand before going aloft.

Display 23—"Picnic in the Park" spec, utilizing a classical French theme. Liberty horse groups of Gena Lipkowska, Czeslan Mroczkowski and Andre Fox perform in ring one, center ring and ring three respectively. Dressage riders Luciana and Freidel and Franz Ackerl perform on the track. Mroczkowski horses (12) go thru a place-finding routine after being scattered.

Display 24—Franklin and Astrid, hand-to-hand balancing, ring one; Freddi Troupe (7), teeterboard, stage one; Fredonias, teeterboard, center ring; Bokaras (8), teeterboard, stage two, and Lucie and Dita, head balancing, ring three.

Display 25—Lou Jacobs' clown car.

Display 26—Alzanas, high wire, with Harold back as the main thrill-maker, working minus the parasol he used occasionally last year to reach the wire via the rigging.

Display 27—"Popcorn and Lemonade" spec, finale.

Show train arrived at Jersey City, N. J., from Sarasota, Fla., at about 5 p.m. Saturday, March 31, enabling most of the performers to reach New York early that night. Madison Square Garden was not available to the circus until late Sunday (1) afternoon due to a basketball game staged there that afternoon. Ring crews took over immediately after the game and had most of the aerial rigging and extra seats set up by midnight. Garden was ready for rehearsals by early Monday (2) evening, with John and Henry Ringling North present.

Wooden rings were used in New York this year in place of the metal ones employed last year. Wooden apparatus will be stored in the Garden and the metal rings used on the road. Red, white and blue harness used for the horses will be used only in New York, Boston and in movie-making scenes.

Clown alley this year includes Emmett Kelly, Otto Grjebbing, Al Bruce, Ed Buresh, Joe Nawret, Felix Adler, Lou Jacobs, Paul Jerome, Paul Jung, Charley Bell, Fred Hanlon, Rose Hanlon, Toby Jorio, Harry Nelson, John Nelson, M. Orton, John Reilly, Buzzy Potts, Irvin Romig, Carl Stephan, D. Thorpe, George Wong, Paul Wenzel, Jerry Wood, Al White, A. Honkola, Paul Horompo, Frank Luley, Owen McQuade, Fred Meers, Paul Mortier, Louis Nagy, Paul Alpert, James Armstrong, Ernie Burch, Art Burson, Frank Cromwell, Walter Guice, Jack Gerlich, Ed Green and Homer Goddard.

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HELP WANTED I NEED A GOOSE

Trained (or at least tame) goose needed for full week's work in Philadelphia, connection grocery store advertising promotion, April 30-May 5. Bird with few tricks or his master with gag routine desirable. Write or wire at once giving details, including salary required.
R. H. SMITH, Clements Company
1601 Chestnut Street Philadelphia

Leo Loranger Contact Al Sweeney

AT LIBERTY

General Agent, Locals, Car Manager, Press or any responsible position in advance. Years of experience. Join on wire. Have new car. References: Floyd King, Arthur Hopper, James Gephart, Ira M. Watts, Arthur Sturmak.
JAMES M. BEACH
7 Clinton St. Seneca Falls, N. Y.
Phone 492-R

FOR SALE

Six identical sets of Trappings for Liberty Horse Act, brown English leather, trimmed in nickel plated spots, two extra bridles. Practically brand new. Also one single set white trappings for Liberty Horse, two Rollers for Vaulting and Trick Riding Act with handles and foot loops, elephant leather spotted head harness, also elephant breast harness for pulling, two elephant tubs. **PAUL M. LEWIS**, 1895 Fox Road, Jackson, Mich.

WANTED

24-Hour Man with car, Circus Cook; must join on wire. State lowest salary.
Mills Bros.' Circus
State Fair Grounds Columbus, Ohio

BARKER BROS.' CIRCUS

OPENING APRIL 19 AT CHOICE DATE IN LOUISIANA

WANT WANT WANT

CLOWNS—OUTSTANDING COMEDY ACTS—OTHER CIRCUS ACTS, GIRLS TO DO WEB, LADDER AND CLOUD SWING—GROOMS—WORKINGMEN IN ALL DEPARTMENTS (Semi Drivers given Preference).

Attention—Committeemen, Fair Secretaries, etc.

We still have a few Dates open for our 1951 Season. We can offer you a Great Circus for your Fairs, Celebrations, and Events. Write us and we will have our General Agent explain everything in detail.

All Address **BILL BLOMBERG**, Mgr., BARKER BROS. CIRCUS
THOMPSON ARENA, ALEXANDRIA, LA.

NOTICE
Change of Address
POLACK BROS.' CIRCUS
SUITE 1908
203 N. Wabash Avenue
Chicago, Illinois
NEW PHONE
State 2-7940

WANTED
Large Man, Acrobat or Tumbler, 6 feet tall (no fat) 200 lbs. or more. Young, good-looking to work in brand-new Act. Single preferred. Nationality doesn't matter. Good top salary. Money available while rehearsing. Write, wire, call:
RIVERSIDE PLAZA HOTEL
253 West 73rd St., New York, N. Y.
Room 707—SUssquehanna 7-3000

WANTED
For Lentini's Circus Side Show on Proll's Broadway Shows, to open April 23rd—Magician and Wife who can entertain and lecture show. Wife can work sword box or electric chair and bally. Ticket Sellers, Knife Thrower (Gypsy Pete, write), Sword Swallower, or any other Novelty Acts suitable for a high class Side Show. Let me know just what you expect in first letter, as there is no time to dicker. Can use a first class Alligator Skin Man or Woman for feature on P.C. or straight salary. Address all mail to **F. A. LENTINI, BOX 84, ULEYA, FLA.** P.S.: Drunks and chasers, save stamps.

4 PHONEMEN—4
Circus dates. Strong auspices. UPC tickets, banners, book. No collect calls or wires. Jim Prendergast, Bert Jurista, contact.
HARRY MASON
Hotel Neal Coshecton, Ohio

WALLACE & CLARK CIRCUS
Wants Account Disappointment
Concert People, percentage or salary; Red Lunford, answer. Want Banner Man; Harold Newton, answer. All other departments filled. Ajo, April 9th; Sells, 10th; Benson, 11th; Safford, 12th; Duncan, 13th; all Arizona.

PHONEMEN
Two more of the best for N. Y. State, COUNTY and MUNICIPAL Employees, YEAR BOOK, Tickets for Convention at ELMIRA, N. Y., and DECAL transfers (the Insignia of the Assn.) 3 1/2 x 4", sell for \$10.00 ea., or given with ads.
JOS E. CLOUTIER
314 Western Ave. or 190 Norwood Ave. Albany, N. Y. Buffalo 22, N. Y.

WANTED CAPABLE HELP
For Side Show Concessions. No drunks CONTACT
FRED BRAD
CAPELL BROS.' CIRCUS
Bald Knob, Ark., April 12; Batesville, 13; Tuckerman, 14; or per route.

FOR SALE FREAK COW
For \$1,500. A clean-up. Three sex organs. Nothing ever like it
L. M. HAUSER
R. #1, SMITHS GROVE, KY.

PHONE MEN
To sell tickets and banners for Mills Bros.' Circus. All season's work. Good towns to follow. Pay your own. Apply
H. R. MARTENEY
Jefferson Hotel Peoria, Ill.

Middle-Road View Adopted by Bergen

Too Early To Predict Outcome In View of Variables, He Says

RICHMOND, Va., April 7.—With only two weeks remaining before the World of Mirth Shows opens its 1951 season in Washington, Frank Bergen, general manager, this week said the grossing potential was still very much an unknown quantity.

Adopting a middle-of-the-road outlook, Bergen said that the uncertainty of the times could cause the season to run hot or cold. Current week to week events are resulting in alternate optimism and pessimism, he said, and it will take a generous sampling of actual experience before he is prepared to play seer on a 30-week season.

World of Mirth experienced one of its most successful treks last year—a season that added little but hardships for many other organizations. Unit was especially fortunate in that it lost not one full day in a season that was noted for its wetness. Show managers connected with the organization, and who had experienced the lush postwar years, reported record grosses.

It may be that Bergen is reluctant to hex hoped for continu-

ing good fortune. It may also be beyond the ken of a reasonable person to hope for a weather break such as the shows experienced last year.

Actually, World of Mirth is better equipped to win money in 1951. First, it has added Washington as its opening date, a spot generally considered as money in the bank and one that was previously usurped by the James E. Strates Shows, which are playing there this week, and the Johnny J. Jones Exposition, which for many years held the date that the Bergen org will play this year.

Also, for the first time in more than a decade, the World of Mirth will be offering virtually an entirely new back end from the Glass House to the cookhouse. Since a new show offering is entitled to look forward to smashing successes eclipsing recent efforts of its predecessors, granting, of course, that it is of equal caliber and that the territory has been blazed but not sined, then the cumulative grossing efforts of so many new units should result in a happily bulging white wagon.

Seeks Monkey Show

Bergen said that he was in the market for a new Monkey Show to replace the scheduled presentation of Walter McCracken's unit. Bergen said that McCracken was ill at his Oswego, N. Y., home and felt it necessary to cancel out since he is faced with continuing medical treatment. Bergen said the addition of a Monkey Show would complete his back end line-up except for possibly adding one or more unusual units for fairs, as has been his custom for the past several seasons.

Bergen said he was in receipt of a letter from L. Harvey (Doc) Cann reporting that he had not changed his plans to continue with the World of Mirth in an executive capacity and as operator of the popcorn concessions. Cann, who has been associated with the shows as general agent for nearly two decades, was recently reported to have signed on in an executive capacity with the James E. Strates Shows.

Hold Last Rites For Patsy Rosania

MIAMI, April 7.—Funeral services were held here Tuesday (3) for Patsy Rosania, 49, concessionaire on several Eastern shows who died suddenly March 30 in Savannah, Ga. Services were in Lithgow Funeral Home, with burial in Southern Memorial Cemetery. His widow, Nellie, and a daughter, Mrs. Barbara Ziegler, survive.

Royal Crown Cracks 1951 Tour in Ga.

Good Attendance, Weather Prevail At Albany Opener

ALBANY, Ga., April 7.—Good weather and attendance prevailed for Royal Crown Shows as they launched their 1951 tour here Saturday (31). Bow date marked the shows sixth consecutive appearance here for the same sponsors, American Legion Post No. 30. The shows, completely overhauled, left their Tarpon Springs, Fla., winter quarters March 29 and arrived here in plenty of time to set up.

Mrs. Dolly Young, co-owner with her husband, Eddie, said that the shows are transported on 48 International trucks and Freuhauf trailers. Well illuminated with eight light towers and boasting a new 150-foot front entrance, the shows carry 18 major rides, 6 kiddie rides, 12 shows and 48 concessions, Mrs. Young said.

Staff includes Robert Mack, general agent; Bob Fisher, special agent; John J. Cousins, advertising agent; J. L. Machamer, secretary; Harry (Irish) Gaughn, concession manager; W. D. Jones, mail man and The Billboard sales agent; Joe Gruber, stock, and Gene Abrahamson, superintendent. Numerous visitors were on hand for opening and Mrs. Young hosted guests and officials of the sponsoring group.

Among visitors were Eddie Young's daughter, Margaret, who arrived from Madison, Wis., for a week's visit; Paul Conway, Macon, Ga., attorney; Mr. and Mrs. L. J. Lunsford and daughter, Wanda, of Dothan, Ala.; Mr. and Mrs. John Jackson and Mrs. H. Jackson, of Thomasville, Ga.; John Reno, Mr. and Mrs. H. H. Hedrick, Captain and Mrs. Stokes, Chief Brunnett, Sheriff Davis Cambel, George Golden and Lou Leonard.

Shows have contracted a long season and travel as far Northwest as the Nebraska State Fair, Lincoln. The tour closes with a stand in Gainesville, Fla., November 15.

Hermine's Midgets Set By Cavalcade

NEW YORK, April 7. — Al Wagner has booked Hermine's Royal Midgets for his Cavalcade of Amusements, it was announced here this week by the George A. Hamid & Son agency. The troupe had appeared with the World of Mirth Shows at fairs for more than a decade, commencing with its arrival here from Europe.

The troupe, consisting of 12 or more performers, features a varied performance, including ground and aerial type circus presentations and musical novelties. The troupe, which has numerous theater dates to its credit, has made no prior appearances at fairs in the Midwest territory.

Irving Smith Joins N. E. Amusements

FITCHBURG, Mass., April 7.—Irving L. Smith this week announced his appointment as general representative of New England Amusement Company by Owner Harry Kahn. Org plays sponsored dates thruout New England.

Deal was set after Smith exited the Allen-Smith Shows in which he was a partner. Allen-Smith operated for two seasons out of Woonsocket, R. I.

Royal Canadian Preems

VANCOUVER, B. C., April 7.—Royal Canadian Shows opened its '51 season Monday (2) at Central Park, Burnaby, and after a few weeks in the area will head out for still dates and rodeos. The truck show headquarters here.

FORT SMITH OKAY FOR 20TH CENTURY

Breaks in New Lot; Weather Starts Cold, Rainy But Clears in Mid-Week

FORT SMITH, Ark., April 7.—Season's debut for the 20th Century Shows here started Friday (30) with cold weather, but sunshine over the week-end brought a good crowd, including soldiers from Camp Chaffee. Some cold and rain marred this week, but Al Martin, co-owner, said the overall picture was good.

The show broke in a new lot here, which proved a winner. It is across from a drive-in theater and on the road to Camp Chaffee. Set for the strongest route in its history, the show will move to the Canadian border during the season and close near the Gulf of Mexico.

Three radio stations and two newspapers co-operated on the opening stand. Opening day was marked by numerous telephone calls and telegrams from well-wishers. Visitors included Roy Jones, the Harry Zimders, Izzy Wells, Cecil Allen, Pop Stafford, Kenneth Clapp and M. E. Twedell.

Staff

Albert Martin and E. D. McCrary, co-owners; Velma Martin, secretary; Rosalie McCrary, treasurer; Noble Fairly, business manager; Jess Wrigley, general representative and publicity; George J. Gallo, special agent and billposter; Ed (Blackie) Scofield, assistant to McCrary; H. E. Bauer, builder; Bill Clark, electrician and Diesels; G. L. Martin, assistant; Fred Hamilton, truck superintendent and repairs; Charles C. Hutchison, mail and The Billboard.

Merry-Go-Round, Slim Otis, foreman; Twin Wheels, Junior Tandy, foreman; Spitfire, Clarence Tandy, foreman; Tilt-a-Whirl, Coonie Clark, foreman; Dark Ride and Fly-o-Plane, Smithy, manager; Caterpillar, H. Zitherman, foreman; Scooter, Albert Zitherman, foreman; Rolloplane, Octopus, John McElroy; Little Dipper, Owen Jones; Kiddieland, Pete Freeman, foreman; pony ride, Willard Cook; Gene Crawford, searchlights, and Mrs. Ruth Jones, front gate. Two more rides are on order.

Shows

Side Show—Floyd Woolsey, operator; Pickard and Rod Young, front; pinheads, nibbly band, knife and whip act, magic, dog act, gang buster electric chair, glass blowers, mindreader, fire and torture act and tattooed man; Mary Casey and Francis, annex.

Harlem Swings Night Club—Tex Forrester, operator; I. C. Page, producer; L. H. Rucker, comic; Spark Goodman and Rose Moran, dance team; Cora Gardner, blues singer; Pee Wee and Mary Cheatham, comedy, and Archie Basie, band leader.

Midget Show—Roland and Mitzie Porter's Polities of '51; Bill Dustin's What Is It and Big Dog, Little Horse shows; Red Duren's Athletic Show, with Denver Kid Curley; Sunny and Eula Allen, posing; Brownie

Harris Wins Fredericton Midway Pact

FREDERICTON, N. B., April 7.—Midway contract for the Fredericton Exhibition has been awarded to Joe C. Harris, Toronto. Contract calls for a minimum of seven major rides and five shows. Dates of the annual are September 3-8.

Bill Lynch, operator of the shows bearing his name, held the midway contract in 1950.

Rain Kills Vivona Preem at New Bern

NEW BERN, N. C., April 7.—Plans for a gala opening of the refurbished and flashy Vivona Bros.' Shows went awry here last Monday (2) when heavy and almost continuous showers kept the paid admissions on the front gate down to a meager 34.

Morris and John Vivona decided to spring, despite the inclement weather, since the personnel was anxious to get in the first day of the new season. The rain began about 5 p.m., and continued until 8:30 p.m. Partial clearing brought out the scant attendance but within the hour the rains came again to complete the wash-out.

An elaborate front, with the show title spelled out in foot-high lighted letters and three colors of fluorescent tubing inserted in

Horn's big snakes; Motordrome, Sammy Lowery, manager, and Penny Arcade, Happy Hooper. Four more shows are to join.

Concessions

Cookhouse and grab joint, Mr. and Mrs. Will Carter; frozen custard, Mr. and Mrs. L. J. Stout; popcorn, Mr. and Mrs. Reid Harder; snow cones, candy apples and candy floss, Johnny Martin and Eddie Litherland. J. D. Swords has four and is building two. Jimmy Ferron has one, with J. H. Bybee as agent. Don Pearson has six cat, balloon dart, pitch-till-you-win and fish joint with Ray Larsen, Sid Miller, Turk Abraham and Pee Wee Taylor, agents. Mr. and Mrs. A. E. Hunt, four; Bill Crow, one, with Billy Averill, agent; Mr. and Mrs. C. L. Arendell, Coke and cat rack; Betsy Clippeder, fish pond; Owen Jones, one, with Harold Clippeder and Jimmy Teer, agents; Mr. and Mrs. Steve Porth, four; Ted Cory, grocery store; Brownell, long and short ranges with M. H. Hurst, agent; Galin Tatum, Derby; Kenneth H. Smith, two P.C.'s; Sam Catherine's blower, Bert Smith, John Vires and Sam Lyons, agents; James Carlson's doll wheel; Raymond Warren's Bazooka and Strat-o-Guns; Tim Ketrwigs, ray guns; Dugan Wells, diggers and cork gallery; Mr. and Mrs. John Myers, glass pitch and jewelry; W. N. Smith, coil demonstrators; Dave Reese, bingo, with J. E. Babb, caller, and J. F. Smith, Pat Tandy and Bill Carter, countermeas; Viola Fairly, mitt joint with Dith Kelly, Juanita Hunter and Virginia Calabria, readers.

Crescent Bows April 13; Sets Tour of Alaska

NEW WESTMINSTER, B. C., April 7.—Canadian Crescent Shows tosses off its winter wraps here at Moody Park Friday (13) with 11 rides, 2 shows and about 21 concessions, Frank Cosentine, manager, announced.

Org will remain in British Columbia until early July when it will move by boat from Prince Rupert to Ketchikan, Alaska, for a six-week tour which will include Ketchikan, Sitka, Seward, Anchorage, Palmer and Juneau.

Shows will move on 15 railroad cars. Executive staff, in addition to Cosentine, includes M. L. Finrow, co-owner, as secretary-treasurer; Herb Swanson, superintendent of rides and lot; Percy Jones, trainmaster; Happy Lambert, electrician, and Al Tompkinson, window cards and billing.

Other personnel opening with the show includes:

Rides, Shows

Tilt-a-Whirl, Jack Campbell; Octopus, Stan McLaughlin; Merry-Go-Round, Ernie Francon; Rolloplane, Wally Volk; Ferris Wheel, Jack Smith; Little Dipper, Wilf Ellis; Miniature Train, Harry James; Little Skipper, Jim Jeffries; Caterpillar, Harry White; Fly-o-Plane, Slim Harris; Boomerang, Eli Slipper; Montana Steve and his western show, and Jack Rosenheim's wild animals.

Fred Smith, grocery wheel; J. Malos, candy, novelties, cork gallery, glass pitch, fish pond and over and under; Joe Moss, razzle dazzle; Johnny Antifaev, balloon darts; P. Willoughby, long range gallery; Whitey Anthonson, cats and buckets; Curly Weatherhead, beat the dealer; Phyllis Weatherhead, mug; Bill Krodney, crown and anchor; Jack McGee, milk bottles; Eddie Lacroque, crown and anchor; Mrs. Tomkinson, bingo; Eric Carpenter, candy floss; Al Evans, pitch till you win; Eva Riggs, palmtree, and Alex and Jean Maltezo, cookhouse.

the pilasters, was introduced here. Unique three-color press and radio invitations devised by Herb Shive, general representative, are being used.

Bessie Mossman Dies in Chicago

CHICAGO, April 7. — Bessie Mossman, 48, former dancer and president of Caravans, Inc., Chicago show club, died in the American Hospital here Wednesday (4) following a brief illness.

At the time of her death, she with her husband, Morrie Mossman, former concessionaire, operated the Riverside Hotel here. A sister also survives.

Crafts Org Wins Fresno Midway Pact

15.50 Cent Bid Tops Offers of Three Competitors

FRESNO, Calif., April 7.—Craft's Exposition Shows offered 15.50 cents per capita to win the contract for the midway concession at Fresno District Fair for nine days starting October 15. The bid was the highest offered by four shows bidding for the pact. Also seeking the contract were Larry Ferris of Ferris Greater Shows, who bid 15 cents; Everett W. Coe, West Coast Shows, with 13.625 cents, and J. W. Gilman, representing the Superior Shows, 13 cents.

On the basis of last year's attendance of 216,000, the contract stands to cost Orville N. Crafts, show's owner, \$33,480.

Crafts' Exposition Shows played the spot in 1948, West Coast got the 1949 contract, and Ferris Greater Shows the 1950 date.

PREEMS APRIL 15

Hennies' Kiddieland To Bow With 14 Rides

HOUSTON, April 7. — Harry Hennies, former owner of Hennies Bros.' Shows, is rushing last-minute preparations at his new 12-acre Katy Road Kiddieland, which opens here April 15, with 14 rides.

Included in the line-up will be a new Miniature Train Company Streamliner, a three-abreast Merry-Go-Round, Little Dipper and Sky Fighter from the Allan Herschell Company, in addition to a Roto-Whip, Eli Baby Ferris Wheel, Autos, Street Car, Rocket, Hand-Car, Boats, Horse and Buggy, a pony track and a special-built Fire Engine. The train track was laid recently by Missouri & Pacific Railroad and has a 72-foot loading station.

Main building on the grounds is a two-story brick combination refreshment stand and living quarters. The structure is air-conditioned and automatically heated. First floor houses a stainless steel fountain, grill and popcorn machine, restrooms, storage space and an office. Second floor is a two-

bedroom apartment for the Hennies.

The park enclosure, which is surrounded by the parking area, is blacktopped, landscaped and fenced with cyclone fencing. Floodlights are spotted thru the park to light both the ride area and parking lots. In addition, the three entrances to the latter are lighted with high-way mercury lights.

Lou Barber, who has the Scooter on Hennies Shows, has been helping Hennies prepare for the opening but will leave soon to join the carnival for its opener. Joe Scholibo, veteran of outdoor show biz, is handling publicity and advertising for the opening, and has scored several tie-in radio and newspaper breaks with local business firms.

A preview showing for the press and radio is skedded for April 14, and members of Elks Lodge 151 of Houston also have been invited to bring their youngsters.

Recent visitors here included B. S. Gerety, Jack Ruback, C. A. Vernon, Joe Murphy and Lou Klatzko.

DANCERS

Of All Kinds—Character, Exotic and Strippers. Girls who were with me last season will be glad to hear from you. We open here April 19th with W. G. Wade Shows. Address me General Delivery, Springfield, Ohio.

RAY MARSH BRYDON

American Eagle Shows WANT

Man and Wife To Handle Neatly Framed Snake Show. Everything Built Except Pit. New Banners and Top. Will Book a few more Stock Concessions. Will Book. Buy or Lease #5 Wheel or Octopus. Address

DANNY ARNETT, MGR.
AS PER ROUTE

Electrician Handyman WANTED

Experienced Carnival Electrician and Handyman. Must have Tools for carpenter repair work on booths. Can also use flag and crepe paper Decorator. Write

SOUTH JERSEY STATE FAIR
Box 268 Camden, New Jersey

Opening Chicago Lots

May 1, then long season south with 11 Fairs and 5 Celebrations. Want Ride Help of all kinds. Foremen for new Eli #5, new Octopus and Merry-Go-Round; must drive semi. If you drink, don't answer. Want Night Watchmen who live on lot. Can place few Concessions and P.C. Dealers. Johnny Green, contact. Reply

JOHN HANSEN
6448 Milwaukee Ave. Chicago, Ill.
Phone: RO 3-9691

FOR SALE

1947 Int. 12,000 M.L. Aluminum Display Van. Insulated, AC-DC wiring. Can be used for many purposes. Well arranged cabinets allow for living quarters. Replacement cost \$6,000. Our price, \$3,500. Write

WHITEHOUSE MUSIC CO.
Princeton, Illinois

WANTED

Acts suitable for free attractions July 11-14

Stanley Mayer, Secy.
Lyons Community Activities, Inc.
Clinton, Iowa

FOR SALE

40-ft. 3-abreast 36-horse Allan Herschell Merry-Go-Round, double playing Wurster organ, Model A Ford power unit, horses newly painted; 24 or 36-seat Travers Merry Mix-Up, Willys Jeep power unit, and Kiddie Airplane Ride, all in good condition, ready to operate. Contact H. JOHNSON, c/o O. R. Jenkins, Box 1130, Route 52, Chesapeake, Ohio.

WANT

Freaks, Novelty Acts, Talkers. Long season. On my own, sure pay. Beatrice Griffin, Bill Eco Colman, Walter Nagel, Tex Truman, wire me.

MARIE LE DOUX

West Coast Shows
Visalia, Calif., April 9 to 15

FOR SALE

Five Girl Show Banners, used one week indoors. Four 8x10 Pictorials and one 4x12 Entrance Banner. Price \$100 for all. Half deposit, balance C.O.D.

F. W. MILLER
Tropical Tourist Court, New Orleans, La.

WANTED

Man and Wife to take complete charge of Cookhouse. Must know how and cater to Show People. All replies to

H. B. ROSEN
Maryville, Tenn., This Week; Greenville, Tenn., to Follow.

WANT

A few more legitimate Concessions—Strips, Bumper, Cork Lens and Short Range, Slum Blower, Bowling Alley, or what have you? Small, clean Grab for the season.

BURKHART SHOWS & AMUSEMENTS
Hoxie, Ark., this week; Pochontas, Ark., next; then Missouri.

LOU PEASE

Wants Girls for permanent Girl Show near army camp. High pay, free room and board. Dotty, Irene, Gadget, Mary or any others who have worked for me before, contact Much money here.

Wire Me
Care ALABAMA AMUSEMENT PARK
Ozark, Ala., or write to Daleville, Ala.

Major Obstacles Failed To Halt Budding Career

Continued from page 50

lar, Russell Jones, an executive of the East Stroudsburg (Pa.) National Bank, was possibly the most important since he was in a position to sanction loans. Jones figured in Floyd's initial success when he advanced a loan without collateral so that the first two trucks used to form the nucleus of the Penn Premier Shows could be purchased. His help was equally important after the disastrous winter quarters fire. By then, however, Lloyd had documented his business ability and it is safe to assume that he was regarded as a much better financial risk than when he sought his first loan.

Lloyd was always interested in show business from the time he was a boy, and haunted the stage entrances of theaters in Stroudsburg. For a time he followed his father's footsteps by becoming a dyer in ribbon mills after foiling family efforts to have him attend college. As a member of the Elks he took part in many fund-raising campaigns. In 1935 when he was Leading Knight and faced with the necessity of raising money for charitable purposes, he brought in Frank West's carnival, Fizzie Brown and Sam Lawrence were members of that organization at the time.

Operated Concession

The engagement was successful and the show was booked for the following year. Being both observant and ambitious, Lloyd personally participated the following year when he operated a bird cage. At the end of the engagement he had one of Fizzie Brown's tops which became the first piece of show equipment owned by him. Later he contracted with Joe Walsh, of the Harlacker promotion company, for the presentation of a tombola. The following year Lloyd had the concessions and this marked his entry into show business.

While continuing to work in the mills Lloyd booked seven spots which were operated at night. During the winter he worked on his equipment and opened on Decoration Day in East Stroudsburg. The equipment consisted of a front gate, eight office owned concessions and little else. He had no rides, but more important, he had no trucks on which to move the equipment. Oscar Gutman, a friend, suggested that he go to see Jones, and also Lloyd had done no previous business with the bank, he secured the loan.

Rides, Shows Added

Four rides were added on percentage and Tommy Fallon joined with a Girl Show, Mrs. Wilsies with a Side Show and Sol Speight with a minstrel unit. Lloyd did own the top for the latter, which had been purchased from a department store after it had been used for exhibit purposes at a fair. The show featured two free acts and a 5-cent gate.

Business was awful. The gross was not more than \$75 and there was a 25-mile move to make. Lloyd gave one of his workmen his last \$20 to gas up the trucks. This the lad did, but he absconded with the change which had been counted on as eating money. Lloyd was too proud to ask anyone for money to eat on with the result that he went hungry from Saturday to late Monday night when a good opening day gross made it possible for him and his staff to indulge in steak dinners. The week turned out all right and Lloyd was able to meet a \$250 guarantee.

Dates were limited to a 50-mile radius of home since, as Lloyd recalls, he didn't want to get lost. The territory was in the hard coal regions and rough. Lloyd went back to work in the mills at the close of the season and spent his nights and week-ends preparing the equipment for the following season.

Thruout the winter Lloyd ran sizable ads in *The Billboard* with the result that the Penn Premier title became familiar to many showfolks. His second season was good and for the first time he failed to return to the mills. Still the bank roll was short and Lloyd did his own booking. Bob Kloesses, a friend and gas station operator, filled his tank on credit and Lloyd usually took a box of sandwiches to last him on booking trips. Kloesses also prospered and today owns a profitable bar and grill in the resort section, Lloyd happily reports.

The following spring the show premed with five rides and four

shows and as Lloyd became seasoned in the business he extended his territory to include a 150-mile radius from his home. In 1941 Lloyd splurged by adding the Great Wilno, an expensive cannon act. Cookhouse analysts predicted he would go broke, but the act built crowds and privilege costs soared accordingly.

Russ Jones again made working capital available and the show headed south to play fairs for the first time. Altho Benny Weiss had it rough with his bingo, Bucky Allen later joined and garnered good business as the economic situation improved generally. Business was good, but Lloyd headed for the Marines and service in the South Pacific.

Postwar Prosperity

More ads in *The Billboard* followed his discharge from the service and the Penn Premier unit was launched in 1946 with eight rides and five shows. Business was excellent and the show was expanded. In 1949 Lloyd had 32 practically new truck and tractor units, 12 rides and 9 shows. Lloyd built a new home in Sanford, N. C., and established winter quarters there.

It was in December while on a booking trip with Lew (Blinkey) Bernstein that he learned that the entire show had gone up in smoke. Jones again came to the rescue and showfolks thruout the country offered aid. Lloyd gives his wife a big share of the credit for rebuilding the show in 13 weeks. Fairs contracted for the 1950 season believed in Lloyd's promise that he would fulfill his part of all contracts and this he did.

The show garnered a pretty good season last year after a slow start. The outlook for the future is bright, barring other catastrophes. Lloyd feels that he has had his share of bad luck.

Lloyd is a past Exalted Ruler of the Elks and a member of the Eagles, Moose, Masons, Shrine, American Legion, Veterans of Foreign Wars and the Marine Corps League. Both he and his wife, May, are active members of the Greater Showmen's Club.

Eastern Lists 1951 Staffers

LITCHFIELD, Me., April 7.—With the shows' route about complete, Mr. and Mrs. Martin Earl and Mr. and Mrs. C. R. Ross, joint owners of Eastern Amusement Company, are in local quarters, where preparations for the season are under way.

Earl is listed as general manager, with Ross as business manager. Phil Deraps, electrician, arrived Monday (2), and Robert Tuttle is expected from Florida soon to operate an office-owned shooting gallery. Robert Lowberg will be back for his eighth straight year. Ride help is being taken on.

Concession line-up will include Mr. and Mrs. Scotty Logan; Mr. and Mrs. Lester Merrill, cookhouse; Mr. and Mrs. Williams, and Paul Hogan, who have beano and two stock concessions. Sandra Lee Perry again will head the *Streets of Paris*. Brenda Perry and Nancy Walczewski also will be back. Mr. and Mrs. Larry Tomenendale are expected about April 15 from Chicago.

Great Zenith Skeds Units

PROVIDENCE, April 7.—Emma Vancellette will go out this season with Great Zenith Shows, bringing her Jungeland and Girl shows. Speedy Long, Motordrome, also has been contracted.

Concessions on the org will include Mr. Blith, bingo; Phillip Ray (3); Tommy Patty, pin store and six cat; Frank Allen, business manager and president of the show, and ball game, count store, balloon pitch; Slim Berry, two stores, wheel and ball game; Hebit, pea pool, mouse game, big six and candy floss; William G. Matthews, popcorn, and Jack Latkowski, penny pitch, French fries, photos and three other concessions.

All dates have been set, including early spring bookings. Eddy Grace and a small crew are finishing work at quarters here.

Morris Hannum Shows

FEATURING SENSATIONAL LEO "SUICIDE" SIMON

Open Harrisburg, Pa., April 21-28—Two Big Saturdays First in—Right in Town—20th and Greenwoods Sts.

Can place Rides—Caterpillar, Tilt, Rocket or Whip.

Shows—Mechanical, Illusion or Snake. Have terrific route for Motordrome and Penny Arcade.

Concessions—Legitimate Game Concessions, also Hats, Photos and Jewelry.

Ride Help—Ferris Wheels, Chairplane, Merry-Go-Round and Octopus. Be at Reading Fairgrounds, Reading, Pa., Monday, April 16th. All replies to

MORRIS HANNUM

934 Murdock Road till April 16th; then Penn Harris Hotel, Harrisburg, Pa. Phone Phila., Wissahickon 7-8176.

GEORGE CLYDE SMITH Shows

Opening April 26, Conemaugh, Pennsylvania

Want Ball Games, Fish Pond, Scales, Photo, Cork Cigarette Gallery, Swinger, Glass Pitch, Pitch Tilt U. Win, High Striker, Darts, Hoop-La, Custard. Want Side Show—have complete outfit for same; Snake Show. Want Ferris Wheel Foreman, Chairplane Foreman, Truck and Tractor Drivers, Agents for Hunky Panks. Want Octopus and Tilt. All replies to

George Clyde Smith Shows
P. O. BOX 521, CUMBERLAND, MARYLAND
PHONE 4557-J

FOR SALE—COMPLETE CARNIVAL CONSISTING OF THE FOLLOWING

1 Spillman thirty-two foot Merry-Go-Round with trailer; 1 Eli Ferris Wheel No. 5 with Rack Trailer; 1 Eyerly Roll-o-Plane, 2 Motors, single & 3 phase, Trailer for same; 1 Smith & Smith Chairplane, 24 foot—1 Smith & Smith Kiddie Airplane Ride, 24 foot Trailer carry both rides; 1 14x14 Grab with electric Griddle; 3 14x14 P.C. complete with Laydowns, Big 6, Mutual Wheels and Bird Cage; 5 10x14 Tops and Frames for Stock Wheels including 10 Stock Wheels; 1 10x10 Top and Frame for Popcorn, Candy Apples and Cotton Candy—all equipment for same; 1 12x12 Frame and Top Pan Game complete; 1 24 foot Office Trailer complete with all Office Equipment; 1 20x30 Top for Bingo and complete Tables, Stools and Amplifier; 1000 foot No. 20 rubber covered Cable, Junction Boxes, Lead Wires, Stringers, lots of extra Wire and Sockets and large Main Switch Box; 2 Chevrolet Tractors, 46 and 47, in A-1 condition; 1 '38 Chevrolet Truck, 1 1/2 ton; 1 '41 Chevrolet 1 1/2 ton Truck, A-1 condition; 1 '35 ton and half Ford truck, all in perfect condition with good rubber; all kinds of Tools and Equipment in store house too numerous to mention here.

Northeast Amuse. Co., Box 726, East Longmeadow, Mass.

TED LEWIS SHOW

OPENS AT BRISTOL, PENNSYLVANIA, APRIL 23

Want Ride Help—Foremen on all Rides, top salary. Winter Quarters open now, come on or wire. Shows—Side Show; Leo's Monkey Show, come on; Fun House, Jig Show, Illusion, Unborn, Wild Life. Rides—Will buy, lease or book Tilt, Octopus, Train. For Sale—Five 8x12 Concessions, Tops, Frames, Counters, complete, in good shape, bargain; two Gasoline Ride Motors, make offer. All replies to

TED LEWIS

12-37 ROSEWOOD ST., FAIR LAWN, NEW JERSEY Phone: Fair Lawn 6-2794-W

WANTED

Ferris Wheel and Merry-Go-Round for No. 2 Unit

Percentage, buy or lease.

Can use Hunky Panks of all kinds. One or two Shows with own equipment. Unit opening around Norfolk, Va., May 7.

JOHN KEELER, MODERNISTIC SHOWS

1921 Northwest 79th Street Miami, Florida

AMERICAN BAZAAR

Opening April 9 to 21, Philadelphia, Pa., 62nd & Kingessing Ave.

Want Ferris Wheel Foreman, Flyoplane Foreman and Second Men on all Rides. Top salaries paid. Want Agents for Hunky Panks, Ball Games, Stock Wheels; Man and Wife for Custard and Photo Gallery, P.C. Agents and Bingo Counter Man. Will book Scales and Age, Jewelry, Lead Gallery and Hunky Panks.

Contact GEO. H. HARMS or BEN PAUL

FOR SALE 2 ELECTRO FREEZE CUSTARD MACHINES

1 MOUNTED ON 1 1/2 TON REO TRUCK \$5,500
1 MOUNTED ON 1 1/2 TON CHEVROLET TRUCK 5,000
Both Trucks have low mileage. Custard Bodies built by Goldberg of New York City. Both are late model machines with extra equipment. Ready to operate. Can book 1 on railroad show with major route of fairs.

BOB PARKER or CARL HANSON
5975 N. E. 2nd Ave., Miami, Fla. (Phone: 781886 before 5:00 p.m.)

ROBERTSON & CALER AMUSEMENTS

Want for six weeks on city lots in heart of boom city, Macon, Georgia, under good sponsor, starting April 16.

Hanky Panks of all kinds, limit two of a kind; Diggers, Custard, French Fries, Sit-Down Grab or Cook House, American Mitt Camp, Novelities, Pennants, Hats, Cotton Candy, Candy Apples Photos, Hi-Striker, Derby, Agents for Hunky Panks and P.C. and other usual Show People. No boozers or chasers. We carry no flaties, Girl Show or gypsies. Harry Clark and Chas. Bate, contact.

ROBERTSON & CALER AMUSEMENTS
Jeffersonville, Ga., this week, Macon, Ga., General Delivery, next week.

OPENING APRIL 20

Long Season in and Around Philadelphia

Want Shows, no Girls. Legitimate Concessions of all kinds. Opening for Bingo.

All Apply:

SAM TASSELL SHOWS

5839 WALNUT STREET, PHILADELPHIA, PA. Phone: GRanite 2-5852

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

CETLIN & WILSON SHOWS

Opening, Saturday, April 28, Petersburg, Va.

CAN PLACE—Dark Ride, Little Dipper, Illusion Show, Fat Show, Midget Show or any ride or show that don't conflict with what we have. Will furnish wagons for same. Can place workmen in all departments.

WANT—Man with some knowledge of same to handle Sky Lights and Towers.

Can place first class Billposter with own truck.

W. R. FRITTS contact us immediately. All Hanky Panks open. No Exclusives.

All Address

CETLIN & WILSON SHOWS
Winter Quarters, Petersburg, Va.

O. C. BUCK SHOWS

Opening April 19, Troy, New York

Can place General Ride Help who can drive semis. Lady and Men Drome Riders wanted. Whitey Sutton can use Working Acts and Feature for Side Show.

For South Jersey State Fair — May 24-June 2.
10 BIG DAYS AND NIGHTS

Can place legitimate Merchandise Concessions of all kinds.

All Address:

O. C. BUCK
Winter Quarters: Troy, New York

PECK AMUSEMENTS

WANT

WANT

This week Union, Miss., with 3 more choice spots in Mississippi to follow . . . then breaking the jump to Northern Indiana and Illinois for Fairs and Street Celebrations, then back to Mississippi for the cream of the cotton this fall. CONCESSIONS—Will book Photo, Short and Long Range Gallery, Dart Balloon, Fish Pond, Cork Gallery, Hoop-La, Glass Pitch, and other Hanky Panks working for stock—NO GYPSIES. SHOWS—Book any money getting Show except Monkey, no Girl Shows. RIDES—Need Ferris Wheel Foreman, also Comet Foreman. All replies to

C. S. PECK

Union, Miss., this week; Starkville, Miss., next week.

ATTENTION, CONCESSIONERS



The New Track Roulette

Are you looking for something new? A real money maker. Here it is. The one and only TRACK ROULETTE. It's new and different. The only one of its kind on the market. Three games in one. For full particulars write

I. GOODMAN 1908 Delaware Ave., Norwood 12, Ohio Tel.: JE 6867

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

Opening Thursday, April 19—Kokomo, Indiana

Lot Open Now—Show will move on lot Monday, 16th. Due to misrepresentation, have complete outfit for Monkey or Animal Show or will book with own outfit. HAVE EXCELLENT PROPOSITION FOR SMALL CIRCUS. CONCESSIONS: Have a few more Legitimate Stock Stores Open. RIDE HELP: Can place Merry-Go-Round and Roll-o-Plane Foremen; must drive and have license. Top wages. Can place one or two MAJOR RIDES not conflicting.

TOM L. BAKER

2156 UNION STREET

INDIANAPOLIS, IND.

GLADSTONE EXPOSITION SHOWS

WANT

WANT

WANT

CONCESSIONS—String, Bumper, Basket Ball, Milk Bottle, Short Range, Coca-Cola, Jewelry, Photo, Nickel Pitch, Fish Bowl, Duck Pond. All Hanky Panks open. Six Cats, Buckets, Custard, Pop Corn, Apples, Floss, Rat Game, Pan and other Percentage open. RIDE HELP—Foreman on Comet and Wheel, Second Men on other Rides. If you don't drink, come on. RIDES—Can use two more for our 17 Fairs. SHOWS—Shows with own equipment. Ten-in-One, Snake, Monkey, Illusion, Wild Life, etc. Want to buy two 20 by 30 Tops and Side Wall. Marlon, Ky., this week; Dawson Springs next week. FORREST O. POOLE, MGR.—JACK OLIVER, GEN. AGENT

WANTED

WANTED

WANTED

BIG FOUR AMUSEMENT

Concessions that work for stock. 2 Shows—Wild Life, Mechanical Show; Fun House. Ride Help for all Rides, must drive semi. Opening April 20th-28th.

DU QUAIN, ILLINOIS, CITY PARK

135 N. 21st Ave.

Phone: 3751

Melrose Park, Illinois

Midway Confab

Louis Pasteur, Snake Show operator, was a New York visitor Tuesday (3), after closing a lecture date in Woonsocket, R. I. He reports that he will have his show, featuring an 80-foot panel front, with a Gooding unit this season.

Leo Lippa, retired carnival owner, has returned to his Detroit home following a major operation. He infers that the doctors are hopeful they will be able to save his remaining leg. . . . Recent visitors at the Down River Shows' quarters in River Rouge, Mich., included Myron Colegrove, Freda and Benny Merritt, Jim (Father) Flannigan, Opal and Smithie Frazer, Harold Van Housen, Walter and Mark King, Mr. and Mrs. Charles Hansen and Bob Diamond. During Gem City Shows' recent engagement at Mobile, Ala., Chester Taylor, Louis G. King and Walter B. Fox got together in a downtown hotel lobby to cut up jackpots. It was the first time the three had met in several years.

Al Wagner has announced that his Cavalcade of Amusements will open in Mobile, Ala., for a 16-day engagement, starting April 7. A new lot on Highway 90 South and across the street from the Farmer's Market, will be broken in for the debut. Among staff members who have arrived for the opening are Tom Sharkey and Joe Pearl. The latter is org's mailman and The Billboard sales agent.

Ernestine (Sis) Dyer has opened her palmistry stand in the arcade operated by Hort Campbell in San Diego, Calif. She recently had her stand on the Crafts' Shows midway at the National Orange Show in San Bernardino, Calif.

George and Bernice Peterson have booked their concessions with the Tip Top Shows and plan to open June 1 in Wisconsin for a string of fairs and celebrations. . . . H. F. Moody, of Fort Worth, reports he is laid up with tuberculosis at 3800 Colfax Avenue, Denver, and would like to hear from friends. . . . Philip C. Gurney, yet concessionaire and for the past four years superintendent of concessions at Cummington (Mass.) Fair, has purchased land directly opposite the fairgrounds gate for use as a parking lot.

Robert Morrison, Andrew Schlesinger and Clarence Frazier have returned to Detroit from a Florida vacation. . . . Jack Zeman planed from Detroit to Oklahoma recently to attend the wedding of his son. . . . Claire Sopenar, who is on a New York vacation after spending several days in Providence, R. I., will return to Chicago in time to attend the birthday party to be held there by Caravans, Inc. . . . Pvt. Jimmy Lambert, former carnival trouper, visited Smith Bros.' and Rainbow shows in Lawton, Okla. Lambert, who is with the 546th Military Police Company, Fort Sill, Okla., leaves soon for the Military Police School at Gordon, Ga.

Bert and Bill Backstein will present their Midget Wild Animal Circus Menagerie at celebration and park dates this season. The past two years the unit was with Tivoli Exposition and Taylor shows. Bert says that the new Monkeydrome is nearing completion. The Backsteins also carry a Merry-Go-Round and two kiddie rides. Frank Myers is general superintendent.

Lula Drew reports that the James H. Drew Shows have been contracted to provide the midway at Wood County Fair, Parkers-

burg, W. Va., this year. Recent visitors to the shows' Dunbar, W. Va., quarters included Mr. and Mrs. Heck Hester and their daughter, Mary Ann. . . . Bill Harris, former general manager of Royal Midwest Shows and son of Owner Roxie Harris, visited org's Chillicothe, O., quarters prior to reporting to Camp Kilmer, N. J., from which point he will ship to Germany. Bill is with an army engineer corps. While on a recent trip to Indiana, Roxie visited Paul Drago, owner-manager of Drago Amusements, in Kokomo.

Hot Springs Notes: Mr. and Mrs. J. W. (Patty) Conklin and their son are taking in the races, baths and activities at the showmen's club. . . . Lew Barber, who has the Scooter on the Hennies' Shows, spent a recent week-end here but headed back to Houston to help Harry and Alice Hennies prep their new kid park. . . . Mr. and Mrs. Lou Keller will leave soon for Chicago. . . . Mr. and Mrs. Al Kunz returned from an Easter visit in LaCrosse, Wis., and are readying the Hennies front office. . . . Mr. and Mrs. Johnny Adams and Bill Naylor were dinner guests of Mr. and Mrs. L. E. Beard at their home here. Adams, one of the country's top jockeys, left shortly after for Churchill Downs, Louisville. . . . Red Rogers and Pete Berryman, vet talkers, arrived here to handle the front on the Hennies' Girl and Water shows. . . . J. C. McCaffery spent several days recently at Hennies' winter quarters and then left for Miami.

Bud Davis, owner, and F. Cooper, designer of a new Roller Coaster, were recent Hot Springs arrivals from Florida, where they report the ride did big business this winter. Device will be on the Hennies' Shows this season.

Associated Press wire story of Sally Rand being rejected for the role of Lady Godiva in Coventry, England, got a heavy play in Western Canada where la Rand is well known because of her tour with Royal American Shows. Nearly every paper gave the story front-page play with a two-column or larger head.

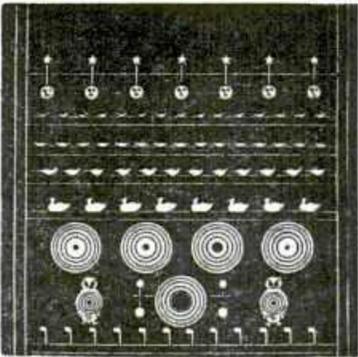
Emory Kelley, Mobile, Ala., concessionaire, left for Mississippi recently to open with Peck Amusement Company, where he will operate six concessions. . . . Thomas Holley, Alabama license inspector during the Folsom administration, is promoting stock car races at a new track on Highway 90 South.

The Toney Martone Shows were skedded to open Friday (6) at Kansas City, Kan., and move from there to the Missouri side the following week. George Carpenter signed with his photo gallery, Captain Hugo with a string of concessions and R. Hale with several rides.

J. P. Bolt, owner of Royal Exposition Shows, provided the attractions and rides at the opening of Funland Park, Key West, Fla., Monday (2). . . . While vacationing in Mexico recently, Jimmie Hilyard purchased a guitar and a Spanish wardrobe for his South of the Border act. . . . Prof. J. W. Blair concluded a successful winter engagement at the Moose Club, Columbus, O., Saturday night (7). During his stand there he also appeared on a video shot over WLW-C. Blair left Columbus Sunday (8) to take over the inside of the Side Show on Thomas Joyland Shows, which open their season in Williamson, W. Va.

Bernard Arent, of Bernard & Berry Shows, returned to Toronto recently from a Florida vacation, spent doctoring an infected ear.

EVANS' LONG RANGE SHOOTING GALLERIES



NOW AVAILABLE!
Genuine Malleable Iron Targets and Parts for Long Range Lead Galleries.

Send for **FREE CATALOG** of Gallery Equipment, also Wheels and Midway Games of all kinds. Write today.

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24" - 30"
36" - 42"
ALL BALL BEARING

IMMEDIATE DELIVERY
BIG 6 WHEEL
SEND FOR CATALOG!
MORRIS MANDELL, Inc.
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PLACE YOUR ORDER NOW
TO AVOID DISAPPOINTMENT DUE TO THE SHORTAGE OF FABRIC AVAILABLE FOR TENT CONSTRUCTION.
Bernie Mendelson—Charles Driver



AGENTS WANTED

For Hanky Panks and Truck Drivers. The following get in touch with me: Paul Scott, Blackie Osborn, Curly Carter and any who have worked for me before. Opening last week of April in Illinois.

BUCK WEAVER
3813 N. Wilton Ave., Chicago, Ill., until April 15th; after that date c/o Shady Rest Tourist Park, Route 4, Martinsville, Ill.

ANIMAL ACT WANTED

Want Small Circus or Animal Show that can put on a GOOD Front Gate Act. FREE PRIVILEGE for SHOW. Opening April 19, Kokomo, Indiana.

Baker United Shows
2156 Union St. Indianapolis, Ind.



SHRUNKEN HEADS, LONG HAIR LIKE PHOTO. PREPAID \$12.00. Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby, many others. Write for Latest Circular Showing Photos and Prices. **TATE'S CURIOSITY SHOP**
3858 E. Van Buren St. Phoenix, Arizona

WANT CARNIVAL

Spring or Summer, 1951. Andrew Johnson Post 1990, Veterans of Foreign Wars.
JAMES N. HARDIN
Commander
Greenville, Tenn.

CARNIVAL, CIRCUS or PARK SECRETARY

Available. Familiar with daily routine duties and tax reports. Reference. Address: Box D-498, Care Billboard, Cincinnati 22, Ohio.

IMPORTANT

Need Freaks to feature. Can also use Novelty Acts, Dwarfs or Midgets, etc. 20 weeks work in 1 spot. Paid rain or shine. Can also use Show Girls for Girl Revue.

FRED SINDELL

3819 Oceanic Ave.

ESplanade 2-8714

Brooklyn, N. Y.

STAR AMUSEMENT CO.

Wants Grab or small Cookhouse, Ball Games, Photos, Stock Concessions of all kinds. Fun House, Shows of merit. No gypsies or racket. Ray Wheelock wants Athletic talent, capable Man for front; Freddie Steel, Donnie Glover, get in touch. Committees in North Arkansas, Southern Missouri, I have couple dates. Show opens April 14 at Bradford, Ark.; also have Judsonia for strawberries, we never miss here
Wire Judsonia, Ark., till April 12; then Bradford.

B. E. MILLER, Mgr.

Crafts Inks Tracy, Calif., Celebration

TRACY, Calif., April 7.—Crafts 20 Big Shows have been signed to play the Pumping Plant Celebration here August 3-5. Contract was signed with W. Lee Brandon, shows' general agent.

Also bidding for the pact were Superior Shows of Castro Valley, represented by J. W. Gilman, agent.

The event, directed by Art Craner, will mark the opening of the pumping station, constructed at a cost of \$500,000,000. A project of the Federal Bureau of Reclamation, the celebration will be attended by Secretary of the Interior Chapman and President Truman has indicated that he may be present.

Down River Bows At River Rouge; Sets Detroit Tour

RIVER ROUGE, Mich., April 7.—Down River Shows are skedded to tee off their season here today on the traditional break-in lot near quarters and will remain in the Detroit area all season, Severin Hilo, owner-manager, announced.

Bill Postelwaitte, general agent, is still lining up dates in the area. Org's equipment has been whipped into shape for the opening. Diesel and light plants were overhauled under the direction of Jerry Frost, of the Michigan Tractor & Machinery Company.

Ride line-up has been increased by purchase of a new Kiddie Train and Boat Ride by Betty Postelwaitte. Frank Cass overhauled the Ferris Wheel while trucks and other equipment was repainted by Pat McFisby Mark Williams is skedded to open with his Side Show. Walt Fisher will again handle the mail and serve as *The Billboard* agent.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 7.—Annual visitation program was due to start with the James E. Strates Shows in Washington, but instead will remain in this general area during the balance of April. Will visit Detroit area shows in early May.

Membership certificates for 1951 have been sent to members in good standing. We have on file here a complete list of government releases on regulations governing construction and the use of iron, steel, copper and aluminum.

Name Swalm Strato-Gun Sales Rep

SAN DIEGO, April 7.—Sale of the Strato-Gun, the air cannon manufactured by Junkin Manufacturing Company, Los Angeles, will be handled by the Strato-Gun Sales Company, Cal Swalm, head sales representative, announced.

Swalm, who formerly headed the Bazuka Sales Company, said that the manufacturing firm has a sizable stockpile of materials on hand for the gun. He estimated that the inventory and material supply placed his firm in a position to offer 300 or more guns.

Strato-Gun Sales is handling the national territory.

State Fair Shows Open Tour May 1 At Colby, Kan.

ARANSAS PASS, Tex., April 7.—The State Fair Shows will open their season May 1 at the Western Kansas Tractor Show, Colby, with a '51 route that will also take the org into Nebraska, Colorado, Oklahoma, Texas and New Mexico, Jack Edwards, general representative, announced.

Shows will also play the July 4 celebration at Longmont, Colo. Delivery was taken on three rides and three show tops from the All-American Midway Shows. The State Fair org will open the season with 10 rides, 6 shows and 30 concessions, Edwards said.

Owner C. A. Goree has purchased a new home near Fort Worth, and will establish permanent quarters there. Work has started at the present Eads, Colo., winter base.

Page Bros. Sets April 14 Bow at Springfield, Tenn.

SPRINGFIELD, Tenn., April 7.—Page Bros.' Shows will open its '51 season here at its winter base Saturday (14) with 10 rides and 6 shows, including a three-ring circus, W. E. (Shotgun) Page, owner, announced.

The circus will feature two aerial acts, elephants, lions, dogs and ponies and will be held under a big top. Recent additions to the route include fairs at Haleyville, Ala., and Savannah, Tenn.

Org's staff for the opening, in addition to Page, will include Short Barrel Bloome, manager; Mrs. W. E. Page, secretary-treasurer; J. T. Snodgrass, general agent; V. L. Peach, superintendent; Bud Eckles, public relations; A. D. (Doc) Mansfield, press, and Howard Pearsey, concession manager.

Recent visitors at quarters here included Heavey Caldwell, Mr. and Mrs. Jimmie Shipman, John Denton, Bill Walker, Mrs. E. V. Reading, Mr. and Mrs. Larry Burns, Bob Overstreet, C. C. Leasure and Joe Goodman.

Va. Greater Sets Staff

SUFFOLK, Va., April 7.—General Manager Rocco Masucci this week announced the 1951 staff of the Virginia Greater Shows. Mrs. Masucci will serve as secretary-treasurer, W. C. (Bill) Murray, general agent; Arthur Gibson, chief electrician, and Sam (Sheriff) Mitchell, boss canvasman and superintendent of the front gate.

All equipment is in the air for a final inspection prior to the show's opening here next week.

J. T. Tinsley Open in Cold

ROME, Ga., April 7.—Johnny T. Tinsley Shows opened here this week to cold weather for the first half of the run. Rides and rolling stock are in top shape and quarters crew painted the entire line-up. Tommy Thompson has the route completed and plans to spend most of his time back on the shows.

Staff includes Johnny T. Tinsley, owner; Mayo Tinsley, treasurer; Tommy Thompson, manager; William R. Hicks, business manager; E. H. Smith, secretary; Kenneth Richie, superintendent; Ben Cheek, lot man; Tex Fetta, electrician; Red Basil, towers, and Sam Fisher, front gate.

Rides

Merry-Go-Round, Russell Lloyd, foreman; Jim Edwards, Ed Samuels, Caterpillar, Capt. Bert Carr, fire-eater; Clifford Barr, James Dillon and Ray Mitchell, Rolloplane, Russell Law, foreman; Bill Wilhelm, Fly-o-Plane, Carl Morris, foreman; Frank Hall, Joe Sadler and Tim Metee, Ferris Wheels, Frank Russell, foreman; Sidney Holloway, James Steel and Harry Fisher, Kiddieland, Joe Arp, foreman; Winston Moore and Jerry Cahill.

Shows

Side Show, Art Converse, manager; Mel Burkhardt, smee; snakes, Midget Mickey; magic, Bert Carr; fire-eater, Chief Ho-Bo; rag picture, Joyce Dunn; shrunken heads, Uluale Tuvalu; Buddha, Uluale Tuvalu; anatomical wonder, Mel Burkhardt; sword box, Mary Green; smallest grandfather, Chief Zambesi; sword dancer, Chief Samosa; sword swallower, Capt. Nelson; tattooed man, Captain Nelson; big snakes, Naomi Hewitt; Bill Jones, tickets, Rollo-Whirl, J. P. Howley, Sam Tass, tickets, Fat Show, Texas Dolly; Mary Lloyd, tickets, Punhouse, Blackie Davis; Ed Rawls, assistant, Hollywood Monkey Show, Miriam Winslow, trainer; Pop Akers, front; Sam David, tickets, Mechanical City, C. M. (Red) Miller; Mrs. Miller, tickets, Motordrome, Speedy Wickersham, manager; Doris Mays, Jimmy Tolliver and Sid Stocum, riders; Jess Crawford and W. N. Tate, tickets.

Concessions

Cookhouse, Kalensky and Young, owners; Saul Berger, griddle; Ethel Pope and Grace Burk, waitresses, John Scott, Jack Allen, Mayo Tinsley, Odell McCowan, Tonie Bishop, L. C. Scott, Roy Loller, Linda Shlyner, Bill Goodall, Smedley Brooks, agents; blingo, Dave Fineman, manager; Dave Hallock, Bill Winter and Fred Casteel, counters; Mary Horton, checker, Shooting gallery, Walter Cooper; popcorn, Mr. and Mrs. Joe Tuller; scales, Mr. and Mrs. Curly Cowart; Joe Sparks, H. D. Donovan, Mr. and Mrs. Glen Gattis, Mr. and Mrs. Woodrow Mosely, Charles Burdick, E. V. Harrison, Jimmy Wilson, Charles Severance, Robell Johnson, Paul Gattis and Vivian Johnson, agents. Jewelry, Mrs. J. P. Howley; candy floss, Ed Stollman; Jerry Dondineau, John Watts, Dan (Irish) McCarthy and Sam Small, agents; Sam Favor, Glen Favor and Jack Morris, agents, Diggers, E. H. Hawkins, Bill Weakley, agents, Penny pitch, Blackie Davis; Wilbur Curtis, agent, Jack Riggin, Elvin Swann, agents, Snow balls, Lucy Scott.

Weather Nicks W&M Take

AUGUSTA, Ga., April 7.—Slated to make a nine-day stand here starting Thursday, March 29, the season's bow for Wallace & Murray Shows was delayed by heavy rains the first day, while cold weather kept attendance down Friday. All hands garnered a fair share of business Saturday.

Shows opened with seven rides and five shows, with more expected to be added at a Kings Mountain, N. C., date, starting Monday (9). Fearless Stars, three-person high pole and trapeze act, will be featured at that stand. While awaiting the arrival of the regular secretary, Harry E. Wilson is handling office duties.

Concession line-up for the opener included Cliff O'Steen, temptations; Rex Allen, hula-hut; Jack Osborne, boxing gorilla and educated apes; Johnny Reddick, Negro revue; Eddie Dunbar, Life Show; George Rhinehart, cookhouse; Charlie Gross (3); Bruce Roberson, six cat; Ralph Roberson, radios; Bennie Keilman, fuzzy bears; Sam Glickman, clocks; Harry Berger, toys; French Tye, variety store; J. R. Beaver States, Izzy Brodsky, colors; Walter Bush, bingo; Nick Thomas, watch wheel; L. W. Whitson, slum bowling alley; Morris Friedenheim, grocery wheel and watch wheel; Mrs. Maggie Murphy, ball game; Lloyd Porter, photos; Freddie Reineke, popcorn and apples; Abie Stein, cigarette wheel; Peggy Wilson, beat the dealer, J. Brown, shoot-til-u-win; George Dunbar, clothes pin; two penny pitches; Frieda Gloth, cork gallery and two penny pitches and Phyllis Gloth, hoop-la.

Bill Wheatley joined here with diggers, and Harry Basil will replace George Rhinehart with a 20 by 30 cookhouse. Rhinehart was booked only for this date.

ROYAL DUKE SHOWS

Lynchburg, Virginia, April 16 to 21, Inclusive
With two more in Virginia, then best dates in West Virginia. Billy Breeze is general agent of show and is now in West Virginia.

Can place set of Kiddie Rides or book any single Kid Ride. Shows—Place Snake Show, Side Show, Wild Life, Fun House, any Show with own transportation. Concessions—Can place French Fries, Custard, set Rotaries or Diggers, Palmistry, Age, Scale, Arcade, Ball Games, Water Games, any and all Hunky Panks at live and let live price, \$20.00 week. Help—Useful Carnival People, Dancing Girls, Razzle and Skillo Agents, Ride Men, Semi Drivers. All wire

BILL PORTER
SOUTH BOSTON, VIRGINIA, THIS WEEK

RAYNELL WANTS GIRLS

LAST CALL

For 2 Big Shows—Rehearsals Start April 18

"HI FRENCHIE" and "THE CHINA LADY"

Cute Singing Girl for French Revue, also good Singing M.C. Chorus Girls and Parade Girls for both Shows. Solid show-stopping Acts for "Hi Frenchie." All send photos. All those contracted contact me at once. Amy Fong, Bob Winkler, Lois Young, Margo, Princess LaHome, write.

RAYNELL, c/o CETLIN & WILSON SHOWS, PETERSBURG, VA.
P.S.: All my crews write for instructions. Can always use good, sober Men.

WANTED WANTED WANTED

For Tullahoma, Tenn., all this week, with two more choice dates in Tennessee; then Hopkinsville, Ky., for army pay day.

Want Fish Pond, Pitch-Till-You-Win, Cigarette Shooting Gallery, Hi-Striker and Hunky Panks of all kinds. Privilege right. Will book Snake Show, Mechanical Show, also first-class Jig Show. WILL BOOK COOKHOUSE THAT CATERES TO SHOW PEOPLE. Privilege right. Want Agents for Razzle, Roll Down, Skillo, Wheels and Outside Help. Will book one Concession to work in Girl Show. H. G. McAllister wants Girls for Girl Show. Top salary. All mail and wires to

JOHN REED, KING HOTEL, TULLAHOMA, TENN.

JACKSON SHOWS

MILLEDGEVILLE, GA., APRIL 9-17

Help—Want Foremen for Tilt and Rolloplane, Second Men for Wheel and Kid Ride. Top wages, no holdback or meal ticket. Pay every week. No drunks or agitators wanted. Semi drivers given preference. Shows—Can place Ten-in-One, Girl Show, Snake, Arcade, Fun House and Motordrome. Concessions—Age and Scales, Snow Ball, Floss, Custard, Bumper, Coke Bottle, Photo, Ball Game, String Game, Hoop-La, Basketball, Novelties, Short Range Gallery, Jewelry; also a few more choice concessions. Rudy Rivers and Johnnie Conway want Agents. White Pelly wants Skillo and Count Store Agents. Mitchell, advance agent, if at liberty contact Pelly.

Address all mail and wires to R. M. JACKSON.
P.S.: This show playing Eastern States.

SOUTHERN VALLEY SHOWS

WANT FOR "HOLIDAY IN DIXIE JUBILEE"

Statewide publicity, bands, floats, street dances, free acts, fireworks, pageants. Largest event in the South. 10 BIG DAYS, DOWNTOWN. Soldiers' pay day at Barksdale Field, \$60,000.00. BOSSIER CITY, LA., APRIL 26 THRU MAY 5.

CONCESSIONS OF ALL KINDS—SHOWS WITH OWN OUTFITS. Those joining now given preference, as space on small lot is limited. CHIEF LITTLE WOLF wants Combination Men—Boxers and Wrestlers—for Athletic Stadium. Following Bossier City, then the Big Spring Rodeo and Celebration at Hope, Ark., week of May 7 thru 12; to be followed by the Strawberry Festival in City Park, Bald Knob, Ark.

All Address: **EDDIE MORAN, Mgr., Magnolia, Ark.,** this week; then per route.

BARNEY TASSELL UNIT SHOWS

Can place for defense towns and military camps: Merry-Go-Round or any other Rides not conflicting. Shows of merit. Concessions: Rotary Diggers, Guess-Your-Age and Scales, Long Range, Short Range, Hoop-La, Hi-Striker, Balloon Dart, String Game or any others working for stock only. Wire this week

BARNEY TASSELL **Beaufort, S. C.**

WANTED

FOR ENTIRE SEASON OF CELEBRATIONS AND JUBILEES

Ferris Wheel, Flat Ride, Grab, Photos, Popcorn, Jewelry, Scales, Grind Show, Freak Show, Animal Show, Girl Show, Professor, write. Percentage and Hunky Pank Agents, good proposition. Opening April 30. Contact Sandy Ramanaski, Manager.

BLACK DIAMOND SHOWS
49 N. WALNUT, MT. CARMEL, PA.

HELLER'S ACME SHOWS

Fairfield, N. J., this week; Bergenfield, N. J., next week.

On account of disappointment want Custard, Candy Floss, Popcorn and Candy Apples, Long Range Shooting Gallery, Ball Game and a few choice Wheels open. Fred McKinney, Bob Buffington, answer this ad. Show carries ten office-owned Rides—want help on same; semi drivers preferred. All address:

HARRY HELLER
BOX 6 PHONE: WYCKOFF 4-0333-M CAMPGAW, N. J.

C. A. STEPHENS SHOWS

NEWNAN, GA., THIS WEEK; WINDER FOLLOWS.

WANT

CONCESSIONS—Lead Gallery, Pitch Till You Win, Basket Ball, High Striker, Custard, Jim Fennell wants Pin Store Agent. Jack Renfro needs General Concession Help. SHOWS—Monkey, Baby, Mechanical City, come on. RIDES—Will book any Major Ride not conflicting. Want Foreman for Wheel, Second Men on Tilt; must drive. Want to hear from Agent who has something in Ohio, Indiana or Kentucky, July-August.

Royal Midwest Shows

Opening Wellston, Ohio, Veterans of Foreign Wars Spring Festival, City Park, April 30-May 5.

Want Stock Concessions, Mitt Camp, Girl Show with or without equipment.

ROXIE HARRIS
General Delivery Chillicothe, Ohio

WANT CARNIVAL

For week July 2-7 (incl.)

EXCELLENT PROSPECTS

Free fireworks display, gala event all in one locality. Auspices American Legion Post No. 25. Communicate immediately with

GEORGE F. LUFEL
Box 185, Fort Scott, Kansas

BARKER WANTED

For Photo Novelty. Good salary plus percent. Call

LU 2-5050
(Ext. 1100)
New York, N. Y.

Tivoli Exposition Shows

CAN PLACE A FEW MORE HUNKY PANKS. (No grift on this Show.) ALSO WANT GRIND SHOWS WITH OWN EQUIPMENT. Address:

H. V. PETERSEN, Mgr.
Monticello, Ark., this week; Malvern, Ark., next.

WANTED TATTOO ARTIST

Only one in town

MERRYLAND CASINO
500 Main St. Norfolk, Va.

FOR SALE METRO DERBY RACER

Built and fully equipped in trailer. 22 Units. Price reasonable.

H. BERK
2044 80th St. Brooklyn, N. Y.
BEachview 2-7984

RITTER'S UNITED SHOWS

Opening Glendora, Calif., April 17.

WANT Concessions—Pitch Till You Win, Fish Pond, String Game, Ball Game, Dart Game, Photos or any other Concessions that do not conflict. No Grift—no Mitt Camps. Every week a home town celebration. Contact

Ritter's United Shows
130 So. K St. San Bernardino, Calif.

FOR SALE

Eyerly Super Roll-o-Plane, two motors, single phase and three phase, trailer for same if you want it. Also one Smith & Smith 24 ft. Chairplane. Both rides A-1 condition. Write to

NORTHEAST AMUSEMENT CO.
Box 726 East Longmeadow, Mass.

CAN PLACE ON 7-RIDE SHOW

Playing smoke stacks and 15 Southern Fairs

SKILLO ROLLDOWNS RAZZLE PIN STORE SWINGER SIX CATS

and some Percentage Wire Only:

PAUL TALBOT
Carthage, Miss.

FOR SALE

8-TUB OCTOPUS RIDE. Good condition, good motor. Several extra parts. \$3500.00 without transportation. \$4500.00 with transportation.

WURLITZER MODEL 125 CALLIOLA. Motor driven organ. Good condition. Several extra rolls of music. A BARGAIN AT \$300.00.

SET OF GOOD GIRL SHOW BANNERS. Four 8x10"—One 6x10" Doorway Banner. ALL FOR \$100.00.

Wire or Write **EDDIE MORAN, Mgr.**

Southern Valley Shows
Magnolia, Ark., this week; then per route

Mills Master Frozen Custard Machine

Complete with Mills Master Storage Cabinet holding 40 gallons Custard and 10 gallons Mix. Model 52515, Serial B-3658. Machine is in storage Washington, D. C., and is complete ready to go. Cost over \$2,000. First \$600 takes it.

ROBERT BENNETT
504 Aspen St., N.W., Washington 12, D.C.
Phone: RAndolph 2045

STATE FAIR SHOWS

OPEN MAY 1ST, COLBY, KANS. (Street Celebration)

Want Concessions

Popcorn and Cookhouse. All other Concessions open. SHOWS OF ALL KINDS. RIDE MEN FOR ALL RIDES. Mechanic to start work now. Winterquarters open April 20 in Eads, Colo. FOR SALE: 8-CAR KID RIDE, ORGAN AND BINGO.

Address: **C. A. COREE, AZLE, TEX.** (Phone: 412)

Midway of Mirth Shows

WANT

TILT-A-WHIRL FOREMAN, SECOND MEN ON ALL RIDES. CONCESSIONS: Scales, Fish Pond, Addem-Up Darts, Derby and Hunky Panks. Agent for Swinger. Address: **Madison, Ill.,** this week; **Carlinville, Ill.,** next week.

CONTINENTAL SHOWS

OPENING APRIL 16

RIGHT IN CENTER OF CITY, POUGHKEEPSIE, N. Y. WANT Long Range Gallery, Cig Gallery, Glass Pitch, Custard, Bottle Ball Games, Penny Pitch or any legitimate Concessions. Don't write or wire, come on. Will place anything legitimate except Cookhouse, Floss, Novelties, Bingo, Scales, Short Range, French Fries, Pop Corn, which are booked. Want 2 Girl Shows to join at Poughkeepsie.

ROLAND CHAMPAGNE

3 COURTNEY LANE Phone 36594 LOWELL, MASS.

FOR SALE

Late Model Octopus and Super Rolloplane, both with tractors and trailers. These Rides are newly painted, in excellent condition and ready for operation. Rides, tractors and trailers, \$10,000.00 cash. One large capacity Electro Freeze Custard Machine, mounted in factory built trailer, opens on three sides, \$1,500.00; also Short Range Shooting Gallery, 6 guns, targets, 10 cases of gallery ammunition, ready to operate, nothing to buy, \$1,000.00. Will not sell ammunition separately.

J. L. BURY

162 W. MAIN ST.

ROCKVILLE, CONN.

WANT FOR J & B SHOWS

Can place Rotary, Balloon Darts, Hi-Striker, Penny Pitch, String Game, Coca-Cola, Hoopla and Penny Arcade. Want Shows—Snake, Monkey or any other Show that is clean. The following People, please contact—Willie Brown, Bob Tilton. Can place Man in Popcorn and Apple Stand—must drive truck. Sam Serlin wants Griddle Man. Want Single Free Act for season. J. D. Martin, answer. All replies to

JOHN HAYES, J & B SHOWS

Boydton, Va., this week; Brodnax, Va., next week; Crewe, Va., to follow

GREAT ZENITH SHOWS

LAST CALL LAST CALL LAST CALL

Opening April 16, Providence, R. I., Hopkins Park. Hanky Pank Concessions only. Opening for one Camp with two Hanky Panks. Due to disappointment can use 10-in-1 or 5-in-1 or any Grind Shows. Speedy Long, get in touch at once. Okie Good, Gastone, Billie Boss, have opening for you, call or wire Patty. Will be on lot to give locations April 13. FOR SALE—One Deluxe Roll-o-Plane, also Balloon Racer mounted on trailer.

All replies to 137 Lockwood St., Providence, R. I. Phone Jackson 1-0403.

WANTED

RIDE HELP—AT ONCE

SHOW MOVES ON LOT MONDAY, APRIL 15, OWENSBORO, KY. CAN PLACE FOREMAN AND SECOND MEN ON ALL RIDES, INCLUDING TILT-A-WHIRL. TOP SALARIES AND BONUSES PAID TO QUALIFIED MEN. ALL MUST BE LICENSED SEMI DRIVERS.

C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS

BOX 621

(Phone: 3-5321)

OWENSBORO, KY.

WANTED

NOTICE

Opening April 23rd at Flora, Ill.

CONCESSIONAIRES SHOW OPERATORS RIDE OWNERS

One of the cleanest Shows on the road, carrying no racket or grift, and having a free gate. Will open with a route of proven Still Dates, with 16 Fairs and Celebrations to follow. Will carry 8 Rides. CONCESSIONS of all kinds, one of a kind. SHOWS—Any Show with own equipment (Frenchie, will be looking for you). RIDES—One more Major (prefer Octopus), and Kid Ride. Foreman and Second Men on all Rides. Good salary and treatment. Must drive. Help in all departments.

NOTICE: We have 16 Fairs and Celebrations booked. Thru a typographical error our ad last week mentioned only 6.

NESSLER GREATER SHOWS, SANDOVAL, ILL.

WANTED WANTED WANTED WANTED

AMERICAN BAZAAR

OPENED PHILADELPHIA, PA., APRIL 9

Foremen and Second Men for Rides and General Working Men in all departments. Will book Hanky Panks and Stock Wheels. Also Scales and Age, Jewelry and French Fries. Concession People for Hanky Panks, Photo Gallery, Custard, Grab and Pop Corn with Apples. Anderson and August, contact at once. All contacts to

GEORGE H. HARMS or BEN PAUL, 6108 N. Broad St., Philadelphia, or

Phone Livingston 8-6515. Winterquarters open now.

INTERSTATE SHOWS

WANT

WANT

FOR GREENEVILLE, TENNESSEE, APRIL 16-21

SHOWS: Can place Big Snake, Monkey, Wild Life, Fat, Fun House, Glass House, or any Grind Show. Have good proposition for Girl Show, must have not less than three Girls. Want Manager with Riders for Motordrome. Have opening for Penny Arcade. RIDE HELP: Want Foremen for Twin Wheels, Chairplane, Foreman to take charge of four Kiddie Rides and Second Men on all Rides. Want Lot Man who is capable of putting Show on the lot and taking it off the lot and do building. Want Billposter with car or truck who knows how and will paste paper. Want Man and Wife to take complete charge of Cookhouse who knows how and will cater to Show People. All Legitimate Concessions open—Such as Photos, Novelties, Jewelry, Long Range, Short Range, Frozen Custard, Chocolate Dip, and all Hanky Panks. All replies to

H. B. ROSEN, Mgr., Maryville, Tenn., this week; then Greenville.

GATTO AMUSEMENTS WANT

Hanky Panks of all kinds, any Ten Cent Grind, also Popcorn, Apples, Custard. Can use first class Ferris Wheel Foreman; top salary. Open April 11th to 21st in the city of Paterson, New Jersey; Wallington, New Jersey, 23rd-28th, first Show in fifteen years; Long Island City, 30th to May 12th. Contact

ROX GATTO

care Carroll Plaza Hotel

Paterson, N. J.

FAIRWAY SHOWS WANT

SHOWS—Mechanical, Animal, Snake, Illusion, etc. Help to operate Concessions and Bingo Caller. RIDE HELP—Ferris Wheel, Merry-Go-Round, etc. Semi Truck Operators. Have 18 Fairs and Celebrations booked in North and South Dakota. We open May 26 at Bismarck, N. Dak.

EMIL J. ZIRBES

BOX 122

BISMARCK, N. D.

Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 7.—Vice-President S. T. Jessop presided at the regular Thursday (5) meeting. Welfare committee reported Andre Dumont and Joe Shapiro have recovered. George C. Olsen was still at home and Walter Driver was unable to stay for the meeting. Nothing new on W. C. Deneke, W. O. Perrot or Clifford Darling. Sam Goldstein was set to open his outfit here Friday (6). Jack Hawthorne and Whitey Woods returned here from Florida. Arthur G. Peets was in after a long absence and donated hams for lunches at the April 12 and 26 meetings, the latter being the final one of the season.

Charles (Chick) Bohdan is in Passavant Hospital here. Tom Auman left to join Larry Sunbrock's outfit. Gus Pappas off to join the William T. Collins Shows and Al Kaufman to Wallace Bros.' Shows of Canada.

Recent visitors included Jack Kaplan, Frank Ehlenz, Frank Rizzo, William Hetlich, Cecil Meyers, William Meyers, John Courtney, Harry Mamsch, Hadji Delgarian, Jack Levine, Sam Beyers, Sam Goldstein, Henry Polk, Bennie Fields and Ray Oakes.

Ladies' Auxiliary

A meeting at Hotel Sherman March 29 drew good attendance despite a downpour of rain. Mrs. Glick, president, was on the rostrum. Blanche Latto was pro-tem, chaplain for Phoebe Carsky.

Minutes of the previous meeting were read by Secretary Elsie Miller, along with correspondence from Myrtle Hutt in San Francisco, Nan Rankine from Florida and Bess Hamid from New York.

On the sick list are Grace Brown, San Francisco; Ruth Martone, Kansas City; Grace Goss, Hot Springs, and Mom Wasserman, who is at the Sanitarium in Chicago and would like to hear from friends.

Mrs. Glick and Mrs. Taylor each donated beautiful raffle prizes.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, April 7.—With regular meetings over until fall, news is confined to doings around the clubrooms.

Edward McDonnell was a recent caller, having been released from General Pratt Veterans Hospital after six weeks. Mr. and Mrs. Willie Wolper left for Chicago and William Cowan was off to join Bille Bros.' Circus.

Lewis A. Rice hit the road for Waverly, N. Y., to take his concessions on Pioneer Shows. Mike Roman and Maxie-Glynn headed for the John H. Marks Shows, where they will operate the cookhouse.

Carl J. Sedlmayr has gone to the Tampa quarters of the Royal American Shows to prep the org for its Memphis opening. A. L. Rossman left for Chicago but will join the Royal American at its opening.

Nominating committee for 1952 include the following from the membership: Maxwell Kane, E. Glosser and Buster Westbrook, with Kenny Myers as alternate. From the board of directors, Sam Solomon, J. C. Weer, Harry Modele, Ben Glass, with William Tara as alternate.

Greater Tampa Showman's Association

Tampa, Fla.

Ladies' Auxiliary

Clover Garden Circle Party, sponsored by Geraldine Gaughn was a success. After an early evening of games, the ladies played bridge and canasta. During the games coffee, soft drinks and also a big cake was served. Betty Rodgers, Vaughn Pease and Marie Caughey were hostesses. Leslie Ford was in charge of entertainment and Ellen Edwards did the dinging at the door. Kitty Farino won the door prize.

A cocktail party was held at Egle Zucchini's home April 1. During the evening bingo was played. All proceeds from the drinks and games were divided between the Clover Garden Circle and the Hattie Wagner Club. Miss Zucchini was in charge of hostesses Ellen Edwards and Leslie Ford.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 7.—Plans for the entertainment of the Clyde Beatty Circus personnel in the clubrooms Monday (9) following the evening performance were discussed at the regular meeting of the Pacific Coast Showmen's Association (PCSA) here Monday (2). M. J. Doolan, president, conducted the session with Lou Manly, secretary, on the rostrum.

At the start of the session the lights were dimmed in reverence to four departed brothers, Clyde Gray, Robert Cunningham, Tex Cooper and Arthur Morrell.

James R. Omahundro was voted into membership.

The club attended the opening night's performance of the Beatty show Thursday as guests of the owner.

Committees reported progress and the meeting was brief. James Dunn, reporting for the sick and relief committee, said that none of the members was listed as sick this week.

Club will meet Monday (9) after which the Beatty party will be held. Following the session April 16, the summer schedule of meetings on first and third Mondays will be followed.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, April 7. — Claire Sopenar, first vice-president, conducted the meeting in the absence of President Bessie Mossman, who is in American Hospital here. Also on hand were Lucille Hirsch, first vice-president pro tem; Lillian Lawrence, second vice-president; Irene Coffey, financial secretary, and Wanda Derpa, treasurer. Members said a silent prayer for Clara Etta Barker's father and Larry Benner's mother.

Corresponding Secretary Jeanette Wall read communications from Earlene McDonald, Mary Lee Holman and Clara Etta Barker. Ann Sleyster thanked members for cards received during her illness and reported the following on the sick list: Frances Berger, Josephine Glickman, Mae Oakes, Betty Broderick and Eva Shine.

Cash donations for the spring party came from Earlene McDonald and Edna Stenson. Attending the meeting after long absences were Nora Heglund, Anna Schmidt and Ann Young. Pearl McGlynn donated a hand crocheted baby afghan for the spring party. A rising vote of thanks was given Bessie Mossman and Lillian Lawrence for their successful social. Jeanette Wall, Ann Sleyster and Wanda Derpa, who were unable to attend, sent cash donations. Other donors were Betty Broderick, greeting cards; Josephine Glickman, apron; Mae Oakes, a pair of vases; Mother Owens, towels and jewel case.

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs

Ladies' Auxiliary

Officers on hand for the March 29 meeting were President Yorla Goldstone; First Vice-President Betty Bazinett; Caroline Holt, second vice-president; Pearl Weydt, third vice-president; Vivian Zimdar, secretary, and Francis Keller, treasurer pro tem.

Out-of-town members here for their first meeting included Mrs. J. W. (Patty) Conklin, Mrs. Jackie Cohan and Mrs. Charles Levin. Night's award was won by Mrs. Levin. The annual Hit the Road Party will be held in the new clubrooms soon.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 7.—Fair attendance at the regular meeting. Premium books were distributed for the annual New Year's Eve drawing.

New members include Louie A. Ferro, Henry S. Hogan, C. W. Ankerson, Louis B. Michelson and Harold B. Overton.

Following the final meeting of the club, rooms will be open daily for members and visitors under the supervision of George Elser.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

GIRLS - - GIRLS

For Girl Show and Posing Shows. Opening May 3d, Battle Creek, Mich. Rumba, Strip, Hula, Shake and Fan Dancers with or without wardrobe. Want Talker, Ticket Sellers and Canvasman. Harold Loughton and Ted Blank, answer. I will have four Girl Shows this year, can use Girl Show People at all times. Answer to

F. W. MILLER

Tropical Tourist Court, New Orleans, La.

WANTED

MOTORDROME PERFORMERS

Can place Lady and Men Riders for long season. Top salary, finest treatment on KING REID SHOWS. Also can use Grinders, Ticket Sellers and General Drome Help for finest drome on the road. All replies to

BILLY BOUDREAU

Swansea, Mass.

FOR SALE

No. 5 Giant ELI WHEEL

1948, Serial No. 821. Complete with Ticket Box. Also Kentucky Trailer racked for ride. Both for \$6,000.00. 12 ft. by 6 ft. Popcorn Trailer, \$750.00, with Giant Creators Model 41 Machine and Steam Table for Hot Dogs. Metal Fence, Cables, Electric Wire, 500 Table Lamps with parchment shades, \$3.50 ea. Will sell in dozen lots. Bingo Stand, 14 ft. by 28 ft., with canvas top, \$200.00.

GEORGE FOX

2231 Superior St. Chicago 12, Ill.

Phone: SEeley 3-7710

DELTA AMUSEMENT

Opening April 21st, Brooklyn, Miss. Want Help for Merry-Go-Round. Salary paid in cash. Want Agents for Ball Game, Darts, Sets and P.C. Dealer.

WINTERQUARTERS, BOX 37

LUCEDALE, MISS.

Located on Highway 15 East

BOB EDWARDS WANTS

GIRL SHOW ORGANIST. We Have Hammond Organ. ALSO WANT DANCING AND POSING GIRLS. TICKET SELLERS WHO DRIVE SEMIS. CONTACT

BOB EDWARDS

c.o Gem City Shows Anniston, Ala.

FOR SALE

2 10x16 Ft. Anchor Tops and Fir Frames, New, Never been Up. \$200.00. 2 24 No. Electric Flashers. \$75.00 Each Or Will Trade For Platform Scales.

HARRY BEACH

General Delivery Myrtle Beach, S. C.

WANTED

Reliable Foremen for Ferris Wheel, Octopus, Merry-Go-Round (new), Kid Rides; also Chairplane—who drive semis. Electrician to handle transformer wagon. Good proposition. Reply to

MANAGER

P.O. Box 705 Kalamazoo, Mich.

RIDES FOR SALE

Train, including track, 3 coaches. Capacity of from 18 to 27. Engine run by gasoline motor, 24 ga. track. Large amount of track. Cash, \$2,000. Airplane Ride with 4 planes (belly tanks), capacity 16, good condition. Cash, \$700. Kiddie Auto Ride, 10 cars, new platform, good condition. Cash, \$700. Address

R. E. PORTER

30 Wolf Lake Rd. Muskegon, Mich.

WANTED CLOTHES PIN AND COUNT STORE AGENTS

Opening At Write Camp In April. WIRE OR WRITE IMMEDIATELY

RALPH LIPSKY

5336 Wells St. Louis, Mo

BOOKING

For big Middle Tennessee Lions Exposition, July 26, 27 and 28. Unusual Acts, Free Act, etc. Also Eat and Grab Stands for sale. Played to 20,000 last year. Peanuts, Popcorn, Cold Drinks and Ice Cream for grandstand exclusive for sale. Contact

GEORGE CAMPBELL

Box 502 Murfreesboro, Tenn.

WANTED

A good, clean Carnival to run July 3 and 4. Sponsored by American Legion and Veterans of Foreign Wars. Address:

I. JAMES FISHER

Albion, Nebraska

THE HENNIES SHOWS

OPENING HOT SPRINGS, ARK., APRIL 27TH

Can place Workmen on all Rides. Jack Morgan wants Train Hands. Want Carpenter and Blacksmith for Shop. Clifford "Red" Kelly wants Cat and Tractor Drivers. Foreman for Kiddie Rides. All report to Winterquarters here in Hot Springs at once.

CONCESSIONS: GOOD OPENING FOR FROZEN CUSTARD AND PHOTO GALLERY. All Concession Agents, booked with Paul Olson, report to Winterquarters two weeks prior to opening.

FOR SALE: Caterpillar Ride, Kiddie Auto Ride and Kiddie Train Ride. Six Caterpillar D13000 Electric Generating Light Plants mounted in three Hermann Rubber-tired trailers, with all accessories, ready to go. Three rubber-tired Tractors. Various Canvas and Show Tops. Following Concessions, complete, like new and ready to operate: Blower, Pin Store, Roll-down, Razzle-Dazzle, Wheels and various Center Concessions. Rides, Light Plants, Canvas and Concessions, can be seen here in Winterquarters at Hot Springs, Ark.

ALL CONTACT

PAUL OLSON, Mgr.

BOX 414

HOT SPRINGS, ARK.

GOLDEN NUGGET SHOWS

KARL KLEBSCH — Owners — BABE GALLAMORE

WANT WANT WANT

CONCESSIONS: String Game, Ball Games, Duck Pond, Balloon Dart, Bumper, Jewelry, Lead Gallery, Mug Outfit, Slum Spindle, clean Sit Down Grab or small Cookhouse, and clean Mitt Camp. SHOWS: Have good proposition for two Grind Shows with own equipment. RIDES: Will book one more Major Ride except Tilt, Octopus, Roll-o-Plane, Loop-o-Plane, Wheel or Whirl. Want Experienced Wheel Foreman and Second Man, top pay. Need Ride Help in other departments who can drive trucks. All replies as per route. Flagstaff, Ariz., April 11-15; Ashfork, 17-19; Seligman, 20-22; Kingman, 25-29; Bullhead City, April 30-May 2nd, then Northern Bona Fide Route.

LAWRENCE GREATER SHOWS

WANT WANT WANT

CONCESSIONS—Legitimate Concessions of all kinds. All P.C. open. Want nicely framed Rat and Pan Game. Want a few P.C. Dealers for office owned Concessions. Want to hear from Mike Bosco. Guess-Your-Age, Scales and Novelties open. Also Short Range Gallery. SHOWS—Want nicely framed Penny Arcade, also Manager for Fun House. Want to hear from a worth-while Grind Show, also Midret Show. Have the Dodson set of working monkeys and the most beautifully framed Monkey Show on the road. Want Men to handle. Pete Freeman, get in touch. HELP—Second Men on all Rides who drive semis. Useful Help on all Shows, and Candy Pitchmen. BILLPOSTER with or without truck, also can use Publicity Man who knows how to promote matinees. Wanted—Lot Man, one who knows how to lay out a 40-truck show. Address:

LAWRENCE GREATER SHOWS

SAM LEVY, Manager, Columbia, S. C.

CANADIAN CRESCENT SHOWS

(15-Car Railroad Show)

WANT Grind Shows that do not conflict. Agents for Stock Concessions and Hanky Panks.

All season in British Columbia and Alaska.

Address

FRANK COSENTINE, Co-Owner Mgr.

Permanent address P. O. Box 299, New Westminster, B. C., Canada

BILL HAMES SHOWS

WANT WANT WANT

RIDE HELP FOR ALL RIDES
SHOWS THAT DO NOT CONFLICT
LEAVING WINTER QUARTERS APRIL 15

Address

BILL HAMES, Mgr.

BOX 1377, FORT WORTH, TEXAS

GARY GARRETT COMBINED SHOWS

WANT CONCESSIONS—Cookhouse, Mug Outfit, Cat Rack, Mitt Camp, Balloon Store.

RIDE HELP for Rolloplane, Spitfire and Merry-Go-Round.

WANT Man for Wild Life Show to take over same.

WANT Agents for Hanky Panks. Frank Mitchell, Jimmie Bybes, grind store agents.

Hawthorne, Nev., April 11-15; Winnemucca, 18-21; Marsing, Idaho, 25-28; Payette, May 1-5.

BILL KEMP

WANTS

DROME RIDERS

Both Ladies and Men. Top salaries and tips. Long season opening at Memphis Cotton Carnival, May 5th. All answers to W. F. KEMP, Kerens, Texas, until May 1st. No collect wires please.

HIAWATHA SHOWS

Opening May 5, eight days, vicinity of Toledo. Will strictly play mostly Firemen's Celebrations in and around Toledo, Ohio, this season. Strongest auspices in the country, using advance ticket sales, starting week June 10th and ending Sept. 30th. Now booking good clean Hanky Pank Concessions. Cannot use any Flats, Gyrs or Girl Shows, sorry. Can use Mechanical, Snake, Illusion, Fun House, Animal, or any type Show. Need Merry-Go-Round, Ferris Wheel, Spitfire, Chairplane Help; \$65.00 a week and bonus for Foreman if you can produce. Do not misrepresent, as you won't last long here.

GLEN D. WYBLE, Mgr., 6068 Bayshore Rd., Toledo, Phone Pontiac 8455

TWIN CITY SHOWS

PLAYING THE BEST SPOTS IN MISSOURI—7 OFFICE OWNED RIDES.

OPENING PINE BLUFF, ARK., APRIL 21—TWO SATURDAYS, DOWNTOWN LOT. CONCESSIONS—Want Bingo, Photos and Stock Concessions of all kinds. AGENTS for Beat Dealer, Pea Pool, Ball Game, Short Range. Excellent opportunity for Man or Man and Wife for Grab Stand. RIDE HELP—Good treatment, pay day every Saturday. Foremen for Octopus, Merry-Go-Round; good Second Men in all departments. Winterquarters now open, come on. SHOWS—Manager for Athletic Show. Winterquarters at Dew Drop.

R. R. 6, BOX 715, PINE BLUFF, ARK. GEO. CRABLE.

ONE SHORT RANGE SHOOTING GALLERY

Mounted on 2-wheel Trailer. Flash, Guns, ready for business. A-1, one year old, reasonable. Owner

JACK KELLOW

R.D. 2, Palmeston, Pa.

WANTED!!!

BINGO CALLER AND COUNTERMEN

Must be Capable and Experienced

Also Agents for Count and Pin Store.

Also for P.C.

HARRY KAY and GOLDING—Let me hear from you. RUSSELL

PEEWEE BLANCHARD—Get in touch with Alaska. JOHNNY

TAYLOR—Get in touch with J. C. Snell.

All Contact at once

HARRY MAMAS

Detroit Hotel, Detroit, Mich., until

April 15—Then Springfield, O.

WANTED

For GREENSBORO, N. C., CITY PARK, opening for indefinite run April 20. Want Grind Store and Baseball Agents, couples preferred. Want Ride Operator, Motor Mechanic, first or second men drivers preferred. No ups or downs. No drunks.

FOR SALE: CANVAS

Marquee, 20x30; Tops, 20x30, 30x60, 20x80; 7 Banners, Fronts, etc. 20x30, Bingo, Percentage Tables, Office Trailer, Tractors, Trailers; Miniature Train by Miniature Train Co., three coaches, plenty track. Write or wire

PEERLESS CELEBRATION AMUSEMENTS

WM. J. MESPILT

Fair Grounds Greenwood, S. C.

COOKHOUSE HELP

WANTED BY

FRED MILLER

COUNTERMEN

GRIDDLEMEN

MEAL COOK

Contact

Bob Gilligan, c/o W. G. Wade Shows, GPO Box 1488, Detroit 31, Mich., until April 15; then Springfield, O.

WHEELS OF ALL KINDS

HORSE RACE, BIG SIX, MONEY, MERCHANDISE, PENNY PITCH, BOARDS, OVER-UNDER, LAY DOWN CLOTHS, ETC. Our West Coast Representatives: M. Monette & Co. 1013 Mission St. San Francisco 3, Calif.

Cardinal Mfg. Corp.

430 Keap Street Brooklyn, N. Y.

EVERGREEN 7-5027

HOME STATE SHOWS

WANT

For Finest Route in 5 Years
12 Fairs—5 Celebrations
Few more Stock Concessions. Shows—Except Motordrome, Minstrel, Girl. Want reliable Electrician who will drive. Colored Musicians for Bally Band. Bob Laughlin wants Foremen and Second Men on all Rides, Man for front-gate and towers.

Stanley Warwick, General Manager

HOME STATE SHOWS

Larsen & Trueblood

State Fair Grounds, Huron, South Dakota

GOLDEN VALLEY SHRINE CLUB

Windsor — Clinton — Montrose

Appleton City — Warsaw

Will sponsor a Carnival this

Spring May Fall

May Sept. 3rd

FRED WILKINSON

Box 428 Clinton, Missouri

Smith Amusement Co.

Now at Permanent Location at

LAWTON, OKLA., FAIR GROUNDS

30,000 SOLDIERS HERE.

WANT

CONCESSIONS: Snow Cone, Popcorn, Photos, Fish Pond, Candy Floss, Balloons, Basket Ball, American Mitt Camp, Nicely Flashed Bingo, Penny Arcade, Diggers, Man and Wife to take over small Cookhouse. HELP: Tilt-a-Whirl and Ferris Wheel Foremen. SHOWS: Girl Show with own equipment (Hutler, come on). RIDES: Train, Pony Ride, Roll-o-Plane, Fly-o-Plane, Spitfire, Octopus, Skooter, Fun House. Address:

ROLAND SMITH, Mgr.

c/o Warren Hotel Lawton, Okla.

CARNIVAL WANTED

Geographical Center of Great Mesaba Iron Range—95,000 people.

Contact

Manager American Legion Drum Corps

Chisholm, Minnesota

BELLANTONI'S RIDES

Can use Ride Help on Octopus, Chairplane, Kiddie Rides. Highest wages, best of treatment. Boozers and chasers not tolerated. FOR SALE as a unit—Ten Concession Tops and Frames, 8x8x14, royal blue canvas; also two 14x14 Refreshment Top and Frames. Evans Big Six. Also other money games. One Sure-Light Light Plant, 12 kw., mounted on Spen Trailer. Address:

41 Woodbine Ave., Newark 6, N. Y.

Percell's PIONEER SHOWS

high class midway attractions

Opening Waverly, N. Y., April 27th. Two Saturdays in Town.

Can place Girl Show, Posing Show Operator, also Snake Show Operator, with or without equipment. Can place Shows of merit with own equipment, 15%. We have as good a route as any. Concessions—Novelties, High Striker, Custard, French Fries, Diggers or Rotaries, Photos, Short Range, Jewelry, Age, Weight, Buckets, Ball Games. Also Hanky Panks of all kinds; privilege Hanky Panks, \$21.00. Why pay more? Help—Merry-Go-Round, Octopus, Wheels Foremen and Second Men on all Rides; Semi Drivers preferred. Top wages. Bingo Caller, Clerks, Sound Truck Operator, Man to handle Front Gate. Useful Show People. Electrician and Lot Man. Billposter. Stretch Rice wants one Wheel Man and two Grind Store Agents. For Sale—Double Loop-o-Plane, Kiddie Airplane Ride, High Striker, two Semi Trailers. All address:

Wire or Phone 198 at night.

LOUIS STRETCH RICE, Bus. Mgr., or MICKEY PERCELL, Gen. Mgr., Waverly, N. Y. P.S.: Honey Lee Walker, get in touch with me.

MONKEY SHOW

wanted for the

WORLD OF MIRTH SHOWS

(due to disappointment)

FOR ITS ENTIRE ROUTE OF OUTSTANDING STILL DATES AND FAIRS.

BRAND NEW TOP AVAILABLE.

SHOW OPENS APRIL 28 IN WASHINGTON, D. C.

All replies to:

FRANK BERGEN, General Manager

WORLD OF MIRTH SHOWS

WILLIAM BYRD HOTEL, RICHMOND, VA.

W.G. WADE Shows

LAST CALL!!!

Opening Springfield, O., Thursday, April 19, South Limestone St. Lot.

All Persons and Equipment please report as per contracts.

Lot ready for setup Tuesday, April 7.

CAN PLACE—Age and Scale, Diggers, and a few more Legitimate MERCHANDISING CONCESSIONS. Contact

W. G. WADE SHOWS

G.P.O. Box 1488, Detroit 31, Mich., until April 15; then Springfield.

GROVES GREATER SHOWS

Lafayette, La., April 9-15. Can place a few legitimate Concessions, Frozen Custard, Jewelry, Hoopla, Hi Striker, Popcorn, Snow Balls. Mary Webb wants useful Side Show People and Annex Attractions. Helen, answer. All replies

GROVES GREATER SHOWS

LAFAYETTE, LA., Till April 14th.

NEW ENGLAND AMUSEMENT CO.

WANTS FOR 1951 SEASON

Ride Foremen for Jenny Wheel and Octopus. Also Man for 2 Kiddie Rides. Top wages and bonus. Extra if you drive. Two Men to up and down Concessions. Agent for Ball Games, Bingo Caller. All legitimate Concessions open. Will place two Merchandise Wheels, Frank King or Peack Jimmy, write. Can place two Grind Shows, low P.C. Also Free Act. Playing New England territory.

WANT TO BUY KID RIDES, ALSO UNDERSLUNG TRAILERS.

All Replies to

HARRY J. KAHN

60 PARKSIDE ST.

Tel. 6-0237

SPRINGFIELD 4, MASS.

20TH CENTURY SHOWS

WANT A-1 SHOW BUILDER

CAN PLACE SECOND MEN ON ALL RIDES WHO CAN DRIVE SEMI TRUCK. WANT CANVASMAN FOR GIRL SHOW. HAVE OPENING FOR PHOTO GALLERY.

Address: COFFEYVILLE, KANSAS, THIS WEEK.

SIDE SHOW PEOPLE

FOR MARKS SHOWS, OPENING APRIL 16

CAN PLACE FIRST CLASS TALKER, ALSO TICKET SELLERS AND BALLY GIRLS.

T. W. KELLEY

c/o MARKS SHOWS

RICHMOND, VA.

STOCK TICKETS	Inflation makes us do without a lot of necessities so we can buy the luxuries we can't live without.	SPECIAL PRINTED Cash With Order Prices:
One Roll \$ 1.50		2,000 \$ 6.90
Five Rolls 4.50		4,000 7.80
Ten Rolls 6.50		6,000 8.70
Fifty Rolls 22.00		8,000 9.60
100 Rolls 40.00		10,000 10.50
	We manufacture	15,000 15.50
	TICKETS	20,000 20.50
	of every description	30,000 30.50
	THE TOLEDO TICKET COMPANY	50,000 50.50
	114-116 Erie St.	100,000 100.50
	Toledo (Ticket City) 2, Ohio	500,000 500.50
		1,000,000 1,000.50

STRATES SHOWS

AMERICA'S BEST MIDWAY

CAN PLACE

Ride Help and Workingmen in all departments. Want Talker for Irvin C. Miller's Brown Skin Models. Can place Hawaiian Show with people. Washington, D. C., this week; Wilmington, Delaware, April 16 to 21. All mail and wires to

JAMES E. STRATES, General Manager

GEM CITY SHOWS

WANT LONG RANGE SHOOTING GALLERY, HANKY PANKS OF ALL KINDS, RIDE HELP—SECOND MEN ON ALL RIDES, MUST DRIVE SEMIS. NO DRUNKS TOLERATED. ADDRESS

THOMAS D. HICKEY, MGR.
ANNISTON, ALA., THIS WEEK.



"HONESTY IS OUR POLICY"

Opening in Alabama April 16th in a town with six mills operating around the clock. Can place Cookhouse or Sit-Down Grab due to disappointment. Privilege drastically reduced. Kelley, contact; letter misplaced. Photo, Short Range, Fish Pond, Cork Gallery, Coke Bottle, Basket Ball, Hit & Miss, Dart Game, Milk Bottle, Cat Rack or Bumper. Shows wanted: Monkey, Snake or Fat Show. Help wanted: Wheel Foreman, must be able to drive semi. Chuck Musgrove, contact. For Sale: 14x20 Cookhouse, inside built on small two wheel trailer. Top good condition. All replies JOHN PORTSMOUTH, Box #324, Athens, Ala. Phone 1274. No collect calls. Leaving here Thursday, mail will be forwarded.

AL WALLACE, Mgr. FITZIE BROWN, Bus. Mgr. WALLACE & MURRAY SHOWS

Can place for LINCOLNTON, N. C. (Downtown Location), Week April 23 and a long season of defense areas and army camps. Also 12 bona fide Fairs. SHOWS—Operator for Side Show with People. We have complete outfit. Man with Girls to take complete charge of Girl Show. We furnish everything except girls and wardrobe. Grind Shows not conflicting. LEGITIMATE CONCESSIONS—Age, Scales, Novelties, String Game, Ball Games, High Striker, Pitch-Till-U-Win, Balloon Darts and others. Will sell exclusive Mitt Camp to reliable party. No children. RIDES—Spitfire, Octopus, Roll-O-Plane, Kid Train and other non conflicting Rides. CAN PLACE sober Ride Help at all times. Must drive. Address Kings Mountain, N. Car., this week.

DAN-LOUIS SHOWS

OPENING 1951 SEASON APRIL 20TH
Want Concessions; we will not overload our Midway. You must make money with us. Will sell X on Basket Ball, Novelties and Jewelry. Can place Stock Concessions and Hanky Panks, but remember we will not overload the midway. Especially want Fish Pond, Bowling Alley, Pitch-Till-You-Win, Duck Pond, Ball Games, Hoop-La, String Game or what have you. We have six Rides, plenty of Ride Help, two Light Towers and fourteen Trucks. Have good Still Dates and nine Fairs bought and paid for. Interested parties contact for booking.

LOUIS T. RILEY, Gen. Mgr.—DAN C. STRATMAN, Asst. Mgr.
P.O. Box 297, Owensboro, Ky. Phone 3-8494. No collect calls accepted.

GOLDEN RULE SHOWS

Opening Lawnside, N. J., April 19 to 28th. Can use Legitimate Concessions. Want Ferris Wheel Foreman and other Ride Help. Ed Davis wants Agents for Grind Stores. For Sale: Octopus, 8 tubs, with or without transportation.

A. L. BLACKMON

618 N. 32ND ST.

CAMDEN 5, N. J.

THOMAS JOYLAND SHOWS

WANT CONCESSION AGENTS FOR MILK BOTTLES, PITCH GAME. CAN PLACE BINGO CALLER AT ONCE. PHIL COOPER WANTS BUCKET AND STRING GAME AGENTS. CAN PLACE SHOWS OF ALL KINDS, AT ONCE. ADDRESS

L. I. THOMAS, MGR.
Williamson, W. Va.

M. A. SRADER SHOWS

Opening April 27 in Wichita, Kansas, North 28th & Wellington Streets
Concessions: Can place all 10 Concessions—no privilege, 25% of gross to the office. Hoop-La, Ball Games, Cigarette Shooting Gallery, Long or Short Range, Six Cat, Basket Ball, String, Balloon Dart. Any Concessions considered akill.
Rides: Will book any Rides except Merry-Go-Round, Wheel, Octopus, Tilt, Pony Ride, Kid Auto.
Ride Help: Want Foremen for Merry-Go-Round, Tilt, Wheel. Second Men for Wheel and Tilt.

If you want money—get where the money is.
All replies: M. A. SRADER, BOX 1895, WICHITA, KANSAS

HARRY CRAIG WANTS

NOW FOR HEART OF TEXAS SHOWS

Cook House or first class Sit Down Grab. Will book Scales and Age, Basketball, Glass Pitch, Duck or Fish Pond, Cork Gallery, Long or Short Range Shooting Gallery, Book Athletic Show. Any Grind Show contact. Want Tilt Foreman and other Ride Help who drive, contact. Book set of Baby Rides of any kind, also any Major Ride not duplicating ours.

HARRY CRAIG, BIG SPRING, TEXAS, APRIL 9-14.

LAST CALL JOLLYTIME SHOWS

Opening Boykins, Va., April 20. Want Custard, French Fries, Long and Short Range, any Grind Show with own equipment, Countermen for Bingo. Want Agents for Hanky Panks, Photos. John Magee, contact. Committees in Virginia, Maryland, Delaware, few open dates in July, August. All replies

WES PRICE or JOHN SINKO
2912 Petersburg Pike, Richmond, Virginia, till April 15th, then Boykins, Virginia.

EDDIE'S EXPO SHOWS

Opening Jeanette, Pa., April 28. 9 Rides—5 Shows—30 Concessions. Will book or buy Spitfire or Octopus. Want Frozen Custard, Glass Pitch, Fish Bowl, Hucky Buck. Manager for Monkey Show. I have banners and top. Prof. Ritz, let me hear from you. For Sale—Popcorn Trailer; can book.

EDDIE DIETZ

165 N. MONROE ST.

BUTLER, PA.

SUNSET AMUSEMENT COMPANY

Opening Excelsior Springs, Mo., April 19

Can use Pan Game, Rat Game, Over-Under, Beat Dealer, Scales and Age. Electrician who can drive, no plants, only transformers; if you are a welder can give you excellent proposition.

701 N. MAIN ST.

EXCELSIOR SPRINGS, MO.

Club Activities

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, April 7. — Regular meeting was called to order March 26 by President Fred Weidmann. Jane Albright, Mary Teixeira, Josephine Blome, Rose Fisher and Charlotte Porter were on the rostrum. Nicolaus Daphne was elected to membership. The lunch room was discontinued after the April 2 meeting. Refreshments will be served every night as usual.

Jean Boehn sent greeting cards to Fred Ramsey and other members who are ill. Joe Hart reported that Ralph Deering will leave the hospital soon. Dwight Kane reported that Mrs. Tony Soares is seriously ill at Sunnyvale. Jack Brooks and Sam Landesman were well enough to attend the meeting.

Josephine Blome won the \$13.50 pot of gold. The balance was given to the refreshment fund.

The president presented these guests and members who have been absent for some time: Jack Brooks, Harry Lowery, Charles Walpert, Robert Fredell, Jack Dalton, Mr. and Mrs. Charles Albright, Lee Seymour, Mr. and Mrs. Ed Ritro, Danny Lewis, Billy Stone, Dave Long, Abe Ettin; Wayne Best, of the PCSA. Harry Friedman thanked Show Folks for sending flowers for the funeral of Robert Leavey. Neil Fantane donated a special prize of a hair brush, which was won by Nate Cohn.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, April 7.—Third Vice-President William Zakoor presided at the April 2 meeting in the absence of President Stahl. Also on the rostrum were Treasurer Louis Rosenthal, Chaplain Edward Ford and Secretary Paul Greeley.

Sick Committee Chairman Jake Kotzen reported Leo Lipka, Sam Gold and Herman Manguson on the sick list. Louis Brown has started to make plans prior to his opening at Edgewater Park. Letters were received from Edgar McMillen and C. A. Lovejoy, who are vacationing in Florida.

Ladies' Auxiliary

Regular meeting, April 2, drew good attendance. Mrs. Winkel, a new member, was introduced. The rummage sale held by Betty Greeley and Clara Silber was a success. Donations were sent to the Red Cross and Cancer Fund. Clara Balog, Frances Moran, Lottie Johnson and Marion Dickstein, who had been ill with the flu, attended the meeting.

A silent prayer was said for Elsie Louise Brown who was buried in Rockingham, N. C., April 3. First prize went to President Bernice Stahl, second prize to Lottie Johnson.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, April 7. — April 2 meeting was conducted by President Millie Cepak, with Martha Moss, secretary, and Pearl Vaught, treasurer, also on hand. Repairs on the clubhouse have been completed. Corrine Greer reports that the award books have been printed and are ready for distribution.

All 12 prizes have been donated. They include \$100 by the club; toaster, Alyne Morency; leather make-up kit, Vern Sors; quilt, Edna Hacker; \$25 Savings Bond, Corrine Greer; electric clock, Mabel Welshman; \$25, Martha Moss; Mixmaster, Margaret Pugh; \$25, Bettie Harris; wrist watch, Millie Hudspeth; automatic waffle iron, Millie Cepak, and \$25 Savings Bond, Grace Tinder. The method of raising money for the building fund was outlined by Inez Carroll. Awards will be made at the club's annual benefit show during the State Fair of Texas, Dallas.

Hattie Longchart reported that Chaplain Evelyn Harrell and Zula Julian have recovered from recent illnesses. Sally Murphy, entertainment committee chairman, was assisted at the weekly dinner by Edna Hacker and Corrine Greer. The latter also served coffee and cake at the business meeting.

Winter Quarters

Drago Amusements

KOKOMO, Ind., April 7.—The Tilt-a-Whirl has been overhauled and painted, as have the light towers. Several fronts have been replaced. Mr. and Mrs. Bingo Randolph have arrived and Randolph has taken charge of rebuilding the Funhouse and new ticket boxes. Recent visitors were Roxie Harris, owner of the Royal Midwest Shows, and his son, William Harris and Corp. Nipper Harris. They were guests of Manager Paul Drago for dinner. Org will open in May, playing celebrations and fairs. — B. BIRCHMAN.

Virginia Greater

SUFFOLK, Va., April 7.—Show is ready for its opening here next week. Recent arrivals included Vito and Helen Cerrone, ball game and duck pond; Buddy Bernstel, two Girl shows, Monkey Show and Shrunken Head Show; Chester Piotrowski, bingo and cotton candy; William Althausen, Penny Arcade and pony ride; J. T. Schidt, Unborn and Snake shows, and Tony Buzzella, popcorn and candy apples.

Arthur Gibson, chief electrician, is spending a few days at his Charlottesville, Va., home. George (Slim) Gillespie will operate the Ferris Wheel.

From the Lots

Mighty Hoosier State

JEFFERSONVILLE, Ind., April 7.—Org opened here this week in spic and span condition and spending was on a par with last year. Staff includes W. R. Geren, owner-manager; Mrs. Jessie Geren, secretary-treasurer; Howard (Pappy) Snyder, chief electrician and purchasing agent; W. H. Lambert, assistant manager. Geren went to Indianapolis in the interest of his org. Mrs. Geren and Mrs. Marion Lambert went to Paris, Ky., and took Jerry Gere with them.

Org will add four rides from quarters for Columbus, making a total of 10 until fair dates when remainder of rides will be placed on the show. The new Little Dipper will be delivered in May. Kentucky, Indiana and Ohio will be played. James Chaille has joined with his cookhouse and Wilson with his Glass House. A new Penny Arcade also joined. Bill Stacey has his bingo booked for the season. Chet Pierce, manager of the Baker Shows, and Pat and Billie Harvel, with the same org, were visitors, also Bingo Randolph, of the Drago Shows. Billy Joe Lambert has his photos with the show.—ROSIE ST. CLAIR.

J. A. Gentsch

PASCAGOULA, Miss., April 7.—Org moved here from Lucedale, Miss., where it played for the American Legion. Weather was bad and show got in only one day. At Pascagoula, also for the Legion, weather was cold and wet. Manager Gentsch made a trip to Winona, Miss., and on his way met Frank H. Owens. The latter went to the Coast on business for a few days. Mrs. Gentsch and Mrs. Russell Cooper drove to Natchez for a few days' visit and for business.

Peck Amusements

KOSCIUSKO, Miss., April 7. — Org moved here this week from Canton, Miss., where it was belted by a cloudburst that poured down 9½ inches of rain. Winches and tractors were used to pull the rides off the flooded lot, but the run here was made in good time.

The Skylarks joined at Canton as free act. Mrs. C. S. Peck flew to Kankakee, Ill., to be on hand for the birth of a new granddaughter, and Owner Peck passed out cigars. Shows will play Union, Miss., next week.

Due to disappointment
WANT
Good, clean, small Carnival for one of the best County Fairs in the South. Sept. 12th-15th.
Call or Write H. E. TABOR, Pres.
CARROLL COUNTY FAIR ASSN.
Berryville, Arkansas

FOR SALE

Mills Custard and Ice Cream Machine. Used 3 months. Priced to sell.

W. T. NEAL
Osgood, Indiana

Bingo Help Wanted

Callers, Counter Men, Good Manager for Park Location and Road Bingo. Agents for Hanky Panks, Ball Games, Six Cat, Balloon Dart, Guess Your Age, Scales, Percentage Dealers. Opening April 16th in New York State. Contact or wire

DANNY DORSO
General Delivery Poughkeepsie, N. Y.

MERRIAM'S MIDWAY SHOW

Open April 30th. Want Stock Concessions of all kinds. Want Shows, Fun House, Glass House, Lung, Athletic, Girl, or what have you. "Chief Little Wolf, answer." Ride Help on Spitfire, Wheel, Octopus. Booked solid in Minnesota, Nebraska, Iowa. Just the best spots in each State. "No Flying Saucers."

ALVA MERRIAM, Ogden, Iowa

WANTED

GAMES and CONCESSIONS

Firemen's Golden Jubilee, July 3-4-5-6-7

W. R. BURR
Fredonia, N. Y.

FOR SALE

Old style Merry-Go-Round with four sleighs and twenty-four horses. Been used every year. Reason for selling, want building for 4-H.

HILLSIDE AGR. SOCIETY
Cummington, Mass.

FOR SALE

12-car RIDE-O in first class mechanical condition. Completely equipped with electric motor. Ideal high capacity Ride for park. Cash price, \$2,500.

KING REID
Manchester, Vermont

KING REID

Would like to hear from the following Show People: Sam Beatty, Gene O'Donnell, Ted Rogers, Friday Patrick, Frank Jones.

KING REID
Manchester, Vt.

FOR SALE

1948 Model Ride-Hi Chairplane complete with electric motor. Fully portable. Ride used one season only. Reason for sale, we have three Planes. Cash price \$1,250.

KING REID
Manchester, Vermont

CARNIVAL WANTED

For Celebration August 13-18

RALPH SANTELLI
221 French St. Hammonton, N. J.

WANTED

TRUCK MOUNTED KIDDIE RIDES

For Rent or Lease. All types considered. April 24-28. Supermarket opening in Levittown, L.I.

MU 9 1440 MR. PELTZ

FOR SALE

20-Skee Ball Alleys—20
14' long, A-1 condition. Will sell any quantity. Write

BERT AMUSEMENT CO.
Box 208, Willow Grove, Montgomery County, Penna.
Phone: Willow Grove 1343

ATTENTION, CARNIVAL OPERATORS

Electric Cable Bargain—8400' No. 4x2 wire neoprene covered flexible cable, new. Any quantity at 55¢ per foot. F.O.B. Denver.

Industrial Machinery & Supply Co.
438 Larimer St. Denver, Colo.

LESLIE'S TRAILER PARTS and 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

W. R. GEREN Presents Mighty Hoosier State Shows

NOW PLAYING JEFFERSONVILLE, INDIANA

Want for Columbus, Indiana, April 16 thru 28th and balance of season. Hanky Panks, Scales, Coke Bottles, Fish Ponds, Cig. Gallery, Nickel Pitch, Penny Pitch, Ball Games or any Stock Concessions. Good opening for Custard, Jewelry, Ice Cream and Snow, Race Horse Derby. Want Shows—Fun House, Snake, Side Show, Monkey, Mechanical, Walkthru, Wax or Crime. Good territory for the above Shows. Any Shows with own equipment and transportation. Why play pumpkin towns when we will put you in the heart of Defense Cities. This Show carries ten Rides and no racket and plays uptown every week. Join here or Columbus, April 15th. All replies

BILL GEREN

c/o WESTERN UNION

JEFFERSONVILLE, INDIANA

WANTED RIDES, SHOWS and CONCESSIONS for Clinton County Fair

FRANKFORT, INDIANA

AUG. 19-25th.

Will book independent or combinations. One of largest County Fairs in Indiana. 6 nights Horse Racing. 60,000 attendance in 1950.

Contact

ARCHIE SNODGRASS, Secy.
FRANKFORT, INDIANA

OPENING IN INDIANAPOLIS

April 19 to 28, Pennsylvania and Morris Sts.

Then EDINBURG, Indiana, at the gates of CAMP ATTERBURY, April 30-May 5

40,000 soldiers, 6,000 civilians, 2 pay days. First in! This is a sponsored event with special attractions, matinees and band concerts. Here is the spring bankroll.

CONCESSIONS—Will place Hanky Panks, all kinds; Ball Games, Hi Striker, Balloon Darts, Cigarette Gallery, Jewelry, Penny Pitch, Water Games, Long and Short Range Gallery (very good here). Terrific spot for Penny Arcade. Also want Show Cook House and Grab. Exclusive on Bingo, Rotaries, Floss. Photos already booked.

RIDES—No Rides needed. Have 14, including Dual Wheels.

SHOWS—Will place attractive Fun House, flashy Animal and Side Show.

HELP—Can always use capable Ride Men. Foremen and Second Men for Wheel, Tilt, Rolloplane and Chairplane. Also want experienced Man to handle Searchlight.

Come prepared for the best treatment and top salaries.

All Concessions given preference if joining for opening location in Indianapolis, as space is limited for Camp Atterbury. Contact now for choice locations.

Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA



LAST CALL—LAST CALL—LAST CALL—LAST CALL

All people contracted, answer—Opening April 20th, downtown location North Birmingham, Alabama. SHOWS: Monkey Show, any Grind Show not conflicting. HELP: Second Men for all Rides who are licensed truck drivers. Jim Howard wants Talker, Canvas Man, Girls for Illusions. Harry Clark wants Colored Musicians and Performers. CONCESSIONS: Cookhouse, Scales and Age, Candy Apples, Arcade, and other Hanky Panks open. Joe Fontana wants Man to operate Candy Floss; must drive truck. Need other Concession Agents. All replies

P.O. Box 5415 or General Delivery, North Birmingham, Ala.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

OPENING SOUTH RICHMOND, APRIL 16TH

CONCESSIONS: Can place Legitimate Merchandise Concessions of all kinds.

RIDES: Have opening for Octopus or any Novel Ride.

SHOWS: Can place any money-getting Grind Show. Must be well framed.

WANT Ride Help on all Rides!

Address: P. O. BOX 771, RICHMOND, VIRGINIA

MOTOR STATE SHOWS

Michigan, Ohio, Indiana

Opening last week end April. Want a few more Concessions, Hanky Panks. No gift or percentage. Second Men all Rides. Electrician, one with Concession preferred, for Diesel Light Plant and Transformer. Will book one more Major Ride and one Kiddie Ride. Our route mostly Celebrations and Fairs

JOE FREDERICK, Owner-Manager

2263 NEWTON ST

DETROIT 11, MICH.

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. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 3 DAYS SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

A. J. SUNNY AMUSEMENTS

—WANT—

Foreman for Wheel, Screwball; also Second Men for Wheel, Screwball, Merry-Go-Round. Good pay to sober, reliable Help. (If you drink, don't bother to answer.) Open April 16. The best of treatment. Rides for long season in Cleveland—Funhouse, two or three Kiddie Rides. Will book for 7 weeks starting April 20 all types of Legitimate Stock Concessions. Contact A. J. SUNNY, 3006 East 130th St., Cleveland 20, Ohio, Phone: WA 14679.

WANTED WANTED WANTED WANTED

PLAYLAND SHOWS

Opening Detroit, April 27

CONCESSIONS STILL OPEN: Cookhouse or Grab, Custard, Scale and Age, L. R. Gallery. Very good proposition for FUNHOUSE. RIDE HELP: Apply to Bill Hollingsworth, Monroe Fair Grounds, Monroe, Mich. FOREMEN wanted for Merry-Go-Round, Caterpillar and Wheel. This Show plays CLEVELAND for 10 weeks. Address

John Gallagher or E. H. Parker, Mgr.

FORT WAYNE HOTEL

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ON LAKE OLMSTEAD, IN THE CITY OF AUGUSTA, GA.

Open seven days every week. Home of the H Bomb and Camp Gordon, with plenty of soldiers. This park is well advertised on radios, newspapers, and plenty of paper all around for fifty miles. Breach of contract is the reason for this ad.

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MERRY-GO-ROUND, FERRIS WHEEL, OCTOPUS, SKOOTER, TILT-A-WHIRL, ROCKET, LITTLE DIPPER, SKY FIGHTER AND KIDDIE RIDES OF ALL KINDS. "Kid Ride Frenchie" and "Jones Kiddie Ride," contact. This is a proven Kiddie Park after four months of operation. ALSO WANT LIVE PONY RIDE.

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If you want to make money without moving every week, this park is open seven days and will be open twelve months. We opened last December 1st. Have many picnics and school parties booked to start soon. "AUGUSTA'S ONLY KIDDIE PARK." Wire or write

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METRO DERBY

Or Will Book an
Attractive Derby

20th Century Shows

Coffeerville, Kansas,
This Week.

WANTED TO BOOK MOTOR DROME For Sale MINIATURE TRAIN

Built by Addison in 1948, with new style fluid drive, drive-shafts and brakes. Has many extras and plenty of track. \$1,700 cash.
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Box 149, Chambers, Nebraska

WANTED

Grind Store Agent. Contact

VIRGIL SELLS

OR

W. E. "BILL" SNYDER

care Owensboro Hotel, Owensboro,

Ky. Show opens April 19.

WANT TO BOOK

4 or 5 Concessions including Buckets, Cats, Wheel, Razzle. Will handle Midway. Have a following. Would like good proposition on reliable Show. Contact

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Who can handle Wire, Wheel Foreman, Rock-a-Plane Foreman

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BOX D-19

c/o The Billboard Cincinnati 22, O

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SHOWS—RIDES—CONCESSIONS

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OPENING MAY 7TH

WANT! WANT! WANT!

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RIDES: We have all our own. Can use good Live Pony Ride.

SHOWS: Manager-Producer for one more Girl Show. Also fine proposition Man and Wife on brand new Mickey Mouse Circus. Manager-Operator for two-story Funhouse.

HELP: Can place Foremen and Second Men for Tilt, 2 Wheels, Merry-Go-Round, Caterpillar, Spitfire, Plane, Rides-O, Little Dipper and 4 Kiddie Rides

ALL THOSE ALREADY CONTRACTED. PLEASE WRITE

KING REID

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VIVONA BROS. Combined SHOWS

WANT

SHOWS and SHOW HELP—Monkey or Chimp Show and Show Boat. Dewise Purdin can place for Side Show—Magician, Fire Eater and Mind Reader, also Novelty Acts. Manager of Miniature Circus can place Jerry Alred; wire or come on. FUN HOUSE OPERATOR—Tom Mantley, please contact.

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RIDE HELP—Second Men on all Rides. Useful Carnival People all departments.

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Don, get in touch

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GREATER DIXIELAND EXPOSITION

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Place Foremen for Wheel, Merry-Go-Round and Roll-o-Plane. Ride Help on other Rides who drive. Due to illness can place set of Kiddie Rides including Autos. Will book Photo, Fish Pond, Bumper, Darts, Hoop-La, Scales, Hi-Striker, Lead Gallery, Cork Slum Spindle or any legitimate Stock Concession. No racket. Privilege, \$16.50. Good route of Fairs and Celebrations in Arkansas and Louisiana starting in June. All reply

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 13" Tall
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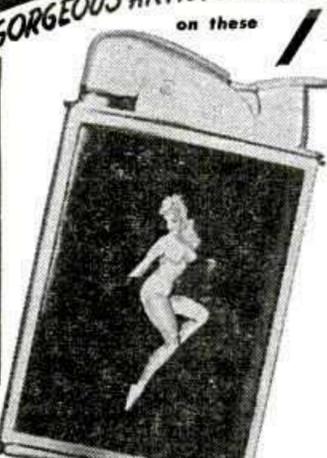
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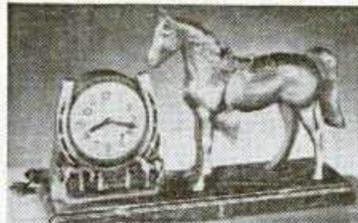
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Cotton, Plastic, Chenille, Satin, Quilted Taffeta.

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Curtains—Lace, Curtains—Ruffle, Curtains—Cottage, Curtains—Tailored, Draperies—ready made, Throw Rugs, Shag Rugs, Loop Rugs—non-skid, Linoleum Rugs, Luncheon Sets, Table Cloths, Napkins, Towels—28-pc. sets, Mattress—innering, Mattress—Felt.

APPLIANCES AND HARD GOODS
Silverware, Heavy Waterless Aluminum Cooking Sets, Electric Irons, Electric Food Mixers, Toasters—Pop-Up, Horse Clocks, Alarm Clocks, Pressure Cookers, Floor Lamps, Table Lamps.

DISHES
Service for 6, 8, 12; Electric Automatic Percolators, Smoking Stands, Electric Heaters, Religious Shrines—Catholic, Protestant.

JEWELRY, TOYS AND CLOTHING
WRIST WATCHES
Louis, Roy Rogers, Lathlin, Boys' Watches.

MEN'S SETS
Key Chain, Tie Clasp, Cuff Buttons, Cigarette Lighters.

LADIES' SETS
Earrings, Necklace, Bracelet & Compact, Dolls, Ladies' Slips, Men's Sport Shirts.

JUST ARRIVED—THOUSANDS OF LIVE Snakes; lots of nice Rattlers; special Showman's Den, 25 dollars; hot, fixed, harmless, mixed. Wire, phone or write Gator Jack, Gulfport, Miss.

KEEP REPTILES ALIVE—NEW BOOK GIVING complete instructions: Food chart; treatment of diseases, handling cages, etc.; important tips on care of snakes, lizards, alligators, crocodiles, turtles; postpaid, 75¢. Wild Animals, Inc., Box 64, Silver Springs, Fla. ap28

RACING TURTLES—READY TO SHIP: 4" to 6" size; 75¢ each by the 100. Call 668-White, or write to Wild Animals, Inc., P.O. Box 64, Silver Springs, Fla.

WANTED—HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service; become a sub-contractor, casting plastic products for these companies. Thousands of easy to take items required; cash in at home without previous experience. For details, write Plastic Service Guild, Dept. 2, 23 Condon St., East Boston 28, Mass.

2,000 AUCTIONS AND COMMUNITY SALES listed in new edition of Directory, \$1. Will Simpson, 2705 Jules, St. Joseph, Mo. ap28

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 140 in this issue.

COSTUMES, UNIFORMS WARDROBES

CLOWNS, BURLESK COMICS, MINSTREL Props, Wigs, Accessories! Free lists! (Assessments \$5.) "Happy Morgan's Town Headquarters, 2404 N. Fifteenth, Philadelphia. ap14

SINCE 1869—USED COSTUME BARGAINS. Chorus, dollar up; principals, three up; no catalog. Guttenberg, 9 W. 18th St., N. Y. 11, N. Y. je9

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. je9

CLOSING OUT DISPLAY SAMPLES LESS 25% Popcorn, Snow-Cone, Candy Floss Machines, Peanut Roasters; Coleman Tanks and Stoves, real bargains; send for prices, descriptions. Popcorn Supply, 179 Luckie, Atlanta, Ga. np

FOR SALE—PENNY ARCADE EQUIPMENT located at Carsonia Park, Reading, Pa. Write Mrs. Ralph J. Pickup, 604 Birch St., Fall River, Mass.

KORN KING POPCORN MACHINE—NEVER used, 7000, 75¢, 860 hours; first 495¢ takes it. The Beverator Co., Cambridge, O. ap21

NEW AND USED POPCORN MACHINES— Peanut Roasters, Candy Floss, Aluminum Geared Popping Kettles, Copper Candy, Caramelcorn Kettles. Northside Co., 509 E. 4th, Indianapolis, Ind. ap12

SKATING RINK TENT—40x90, WITH SIDE- walls; used six seasons, good for one or two more; \$500. George Skating Rink, Meredosia, Ill. Phone 101.

\$250 TAKES 15 35MM. SOUND FEATURES. 2 Comedies, Miscellaneous Shorts. A. Kollmar, 364 Dewey, Buffalo 14, N. Y. ap21

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—10,000 REELS, FEAT- ures, Shorts, Serials, \$5 reel; some \$3 reel. DeVry, Natco Projectors, \$150. Roshon, Memphis 3, Tenn.

ALUMINUM CONCESSION TRAILER—HOT Dog, Hamburger, Bottle Gas; bargain, price offered, 1465 English, Indianapolis, Ind. FR 3433.

ANDRE FLOSS MACHINES—HAVE SEVER- al ready for delivery April 1; extra parts with each machine; send your old machine to be rebuilt with new parts; start the season with a factory overhauled machine. Andre, Post Office Box 1827, Knoxville, Tenn.

ATTRACTIVE 8x12 TRAILER—FLOSS, Corn, Apples, Oranges, new Floss and Apple Outfit; Sno Outfit, perfect condition, real bargains. George Prough, 1039 Lincolnway, East, Mishawaka, Ind.

BIG KHAKI TENT, SEATS FOR 1,200 people; two Concession Tents, Light Plant, three P.A. Systems, two Sleeping Trunks, three good Trucks, 80 gal. Water Trailer; ready to go. A. N. Stafford, 859 Texas St., Mobile 20, Ala. Phone 3-1438.

BRAND NEW STEEL BLEACHERS, ANY size, any length; phone, wire, write for prices. McKendry, Farm Service, Shullsburg, Wis.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ap28

COMPLETE SNOKONE MACHINE—5,000 Cones and Spoons, Dispensers, 6x6 Stand, all knocked down, in Two Wheeled Trailer. Watson, 103 Brunson Ave., Columbus, O.

COMPLETE SMALL SHOW, CHAIRPLANE, Auto Ride, Small Bingo, 25KW. AC Light Plant, 1,500 Ft. Welding Cable, Concession Trailer, 2 Games, Chevrolet Trucks and other equipment; all excellent condition; priced low for cash. Ellis Craig, Box 76, Henderson, N. Y.

DRAMATIC END TENT—60x120 STAGE, Curtains, Switchboard Lights, Chairs, Blues, Marquee; good condition; reasonable. Percy Abbott, Colon, Mich. Phone 2481. ap14

ELECTRIC FREEZE FROZEN CUSTARD Machine mounted on Chevrolet truck, two thousand dollars. Contact Simon Krause, Earle Hotel, Philadelphia, Pa.

FOR SALE—COOKHOUSE, 12x23, COM- plete with Dishes, Cooking Utensils; Butane Gas, New Top, newly painted, reasonable; booked on Badger State Shows. Mr. Francis Meyer, 1815 S. 108th St., Milwaukee 14, Wis.

FOR SALE—NEW COTTON CANDY MA- chines, direct drive operated, single or double or make two colors with same head; \$250, can ship at once. Stainless Steel Pan, Wm. Kneecrean, 2210 Lincoln Ave., West Lawn, Pa.

FOR SALE, ACROBATIC EQUIPMENT— Pipe Sections, Guy Lines and Fittings; practically new. G.M.F., P.O. Box 956, Pittsburgh 30, Pa.

FOR SALE—GIRL, MONKEY AND SIDE Show Banners, Tents, Animals, etc.; send stamp for list. L. L. Jeffery, R.D. 3, Horseheads, N. Y.

FOR SALE—1 MANLEY 1950 MODEL Table Popcorn Machine, 1 Hot Dog Steamer, Kiddie Hobby Horse, Airplane and Car Rides. Write Dick Ercius, Box 94, Pass-A-Grille Beach, Fla.

FOR SALE—1 10 CAR KID AUTO RIDE built on trailer; 1 10 Chair Kid Swing Trailer to haul; 1 Cork Gallery built on 8x12 Trailer; 1 High Striker; all A-1 condition; ready to operate; must see \$1,100 takes all; wire or call, Alton, 48153, or write Cottage Hill, Ill., Berry Gaskill.

FOR SALE—GOOD PORTABLE ROLLER Rink, 50x120; 145 pair Chicago Skates, new Music System; reasonable if taken soon. R. J. Tenpas, 1023 Cleveland Ave., Hobart, Ind.

FOR SALE—WALKING CHARLIE BALL (name; brand new, used one season, with 2 gross; balls, \$800. C. J. Mancino, 1474 Hylan Blvd., Staten Island, N. Y. Dongan Hills 6-2760 or Gibraltar 2-8475.

(Continued on page 68)

#3HS HORSE SHOE HORSE CLOCK

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 by 17" long on wood base. Individually boxed.



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.



ALL METAL, BEAUTIFULLY DETAILED BRONZE WESTERN SADDLE HORSES

Height	10 1/2"	8 1/2"	6 1/2"	5 1/2"	4 1/2"	2 1/2"
Doz. Price	\$24.00	\$18.00	\$10.20	\$7.80	\$4.50	\$2.25

No Less Than Dozen Lots Sold

25% DEPOSIT, BALANCE C.O.D., F.O.B. CHICAGO. WHOLESALE ONLY—WRITE FOR FREE FOLDERS

COOK BROS. 816 W. Maxwell St. Chicago, Ill.

Notice! Due to an error, the cuts of the FLOWER CLOCK and RELIGIOUS CLOCK were switched in our April 7th ad on page 119.

LOOK! WE DO IT AGAIN LOOK!

MARK DOWN THESE PRICES

COMPARE THEM WITH OTHERS

FEATHER DOLLS

- 4" Hi-Hat, beads & tinsel, gr. \$ 6.00
- 5" Hi-Hat, beads & tinsel, gr. 7.20
- 6" Hi-Hat, beads & tinsel, gr. 12.00
- 7" Hi-Hat, beads & tinsel, gr. 14.40
- 9" Hi-Hat, beads & tinsel, gr. 22.00
- 12" Hi-Hat, beads & tinsel, gr. 36.00
- 15" Hi-Hat, beads & tinsel, dz. 6.50
- Feather Backs, Bright Colors, gr. 8.00

FUR MONKEYS

- 4" Bright Colors, gr. \$ 3.50
- 7" High Hat, gr. 7.00
- 10" Hi-Hat, the best, gr. 14.00
- 12" While they last, gr. 18.00
- Flying Birds, #310, gr. 7.50
- Flying Birds, molded, gr. 11.50
- Flying Birds, Jap. gr. 6.50
- Crook Handle Canes, per M 12.00

BALLOONS

- #9 Kat Mottled-Red Box \$ 4.75 gr.
- #11 Mottled Animal Print 4.75 gr.
- #11 Mottled Plain Round 4.00 gr.
- #11 Pastel Animal Print 4.50 gr.
- #14 Kat Mottled Red Box 8.00 gr.
- #10 Mickey Mouse 5.50 gr.
- #15 Mickey Mouse 7.75 gr.

PARASOLS RAYON

- 10" 6-Rib Crook Handle \$33.00 gr.
- 10" 6-Rib Flowered 39.00 gr.
- 12" 8-Rib Flowered 48.00 gr.
- 14" 8-Rib Flowered 54.00 gr.
- 14" 8-Rib Flowered PLASTIC #720 Comp. Rib 3.25 dz.
- PLASTIC #760 Metal Rib 4.25 dz.
- Metal Trombones 22.00 gr.
- Plastic Bugles 2.00 dz.
- Plastic Fog Horns 9.00 gr.

OUR SPECIAL!

A Full Line of Felt and Straw Hats in Stock at Lowest Prices!

Write for new catalog

CHARLES SHEAR, 150 Park Row., New York 7, N. Y.

THE BIGGEST PREMIUM VALUE IN YEARS!



Attention: Jobbers and premium users! Here is an item that represents real value; looks like big money even after close inspection. Highly polished, silver finish Lighter Set, consisting of heavy 5" by 9" tray, 3" high cigarette urn and two Aladdin-style cigarette lighters. This beautifully designed, durable and attractive item goes like hot cakes and sells to you at a real bargain price. In lots of 12 or more, individually boxed, \$48 per doz. 1/2 cash, balance C. O. D. Or send \$5 check or money order for sample set to Frank Kollman, Stewart Sales Corp., 3209 E. Washington St., Indianapolis 1, Indiana.

BARGAINS!

FREE! AIR CORPS GLASSES. Plastic case shaped to fit the glass. \$7.00 dz.—\$81.00 gr. F.O.B. Phila.

SEND FOR OUR LATEST CATALOG

NOVELTIES PREMIUMS NOTIONS JEWELRY GIFTS

O. FAUST WHOLESALE DISTRIBUTORS SINCE 1932 223 N. 8th ST. PHILA. 6, PA.

Ladies and Gentlemen—Special offer for three weeks only. Genuine blue-white Zircon. Next to the diamonds they are nature's most brilliant gems. They are cut like diamonds and mined like diamonds. They are yours for just a fraction of what you pay for precious gems. These stones are set in dainty setting for ladies. One carat blue-white center stone with 2 zircons on each side. Size 5 to 8. 1/20-12K gold, \$42.50 tax included. We have a good offer for the men. We have unmounted stones at \$25.00. You may think you have seen bargains, but take a look at these amazing values. This is worth \$15.00 on any 1 carat stone or ring. Simply deduct \$15.00 on each order. Include this clipping and name and address of two friends. You will receive credit with \$2.50 on terms or \$2.75 for C. O. D. Terms: 10¢ per week or 40¢ per month. We trust you. No red tape. Sign and we will ship.

NAME

ADDRESS

RING SIZE

C. O. D. CASH MEN'S GEM TERMS

HANCOCK SERVICE STATION, EAST THE DALLES, OREGON

CONCESSIONAIRES—JOBBER

- 13" NEW BORN BABY DOLL \$12.00 Dz.
- 13" Moving Eye Coo Doll, rayon dress, rubber 18.00 Dz.
- 24" Moving Eye Doll, rubber arms & legs. 42.00 Dz.
- 27" \$4.00 Dz.
- Sample of each of four above dolls—\$12.00.
- 18" & 21" Fur Scotties \$36.00 Dz.
- 27" Large Bears, Panthers, Major Dolls in illustrious plush 36.00 Dz.
- 13" Plush Bears & Panthers. 15.00 Dz.
- Small Plush Scotties 7.20 Dz.
- Poodle or Lion, 6x12 1/2", plush body with fur head, each in a cage 16.00 Dz. Sample of each of nine above pieces—\$20.00.

FUR CATS—Large (10x6) \$18.00 Dz. And Small (7 1/2x5) 15.00 Dz. Each in plain box, in pink, blue, white or maize. Add \$2.40 for each in acetate box.

Punchboard and Punchcard Operators: We will furnish card, which takes in 513, on request with each large item.

We have Closeouts and Slum for Concessionaires and Scale Operators. Will ship both 1 gross of small Japanese Monkeys and 1 gross of Skeletons for \$10.50 ppd. 25% deposit with order, balance C.O.D. PHOENIX TOY & NOVELTY CO. 231 Fulton St. New York 7, N. Y.

HOTTEST DEAL IN THE WORLD

Everyone wants this Daring New Deck of

52 ART STUDIES in Natural Color—on Plastic Coated PLAYING CARDS!

'MODELS OF ALL NATIONS.' Most startling deck of playing cards you ever saw. R. E. A. L. art studies. Every card different. Loveliest models photographed in most inviting poses—in FULL COLOR. Sells on sight. Rush order today! You won't be disappointed. Exclusive Playing Card Co., Dept. BM-5, 1139 S. Wabash Ave. Chicago 5, Ill. \$12.00 Doz. Sample Deck \$2.00.

New Sensational Butane

Cigarette Lighter

"Flare Gas Lighter"

One hand operation. No screws, no bolts, no wick, no filling, no fluid to spill. Only 4 simple parts. Nothing to get out of order. Beautiful chrome and plastic finish. Large 6 months' supply of gas in bottle. Replacement bottle 50¢ (exchange)

SAMPLE \$5.00

Doz. Lots \$4.50 Each

Gross Lots \$4.00 Each

R. E. YAGER DISTRIBUTING CO.

435 Collinsville Ave.

EAST ST. LOUIS, ILL.

ENGRAVERS

with it since 1907

phone: Bayport 1-5338

day and nite service

MILLER CREATIONS

7739 Avalon Ave. Chicago, 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

Big Profits

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg. Co. 303 DeGrauw St. Brooklyn 2, N. Y.



CARNIVAL AND CIRCUS NOVELTIES



No. 195 CRYSTAL HURRICANE LAMP \$1.30 ea. \$15.00 per doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano or suitable as prizes.

- #38B78—Fur Monkey, 3" long with high hat and wire springs. \$.40 \$4.25
#38B81—7" Fur Monkey with high hat and wire spring. .75 8.40
#5170—Assorted Pig and Rabbit dangling toy, 5" long. .30 3.00
#115—Assorted plastic Horses, 2 1/2" high. .50 5.40
#320—Assorted gift and silver plastic Horse, 4 1/2" high. 2.25 24.00
#4—Dart Balloons, NEW FRESH STOCK. .80
#5—Dart Balloons, new fresh stock. 1.20
#34B7—5" dressed celluloid Feather Doll with high hat and cane. .75 8.40
#25A50—9" dressed celluloid Feather Doll. 1.50 17.50
#02441—Large selection of decorated china Vases, assorted styles & designs. .40 4.50

Send for Free 1951 Catalog Just Off the Press—Serving the Trade in Chicago for Over 34 Years.

M. K. BRODY 1116 S. Halsted St. Chicago 7, Illinois All Phones: MO 6-9520

CONCESSIONAIRES, WELCOME!

You are cordially invited to come in and view the

Largest Display of GLASSWARE

for Carnivals, Promotions, etc., under one roof.

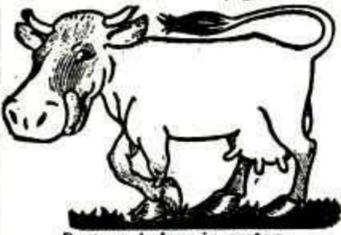
Shipments made within 24 hours from date of order.

Write for our illustrated circular.

The Sendar Company 127 4th Ave., N. Y. C. 3 GRamercy 7-4200

"MOO COW"

Western Noisemaker "A Sensation at the TOY FAIR" You can sell many gross.



Packed 3 doz. in carton. Per Dozen, \$2.40 Gross, \$27.00

25% with order, bal. C.O.D. MIDWEST MDSE. CO. 1008 Broadway, Kansas City 6, Missouri

BINGO 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

FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 68

JUGGLING, ACROBATIC PROPS, ROLLS, anything made to order; Spinning Bowls, plastic, \$10.50; metal, \$15; used Unicycles; low, \$40; high, \$50. Chester William, 2512 94 St., Jackson Heights, Long Island, N. Y.

LUSSE CARS, 6 FOR \$1,000; 1939 MODEL; Kid Street Car, \$1,500; want Hi Striker, F. Shafer, Washington, Ind.

MUZZLE LOADING SHOT GUN (NON-shooting) for display only, as is. \$9 express collect. Peacock, 905 Riverview Drive, Kalamazoo, Mich.

SHORT RANGE, MOUNTED; 2 WINCHES—ter 6 1/2" Rifles, new 1949, \$275. Gordon Fraser, 131 Brinton, Buffalo, N. Y. 20,000 Rounds available.

SHRUNKEN HEADS, \$15; FREAK BABIES, Death Masks, Anatomy Models, other Oddities; stamp list. A. E. Beasley, 14820 Euclid, Cleveland, O.

TENT FOR SALE—UNCLAIMED TENT, new; two end sections 25'x50'; square end, push pole type; made from 12.53 oz. Viva-tex-Khaki Duck; hand roped using 1 1/2" sisal tent lay rope; complete with storm ropes and bags; bail ring top; will sacrifice; very reasonable. Powers & Co., 5929 Woodland Ave., Philadelphia 43, Pa.

THEATER CHAIRS, SCREENS, 2,500 FOLDING Chairs, Projectors, Tents, Sidewalk Bleachers, Cushions, Pews, Lone Star Film Co., Box 1734, Dallas, Texas.

WANTED TO RENT—STEAM CALLOPPO with player for 4th July parade; advise cost, etc. in Chicago area. Write A. Kozack, 132 119th St., Whiting, Ind.

8 CAR KIDDIE AUTO RIDE, \$250; ALSO Mug Outfit, \$100; both in good condition and ready to go. Higgins, R.D. #1, Madison, O. Phone Geneva 5345.

10 ELECTRO HOIST DIGGERS IN GOOD condition, cheap; 4 late model Octopus Tubs, need paint only. Mickey Stark, Box 229, Mt. Sterling, Ill. Phone 450.

14 SKEE BALL ALLEYS—GOOD CONDITION, reasonable; can inspect on location. Edgar T. Morley, 430 N. Bon Air, Youngstown, O. ap14

16MM RENTALS—LOWEST RATES, QUALITY Pictures; if you're paying too much, get our prices. Rogers Films, Box 3528, East Atlanta, Ga. ap28

\$100 STILL BUILDS 12 PASSENGER KID-die Chairplane; tested plans, \$5; free plan catalog; Kiddie, Major Rides, Concessions, Illusions. Brill, Box 875, Peoria, Ill.

1949 ROLL-A-WHIRL, \$1,000; REASON FOR selling, cannot keep concessions and ride at same locations. H. F. Martin, 1002 Columbia Ave., Fort Wayne, Ind.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Reel Pictures; Catalog 10¢. Balda, the Lightning Cartoonist, Oshkosh, Wis. ap21

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢; Joker's Novelties, Magic, Fast-Selling Specialties! (Pitchmen's Headquarters), Ar-lane Mfg. Co., 4462-B Germantown, Philadelphia ap14

AAAAA—TWO-HEADED NICKELS, DOLLARS; each heads or tails; dealers' discounts. Jet-Motivation Co., 13 Harrison Pl., Clifton, N. J. ap28

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog, Buyer's Guide, with 50¢ wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. my17

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35¢. Ireland, B-109, N. Dearborn, Chicago 2.

COMEDY MAGIC PROPS—CATALOG 25¢; Terrific Small Guillotine, \$1.50 (6 good tricks, \$5). Magic Funshop, 1220-B Filbert, Philadelphia. ap14

FLOATING CIGARETTE TRICK—CIG-arette floats in mid-air; with instructions, 25¢. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, O.

JOURNAL OF HYPNOTISM—AMERICA'S only hypnotism magazine; articles, features, photos, etc.; copy, 50¢; yearly, \$3. North, 30-BB Huntington, Boston 16, Mass.

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 36 South High, Columbus, O. my19

MISCELLANEOUS

"BELLY TANKS"—\$9.95; STEEL, SIX OR ten foot size; free picture. Buck's Auto Parts, 1625 "T," Merced, Calif. ap28

FIRST-CLASS INTERIOR DECORATION work, such as booths, exhibition and other crane paper work. Contact Harvey Hobbs, P.O. Box 562, Smithfield, N. C.

NEW EXCITING BURLESQUE FILMS—Straight titles or for Panoram use, sold wholesale to dealers only. Raynor Sales Co., 608 S. Dearborn St., Chicago 5, Ill. ap28

OUT OF THIS WORLD—RUM-FLAVORED Roasted Coconut Chips; delicious; new food confection; eight ounces cellophane packed, \$1 postpaid. New York Article Co., G.P.O. Box 405, New York 1, N. Y. ap14

YOUR NAME IN BIG, BLACK HEADLINES on standard newspaper page; write 3 headlines, under 36 letters, \$1; great for lobby display. Headlines, Box 1351, Dept. 14, Hartford 1, Conn. ap21

PARTNERS WANTED

FEMALE PARTNER WANTED FOR EX-hibition all-around Dance Team; all towns supplied. Orlando Dance Studio, 117 W. 47th St., N. Y., 3rd floor.

PERSONALS

HAVE A CHICAGO MAIL ADDRESS—Business or personal; information; contact. Schultz House, 3116 N. Seminary, Chicago. ap28

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts; Photo Novelties; New and Used DP Cameras. Miller Supplies, 1535 Franklin, St. Louis 8, Mo. my19

COMPLETE SUPPLIES—D.P. OPERATORS, Drexel and Eastman Paper, prompt service. Lone Star Photo Co., 2405 Elm St., Dallas, Tex. je2

DIME PHOTO OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap28

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; contact; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap28

NOW!!! \$\$\$\$\$\$\$\$\$\$ IN YOUR POCKET



NUMBER 1202 LUSTRE METAL \$3.50 per dz. \$39.00 gr.

Get in on these fast selling Military Rings. These massive service men's rings are made of tarnish proof metal that catches the eye and puts money in your pocket.



NUMBER 0202 \$4 dz. \$45 gr.

This handsome serviceman's ring has beautiful sim. ruby center. Both of the above style rings are available in Army and Navy insignia only. Min. order—1 doz. either style—Samples on request, \$1.00 for both styles. State your business.

STERLING JEWELERS 44 East Long Street, Columbus 15, O.

JEWELRY! IS OUR BUSINESS VALUE! IS OUR MOTTO

We Have Everything For: Jewelers • Engravers • Demonstrators

CATALOG No. 55 BF Contains most everything in merchant size for the jeweler.

CATALOG No. 105 Contains complete selection of engraving jewelry—especially for the jeweler 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

Jewelry Sets Special!

Rep. \$36.00 doz. NOW 12 Assorted Sets \$27.50 ppd SAMPLE, \$3.00 each

3 Pc. Sets in plush lined gift boxes with Fifth Ave. label and \$24.95 retail price tag. 24 kt. gold plated, assorted styles and colors. Send cash with order.

ROBEL SALES CORP. 264 Canal St., Dept. Q, New York, N. Y.

Sell Ultra-Blue Stock Signs

THANK YOU CALL AGAIN To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display MAKE MONEY on our fast selling signs!

COST 6¢—SELL 35¢

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00 15 Samples Ultra-Blue Retail Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00 15 Samples Clock Signs, 4x6 1.00 6 Samples Store-Hour Clock Signs, 7x11 1.00 6 Black Enamel Restaurant Signs, 7x11 1.00 8 Samples Paper Sales Streamers, 8 1/2x22 1.00 Sample Assortment of Pricing Tickets. 1.00

Above Samples Mailed Postpaid 100 Ultra-Blue Stock Signs, 7x11, \$6. No COD'S L. Lowy, 812 B'way, N.Y. 3, N.Y., Dept. 618

WANT TO MAKE REAL MONEY!

You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to JOHNSON-HARTMAN Dept. BB-414 53 West Jackson Blvd. Chicago 4, Ill.

LOW-COST PHOTOMOUNTS—3x5, \$3 100; write free samples, prices, other sizes. Penn Photomounts, 335 Woodland Ave. Glenolden, Pa. ap14

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ap28

WE MANUFACTURE LEATHERETTE Photo Cases and Wood Photo Albums; send for catalog. Wood Albums Co., 54 Jefferson St., Brooklyn 6, N. Y. je2

PRINTING

ATTRACTIVE 100 8 1/2x11 LETTERHEADS and 5 1/2 Envelopes, Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. my5

BUSINESS CARDS PRINTED IN THREE colors, your choice, \$7.50 1,000; quantity prices, samples. Mallo Press, 767 Leith St., Flint 5, Mich.

ENVELOPES POSTPAID, 4 LINES COPY—Large No. 10, 175, \$2. \$34, 225, \$2; no c.o.d.'s. E. C. Lindsay Printing, Box 621, Salt Lake City, Utah.

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printery, 2715 Vine, Cincinnati, O. ap14

14x22 WINDOW CARDS, THE BELL PRESS, Winton, Pa. my12

1,000 RAISED PRINTED BUSINESS CARDS, \$3.95; black or blue ink; 1,000 Letterheads (plain printed), \$6.75; send for our quotation on any printing. Speedmail Press, 299 Broadway, New York 7. ap14

1,000 SIMULATED ENGRAVED BUSINESS Cards, \$3.50 prepaid. Universal Press, P.O. Box 591, Dallas, Tex.

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BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS, Lincoln, Chicago. np

ERNE AIRLINE TIRE INFLATOR—BIG demand and big profits; retails \$1.95; cost 55¢; send \$1 for sample and details and territory desired. Kramer Industries, 321 South Anita, Los Angeles 49, Calif., or 110 Broadway, San Antonio, Tex. ap21

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NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. ap21

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A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. ap28

SECOND EDITION—TATTOOING THE World Over; just off the press; \$2; write for prices in quantities; new tattoo supplies; list free. Milt Zels, 728 Lesley, Rockford, Ill. ap21

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USED PHONOGRAPH RECORDS—1920 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West 66th St., N. Y. C. ap21

WANTED—USED COFFEE MACHINES, liquid ingredient type; quick sale if priced right; write full details. Box 629, The Billboard, 1564 Broadway, N.Y.C. ap21

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Beautiful 3 piece set Hoods point fountain pen, automatic pencil and precision ball pen Assorted color smart finish. Attractively boxed.

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YOU'LL SELL 'EM BY THE CARLOAD! WHITE STRAW COWBOY HATS

Flocked—high gloss finish—with name of any Park, Resort or Beach. We have a full line of resort hats including Fluorescent Satin Be-Bop and Jockey hats in a rainbow of colors WRITE—PHONE—WIRE

SPECIAL! Six new spring jewelry creations in Necklace, Bracelet, Earring and Brooch sets, 24K gold finish, \$42.00 per set, beautifully boxed. SAMPLE SET OF EA. NO. (6)—\$21.00. Also six hand pronged Rhinestone numbers, \$48.00 per set, Rhodium finish. SAMPLE SET OF EA. NO. (6)—\$24.00. 25% Dep.; Bal. C.O.D.

WRITE FOR 1951 CATALOG—JUST OFF THE PRESS! Kim & Cioffi 912 Arch St. Phila., Pa. Market 7-2283

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- Daisy Cork Guns, Ea. \$5.75
Corks, Per 1,000 2.50
Carnival Baseballs, Doz. 2.95
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HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3 Remittance in full must accompany all ads for publication in this column No charge accounts Forms Close Thursday for the Following Week's Issue

BASS PLAYER, DOUBLING ON VOCALS and entertaining, only reliable, experienced man considered; steady location work with established organization; give all details, previous experience, etc. Box #C-345, c/o Billboard, Cincinnati, O.

HAMMOND ORGANIST WITH OWN ORGAN; 23 weeks contract with Northwest's biggest carnival; will furnish trailer for transportation. Ralph Meeker, Meeker Shows, 3305 E. J St., Tacoma, Wash.

LEAD TRUMPET AND PIANO FOR ESTABLISHED semi-name band; only above average men; state driver's license; previous permanent address. Box #C-337, Billboard, Cincinnati, O. ap14

LEAD TRUMPET—SEMI-NAME COMMERCIAL band; hotel and ballroom locations; steady employment; others write. Box #C-355, c/o Billboard, Cincinnati, O.

MEN, FULL OR PART TIME, TO SHOW item to filling stations and garages in exclusive territory; five minute demonstration means sale with \$10 cash commission; not uncommon for our men to earn \$200 to \$400 weekly; must have car; position of supervisor also open. Write H. Pearson, E. & B. Bldg., St. Louis, Mo. ap20

MUSICIANS—TWO BEAT BAND, SLEEPER Bus, salary, steady, some location. State previous band experience. Buddy Blair, Box 113, Colome, S. D. ap21

MUSICIANS FOR DANCE BAND—WIND Bass, Tenor Sax doubling Clarinet; Drummer; salary. Col. Bjornsen, Alexandria, Minn.

MUSICIANS WANTED FOR COMMERCIAL Dixieland territory orchestra; guaranteed weekly salary; traveling by car. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

ONE MAN TO WORK IN HIGH ACT—WILL train if necessary; good season and good salary. Contact Willy Hustrai, Forest Trailer Park, Park Ridge, Ill. ap21

OPENINGS FOR MUSICIANS—ALL Instruments; Boy and Girl Vocalists; Organist, Hammond Organ furnished; steady, salaried work with well known band leader, re-organizing. Box #C-353, c/o The Billboard, Cincinnati, O. ap28

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

CIRCUS & CARNIVAL

AT LIBERTY—CIRCUS, CARNIVAL OR fair; 2 Cowboys, 3 Cowgirls, trick roping, horse catches, whip popping, clown and clown mule, trained horse. Texas Jay Davis, 5905 Katy St., Houston 7, Tex.

FOUR PONY DRILL, HIGH SCHOOL PONY, Ridings, Dogs, Comedy Mule, Flashy Trappings, Wardrobe. Little Johnnie, 337 Swan, Buffalo, N. Y.

PALMIST—DESIRES WORK; EXOTIC enchanting in an old world Gypsy way; also do half and half; club preferred. Rose Davis, Avella, Pa. Dial 9535.

SIDE SHOW ANNEX ATTRACTION—WITH Chas. H. Hodges twelve seasons; very fine man, but need new territories; this is not a sex attraction, also a front door feature, have blow-ups and all equipment; if interested, let me hear from reliable managers only. Kay Temple, 595 Greenlawn Ave., Trailer Box 61, Columbus, O.

YOUNG MAN WISHES POSITION AS Partner or Assistant with circus act. Fred Harrison, 25 Roseville Ave., Newark, N. J. ap14

DRAMATIC ARTISTS

AT LIBERTY—FOR SUMMER STOCK OR Rep; general business team; all essentials; have trailer and car, go anywhere. Jack Parsons, 4001 West St., Rockford, Ill. ap14

MISCELLANEOUS

EXPERIENCED GENERAL OFFICE WORK—Excellent at detail, utmost in dependability, university graduate, aged 30, unencumbered. Box C-357, care Billboard, Cincinnati, O.

PERSONABLE WOMAN IN FORTIES WITH very neat appearance can ably tend bar, experienced waitress, good cook, honest, reliable and trustworthy; willing to assist at any time. Lenora Langridge, 7 Rivington St., NYC.

PROF. ERWIN SPIES—THE GREAT DI-vine Healer; heals by magic. 202 Lyell Ave., Rochester, N. Y.

MUSICIANS

AVAILABLE IMMEDIATELY—TENOR SAX, Clarinet, Violin, thoroughly experienced, dependable; no lead or jazz, prefer hotel-type bands. Floyd Tenhoff, Room 254, Library Hotel, Springfield, Ill.

DRUMMER—UNION; SOBER, RELIABLE; draft exempt; many years professional experience; all offers considered. Musician, 102 Rauber St., Rochester, N. Y. ap14

DRUMMER—UNION, DRAFT EXEMPT; prefer Dixieland, but can cut commercial or pop combo; sing blues; have transportation; on one nights; cut on no notice; prefer Middlewest. Bill Immer, 415 Division St., Wausau, Wis. Phone 6345.

DRUMMER—SEMI AND NAME EXPERIENCED; union, sober, reliable, draft exempt, age 24, married; 6 mo. private study Latin rhythms; \$1,000 white pearl set 10 drums, including bongos and timbales; will sight read and cut all shows; 1 year percussion principle with symphony orchestra; have been with present society orchestra for 8 months; desire change; would appreciate wire or phone as am subject to 2 weeks notice. Drummer, New Royal Hotel, Room 201, Jackson, Miss.

ENTERTAINING MALE PIANIST WITH Solovox wants Sunday night jobs within 150 mile radius of Omaha, Neb.; have terrific one man floor show; absolute tops in record pantomime, 9 different routines from piano, including comedy magic, monologs, gags, impersonations, community singing, play heavy rhythm for dancing; will pack your place; reasonable. Write Helen Averill, 426 Leland St., Topeka, Kan.

HAMMOND ORGANIST—AVAILABLE immediately, rinks, hotels, lounges, radio. Address: Jackson, 258 W. 46th St., New York, N. Y. my5

PIANIST—SOCIETY AND COMMERCIAL, read and fake, excellent show pianist; draft exempt, sober and reliable; available immediately. Horace W. Lasper, 622 McCall Drive, Corpus Christi, Tex. Phone 4-1474.

PIANIST—FINE COMMERCIAL HOTEL style; heavy experience society orchestra, shows and Latin; Local 10 available immediately. Wire Box C-356, Billboard, Cincinnati, O.

PIANIST—DANCE AND SHOW EXPERIENCE; year around location; six nights, \$70; seven nights, \$81. Paul A. Lenk, Plantation Club, Nashville, Tenn. ap21

PIANO MAN—GUARANTEED SALARY. Band headquarters, Des Moines, Iowa. Other dance men write. Jack Cole, 1125 68th St., Des Moines, Iowa. ap14

SECOND TENOR AND THIRD ALTO DOUBLING clarinets; fine commercial band; good wages, steady. Skippy Anderson, 777 Insurance Bldg., Omaha, Neb. ap21

TWO SAX MEN—GUARANTEED SALARY, no sleeper bus, work limited territory, headquarters, Omaha. Other Musicians write. Hank Winder, 8333 Cass St., Omaha, Neb. ap14

TWO EXPERIENCED FEMALE AERIALISTS; Eastern Circuit, full season, starting on or before June first; wire collect immediately. Bill Vess, 2910 Rosanna St., Los Angeles 39, Calif.

WANTED—FERRIS WHEEL CLUTCHMAN and Helper who can drive Semi, Chair-plane Operator; opening May first. W. T. Yount, Route 4, Box 87, Norfolk 6, Va. ap21

WANTED—MUSICIANS, WESTERN, OLD time, who double part, specialties; consider established unit; do show, radio, steady work. Dakota Barn Dance, Box 742, Watertown, S. D. ap21

WANTED FOR HIGH CLASS PLATFORM Med Show: People in all lines, Musicians, Singers, Dancers, Magicians, etc.; need 1 all around Team and 3 Singles to fill out all people. Opening in May; can use 1 or 2 Western or Hillbilly Type; tell all first letter; no wires, please; state salary. T. C. Jacobs, P. O. Box 1366, Sarasota, Fla.

WANTED—RESPONSIBLE MAN TO HELP assist leader, must know how to arrange; name experience. Write: J. A. B., Box 206, Ogden, Ill.

WANTED—GIRL DANCER FOR GIRL REVUE, also a good Talker; top salary. Write: Revue, Box 1848, Uniontown, Pa.

YOUNG MAN FOR AERIAL ACT—STATE age, experience; if none, will train; also reliable Rigging Man. Reply to L. Schelin, Trenton 9, N. J., 47 Bartlett St.

PIANIST—EXPERIENCED, SOBER, READ, fake. Bob Williams, 3422 Baltimore, Kansas City, Mo. ap21

PIANO-ARRANGER—UNION, READ, fake; only work in Illinois will be considered. Bernie Bell, 4222 N. Mozart St., Chicago 18, Ill.

PIANO MAN—READ, FAKE, TRANSPOSE; no 12 essentials. Box #C-351, c/o Billboard, Cincinnati, O.

TENOR SAX, DOUBLES PIANO—ALSO Trumpet Man, both union, have specials. Write: "Musicians," care of V. Auer, 52 Clarkson, Denver.

TROMBONIST—DESIRES STABLE POSITION with future; music as sideline; B.A. in Business Administration, University Wisconsin; draft exempt, 30; ex-Hudson, Mooney, Johnny Long, others; doubled as comedian; will learn any business; prefer office or sales. Phil Bowers, 1239 Home Ave., Berwyn, Ill.

TRUMPETEER-VOCALIST—READ, FAKE, tone; Southern location wanted. Rick Shores, River Edge Trailer Park, Fort Myers, Fla.

TRUMPET PLAYER, DOUBLE FIDDLE AND Vocalist, desires job with small combo or society band for summer months within two or three hundred miles from New York; union, married, draft exempt. Phil Mancini, Hotel Bristol, So. Norwalk, Conn. ap21

TRUMPET MAN AVAILABLE—THOROUGHLY experienced, ten years big bands, combos; will travel; age 24, neat appearance, draft exempt. Contact: Johnny Lindenberger, 742 N. Damen, Chicago, Ill. Phone: Rogers Park 1-6296.

VIOLINIST DOUBLING AMPLIFIED VIOLA and Mandolin; for entertaining trio or jazz combo; play all styles, work skits, etc.; versatile, neat, reliable, experienced; have transportation, go anywhere; cut on no notice. Jim Lane, 520 S. 21st Ave., Omaha, Neb. At. 5895.

VIOLINIST AVAILABLE—SUMMER resort, hotel, professional orchestral, ensemble experience; plays viola. Write: George Trautwein, 15 S. Pleasant St., Oberlin, O.

VOCALS WITH PIANO AVAILABLE—Single, small combo or musical show. In Midwest; age 21, single, non draft qualifications, picture on request. Phone 6611. Write or wire: Marvin Hinton, Morrill, Kan.

BALLOON ASCENSIONS, PARACHUTE Jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap21

BIG ACROBATIC AND BALANCING ACT—5 people; literature on request. Lehnbeck Sisters & Co., 2015 Oliver St., Ft. Wayne, Ind.

DASHINGTON'S ANIMAL ACT—DOGS and cat; different from all others; for any show; also open for fairs, parks, celebrations. Contact any booking agent or address 1413 Euclid St., Philadelphia, Pa. ap14

"ENGAGE" CHARLES LA CROIX, HIGH-class, outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

"GREAT CALVERT"—THE HIGH-WIRE act that has drawing power. No collect telegrams accepted. Address 164 Averill Ave., Rochester, N. Y. je9

ONE OR BOTH OF CAPT. BILL FORKUMS Fighting Lion Acts; 3 or 4 cat act. Capt. Bill Forkum, c/o Billboard Publishing Co., Cincinnati, O. ap14

SENSATIONAL HIGH FIRE DIVE ACT—25 years of impressive results; featured by Fox Movietone and the N. Y. Press; available parks, fairs, celebrations; negotiations prompt and fair and the date, distance, running time govern the price. Office address: Capt. Earl MacDonald, Thrill Production, 456 Lamplier Pl., Warren, O. Tele.: 45337. ap14

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STILL BIGGEST EVER! PISTOL LIGHTER

Sells like wild! Original "Continental" model. Black plastic handle grips heavy chrome. Packed in individual display cartons. \$8.00 per doz. Sample 90c



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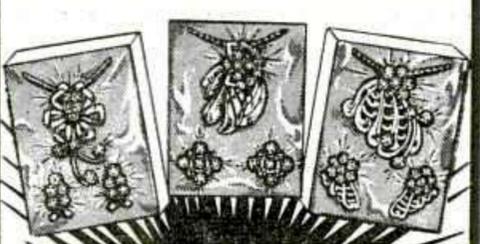


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Each set has exquisite, high polish gold plated brooch and necklace chain. Studded with brilliant, hand set simulated stones such as Rubies, Aquas, Emeralds, Sapphires, Diamonds. Magnificently boxed in rayon lined display box. Sells on sight!

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Brand New Rhinestone Case Watch Copies of expensive \$200.00 and \$300.00 watches, 7-Jewel. \$9.95 17-Jewel, \$12.95

Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new. 7-Jewel. \$9.95 15-Jewel, \$12.65 17-Jewel, \$14.65 21-Jewel, \$18.95

Chronograph Copies of \$75 watches with asst. colored radium dials, genuine leather strap. Wholesale \$3.95 of 6, Ea. Rose colored case. Lots of 6, Ea. \$4.75. Samples, \$1 add'l. Matching Expansion Wire Band, 25¢ add. Rhinestone Dial, 50¢ add.

25¢ Cash or stamps brings you our 72-page new 1951 wholesale catalog—will be credited to your first order.

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.



Our new Catalog will be ready about April 15th. Get your name in now to be sure you get your copy. Please state type of business in first letter.

Cash with order or 25% deposit, balance C.O.D. WISCONSIN DE LUXE CO. 1902 N. THIRD ST. MILWAUKEE 12, WISC.

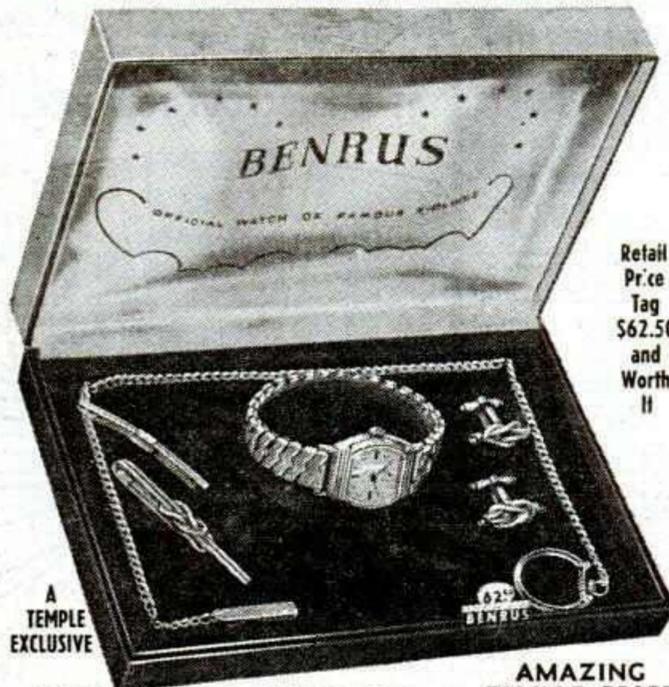
YOU'RE SITTING ON TOP OF THE WORLD WITH THE P. M. POCKET CUSHION MADE OF TOUGH, DURABLE VINYLITE, A DU PONT PRODUCT. THE BEST SEAT IN THE HOUSE IN YOUR POCKET OR PURSE. A real gold mine! 30 sec. demo. makes it easy. Big 100% cash profits daily. Sells at all sporting events—quantities to Sprte, Gds., Liq., Drug Stores, etc. Takes less air than toy balloons. Large 16"x16" size. UNCONDITIONALLY GUARANTEED. Send \$1.00 (refunded first order). Sample and details sent postpd. Don't be late on this one. ORDER NOW! P.M. AIR CUSHION, Dept. B-42, 601 S. Harvard Blvd., Los Angeles 5, Calif.

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Retail Price Tag \$62.50 and Worth !!

BENRUS "LORD WINSTON"
Outstanding combination (as illustrated). Handsome men's wrist watch. Ruby and rhinestone dial. ("simulated"). Raised crystal. Benrus stretch band. Matched chain, tie clasp, collar pin and cuff links. Stunning box. Guaranteed.

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Another Temple exclusive combination. Exquisite lady's wrist watch. Ruby and rhinestone dial. ("simulated"). Raised crystal. Benrus stretch band. Matched pin, necklace and earrings. Beautifully boxed. Guaranteed. Retail Price Tag \$62.50 and Worth !!. AMAZING TEMPLE PRICE in Doz. Lots, \$18.00 EACH SET. SAMPLE SET, \$18.00

CASH IN ON THE TREMENDOUS DEMAND CREATED FOR BENRUS PRODUCTS BY THE NATION-WIDE NEWSPAPER, RADIO AND TELEVISION ADVERTISING PROMOTION. WE STOCK THE COMPLETE LINE. WRITE FOR PRICE LISTS.

ORDER TODAY! Federal Tax Additional if Not for Resale - 25% Deposit, Balance C.O.D.
TEMPLE COMPANY 113-15 South 8th Street Philadelphia 6, Pa. Market 7-6519

Merchandise Topics

New York

Lou Ginsberg, of Merchandise Distributing Company, is selling American military patches in quantity lots. The authentic cloth patches are popular with a wide variety of outlets. Frank White, of Parisian Art Products, is turning out plastic items for practical jokers. Plastic fried eggs and Swiss cheese are reportedly moving well. Mobo Toys, Inc., announces changes in design of its all-steel Mobo Pony Express, reflecting advances in appearances, safety and easy conversion of the combination stroller and pedal drive toy. Cadie Chemical Products, Inc., is offering its Cadie twin polishing cloths for silverware. Requiring no application of polishing agents, one cloth is impregnated with silver polish for day-to-day use; the other is treated with jewelers rouge to remove tarnish and spots. Suggested retail prices are 50 cents and \$1 for the 24 by 11-inch and 40 by 15-inch sizes.

Chicago

Exclusive Playing Card Company is pushing its Break the Bank jackpot dice game retailing for 50 cents a set. The five-eighths-inch plastic cubes (three to a set) are embossed in six colors and bear the bar, cherry, lemon, bell, plum and orange figures. Twelve sets are attractively carded, accompanied by complete instructions, for retail counter display. For concessionaires working thru crowds, Nahdgee, Inc., announces

an electrically operated, portable unit of stainless steel for the vending of hot dogs, etc. The item contains a heating compartment with humidity control for keeping buns oven-warm and a unit for barbecuing 24 weiners. The 18-by-12-by-12-inch Nahdgee-Hut may also be used to keep warm such foods as chili, sliced meats, etc.

Los Angeles

Gay Style Manufacturing Company, designers of Fatima, soft rubber dancing girl, has moved into larger quarters in Burbank, Calif. The firm's parent company, Centaur Productions, headed by Norval Crutcher, has completed a deal to manufacture the new Bozo seven-inch clown figure that can be placed in many positions. Centaur received rights to manufacture the Bozo item from Capitol Records, Hollywood. Columbia Wholesale is stepping up production on its talking card line which was purchased from Manis Bros. Columbia, thru the deal, has exclusive rights to the item. Al Weisman, who formerly manufactured a line of redwood novelties, reports that he is working on a couple of items for pitchmen that will be announced soon. Weisman, who was also connected with the manufacture of the magic towel, said that among the items he is soon to bring out are sharpeners and a clothes line tightener that will garner sales. Firm will be known as A. C. Sales Company.

From All Around

O. Faust Company, Philadelphia, announces its new line of leather, gift, novelty, toy and notion items. Nerlin's, Inglewood, Calif., is plugging its battery restorer, which is said to double the life of storage batteries. Guarantee Hosiery Company, Philadelphia, announces a deal for salesmen in which each pair of hose comes with an extra matched spare and every three-pair box has nine instead of six stockings, all carrying unconditional guarantee coupons. R. L. Mitchell Rubber Company, Los Angeles, has a line of rubber mats which it claims is selling well. Connelly Hosiery Company announces a supply of factory-damaged sheer, full-fashioned women's nylon hosiery costing the dealer \$2.50 and \$4.50 per dozen pairs. Another item for demonstrators, announced by Service Industries, Philadelphia, is Vivid, a washday preparation that is said to remove dingy yellow that clings to white clothes after repeated washings and restores beauty to colored washables. Six packages costing \$1 retail for \$2.

World's Products Company reports it is handling a new line of Laymon counter carded merchandise that includes drugs, novelties, toys and sundries. Wisk is the name of an instant-action air deodorant offered the trade by Wiler Products Company, Kalamazoo, Mich. A few squeezes of the soft plastic bottle containing the liquid is said to instantly deodorize a room. Belinda Cosmetics, Cleveland, describes its deodorant cream and cream shampoo as topnotch items for workers looking for a sideline. High quality of the products produces repeat business, guaranteeing the salesman 200 per cent profit, the firm reports. A chemical mitt to give windows a dry cleaning is offering the trade by Kristee Company. Agents writing the firm will receive a sample. Simpull Company, Boston, is pushing its Simpull pencil on a reel. Attached to the lapel, the pencil snaps back on a nickel silver chain when it's not in use. An In-a-Purse shopping bag, which when folded fits into a woman's purse, is offered the trade by the I. C. Greth Company. The \$1.75 retailer is made of Celanese taffeta bound with vinyl and sewn with nylon thread and is strong enough to hold 100 pounds. Snowfoam, a rug cleaner, is described by Eastern Chemical Company, Cleveland, as a fast-selling rug cleaner. One small container of the product makes five gallons of the fluid which cleans with detergent foam—a good demonstrator's item. W. J. Ruscoe Company is handling Pliobond, an all-purpose Good-year developed adhesive that is said to stick metals, leather, paper, wood, china, plastics, china, concrete, glass and wallboard.

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Adair, Arlette Anderson, Harry Bowen, Roy Chauvois, Herman Dixon, Dolores Gace, Leo and Josephine Hall, Frances Stewart Hawthorne, Jack Hennessey, Russell Hull, Justin C. Kaal, Edna Mae Kibel, I. H. Ku, George Landis, Robert J. Larrick, Chas. Newby, Dorey and Norma Sparks, Max Van Meter, W. W. Yates, Richard

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Ackley, Jimmy Lamb, Russell Ballou, Chas. E. Lyons, Leo Varbour, C. E. Lynn, Gypsy Barr, Mr. & Mrs. Estlin McHenry, L. L. Harr, Mrs. Mary E. McNahey, Harry Barry, A. J. Marshall, George Bell, Rudy Martin, L. E. Berofsky, Harry Matthews, Mrs. Alice Hazak, Frank W. Matthews, Mr. & Mrs. Braunrock, John W. Melvin, Bob Miller, Bob Moss, Mr. & Mrs. A. Miller, W. A. Newman, Wilford Noltz, F. E. Noltz, Mrs. Martha & Mrs. Jack Ogden, Mr. & Mrs. Owens, Puck Palmer, Willie Phelen, Charles W. Pepper, F. W. Petranolo, Anthony J. Pierce, Wendell Pitre, Allen Poole, Robert Dow Pomponio, Tony Poyer, R. D. Prevost, Mr. & Mrs. Reese, Miss Jeanne Reese, Jean (Jo-An) Riley, Eddie Jr. Rose, Marty Rosinsky, A. D. Savre, Mar. J. Schaefer, Miss Jackie Schmidt, F. M. Schmidt, Stanley Arthur Shanteau, Mr. & Mrs. C. Earl Shavane, Jimmie Shibley, Leonard L. Siefert, Joe Smith, Charles Smith, Henry Norman Smith, J. E. Strenfeldt, Fred Stephens, Mr. & Mrs. E. G. Sterner, Mrs. Maxine Stout, L. J. Striegel, Charles Swartz, Florence Taylor, Tiny Billy Terry, C. H. Tiffin, A. E. Vernon, Mrs. Cliff Wacker, Miss Inne Wadsworth, (Harold) Walker, Bill Weatherbee, Mrs. Ann Wetherbee, Mrs. Harold Wells, Thomas West, Mr. & Mrs. R. Widman, Edwin Willis, W. J. Wilson, Alexander Wolf, Fred Wuehler, Mr. & Mrs. Johnny

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg St. Louis 1, Mo

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

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FIRST IN PREMIUMS

#1601 WESTERN HORSE CLOCK Gold and silver or bronze. Lots of 6, \$15.25

#8801 ISLANDER UKE Full size. Fair traded \$5.95 Doz. Ea. \$3.95; Doz. \$3.50

#5475 JUICE KING Famous single stroke. Fair traded \$5.95, comb. chrome & white. Ea. \$3.95; Doz. \$3.50

#5226 LAZY SUSAN TRAY 16", hammered aluminum, ball bearing, glass tray. Ea. \$3.25; Doz. \$33.00

#5655 5-PC. CUTLERY SET Cleaver, display boxed, \$4.95. Ea. \$2.25; Doz. \$21.00

#5666 16-PC. CUTLERY SET Ea. \$5.95. A Lot of 10, \$5.75 Ea. HUNDREDS of other items. Write for complete list.

FIRST DISTRIBUTORS

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In better position than ever to serve you in OUR OWN NEW LOCATION opposite Michigan Central Terminal.

4 FLOOR OF NEW MDSE.—4 For BALL GAMES, FISH PONDS, GLASS PITCHES, BALLOON DART and other Games.

Complete stock always ready to serve you. AT PRICES GUARANTEED TO SAVE YOU MONEY.

Wire, Write or Phone Us Your Needs. Shipments made same day orders are received.

HOUSE OF STAPLETON

Michigan's Largest Carnival Suppliers 2236 Michigan Ave. Detroit, Mich. Phone: WOODWARD 5-7380

MINIATURES FROM ITALY

3" Planters—Dutch Shoes, Alpine Boots, Copper Kettles, Slippers, Pitchers, Bird Baths. (Asst. 2 ea., min. doz. \$6.25.) Ck. w/order.

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REINFORCED FOLDING CHAIRS

Immediate Delivery. New, durable, mixed Northern Hardwood. Write for lowest prices

MORRIS MANDELL, INC. 26 E. 13th St. (Dept. T) New York 3, N. Y. ALgonquin 5-5912

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Solid.

#2256—Genuine 1/30 14K R.G.P. 2 White Stones. Pre Doz. \$15.75

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

SPECIAL OFFER—QUALITY LAMPS—SAVE 10%

Selected assortment of 12 Lamps and Shades valued at \$55.50 FOR ONLY \$50.00 All genuine Marbelized China Lamps with 22 Karat Gold Decorations. Your money back if not satisfied. 1/3 cash, balance C.O.D.

PENN LAMP MFG. CO., 857 N. 5th St., Phila. 23, Pa.



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The always-valuable Billboard SPRING SPECIAL is available in single copies featuring these lists:

1951 Fair Dates • Amusement Parks • Parks Using Folk Music • Military Installations • Ride Mfrs. • Rodeo Dates

The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please send me ... copies of The Billboard SPRING SPECIAL @ 25c each. Remittance enclosed. Name Address City Zone State

ATTENTION!!! SHUFFLE BOWLER OPERATORS

End all prize worries with these
STIMULATING PRIZE DEALS
TESTED AND PROVEN ON LOCATIONS TO
INCREASE PLAY UP TO 80%.

These deals consist of thirty (30) good quality prizes (no slum) which appeal to men and women. Here's how it works: Your established winning score (example 175 or more, or you set your own score) entitles player to one sealed ticket from box which contains 1500 singles tickets. Player drawing ticket with number corresponding to number on any tagged prize receives prize immediately (NO WAITING—NO WEEKLY DRAWING). EACH PRIZE IS INDIVIDUALLY TAGGED WITH A NUMBER.

Price of complete deal including tickets **\$50.00** F.O.B. Mpls.

ORDER NOW!! USE THIS HANDY ORDER BLANK!!

Please ship us SHUFFLE DEALS at \$50.00 ea
Total

Name

Address

City Zone State

Terms: Remittance in full with order or 1/3 with order and balance C.O.D.

Mitchell Company
122 North 4th Street
Minneapolis, Minn.



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	

READY FOR MAILING SOON—Our new 1951 No. 61 Catalog. Write for your copy NOW. State business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin



1001 PREMIUM DEALS FOR EVERY TYPE OF COIN OPERATED MACHINE!

Increase your play with these proven Merchandise Deals for high score awards. Deals made up for your special requirements.

Your Choice
\$4.35
in quantity of 1 dozen
A complete sample deal



No. TB 101—TACKLE BOX DEAL ↑ **\$4.75** Ea
Complete with 18 useful fisherman's items.

No. CP 201—SINGLE PRIZE PREMIUM →
Complete with 19 good quality merchandise.

ORDER YOUR SUPPLY of these fast moving premiums NOW!!!

Remittance in full with order or 1/3 with order and balance C.O.D.

THE MITCHELL COMPANY
122 No. 4th St Minneapolis, Minn.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassoeks, 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.

BIG 4 SPECIALS

QUANTITY LIMITED

#1 SUN GLASSES (Air Corps Type) 20/20 Rock Glass Ground and polished Lenses manufactured to Gov't Specification. In simulated leather cases—gold stamping or beautiful plastic case. Special: \$7.75 doz. Worth More. Each with manufacturer's guarantee certificate.

#2 Improved Visible Fluid Lighter. Large Fluid Supply. 12 to attractive display, \$4.00 doz.

#3 FLASH OR PREMIUM: Lithograph in 5 colors. Large Gold Eye Needle Book—50¢ retailer, \$1.25 doz.; \$12.00 gross. Large German Import, \$1.50 doz; \$14.00 gross. Large Army & Navy, \$4.50 gross.

#4 Big 4-Combination—3 pc. Pen Set with The Tiniest Gun Lighter in the World, Pearl Handle—All in one attractive box, \$11.00 doz. Same set with Wallets, \$11, \$12 and \$15 dozen.

Write for Price List
Jobbers, wire for quantity discount.

HOT ITEMS—RUSH YOUR ORDER
We Prepay With Full Remittance or 25% Deposit, Balance C.O.D.

UNITED ENTERPRISES
173 5th Ave. New York 10, N. Y.

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC.
817-823 Broadway, Newark 4, N. J.

Sell Plastic-Coated PLAYING CARDS

Nationally advertised Duratones, etc. Profits will AMAZE you! Fast sales. Steady repeats. Send \$2.00 for 4 assorted decks that will enable you to start making money immediately. Particulars free.

Exclusive Playing Card Co., Dept. BP
1139 So. Wabash Chicago 5, Ill.

GIVE TO THE RUNYON CANCER FUND

Pipes for Pitchmen

By BILL BAKER

MYRTLE HUTT . . . is still purveying punch needles in San Francisco stores.

Now's the time to shake yourself loose from that dull winter feeling.

MAE LITHGOW . . . continues to grab off her share of the geedus with furniture polish at the F. W. Grand downtown Milwaukee store.

W. J. BLANTON . . . is about ready to launch his 1951 tour with a new jewelry stand. He spent the winter at his cattle ranch in Spartanburg, S. C.

Depth of character often determines the heights a man reaches in his chosen profession.

ANYONE PLANNING . . . to work the dog shows to be held thruout April in almost every sector of the country? They proved money winners for the boys and girls in other years.

JACK CURRAN . . . is pitching combs at various Texas locations to good counts. He's headquartering in Dallas.

AL McCALL . . . is framing a new layout in Dallas and will spring with it there soon.

A good summer's ahead of you if you'll only take advantage of your varied opportunities.

MADALINE RAGAN . . . stopped off at The Billboard's St. Louis office while en route back to her Hillbilly Holler, near Benton, Ark., following an antique

buying trip which took her thru 22 States. She reports that she was able to obtain some rare antiques for the Trading Post at Hillbilly Holler. Madaline also spent considerable time visiting in the Mound City with Teresa and Arline Sidenberg, wife and daughter of the late Sid Sidenberg. Madaline says that she was grieved to learn of the recent death in Indianapolis of Doc Fry, well known in Pitchdom.

WEE WILLIE WOLFE . . . is reported to be doing well with a punch needle display in Augusta, Ga.

BOB POSEY . . . comes thru with the following from Joliet, Ill.: "I've been making the auction sales and find them a lot of work. You get whatever geedus you can the hard way. Wisconsin sales have shown better grosses, but the weather has been bitter cold. I haven't seen any roadies lately and I hope that the

(Continued on page 73)

Fast Merchandising Or Pitchmen's Skill

By H. (SQUIRE) HUTCHINSON

A pitchman is an original, independent guy, Who works whenever he can score beneath the bright blue sky; He chooses items with great care, compact and light you see, But something that has sales appeal and plenty of novelty; With this in mind he reads your ad and happy you will be, For if your item measures up it means prosperity.

He travels thru this land of ours, good spots he seeks and finds, Where crowds can gather 'round his stand he throws his pitch or grinds; You'll see him bally up his tip and hold them in his grasp, Spellbind them with his bag of tricks and get their cash at st; The crowd is happy as can be and they are glad they've bought, For they've been sold a bill of goods exactly what they've sought.

The merits of the thing he sells stand out so clear and sharp, Were he to die, now mark these words, he'd sell an improved harp; He'd pitch them at the pearly gates, St. Peter standing in his tip, He'd give them a lifetime guarantee and it would be a pip; I'd wager that he'd sell them fast, with angels happy as can be, They'd vote him thru the pearly gates with popularity.

So, advertising firms take note if sales are dropping low, For pitchmen have the knack it takes to move your goods we know; Another fact, let's make it plain, so you will know just why, Your merchandise should be priced right and never up too high; As pitchmen travel coast-to-coast and pay out plenty for a spot, Consideration of this fact will help you a lot.

Good pitchmen when they hit the ball and count their daily take, Make ordinary salesmen blush compared to what they make; Your merchandise will move so fast we know you'll be amazed, And when you total up the sales you're sure to be quite dazed; Use judgment when you quote them price and you will prosper more, For a pitchman unloads tons of goods which shouldn't make you sore.

OAK-HYTEX BALLOONS GET THE MONEY!



No. NM-10
MULTI-COLOR ASSORTMENT
INCLUDES
Slim Jims Spirals-Nobbies Serpentine
\$8.50 Gro.
Plus shipping charges

Sold by LEADING JOBBERS

The OAK RUBBER CO.
RAVENNA, OHIO

Oak Balloons
For Immediate Shipment
Write for FREE Catalog
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

PITCHMEN
Be the first to work the largest stores and exhibits with the sensational MARVEL SILVER PLATE. Complete satisfaction. No gaff, fullest co-operation. Write
MOE COHEN
1100 Tower Bldg. Baltimore, Md.

PAPERMEN
Can use a few more good papermen.
Address: Circulation Department
THE KENTUCKY FARMER
408 McDowell Bldg. Louisville 2, Kentucky

Special Combination OFFER



\$12.95

WATCH AND JEWELRY SET

Get This Spring BARGAIN!

Luxurious satin-lined jewel box contains

- LADIES' WRIST WATCH**
with sparkling new Rhinestone case and genuine 7-Jewel Swiss movement—rebuild like new! Expansion band.
- LOVELY JEWELRY SET!**
Yes, beautiful 5-piece set—necklace, bracelet, earrings and brooch. 24-K Yellow Gold Plate lavishly set with simulated pearls and choice of ruby, aqua, emerald, amethyst, peridot or rose colored stones. 24-K White Gold Plated set carries lovely Rhinestones and simulated pearls.

Order this amazing Watch-and-Jewelry Combination TODAY—for only \$12.95. Or you can order the watch only, for \$8.45; Jewelry Set only \$4.50.

Order in lots of 3 or more.
25% deposit on C.O.D. orders.

Cel-Max
WHOLESALE JEWELERS

198 S. Main St. P.O. Box 473
MEMPHIS, TENNESSEE
WRITE FOR FREE CATALOG!

ALADDIN TABLE LIGHTER

Gleaming Silver Plate; Push Button, Spring Action. Individually Boxed. (Sample, \$1.50)

25% Deposit With Order, Bal. C.O.D.
Write for list of 1951 Specials.

IMPERIAL MDSE. CO.
893 Broadway New York 3, N. Y.

IMP. BINOCULARS TELE. MICROSCOPES, NOVELTIES AT MFRS.' PRICES

UNITA
545 5th Ave. New York, N. Y.

HOSIERY DIRECT FROM MILL
All gauges in Nylons—prices from \$1.50 dozen up. Ladies' and Children's Anklets; Men's and Boys' Hose, all sizes, colors and grades. Money-back guarantee.

MANUFACTURERS' HOSIERY SALES AGENTS
104 Woodrow Ave. Chattanooga 5, Tenn.

GIVE TO THE RUNYON CANCER FUND

Salesboard Sidelights

Superior Products, Inc., Chicago, reports rocket-velocity acceptance of its newer nickel boards, with Lucky Bones, 1,500 holes, and Super Fives, 1,200 holes, setting the pace. A dime play, 1,200 holes, Super Tens, is also on the sales band wagon, according to advertising manager **Ralph Cryer**. Ralph says general sales manager **Irving Sax** returned last week from a successful two-week jaunt thru the East; firm's Eastern sales manager, **Louis Kaufman**, is still holding forth in his bailiwick and has not visited Chicago diggings for several months. Cryer points out that altho future deliveries of paper board is a big question, current supplies and shipments due

will permit on-schedule board deliveries. Paperboard is the big key to the punchboard price tag now; paper suppliers stress all shipments will be billed upon delivery, so uptrends can (and do) occur at any time.

Jerry Scanlan, Chicago, announces the introducing of a new whoop to his Little Chief line; it's Our Winner, a single ball pellet number offering nickel, dime or quarter play. Jerry says its a follow-up to his recently released Charley's Single Uncle game, following the latter's one-ball principle. With the Charley game still hitting high on the sales charts, he feels the new pellet will prove a like order drawer. Scanlan also reports the appointment of **Topping Company**, Reno, as distributor for Little Chief games for Nevada. **Dean Lolla** heads Topping. Another Scanlan distributor, **Hoffman Company**, Denver, was in town last week in the person of head man **Phil Koller**.

Hi-Lo Sales, Litchfield, Ill., is enthused over the reception being given its new Pick-M release. A quick profit puller with a fast action for customer appeal, officials describe the specially copyrighted item. Pioneer Manufacturing Company, Chicago, relays the news thru **Harold Boex**, vice-president, that its lines of seal, girl and cardboards are hitting nicely.

Since moving its plant from its Walnut Street headquarters early in 1949, **Muncie Novelty Company** reports it has chalked up new sales volume. The new plant set-up on Jefferson Street, also in Muncie, Ind., has proven the key to the better trend, according to **H. M. Shoemaker**. Ticket activity, especially, is better and firm's

games equipment also is moving well, he says.

Dick Hitter, Carol Sales Company, Elmira, N. Y., continues to have a cheerful smile for all visitors (whether they go away as actual customers or not) to his specially built showroom for operators and jobbers. Dick insists, tho, that the array of boards, tickets and premiums on hand are of such variety and play-proven value that callers most always prove "buying boys."

Pipes

Continued from page 72

weather gets warmer soon so a fellow can hold a tip on the jockey lots. I'd like to read pipes from **James L. Osborne**, **Tom Kennedy** and his **Count Seldom Skoff** and **Doc Lushwell**.

HOME SHOWS . . . and sportsmen's shows, many of which are scheduled to be held during April, should prove lucrative enough for any of the boys and girls who take them in. Operators of all of them are looking forward to handling crowds that they expect will top those of 1950. Since they are to be held all over the country, the smart operators will work the dates into their spring routes.

Wonder how long it will take for the sun to shine on both sides of the street this spring.

HOW MANY . . . members of the trips and keister fraternity have their sights set on working the combined parade and pageant to be held July 28 in conjunction with Detroit's 250th birthday celebration? The last comparable event in the Motor City of such magnitude was the Automotive Golden Jubilee parade five years ago. Officials are looking for this year's parade to pull an estimated 750,000 people. The 1946 parade proved a bonanza for merchandisers, and execs antici-

pate the influx of pitchmen to be equally as large this year.

If memory serves, we believe it was the inimitable **Charley Courteaux** who once cracked: "Fool-long hots can be banquet to a guy when things are tough."

BIG AL WILSON . . . is still in San Antonio, where he sustained a broken hand recently. He says that he's been working cards and mice on a lot there and that he's waiting for the fiesta to open. After that he'll make the home show there.

HORACE BRAZIEL . . . is still getting his share of the folding money working leaf in the Smoky Mountains of North Carolina.

The boys tell us there's plenty of fresh folding money in sight. How much they'll get of it depends upon how much work they plan to do.

W. C. WOLFE . . . and **Doc Bianton** have taken a long lease on a spot in Aiken, S. C., for their flashy jewelry layout. They concluded a successful run of farm sales in Western North Carolina.

JIMMIE WILSON . . . is still making the stock sales in North Carolina with soap and socks to good returns.

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.

SALESBOARDS & TICKETS

1000 1c Cig Boards, 26 pk.	\$1.00
1000 25c J. P. Charley, 25c	1.55
1000 LuLu Board, 5c	2.50
1000 LuLu Board, 5c	2.75
900 Odd Pennies, 1c-2c-3c	1.15
400 Jar-O-Color, 25c	.85
1200 Texas Charley, 25c	2.50
400 Dollar Game, 5c	.75
120 Tip Boards, Thick	.57
120 Tip Books, Per Dozen	2.00
1836 Comb. Tickets, Per Bag	.88
2052 Comb. Tickets, Per Bag	1.90
2520 New Reel Tickets, Per Bag	.60
2520 New Reel Tickets, Per Bag	1.25
2170 Pok 'N' Win Tkt., Per Bag	1.05
1000 Plain Boards	.95
1200 Plain Boards	1.40
1380 Bingo Refills (Tristate)	.82

We stock a complete line of all types of salesboards, jar and bingo tickets. Stop in to see us!
RAKE 605 Spring Garden Street Philadelphia 23, Pa.

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
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MANUFACTURERS OF THE
FINEST IN PUNCHBOARDS
& PUSH CARDS

PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE

W. H. BRADY CO., Mrs.
Established 1914
CHIPPEWA FALLS, WISC.

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

"DOLLS and DOLLARS"
Superior's NEW
PUNCHBOARD
SENSATION!

Superior Products, Inc.
2133-59 W. Fulton St. Chicago, Illinois

SALESBOARDS
APRIL SPECIALS—25% DEPOSIT

1000 25c Charley	Prof. \$50.00	1.95
1000 25c Charley, X Tk.	Prof. \$50.00	1.35
1800 5c LULU, X Tk.	Prof. \$18.00	1.49
1000 25c J.P. Charley, Thin Prof.	\$52.06	\$1.24
1000 25c J.P. Charley, X Tk. Prof.	\$52.06	1.49
1000 5c J.P. Girlie Bds.	Prof. \$28.00	1.89
240 6 for 25c Giant Hole	Prof. \$2.00	1.89

DELUXE SALES CO., BLUE EARTH, MINN.

USED COIN-OPERATED MACHINES
Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column
No charge accounts

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. ap21

BALLY CHAMPIONS AND BALLY CITATIONS, very clean and perfect mechanically. Write Kaw Specialty Co., 1137 Osage, Kansas City, Kan. my5

CANADIAN MUSIC OPERATOR WANTS to buy: One to Ten Wurlitzer (used) Hideaways; 1017 one to one hundred used Wurlitzer Wall Boxes; 3031, all equipment must be in top condition, quote lowest prices; date of delivery. Write or wire to Jim Louis, 9916 Jasper Ave., Edmonton, Alberta, Can.

CANDY, GUM AND NUT VENDING BUSINESS; 440 machines now on location; Two Panel Trucks, Office Supplies, Typewriter, Adding Machine, Coin Counter, Small Tools, etc. Also a few Cigarette Machines, all on location. Now being operated with two servicemen and a manager; vending machines are all leased from a large operating company; machines not available on the open market; franchised territory; three Northwestern Ohio counties; possibilities excellent; good personal reason for selling. Box #C-329, e/o Billboard, Cincinnati, O. ap21

CIGARETTE AND CANDY MACHINES—Completely overhauled and refinished; see us on 30c mechanisms; we also buy Used Equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CIGARETTE MACHINE—SPECIAL! Du- Grenier Model 8, 7 columns, refinished, 25c slot, ready for location \$49.50; all other models in stock; 25c with order, balance c.o.d. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

CLOSE OUTS OF SHOWROOM SAMPLES—Like new, Advance, Columbus, Silver King, Victor 5c Bulk Merchandisers, \$10; reconditioned AIT Challengers, \$17.50; Silver King Hunter with 3,500 Balls gum, \$37.50; Advance One Column Stamp Vendors, \$15; if it's new or used legal vending machines you need, write: T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

COIN RADIOS FOR SALE—160 CONSOLES, sacrifice, \$15 each; f.o.b.; excellent condition; now on location. Box 635, Billboard, 1564 Broadway, NYC.

CONTENTS COMPLETE PENNY ARCADE for the price of mortgage. Write 125 Vanderbilt Ave., S. I. 4, N. Y., for particulars.

DIGGERS—ALL TYPES CHEAP: USED Erics for carnivals, merchantmen; Electro-Holists, Mikoscopes, Buckleys, Rotary Merchandisers, Supplies, National, 4248 Sansom, Philadelphia, Pa.

FACTORY REBUILT USED CIGARETTE Machines; excellent condition; advise your cigarette price requirement and we will mail you list of available models with price list. Arthur H. DuGrenier, Inc., Haverhill, Mass. ap21

FOR SALE—JUST OFF LOCATION. 5 T- talizer, \$40; 4 Gold Cup, \$115; 2 Jockey Special, \$75, 1/4 deposit. Ray Knobbe, Petersburg, Neb. ap14

FOR SALE—MUSIC MACHINE AND PIN Ball Route in Arkansas, consisting of 69 Music and 90 Pin Balls, majority on good locations; late model machines; Two Trucks and Shop Equipment. \$60,000 walk-out proposition. Write Box #C-354, e/o Billboard, Cincinnati, O.

FOR SALE—20 VICTOR 1c UNIVERSALS, \$11 each; 20 Victor 1c Topper Standards, \$9 each; condition like new, 1/3 deposit. Birmingham Vending Co., 540 N. 2d Ave., Birmingham, Ala. ap21

FOR SALE—TEN STRIKES AT \$39.50 EACH or will trade for shuffle type games; these Ten Strikes are positively first class condition; free crating. Reliable Shuffleboard Co., 5728 Broadway, Chicago, Ill.

GOLDEN GLOVES, JOCKEY SPECIAL, Citation, sale or trade for Penny Vendors; Penny Sales, Box 1784, Louisville, Ky.

ONE (NAME IN HEADLINES) PRESS, \$125—One Mikoscope Reel Metal Console Picture Machine, nearly new; Three Scientific X-Ray Pokers, nearly new; \$75; Exhibit Console Card Machine, \$30; several kinds Ray Guns, Miniature Highstrickers, \$45; nice Photomatic, \$400; various other Arcade Machines. H. E. Loebbeck, 1550 Woodland Ave., Wichita, Kan. ap14

RIGHT OFF LOCATION—DRIVE MOBILES, \$75; Baiting Practice, \$25; Chicken Sam, \$59.50; Athletic Scale, \$25; Pimlico, \$25; Aireon Deluxe conv. at factory, perfect, \$49.50; Tropicana, \$12.50; Carnivals, \$65; Williams Double Header, like new, \$100; Catalina, \$49.50; Trade Winds, \$29.50; Trinidad, \$25; Jack-In-Box Stands, new, \$82.50; used No Locking Bars, \$42.50; Box Stands, new, \$22.50; used No Locking Bars, \$9; 600s, 700s, 750s and 800s; make an offer; one half deposit, balance c.o.d. Southern Vending Machine Co., 528 Craghead St., Danville, Va.

SCIENTIFIC POKERINO TABLES—10 LATE de luxe models, \$85 each; uncrated f.o.b. Write James Travis, 700 E. Main St., Millville, N. J. Tel. 2278. ap28

STAMP FOLDERS—DIRECT FROM MANU- facturer; unlimited quantities; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ap28

STAMP FOLDERS DIRECT FROM MANU- facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. ap28

STAMP FOLDERS DIRECT FROM MANU- facturer at lowest prices; write for samples and prices. Flatto Mfg. Co., Box 305, Miami 44, Fla.

TRY SHUFFLE-SHOES ON YOUR SHUF- fleboard to increase collections; easy to install; nothing more to buy; \$18.50 per set. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

USED PHOTOMATIC—RECONDITIONED by coin dealer, \$398 uncrated. Box 1437 Williamson, W. Va.

WANTED—USED MODEL "N" 4 COL. DuGrenier 1c Tab Gum Machines or Pacific Tab Gum Machines; state price and condition. B. L. Roll Vending Co., 422 S. Main St., Memphis, Tenn.

15 CHALLENGERS, 30 GOTTLIEB 3-WAY Grippers, \$12 each; 10 Hold and Draws, \$7.50 each; all guaranteed for looks and mechanical condition. H. E. Loebbeck, 1550 Woodland Ave., Wichita, Kan. ap14

60 SILVER KING AND 35 ADVANCE BALL Gum Vendors, \$3.50 each in lots of 10 or more; sample, \$5 each. Rake, 609 Spring Garden St., Philadelphia 23, Pa.
\$1,000 BUYS ALL—ONE STEWART-LYON 500 Cup vendor with Coin Changer; One Revelator; 600 Cup Vendor; both like new. One almost new Minute-Pop Pop Corn Machine, a real buy for some one. Lloyd Green, 1501 Third Ave., Huntington, W. Va.

Bring "Home" Profits with these 2 Big "Hits"!

5c Hit a Homer

HOME-RUN \$20.00
3 BASE HIT \$10.00
2 BASE HIT \$5.00
SINGLE \$2.50
JACKPOT \$50.00

LAST PUNCH IN EACH SECTION RECEIVE ONE PUNCH IN JACKPOT

HIT A HOMER
No. 20076 2000 Holes
R. M. Thin
5c Play
Takes In \$100.00
Pays Out \$49.20
Profit Ave. \$50.80
Jackpot—120 tickets
with Baseball terms—
40 taken, 20 on open
numbers & 20 sections.

BASEBALL
No. 14429 400 Holes
R. M. Super Thick—
5 Nos. on a Ticket
25c Play
Takes In \$100.00
Pays Out \$48.00
Profit Ave. \$52.00
Jackpot—120 tickets—
25 go.

25c BASEBALL

TWO \$25
FOUR \$10
FOUR \$5 \$2-\$1

TICKETS IN JACKPOT READING:
HOME-RUN \$25.00
3 BASE HIT \$10.00
2 BASE HIT \$5.00
SINGLE \$2.50
BASE ON BALLS \$1.25
JACKPOT

FIVE NUMBERS ON EACH TICKET

AND LAST PUNCH IN EACH SECTION RECEIVE ONE PUNCH IN JACKPOT

HARLICH CORPORATION
310 W. POLK ST. CHICAGO 7, ILL.

A Square Deal for Players
PUT & TAKE
5c 175 10c
10c 175 10c
10c 175 10c

THE HOTTEST THING
IN PUNCH BOARDS
OUR NEW PUT & TAKE PELLET BOARD #600-D

PUTS (5c to 10c) \$41.25
TAKES (10c to \$1.00) 26.00
Definite Profit 15.25

Send for Descriptive Circular, or Better Still, Send \$3.00 for Sample or \$24.00 for Trial Dozen to

THE JAYELL CO.
8512 Morganford Rd.
St. Louis, Md.

SALESBOARDS—JAR TICKETS

NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def	Net	Profit Price
300	25c	KWARTER KOLORS, THICK	Def	\$15.00	\$ 80
400	5c	LUCKY BUCKS, THICK	Def	7.00	.90
1000	5c	5c CHARLEY, THIN	Def	17.00	1.25
1000	25c	J.P. CHARLEY, THIN	Avg	52.00	1.55
1200	25c	TEXAS CHARLEY, THICK	Avg	102.78	2.50
1000	5c	SOUTH PACIFIC, GIRL BOARD	Avg	26.87	2.25
1000	5c	HOLD THAT LINE, GIRL BOARD	Avg	27.20	2.25
1000	5c	FLAMING GIRL, GIRL BOARD	Avg	27.00	2.25
1000	10c	TEN CENT SAW BUCKS	Avg	45.00	2.25
1000	25c	SIX TWO BITS	Avg	114.28	2.25

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating 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.

PUNCHBOARDS
DISTRIBUTORS AND OPERATORS
Immediate delivery at lowest market prices
PEERLESS PRODUCTS, INC.
Manufacturers
633 PLYMOUTH COURT CHICAGO 3, ILL.

SALESMEN WANTED

To represent one of the largest ticket manufacturers. No objections to other lines. Exclusive territory. Many States open. All applications held in strict confidence. Give full particulars. Write

BOX D-13
4 THE BILLBOARD CINCINNATI 22, OHIO

NPA REVISES ORDERS; AIDS COIN MACHINE MFRS.

Steel, Aluminum, Nickel Plating Usage Covered; See More Copper

WASHINGTON, April 7.—National Production Authority this week issued a series of revised orders having wide effects on the coin machine industry. In two of the orders, the agency relaxed previous regulations. Major actions were:

1. Amended order M-47 on limited steel and iron use, permitting wider flexibility in production of items covered by the order.
2. Postponed until May 1 the

prohibition of aluminum in vending machines and 200 other products.

3. Widened list of items in which nickel plating cannot be used after April 15 (the list includes pinball, gaming and vending machines).

4. Prohibited new designs in glass containers.

The order revising M-47 was explained by NPA as intended "to assure the continued production of consumer durable goods in proportionate amounts for the civilian economy so that a minimum disruption will result from the necessity of diverting scarce materials to defense and defense-supporting uses."

Order M-47 limited use of iron and steel by manufacturers and assemblers of hundreds of consumer durable goods to 80 per cent of their rate of use during the first six months of 1950. The order is now amended so that the limitations apply to small groups of closely related items.

Units Covered

Covered by this order are coin or slug-operated gaming, amusement or musical devices or machines, coin-operated scales

and automatic merchandise machines. An NPA spokesman said that in his judgment the category of "automatic merchandising machines" includes most types of vending machines. The order covers dozens of other items, including musical instruments, radio, TV and phono sets and combinations.

NPA said that the amended steel order will have the effect of permitting a manufacturer flexibility of production among the items within the particular group. In other words, a manufacturer of juke boxes can apply steel uses from quantities used also for any other of the listed items he may have manufactured in the first half of 1950. The agency said this should bring some relief and also prevent widespread shifts of output from one class of product to another, since steel permitted for use in the manufacture of one group of items cannot be transferred to the manufacture of another group of items. Coin-operated devices are included in a category called "miscellaneous items" covering 20 different products

(Continued on page 79)

Attacks Cincy Pin Ordinance In Court Suit

CINCINNATI, April 7.—The 1942 ordinance licensing pinballs was attacked in Common Pleas Court here on the basis of unconstitutionality in a suit filed by a taxpayer.

Clarence W. Wells, a plumber, charged thru his attorney that by the operation and enforcement of the ordinance the defendants, the City of Cincinnati and City Treasurer George Schiele, were licensing gambling devices.

In his suit Wells asked that the city be restrained from issuing additional licenses and the ordinance be declared void and all current licenses be canceled. Several weeks ago he filed a similar suit in near-by Norwood, O.

Expand Bally Rep Territory

CHICAGO, April 7.—Sanders Distributing Company, Nashville rep for Bally, this week had its territory expanded by the manufacturer. It will cover Tennessee east of the Tennessee River.

Distributing firm, headed by Harry Sanders, maintains its headquarters in Nashville.

New York Law Okays Arcade Coin Machines

NEW YORK, April 7.—Arcades housing coin amusement equipment are expected soon to return to licensed operation here, now that local legislation clarifying their legal status has been passed. The law, including within the definition of "common show" machines questioned earlier by police, became effective late last week.

Last spring, when licenses were held back, the industry went to court to prevent shuttering of their installations. Two test actions were begun, but neither reached trial stage. Meanwhile, arcades have remained open pending resolution of the controversy.

The new law amends the administrative code to label as permissible "common shows" Poker Rolls, Pokerino, Fascination, Five Star Final, Tic-Tac-Toe, races and "other devices of similar style."

Equipment excluded from license privileges under the amended law comprise units "upon the playing surface of which exist any bumpers, obstructions or obstacles other than the holes or receptacles for which the propelled object is ultimately destined." Provision is also made to ban free-play games.

Herman Wolff, Coney Island Poker Roll operator, indicated thru his attorney, Joe Goldstein, that his suit against the city would probably now be dropped. His and similar arcades should receive their licenses within a short time.

The new legislation may also affect favorably the operation of other arcade equipment. A Joseph Geist, of Rockaway Playland, has had an action pending against the city for almost a year. It is considered likely, however, that all arcades operating standard coin amusement equipment will now be licensed.

Canadian Govt. Hikes CM Levy

TORONTO, April 7.—Distributors and operators in the coin machine business here are awaiting the announcement by the federal government of its budget due next week.

Included in it is expected to be an increased excise tax on all coin machines, raising the tax figure to 25 per cent from its present 10.

Peak Phono, Game Demand Aids 1950 Export Market

Vending Dollar Total Tops Half-Million Mark First Time

By TOM McDONOUGH

CHICAGO, March 7.—With all segments of the trade showing substantial increases, coin machine exports for 1950 totaled \$3,076,546 for 14,604 new and used games, venders and music equipment or 51 per cent higher than 1949 when 8,530 units with an aggregate value of \$2,008,064 were shipped.

As in the 1945-47 period, Canadian interests dominated the export picture by accounting for \$1,008,074 worth of equipment. Among the other volume customers for exported coin units were operators in Belgium and Venezuela. Belgian firms proved to be the surprise of the year accounting for \$445,159 which dwarfed the Belgian dollar total of 1949, \$64,056. Meanwhile Venezuelan coin machine firms spent \$428,264 or slightly less than the 1949 total, \$498,292.

Music machine export sales in 1950 amounted to \$1,872,732 for 4,387 phonographs, about 50 per cent higher than the previous year when 2,954 juke boxes worth \$1,260,659 were sold for export. The Canadian operators were the leading buyers of U. S. made juke boxes, firms in Belgium, Venezuela and Cuba also were major factors in this phase of the export market. Canadian import firm spent \$263,602 for music equipment in 1950 compared with only \$1,649 the previous year. Belgian operators accounted for \$257,691 as against \$49,373 in 1949. Cuba's music expenditure of \$223,691 also was

a large increase over the \$163,183 in 1949.

The 1950 vending dollar total of \$501,843 for 2,540 new and used automatic merchandisers was an all-time annual record. It exceeded the previous high of \$471,234 set in 1947 by almost 13 per cent and clearly pointed out the solidarity of the vending market. For while music and game export sales suffered noticeably by the loss of the Canadian market from November, 1947, thru June, 1950, vending exports to other foreign markets continued to grow after an initial drop in 1948.

Spurred on by the demand for shuffle and new type five ball games, the amusement game segment dollar total in 1950 was

(Continued on page 79)

Review Detroit Shuffle Gains Under License

DETROIT, April 7.—Detroit Shuffleboard Association is completing its first year of licensed operation, with licenses due to be renewed next month, according to Fred W. Chlopan, executive secretary. Steps are being taken by the DSA to acquaint members with the procedure for renewal.

Lieut. Charles Schwartz, of the Licensing Division of the Detroit Police Department, is slated to talk to members at the monthly meeting this week-end. Objective is to show the operator how to do a better job for himself as well as for the public, according to Chlopan.

Year's Results

The year's experience under licensing appears to be favorable. Games were legalized after many years in which bowling games were about the only type which could be operated in the city under an old ordinance which restricted coin-controlled amusement machines.

"During the year," Chlopan said, "the industry has had excellent co-operation from the law enforcement officials."

"In our first year of operation as an association, not once have we or any member of our association been cited for any infraction of rules or regulations."

Exhibit Skeds 1st Shipments Of Big Bronco

CHICAGO, April 7.—Exhibit Supply Company thru Sales Manager Frank Mencuri announced production has started on the Big Bronco mechanical horse and initial deliveries begin next week.

Big Bronco is 5½ feet long by 4 feet high and 2 feet wide and is operated on 10-cent play. It is suitable for adults as well as children and has a richly trimmed Western saddle. The big horse can have its speed varied from a trot to a gallop by the rider. Tests have been completed on the unit in dime stores and department stores in Michigan, Ohio, Illinois, Indiana and currently are being made in Pennsylvania and New York. Thus far, Mencuri states, the tests have shown that the Big Bronco is not only a good draw on location but its trouble-free operation has attracted attention of coinmen.

Pony Express, the smaller mechanical horse made by Exhibit Supply, also continues in production. This unit is nickel operated and is primarily for children. It already has won a reputation for steady performance in department stores, dime stores and also as a promotional item in children specialty stores. In some instances, stores have given operators the full 100 per cent of receipts just to stimulate interest in their lines.

Exhibit Supply disclosed it has set up a property damage and public liability insurance arrangement with Lloyd's of London which should help operators in securing locations for Big Bronco and Pony Express. The insurance costs \$15.88 per year and offers \$50,000 property damage and \$100,000 public liability.

Kitt, Sheffield Split Empire Coin Ownership

CHICAGO, April 7.—Gil Kitt is now sole owner of Empire Coin Machine Exchange and Ralph Sheffield has organized the Ace Premium Sales Company. It was announced jointly by Kitt and Sheffield, former partners of Empire Coin.

Both firms will have separate headquarters and warehouse facilities at the same address, 1012-14 Milwaukee Avenue. As before, Empire Coin will handle all types of new and used games, venders and music equipment. Firm is factory distributor for United, Universal and Chicago Coin.

Ace Premium will specialize in a varied line of premium merchandise and will be expanded as new lines come on the market, Sheffield stated.

Kitt and Sheffield organized Empire Coin at 2812 West North Avenue in 1941 and moved to its present address May 28, 1947.

Appoint Bowl-o-Matic Distributor in Canada

NEW YORK, April 7.—Nat Cohn, president of the Bowl-o-Matic Sales Company, this week announced the appointment of the Siegel Distributing Company, Ltd., to handle his 18-foot coin-bowling game in Canada.

Siegel has offices in Toronto, Montreal and Vancouver. Cohn also announced the appointment of Dan Stewart & Company, of Salt Lake City, as distributor in Utah, Montana, Idaho and Arizona.

Form Riteway To Mfr. Games

NEW YORK, April 7.—Riteway Sales & Manufacturing Company, Inc., has been formed here to produce coin-operated amusement games. New firm, with offices and showroom at 615 10th Avenue, is managed by Bob Jacobs and Stanley Nankof.

Jacobs has been active here recently as owner of the U. S. Distributing Company, a jobbing and conversion house—now dissolved to permit him to devote full time to the new enterprise. Riteway's first game will be introduced to the trade in about six weeks, he said.

Tee Off on ASLI State Shuffleboard Tournaments

UNION CITY, N. J., April 7.—Shuffleboard league activity hits its peak this month as tournament play gets underway in 13 States. State play-offs, sponsored by American Shuffleboard Leagues, Inc., began yesterday with the start of the three-day Illinois event at Rockford and will continue elsewhere thru the first week-end in May.

Heaviest action is expected next week, with longboard meets skedded for Wisconsin, Pennsylvania, Ohio and Massachusetts, according to Don Freeberg, who recently took over as ASLI promotion director. Michigan, Missouri, New York and New Jersey tournaments are carded for the week-end of May 21, while Indiana, Washington, Utah and Idaho tee off May 27. A special meet for Wisconsin cushionboard teams is set for May 5.

Altho administrative work is handled thru the ASLI office here, all tournaments are run by local promoters. Cash awards are made up from entry fees, with the trophies being donated by ASLI. Announcement of Freeberg's new post with ASLI was made this week. He replaces Howard James who left the organization to become advertising director of Modern Swimming Pools Company, White Plains, N. Y. Freeberg has been with ASLI for the past year and will continue his previous

duties as publicity director and editor of the organization's player publication, *Shuffleboard World*.

Schedule of Events
He announced the following schedule of the State events held in April:

Rockford, Ill. (6-8); Madison, Wis. (Continued on page 89)

Play-Write Co. Sets Exporter

CHICAGO, March 7.—Trans-World Trading Corporation has been appointed world export distributor of amusement products made by the Play-Write Corporation of Akron.

The Ohio firm makes both a coin and non-coin-operated unit known as the Play-Write. They can be operated on penny, nickel, dime and quarter play.

To play either model, patron writes down in space provided on face of game whatever number he feels will appear when game's club handle is pulled. During this action, numbers written by patron are recorded automatically and appear just above the winning numbers.

Vender Exports Climb; Boom Shipments in '50

CHICAGO, April 7.—A foreign market boom is in the offing for automatic merchandising equipment, a check of expanding overseas business during the last six years indicates.

With official figures covering final 1950 vender exports now tallied, a new high in postwar

shipments has been reached. Detailed information on the total amount of foreign business since 1945, covering countries, number of machines and their dollar value, is presented in the accompanying table.

This postwar expansion of the foreign market for venders has been accomplished in at least three different ways:

More Distributors

1. Appointment of more native foreign distributors by U. S. plants. (Continued on page 76)

Atlas Buys Norris Assets; Plan Expansion

COLUMBUS, O., April 7.—W. A. Jenkins, president of Atlas Manufacturing & Sales Corporation, Cleveland, heading a syndicate, this week purchased the assets of the Norris Manufacturing Company here, manufacturers of vending machines.

Atlas will now manufacture and sell the Norris line of master venders and parts and the Targey gum machines. Lines will be sold thru Atlas' plant in Cleveland.

Jenkins said the acquisition of the Norris company is the first step in a planned expansion program for Atlas which will continue thru 1951. Firm will operate both plants and plans to build a \$150,000 addition to the Atlas factory in Cleveland which will handle the manufacture of a new line of games and venders.

Chandler Quits Cig Assn. Post

LOS ANGELES, April 7. — Ed Chandler has resigned as secretary of the Cigarette Merchandisers Association of Southern California (CMASC) but will continue to serve on a part-time basis until his successor has been named, Edward Stanton, CMASC president, said.

Chandler submitted his resignation recently and will return to the investment management field with which he was associated before coming into the vending field some years ago. He moved into the secretaryship from Rowe Service here.

Chandler has consented to continue in his post on a part-time basis until a successor has been found. Stanton said three Eastern men are under consideration for the replacement. Chandler set no limit upon the partial basis service and is willing to "assist for three months if needed."

Kovinow Heads Pitts. Milk, Ice Cream Op

PITTSBURGH, April 7.—Harry Rosen, head of Allegheny Cigarette Service, said this week that Max Kovinow would be in charge of firm's subsidiary, Automatic Food & Refreshment Company. He stated that in addition to the milk and ice cream equipment now operated by the branch, sandwich venders would be added as soon as equipment is available.

Prior to joining Allegheny Cigarette, Kovinow headed Milk Vending Service, Inc., a Rowe milk operation in Chicago. Latter was sold last week (The Billboard, April 7) to Bowman Dairy Company.

Cadbury Names Bridge U. S. Marketing Mgr.

NEW YORK, April 7.—Henry J. Bridge, marketing manager with Cadbury-Fry Bournville, England, has been appointed director of the U. S. branch, Cadbury-Fry of America, Inc.

Bridge has been with the company for 20 years.

Sell DuGrenier Venders Direct In New Jersey

HACKENSACK, N. J., April 7.—The Low Lesser Company, tobacco jobbers, has been franchised to sell DuGrenier cigarette machines direct to locations in Passaic and Bergen counties, it was learned this week.

About a dozen machines have been placed in the last three weeks, a spokesman said, but the company expects to step up activity soon. The purpose of the move is to recapture cigarette volume. "We have no desire to get into the vending business," he said, "but we have lost account after account to cigarette operators."

The Lesser organization offers the machines to locations for 25 per cent down, with the remainder of the purchase price payable over a 15-month period. Repair service is guaranteed to locations as long as they continue the purchase of cigarettes from the jobber.

Locations here, it was said, prefer the 9-column DuGrenier with penny changer. The need for penny packs is thus obviated.

Electro Sales Chief Resigns

NEW YORK, April 7. — Ken Jensen, who joined Eastern Electric, Inc., as sales manager in January, this week announced his resignation from the firm. The company's pending move of its sales office to New Bedford, Mass. (The Billboard, April 7), prompted his decision, he said.

Before joining the manufacturer of Electro cigarette machines, Jensen was associated with The Billboard's advertising department. Jensen said he will announce his future plans following a short vacation.

Candy Jobbers Ask 10c Bars at \$1.44

CHICAGO, April 7.—Candy jobbers, protesting continuation of "no-profit nickel merchandise," are suggesting alternative proposals. Foremost is the all-out promotion of dime bars at \$1.44, or less, per 24-count; second suggestion is that candymakers remove both nickel and dime labels from bars, thus permitting a range of prices from 6 to 10 cents, depending upon the market and bar size.

New Price Plan For Tenn. Cig Firms; Jit Tax

NASHVILLE, April 7.—With the 2-cent pack boost in State tax effective Monday (2) ringing the levy to a nickel, the Nashville district Office of Price Stabilization has ruled that the lowest price that can be charged for a carton is \$2.13. The office warned, however, that consumers should not pay the higher price for packs bearing the old 3-cent State tax stamp.

Under general ceiling price regulation, cigarette wholesalers and retailers are not permitted to increase their selling prices on cigarettes that they have on hand and still carrying the current tax stamps.

A 2-cent discrepancy between the minimum price on cigarettes set by a State taxation and finance department formula and the OPS ruling will be resolved in favor of the federal agency. The State agency had set the minimum of a carton at \$2.15, while OPS ruled that only \$2.13 can be charged by merchants who have been selling cigarettes at \$1.93 a carton. Merchants who have been getting \$2 per carton can go to \$2.20.

Eastern Shows Cig Unit at NATD Meet

NEW BEDFORD, Mass., April 7.—Eastern Electric, Inc., announced that its Electro cigarette vender will be shown at the NATD convention, Chicago, Monday (9) thru Friday (13).

Among firm's representatives on hand at the showing will be A. M. Caruso, president; J. T. Teahan, vice-president; W. M. Webster, service manager, and George J. Young, general sales representative.

VENDING VITAL TO DEFENSE

NAMA Survey Pin Points Facts, Figures for NPA

CHICAGO, April 7.—National Automatic Merchandising Association (NAMA), in its vending machine operator mobilization survey, released this week, presented statistics to show that of about 900,000 venders in over 2,000 individual operations over the nation, over half are in industrial, military and other "key" civilian locations. Such installations, it stressed, are vitally important to the nation's defense program.

The survey served further to point out that vending is even more important to defense now than it was during World War II, when it was recognized as a morale and production aid to the millions of war workers. The fact that of over 2,000 operations included in the survey, only 1,400 reported they were in business between 1941 and 1945, emphasized the stepped-up service potential of the automatic merchandising industry and the greater role it can now play in providing worker benefits.

Started in December, 1950, the survey was the direct result of

the need for such statistics, NAMA officials stated. The National Production Authority requested the association's government liaison committee to demonstrate the importance of vending to defense with "new facts."

When tabulation and interpretation of survey replies proved too formidable a task for the association staff to handle alone, the part of the job that involved checking individual company responses was turned over to Ernst & Ernst, certified public accounting firm.

Survey Highlights

The returns, considered much more than a "sampling" of the industry, highlight the "defense" total, age of machines, types of products and number of people served:

1. **Machines in Defense Locations** — Industrial, military and "key" civilian spots, such as hospitals, transportation centers, schools and governmental facilities other than military:

Of 906,590 machines reported, 56.53 per cent are in locations of

GRASS NOT GREENER

Self-Op Profit Myth Exploded by Tap Loc

DENVER, April 7.—Al Beards, owner of Yucca Restaurant and Bar here, succumbed to the "lure" of "own your own cigarette vender" promotion some time ago and found that instead of higher profits the result was added worry, trouble and diminishing returns. He discovered that when coins stick in a chute or parts wear out, a self-owned vender proved an expensive proposition.

Beards purchased a Smoke Shop machine in 1949 for \$225, felt he was set to make "all that extra

profit" since his bar was popular and cigarette sales were made in volume. After 18 months of disappointment he banished the self-owned machine and called in the National Cigarette Vending Service to install a machine on the regular commission basis.

Factors

Here are the factors that decided Beards to give up his own vender:

1. Sales volume, altho good, was insufficient to qualify for quantity discounts.
2. Found he had difficulty remembering to maintain inventory.
3. When the machine went out of order (as do the best mechanical devices) he had to spend time on the phone arranging for repairs.
4. Repair calls proved expensive; too expensive in proportion to the profits.
5. Inventory leakage. This occurred just as it had formerly when he sold cigarettes over the counter and constituted a further profit loss.

DIME DILEMMA

Two-Price Bar Test Has Jit Ahead 20 to 1

HARTFORD, Conn., April 7.—David Robbins, Robbins Vending Company, counts himself among those candy operators who, like a child eyeing a table of sweets, would like to go all-out in favor of dime bars but is "afraid of the consequences." Robbins reports experimenting since last October with dime items, and now feels the nickel vending pattern cannot buck the 10-cent price when it comes to volume.

Starting with top dime bars, Robbins pointed out he was careful not to place another similar bar in the same machine. The test included dime sales in all type locations and involved use of various schemes to prompt acceptance of the higher price. Latter included using little-known nickel bars in venders stocking the 10-cent items. The end result was the same in all instances, he claims. The nickel candy always sold out while only "four or five dime bars sold in any one column."

Sales Ratio

Numerous tests proved that about 20 5-cent bars could be sold for every dime bar, Robbins said. This tended to confirm his idea that the consumer will resist every effort to make him purchase dime items when he knows that nickel candy is still available. And as long as a single candy manufacturer turns out one 3/4-ounce nickel bar, even under an unknown name, it will continue to outsell "any leading dime bar so long as that consumer knows the 5-cent item is available." Robbins stresses that

(Continued on page 77)

NAMA Details Meet Programs For 3 Regions

CHICAGO, April 7. — C. S. Darling, executive director of National Automatic Merchandising Association (NAMA), completed details this week for three regional meetings scheduled thru May.

Meetings skedded are: Region A, April 28, Webster Hall Hotel, Pittsburgh; Region II, May 4 and 5, Ten Eyck Hotel, Albany, N. Y., and Region III, May 16, Hotel Emerson, Baltimore.

Presiding at the Region A meet will be Paul I. Berkley, chairman, of Vendex, Inc. Assisting as local chairman for the meeting will be Harry Rosen, Allegheny Cigarette Service Company, Wilkingsburg, Pa., and Joseph McGlenn, McGlenn's Cigarette Service Company, Pittsburgh. Discussion of NAMA's defense program, insurance and accounting programs, along with the "grass roots operator mobilization" plan, will highlight the one-day session.

Repeats Theme

Defense mobilization also will be the theme of the two-day meeting of the Region II meeting May 4 and 5, according to Raymond H. Lunn, the Dispens-o-Matic Company, Schenectady, N. Y., regional chairman. Round table sessions for operators, suppliers and manufacturers are scheduled May 4. A reception and dinner will be held at the close of these sessions. Saturday, May 5, will be devoted to discussion of defense problems, Lunn said.

(Continued on page 76)

Calif. Solons Study Vending Machine Bills

SACRAMENTO, April 7. — A number of bills are still pending in the California Legislature which would affect the coin machine field.

One bill would prohibit the use of parking meters by local authorities except in business districts.

Another would make it a misdemeanor to place a cigarette vending machine for use by the public. The only person who would be permitted to operate or use them for the sale of cigarettes would be the proprietor, person in charge, or an employee of the establishment.

A bill receiving attention would permit the sale of milk from dispensing devices approved by the director of agriculture.

Another would impose a tax on persons owning or operating cigar,

(Continued on page 76)

MAKE BIG PROFITS with the Sensational

NEW NON-ELECTRICAL
Perfumatic \$\$\$



Makes Possible
75%-25%
SPLIT

HERE'S A LOCATION...
WHEREVER THERE'S A WOMAN

Perfumatic vends perfume automatically brings big profits—every woman loves perfume. Each machine holds 4 leading brands of perfume in 4 oz. bottles (each bottle approx. 1,000 sprays). Two 5 cent and two 10 cent slots afford simplicity and appeal for selecting. Durable all metal cabinet—baked enamel finish with high lustre chrome fittings. Perfumatic is only 18" x 12" x 6" from wall—has sturdy enclosed hinge and tamper-proof lock—machine opens from wall for easy refill and collection. Machine guaranteed for 1 year against defects in material and workmanship.

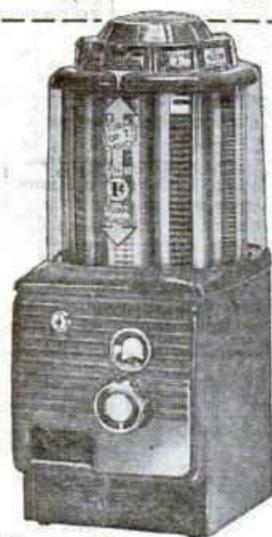
NOW AVAILABLE FOR DISTRIBUTORS Write Now For Full Details
PERFUMATIC Co. of Canada
1 London Street - Toronto, Ontario, Canada

Vending Exports 1945-'50

A complete list of countries importing venders in the last six years, arranged in order of the dollar value of their imports.

COUNTRY	NO.	VALUE
Canada	12,457	\$ 663,535
Philippine Republic	1,634	251,200
Venezuela	813	157,540
Cuba	2,207	139,612
Japan	640	143,785
Mexico	1,708	99,523
Panama	386	72,171
Union of South Africa	708	45,042
Newfoundland	83	22,299
Lebanon	147	18,825
Netherlands Antilles	52	13,675
Haiti	91	13,217
United Kingdom	4	12,484
Curacao	55	12,442
Hong Kong	65	11,662
Bermuda	13	10,160
Guatemala	75	11,269
Canal Zone	35	9,605
Netherlands	40	5,498
Bahamas	24	5,113
China	19	4,805
Saudi Arabia	99	4,787
Argentina	26	4,600
Iran	10	4,100
Costa Rica	13	3,835
New Zealand	12	3,365
Switzerland	35	3,292
Trinidad	23	2,554
Korea	8	2,792
Colombia	15	1,987
Honduras	62	1,784
Belgium	52	1,513
Nicaragua	19	1,485
Chile	2	1,480
French West Indies	2	1,475
Dominican Republic	7	1,272
Jamaica	6	1,285
Germany	4	1,246
Brazil	5	1,150
Italy	2	1,115
Surinam	3	1,027
Kuwait	2	840
Belgian Congo	2	828
Ireland	1	768
India	1	729
Aden	2	604
France	2	578
Azores	2	568
Ecuador	2	516
Other Countries	1,420	90,919
TOTAL	23,138	\$1,912,792

OPERATORS - HERE IT IS!



Northwestern

SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor big capacity fast servicing simple construction. It is a dependable, rugged machine proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St Morris, Illinois

CIGARETTE MACHINES

- National 930, 270 Pack Cap. \$85.00
- Rowe Royal, 8 Col. 85.00
- Rowe Royal, 10 Col., 400 Pack Cap. 90.00
- Rowe Imperial, 6 Col., 180 Pack Cap. 69.50
- Uneda Model A, 9 Col., 270 Pack Cap. 89.50

CANDY MACHINES

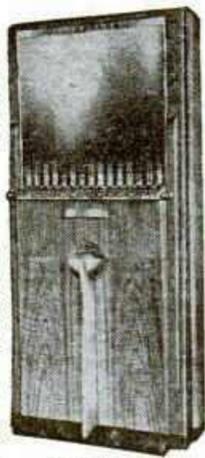
- Uneda Candy Vendor, 5 Col., 102 Bar Cap. \$75.00
- Candyman, 72 Bar Cap. (enclosed base) 57.50
- Vendit, 150 Bar Cap. 52.50
- U-Select-It, 54 Bar Cap. 35.00
- Advance Candy, 40 Bar Cap. 25.00

Berger-Shaw Cigar Machine, 10c Vending, 7 Col. (Like New) \$25.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED. ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING
CANDY MACHINES CONVERTED TO 10¢ VENDING



SPECIAL!
\$95.00

Uneda Model 500
9 Col., 350 Pack Cap

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • Evergreen 7-4568

Calif. Solons

Continued from page 75
cigarette or tobacco vending machines.

A person installing or maintaining a tobacco vending machine within 600 feet of any school would be guilty of a misdemeanor in another bill before the Legislature.

Three other bills would impose an excise tax on the distributing of tobacco products which would range from .001 to .0015 cents on each cigarette weighing less than three pounds per thousand to .0667 cents on each ounce of other tobacco products not mentioned in the bills.

NAMA Program

Continued from page 75

The Operator's Role in the National Defense will be discussed at morning and afternoon sessions of NAMA's Region III meeting May 16. Erroll Eckford, Coca-Cola Bottling Company, Baltimore, is regional chairman.

Celebration

An Automatic Merchandising Day celebration sponsored by the Baltimore Advertising Club will highlight the Region III meet. Operators attending the meeting will adjourn at noon to be guests of the club at luncheon.

B. W. Scheuer, Vendomat Corporation of America, Baltimore, chairman of NAMA's 1951 membership building and maintenance committee, is in charge of arrangements for the luncheon and celebration.

Robert Z. Greene, president of Rowe Manufacturing Company, Inc., New York, a past president of NAMA, will deliver the principal luncheon speech. An attendance of 800, including many local civic leaders, is expected. In connection with the celebration, it is planned to have a display of vending machines in the foyer of the Emerson Hotel.

Vender Exports

Continued from page 75

2. New blood in the form of more U. S. exporters.

3. Establishment of native foreign salesmen.

Also most of the manufacturers interested in vending export sales prior to World War II relied on their own export divisions, there has been a trend among firms new to exports to appoint native distributing firms. It is emphasized, however, that this is not a reflection on plant-owned export divisions, but merely an easier method to break into foreign trade without a large initial investment.

Ala. Tax Report

MONTGOMERY, Ala., April 7. —According to official figures given out by State Revenue Commissioner Joe M. Edwards, March tax collections by the State Revenue Department totaled \$12,015,944, believed to be the greatest single month's collections in the history of the department.

The collection brought to the halfway mark the figures for the fiscal year, which began October 1.

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 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING

WE TAKE TRADE-INS LIBERAL ALLOWANCE
Terms: 1/3 Deposit, Balance C.O.D. Write to Dept. V for complete list and prices of coin operated equipment, supplies, charms, etc.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA. LOMBARD 3-2676

delicious INDIAN BRAND PISTACHIO NUTS

ALL GRADES Freshly Roasted and Salted WRITE FOR PRICES

AGRESS NUT & SEED COMPANY
Third St. at Third Ave., Brooklyn 15, N.Y. MAIN 4-3213

From LITTLE ACORNS mighty INCOMES grow!



ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—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.

Featuring the sensational new WHITE FLASH BRUSH HOUSING

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

IAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N.Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer Over 40 new and different series of Charms. Our prices are lower! Send 35c for complete samples

PENNY KING CO.
615 Neptune Street, Pittsburgh 20, Pa.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5, \$8.75
EACH Lots of 25, 1¢ or 5¢ MODEL \$7.75

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 WITH EACH MACHINE
BLOYD MFG. CO.
VALLEY STATION, KY.

VICTOR'S AMAZING NEW TOPPER
Sold 4 to a Case \$48.00
Sample, \$12.75

PISTACHIOS
25 lb. carton, Small, 50¢ lb. Vender's Mixture, 52¢ lb. Large, 62¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

Plastic Auto-graphed Footballs, \$4.25 per M. Metal Plated, \$6.00 per M.



RAIN-BLO GUM, 140, 170 or 210 Count, in 25¢ cartons, 25¢ 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

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448



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.



Northwestern MODEL 49 \$16.95 Ea.

In Quantities of 100 or More, 1¢ and 5¢ Immediate Delivery

1/3 with order, balance C.O.D.

30 Lb. Case Lots.
Spanish Peanuts .25¢ lb.
White Blanched 35¢ lb.
Boston Baked Beans .25¢ lb.
Rainbow Beans .25¢ lb.
Special Candy Mix .25¢ lb.

BADGER SALES CO.
2251 West Pico Blvd., Los Angeles, Calif.



BEST BUY!
Silver-Plated Charms Big Series #2

\$4.50 per 1,000

F.O.B. Jamaica, N. Y.
It's a Big Silver-Charm Season!

EPY
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

PROMOTION SALESMEN

If your present deal doesn't average you \$2,000.00 per month—write us! Our boys drive Cadillacs, enjoy terrific commissions selling only dispenser of its type in existence, patented, protected. Write

BOX D-18, Billboard, Chicago 1, Ill.

Coin Machine Exports

December, 1950

Country	Total		Phonographs		Av. Venders		Amusement Games		Ave. Price		
	No.	Value	No.	Value	No.	Value	No.	Value	No.	Value	
Canada	635	\$101,491	115	\$34,320	\$298	94	\$14,021	\$148	426	\$53,150	\$125
Belgium	323	62,980	71	38,474	542	—	—	—	252	24,506	97
Colombia	89	50,320	89	50,320	566	—	—	—	—	—	—
Cuba	96	45,182	87	42,377	487	—	—	—	9	2,805	314
Venezuela	123	40,638	56	33,387	596	12	3,816	318	55	3,435	62
Guatemala	19	10,470	16	8,985	494	3	1,485	495	—	—	—
Japan	24	7,775	—	—	—	22	7,175	326	2	600	300
Honduras	9	5,659	9	5,659	629	—	—	—	—	—	—
Mexico	65	5,278	11	1,647	149	13	708	54	41	2,923	71
Salvador	8	4,525	8	4,525	566	—	—	—	—	—	—
Neth'd Antilles	6	2,759	4	2,241	560	—	—	—	2	518	259
Nicaragua	4	2,120	4	2,120	530	—	—	—	—	—	—
Switzerland	3	2,087	3	2,087	696	—	—	—	—	—	—
Panama	11	1,410	—	—	—	—	—	—	11	1,410	128
Philippine Republic	10	1,269	—	—	—	—	—	—	10	1,269	127
Bolivia	2	1,175	2	1,175	587	—	—	—	—	—	—
Italy	2	1,160	2	1,160	580	—	—	—	—	—	—
Germany	10	1,000	10	1,000	100	—	—	—	—	—	—
Belgian Congo	2	828	—	—	—	2	828	414	—	—	—
Other Countries	76	2,212	8	1,135	142	43	937	22	25	140	6
TOTALS	1,517	\$350,338	495	\$230,612	\$469	189	\$28,970	\$153	833	\$90,756	\$109

Vending Vital

Continued from page 75

ance in hot beverage, milk and ice cream, sandwich and other classifications.

4. Machines in Military Service—Candy, gum, nut, biscuit account for 51.90 per cent, cigarette 4.08 per cent, cold beverage 41.56 per cent, milk and ice cream 1.07 per cent. Over 70 per cent of the reported operations, or 1,478, furnished estimates.

5. Machines in Key Civilian Locations—Again candy and cold beverage were also dominant factors: Candy, gum, nut, biscuit 47.56 per cent, cigarette 4.44 per cent. These figures were obtained from 1,852 operators, or 87.98 per cent of the total number of reported operations. A total of 99,754 machines were reported.

6. "Other" Civilian Locations—Almost 12 per cent of the 394,032 machines, reported by 1,898 or 90.17 per cent of the operations, were cigarette dispensers, along with 26.71 per cent for candy, gum, nut and biscuit machines, and the cold beverage machines, 60.69 per cent.

7. Number of People Served—Accurate figures on number of people served in military and "key" civilian locations (such as transportation terminals) were difficult to obtain. The number of industrial workers served, however, could more accurately be estimated. The survey showed an estimated 38,669,346 workers served with automatically merchandized products, a fact which places increased importance on the accessibility of food, tobacco and refreshment facilities to the production line and to defense.

Dime Dilemma

Continued from page 75

he speaks with regard to vender sales only.

The candy maker, however, will not drop an item it took years to build, backed by more years of public acceptance and habit, is Robbins' opinion. He cautioned that candy is a so-called luxury item and the consumer can do without it if he so desires. Vender sales are based on impulse and the consumers' desire for nickel items, he declared.

Summing up, Robbins stated: "I would welcome a higher price (dime candy) if I knew it would be accepted by the public."

Pointing to his own dime candy experiments, Robbins stated that any drastic change by operators to 10-cent goods overnight "means financial ruin" unless the operator has large liquid reserves to fall back upon. Meantime, he said, he is sticking to 100 per cent nickel candy.

Coinage Problem

TORONTO, April 7.—Because dimes vary in thickness according to their age, this city has varied specifications for proposed parking meters. Now the city will require nickels for parking periods.

Meters were to be adjusted to permit half-hour parking for a dime on main streets and an hour on secondary thoroughfares. Now, in the half-hour parking area, one nickel would permit 15 minutes of parking, but two nickels could be dropped at the same time to get a half-hour limit. In the hour parking areas, one nickel would permit half-hour parking, two nickels an hour.

Supplies in Brief

Peanut Report

WASHINGTON, April 7.—Peanut millings continue below last season, the Department of Agriculture announced. The total thru February of this year was 962 million pounds compared with last year's total of 1,119 million pounds. Stocks of cleaned peanuts for roasting are down about 15 per cent while stocks of edible grade shelled peanuts are about 3 per cent less than a year ago. Reported use in candy was 7 per cent less and for both salted peanuts and peanut butter 5 per cent more than used thru last February.

Removal of quantity limits on purchases of the 1950 crop of peanuts was announced by the Department of Agriculture. The purchase allowance between now and April 16 were increased and limitations removed entirely after that date, because the 1950 crop is larger than had been expected last fall. These purchases had been previously limited to assure consumers an adequate supply.

Candy Sales Up

WASHINGTON, April 7.—Dollar sales of confectionery manufacturers in February were 19 per cent above February of last year, Department of Commerce announced. Package goods and bar goods houses reported increases of 31 per cent and 21 per cent, while bulk goods and general line houses each reported an increase of 12 per cent.

These figures were based on reports from 118 non-retailing manufacturers.



Vend
"The Magazine of Automatic Merchandising"

"I want to take this opportunity to tell you just how pleased I am with your magazine, 'VEND.' It seems to answer so many of those questions that go through every operator's mind. Every month I look forward to receiving my copy, like a kid does an all-day sucker. To my way of thinking, 'VEND' is as necessary to a vending machine operation as a carburetor is to an automobile."

Harold A. Steuber
Steuber Service Company,
Long Beach, Calif.

VEND 534
2160 Patterson St.
Cincinnati 22, O.
Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name

Address

City Zone... State....

More Smokes

WASHINGTON, April 7.—Number of acres under cultivation of tobacco will be up 10 per cent over last year's according to a report issued by the Department of Agriculture. A total of 1,745,000 acres is indicated by reports of farmers' intentions as of March 1.

In the same report, the Department of Agriculture states that the acres of peanuts to be grown will be 5 per cent less than last year's crop. On the basis of reports of growers the number of acres is estimated at 1,614,000, as contrasted with last year's 2,752,000.

Sugar Distrib

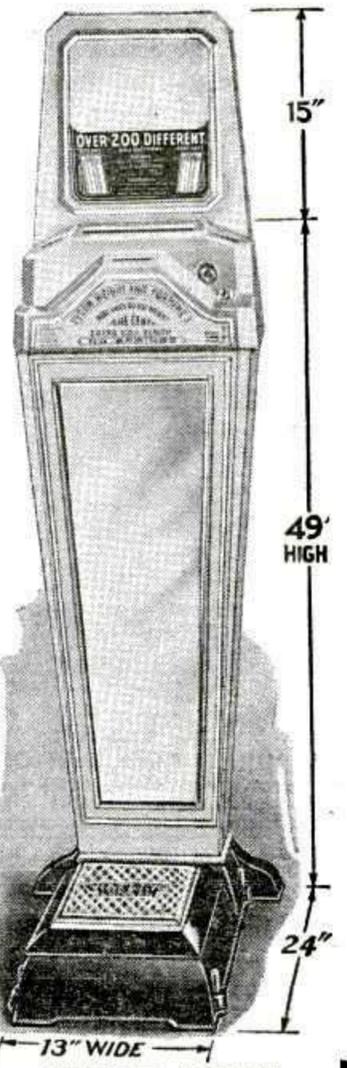
WASHINGTON, April 7.—Distribution of sugar by primary distributors for civilian and military use during the week ended March 24, 1951, totaled 104,409 tons, compared to 136,005 tons during the corresponding week last year, the Department of Agriculture reported.

New Ad Firm

SACRAMENTO, April 7.—Meter Displays, Inc., has been granted a charter to engage in the meter advertising business with offices in Los Angeles County. Authorized capital stock was listed at 2,500 shares with no par value. Julian C. Sorin, Beverly Hills, filed the incorporation papers. Directors of the firm are Don Frank, Los Angeles; Julian C. Sorin, Beverly Hills, and Lois M. Shirley, Studio City.

Pepsi-Cola Sales Rise

NEW YORK, April 7.—Pepsi-Cola Company announced a 15 per cent increase in sales for January-February compared to the same period in 1950. Firm attributes the rise to "beginning results" of its bottler expansion program initiated a year ago.



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

The First Really New Cup Drink Dispenser in More Than a Decade

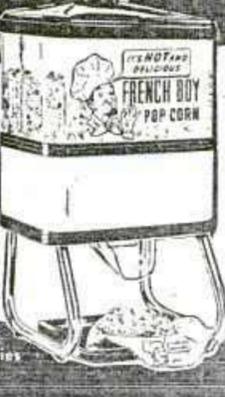


AUTOMATIC Soda Shoppe
featuring JET CARBO-COOLER

Tear Out And Mail Ad For Details

AUTOMATIC PRODUCTS COMPANY
250-B W. 57th St., N.Y. 19, N.Y., Plaza 7-3123

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Write for full information . . . it means BIG PROFITS!

\$51.50

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us.

A B C Popcorn Co., Inc.
3440 W. NORTH AVE.
CHICAGO 47, ILLINOIS

Dealer Inquiries Invited

GIVE TO DAMON RUNYON CANCER FUND

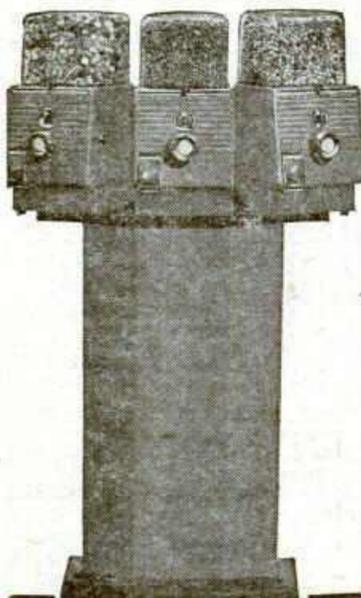


VICTOR
VENDING CORPORATION
 5701-13 W. GRAND AVENUE
 CHICAGO 39, ILLINOIS

NEW
A. B. T. 25c REJECTORS
 For converting C-8 and other
 vending machines.
\$5.00 each
 Quantity Discounts
 1/3 deposit with order, balance C.O.D.
J. V. CHERRY
 361 Avon Ave. Newark, N. J.

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.

NCWA Meet Themed To Up Wholesaler Biz

WASHINGTON, April 7.—NCWA program chairman, John F. Poetker Jr., said this week that the primary purpose of the meeting at the Palmer House, Chicago, June 6-9, will be what is believed to be the principal question in every wholesaler's mind: "How can I get my business on a profitable basis?"

Two of the three general sessions during the candy confab will be designed to help the wholesaler explore ways and means to better dollar returns, according to Poetker. A typical discussion planned will be a forum on such questions as how the wholesaler can warehouse his merchandise at a lower cost and how he can reduce his selling cost.

Price and wage control regulations also will occupy a major part of the business sessions. William A. Quinlan, NCWA's general counsel, and H. W. Looch, chairman of the association's governmental affairs committee, are scheduled to take an active part in this phase of the program, Poetker said. It's also planned to have several key officials from the war emergency agencies to answer wholesaler questions.

In conjunction with the convention, the exhibit phase will be comprised of 112 booths showing product displays of leading candy and allied line manufacturers.

Frank Elliott, 31, Canadian Op Dies

AMHERST, N. S., April 7.—Frank Elliott, coin machine and carnival operator here, died March 30 following a two-month illness. Elliott joined his father, the late Frank Elliott Sr., in the business after leaving school.

Elliott piloted a heavy bomber in the Canadian Air Force during World War II, and was shot down in France. Returning to Canada after the war, he again became active in the family business, taking charge upon his father's death several years ago.

Charter Granted New Calif. Game Company

SACRAMENTO, April 7.—Taylor Engineering Corporation has been granted a charter here to manufacture amusement games and electrical equipment in Los Angeles County. Authorized capital stock was listed at 1,000 shares with no par value. Teschke, Rohe, Willis & Cramer, Beverly Hills, filed the incorporation papers.

Directors of the firm are John T. Gibbs, Los Angeles; James Scobee, Monterey Park, and Leroy Hickey, Seaside, Ore.

Candy Workers Feted

PHILADELPHIA, April 7.—Blumenthal Bros. honored two employees upon their completion of 40 years' service. Martin Krausz, plant superintendent, and Jeanette Teague, secretary to Joseph Blumenthal, received gold watches at a dinner in their honor.

Calendar for Coinmen

- April 9-12—National Association of Tobacco Distributors (NATD), annual convention, exhibit, Palmer House, Chicago.
- April 10, 24—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia
- April 11, 25—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
- April 11—Music Operators of Northern Illinois (MONI), monthly dinner, discussion meeting, Hapsburg Inn, River Road, 3 miles north of Des Plaines
- April 11—Music Operators of Massachusetts Association, regular meeting, Lenox Hotel, Boston.
- April 12—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.
- April 12—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
- April 12—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit
- April 17—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- April 17—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- April 18—Westchester Operators Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.
- April 23—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
- April 24—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
- April 24—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
- April 26—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- April 26—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- April 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
- May 2—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
- May 3—Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.
- May 3—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.
- May 3—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
- May 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
- May 8—Automatic Phonograph Owners' Association (APOA), monthly meeting, Gibson Hotel, Cincinnati.
- May 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

How your dollars STRIKE BACK AT CANCER



through
IMPROVED SERVICES
 that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports *Research and Education.*

AMERICAN CANCER SOCIETY

Mail your contribution to "CANCER" in care of your local post office

Form Company To Promote Sundries

NEW YORK, April 7.—Jerome Kaufman, former associate managing director of the National Association of Tobacco Distributors, has announced formation of Mutual Merchandising, a firm specializing in the promotion of sundries thru wholesalers.

Mutual will provide its subscribing wholesale tobacco firms with a complete buying, merchandising and promotional service, Kaufman said. Offices of the new firm are at the Prince George Hotel here.

Dr. Pepper Sales Up; President Re-Elected

DALLAS, April 7.—Dr. Pepper Company reported sales up 8 per cent during 1950 over the previous year, altho per share earnings were down 1 cent from the 1949 level of 87 cents. J. B. O'Hare, board chairman, attributed the decline in net earnings to higher taxes.

During firm's annual stockholders' meeting, C. L. Calloway was elected a vice-president. L. M. Green, president, was re-elected.

Orange-Crush Execs

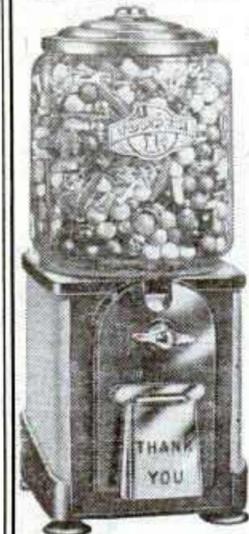
CHICAGO, April 7.—Orange-Crush Company has made two changes in its sales staff. J. V. Fort was named assistant sales manager and Alden Fort was appointed assistant to the sales manager.

Sked Bowl-o-Matic Showing in Denver

DENVER, April 7.—A dinner party to introduce the new Bowl-o-Matic to operators in this area has been scheduled by Wolf Roberts, of Wolf Distributing Company, for Saturday (14). Affair will be held at the Brown Palace Hotel here.

Bowl-o-Matic Sales Company recently appointed the Wolf organization to handle the new coin game in Colorado, New Mexico and Wyoming.

A PACKAGE DEAL



on cash or
TIME
PAYMENT
 20 weeks
 to pay.
 Write for
 details.
IDEAL DEAL
 for the new
 and small
 operator.
ALL FOR
\$161.50

8 TOPPER VENDORS (like picture)
200 Pounds Ball Gum—
 (42,000 balls of gum)
4000 Assorted Charms
 Freight paid on Gum and Charms

ROY TORR
 LANSDOWNE, 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¢ L.B. \$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
 Hand-Painted Imported Charms, per gr. 2 gross... 1.25
 Toy Watches, 1 gross... 2.50
 Stone Set Rings, 1 gross... 1.95
 "Hee 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.

Charms



Paul A. Price Co.
 220 Broadway, New York 38, N. Y.

CIGARETTE MACHINE SPECIAL!

DuGRENIER, Model S
 7 Cols., Refinished, 25¢ Slot, \$49.50
 Ready for Location...
 All Other Models in Stock
 25% With Order, Balance C.O.D.
VEEDCO SALES CO.
 2124 Market St. Philadelphia 3, Pa.
 Phone: LOcut 7-1448

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

NOW The Sensational **MODEL 49**
 Also Available in 10c Play

1c or 5c Play
PLEASE SPECIFY WHEN ORDERING

PISTACHIO, Jumbo Queen	62¢	MERCHANDISE AND SUPPLIES	M & M	39¢
FANCY TULIP, Large	54¢	ALMONDS, 400 Count, 5Lb. Vacuum Packed	JELLY BEANS	25¢
INDIAN NUTS	56¢	RAINBOW PEANUTS 28¢	BALL GUM, All Sizes (200 Lbs. Min.)	20¢
CASHEW, Whole	58¢	MIXED NUTS	Freight Prepaid	24¢
CASHEW, Butts	53¢	BOSTON BAKED BEANS	ADAMS, All Flavors	42¢
VIRGINIA PEANUTS, Whole	34¢	LICORICE LOZENGES 25¢	WRIGLEY'S, All Flavors	46¢

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
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The ACE 7 pin-tumbler Mechanism, with over 80,000 key changes, protected key and registered key changes, is your assurance of super security and resistance to operating hazards. Sizes and types to fit practically any device—for new and replacement use.

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 for Coin-Operated
 Equipment

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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:

WINNERS IN BB COLLEGE POLL. The Billboard surveys the top faves in U. S. colleges and universities for 12th year (Music Department).

SHOW BUSINESS TAKES ON TRANSFORMATION. Movement on way which would hypo artists' income from mechanical performances (General-Music Departments).

METALS FOR BIZ EASED BY NPA. New ruling affects materials used in manufacture of radio, phonos and disks (General Department).

SUBSIDIZED DISK CUTTING ON UPBEAT. The financial backing of records reaches a new high (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Proposed \$100 Mich. Juke Tax Is Tabled

DETROIT, April 7.—The legislative situation presented a mixed picture on the music machine front this week, with the much-debated House Bill No. 38, designed to place a \$100 annual State fee on juke boxes, still in the taxation

committee. It was expected that it may stay there for the duration of the session, now expected to run well into May.

In the meantime Frank Alluvot, head of Frank's Music Company, and Irving Ackerman, counsel for the Michigan Automatic Phonograph Owners' Association (MAPOA), are planning to make their postponed flight to California in a week to study the operation of the juke box industry there under the Fair Trade Act. A bill to introduce similar legislation in Michigan may be prepared for formal presentation to the Legislature upon their return.

Local Action

On the local front a hearing on a proposed ordinance to license juke boxes in Hamtramck is to be held next Thursday (12), while the neighboring city of Livonia has passed an ordinance placing an annual \$5 license tax on machines. This is considered an equitable fee by operators here generally, and may set the level for future local legislation of this type.

Mass. Sets New Juke, Tele Tax

SPRINGFIELD, Mass., April 7.—Locations featuring juke box play or telecasts on Sundays will be subject of a special license and additional license fees, the Massachusetts commissioner of public safety has ruled. The new tax will be \$2 to the State and 50 cents per week to the local communities.

All locations presenting music entertainment on Sunday, whether by mechanical or electrical means, will be subject to the new tax, it was stated.

Merchandising Music

WEATHER INFLUENCE. . . . With a tough winter just over, operators throught the country advise that the advent of warmer weather has had a definite influence on their operations. However, there were some conflicting reports on the cold weather biz. For example, Mike Imig, Yankton, S. D., whose route was either iced or snowed in most of the winter, reported business was above average during that period. In Chicago, with the freezing weather finally breaking several weeks ago, music ops are reporting small, but steady gains in grosses.

DIME PLAY? . . . With more and more territories now testing 10-cent play, and others sched-

uled to start in the next few months, the initial reports show conflicting results. Melodies, Inc., Albany, N.Y., reports it has about 70 per cent of its route on dime play now, and that increases up to 60 per cent have been noted.

On the other hand, Jack Corbin, Miami, who originally tested 10-cent play six years ago, expresses doubt that the hypoed price will work in that area. These sentiments are backed in Denver, where a group of ops have been testing the dime play now for about six months. While the experiment has been successful in some locations, others have been a complete failure. Most ops, however, agree that until more conclusive results have been obtained, definite action cannot be taken.

CUTTING OVERHEAD. . . . G. Hubbard, Park Music Service, South Gate Calif., reports that operators in his area have found one way of cutting their expenses, and passes it along to other ops who might be interested. Hubbard

(Continued on page 84)

MAPOA Elects '51 Officers, New Directors

DETROIT, April 7.—James Jeffrey, Jeff's Music, was elected vice-president of the Michigan Automatic Phonograph Owners' Association (MAPOA), succeeding Edward L. Carlson. Carlson, Carlson Music Company, was elected secretary-treasurer to succeed Edward Grodzicki.

Elected to the board of directors for one year terms were Frank Alluvot, Frank's Music Company; Gerhard Patton, Pat's Music Company, and Eddie Clemons, Music Service Company. Alluvot received the largest number of votes ever given to a member of the board.

Morris Goldman, of Morris Music Company, continues as president, having been elected to a two-year term in 1950.

Juke Dime Play Pros-Cons Voiced as New Tests Start

Foes Seeking Other Means To Up Grosses; Both Sides Cite Case

CHICAGO, April 7.—With an increasing number of operators scheduling 10-cent play tests, it is apparent that a sweeping all-out change to one of the variations of dime play will not take place in the immediate future. Reports on tests held to date have shown varied results, ranging from complete failure to increases in grosses up to and in some cases passing 100 per cent. But even more important is the strong pitch against the increased per-play price which is being heard with more frequency.

While the pros and cons on dime play are at opposite poles on the value of increasing the price of play on a juke box, they both agree on one vital issue—operators need more money to run their business at a profit. While one faction believes the dime price peg will accomplish this, others advocate more promotion, new commission schedules and guarantee or front money.

At present, opinion for and against dime play appears to be about evenly divided with perhaps a slight edge for the pro faction. Following are comments received this week from operators who recently started 10-cent play experiments:

"More operators in this territory," reports the City Music Company, Suffolk, Va., "are going in for 10 and 25-cent play. We are trying the idea of taking the cost of the records off the top of the collections and haven't met with any opposition from locations."

Melodies, Inc., Albany, N. Y.: "We have changed over about 70 per cent of our locations to 10-cent play, 3 for a quarter and not only has it increased our collections about 60 per cent, but the locations

advise that they have received practically no complaints from their customers."

Three cities, where dime vs. nickel play is now a major subject of study, reported:

Miami

The Miami juke box ops agree overwhelmingly that a hike in existing nickel play is imperative to survival, paradoxically, they are about convinced no such changeover is likely to take place here.

Reason for the pessimism is that the complete co-operation necessary to insure the success of such a move, appears impossible in this area where the candle of competition burns so brightly.

Jack Corbin, who operates a large route in Miami, recalled an experiment he conducted here with 10-cent, three for a quarter play in 1946. Using 18 locations during the eight-week tryout period, Corbin discovered volume held up remarkably well. "I favored change-

(Continued on page 86)

Used Game, Music Demand, Tags Up

CHICAGO, April 7.—The supply of practically all types of used coin machine equipment appeared more available than in the past two weeks, prices on many units continued to edge up in The Billboard's Index of Advertised Used Machine Prices. As in the past few weeks, music and amusement games led the index in equipment pieces listed at higher quotations but there was evidence that the demand for arcade units which started in the past two weeks would soon be a strong factor.

More than 8 per cent of all the music equipment advertised by distributors moved up slightly in this week's index (appearing elsewhere in this issue). In this group were Mills Constellation; Seeburg's Colonel 146 M, 146 S, and 147 M, and Wurlitzer's 616, 1015 and 1100. Most of the prices quoted were up from \$5 to \$10, but the Wurlitzer 1100 was up as much as \$25.

Amusement games listed at a higher quotation included Gott-

lieb's Ali-Baba; United's Arizona; Williams's Dreamy; Chicago Coin's Grand Award and Bally's Jockey Special. These were up from \$5 to \$10. However, the greatest interest

(Continued on page 80)

Ky. Hit Parade Distrib Names

CHICAGO, April 7.—Chicago Coin Machine Company has appointed the H. M. Branson Distributing Company Kentucky distributor for the Hit Parade counter music machine.

Firm is headed by Hymie Branson and headquarters at 514 South Second Street, Louisville. Hit Parade is selective and is operable on nickels, dimes or quarters. Now in its first production run, it was introduced in March (The Billboard, March 17).

Peak Phono, Game Demand Aids Exports

(Continued from page 74)

\$701,791 for 7,528 units for a new record. The former unit as well as dollar mark was set in 1947 and amounted to 7,378 games for \$681,009. The 1949 totals were 2,851 for \$295,482.

Prospects for the export market thru the remainder of 1951 now appear promising despite the international situation. Whereas at the beginning of this year there was a strong likelihood that little if any new coin machine equipment would be produced by the spring, now, the controls are in effect, they have not hampered output as much as expected and there are many new and used units available for export. This condition is expected to prevail for the next few months when production probably will be limited in favor of the defense effort. But given the next few months to expand foreign markets, firms specializing in the export coin field believe that they can duplicate if not surpass their 1950 sales achievements.

Juke Box Manufacturers Benefit Thru NPA Orders

(Continued from page 74)

such as musical instruments, pianos and organs, pens and mechanical pencils, sporting and athletic goods, shoe trees, etc.

Copper Order Coming

In its order postponing until May 1 the ban on use of aluminum in vending machines and 200 other products, NPA said a similar relaxation will be forthcoming on copper. "Consideration will be given to appeals from consumers for relief in hardship cases," NPA stated.

Permitted use of aluminum for non-defense purposes in the second quarter is still limited to 65 per cent of average quarterly consumption in the first six months of 1950, the agency pointed out. Postponement of the April 1 prohibition will permit continued production of vending machines for at least 30 days.

NPA's latest order on nickel use adds a number of items covered by the restrictions, and continues for the second quarter the present limitations on consumption of primary nickel for non-rated orders at 65 per cent of the user's aver-

age quarterly use during the first half of 1950.

Among items listed under restrictions on nickel plating are vending machines, pin ball machines, gaming machines, ornamentation on musical instruments and decorative trim on radio-TV sets

Wurlitzer Juke Wins Mag Award

NORTH TONAWANDA, April 7.—Phonograph division of Rudolph Wurlitzer Company has been given the Modern Designs Award for the changing mechanism used in its Model 1250 juke box. Award, made by Design News magazine, was accepted by Ed Wurgler, general sales manager, in behalf of the firm.

Award, a plastic plaque, carries the following inscription: "Presented to the engineering department of the Phonograph Division, the Rudolph Wurlitzer Company, by the editorial staff of Design News magazine for excellence in general mechanical design of the Wurlitzer Twelve Fifty."

Ames Brothers Boost Juke Rep

DES MOINES, April 7.—Atlas Music Company of Iowa played host to the Ames Brothers, Coral recording artists, when the latter group visited this city recently with Guy Lombardo and his ork. Phil Moss and Warren Merrill, Atlas execs, who introduced the Ames Brothers to visiting ops, posed for pictures with a Selectomatic 100B.

Coin Machine Exports

1950 Monthly Totals

	Totals	Phonographs		Vendors		Amusement Games	
		No.	Value	No.	Value	No.	Value
January	602	167	\$ 87,291	179	\$ 18,953	256	\$ 17,672
February	677	177	75,449	77	17,829	423	27,055
March	1,192	198	80,435	219	52,471	775	53,893
April	1,085	287	102,202	240	45,223	558	54,422
May	1,387	307	137,915	449	77,106	464	33,861
June	979	386	159,366	110	23,653	501	64,307
July	1,178	549	282,149	101	23,079	528	52,437
August	1,161	473	152,976	252	30,519	436	54,972
September	1,639	560	220,643	336	17,583	743	83,859
October	1,589	421	171,630	80	34,316	1,088	90,628
November	1,598	367	172,064	308	132,141	923	78,109
December	1,517	495	230,612	189	28,970	833	90,756
TOTALS	14,604	4,387	\$1,872,732	2,540	\$501,843	7,528	\$701,971

Used Game, Music Demand

Continued from page 79

in the used game division remained in the giant pin field led by Bally's Citation and Champion, and Universal's Photo Finish. Citation had 14 separate index listings.

Higher Prices

Of the 166 different shuffle games offered for sale, approximately 18 per cent were listed at higher prices in the week to week comparison, indicating the demand for shuffle bowling units is once again on the increase. High among those getting the most attention this week were Williams's Bowler and Deluxe Bowler; United's Shuffle Alley Express; Super Shuffle Alley and Twin Shuffle Alley Rebound; Universal's Twin Bowler; Exhibit's Strike; Kenney's King Pin; Chicago Coin's Bowling Alley,

and Bally's Speed Bowler. Bowlette, made by Gottlieb, also showed steady acceptability.

In the arcade division, all but a few prices were listed at the same figures as last week's index and the changes were to higher quotations. Among the latter were Bally's Heavy Hitter and Gottlieb's Three-Way Gripper. Tho not advancing in price, Exhibit's Dale Gun, Seeburg's Bear Gun and Chicago Coin's Pistol and Goalee also proved to be in higher demand on the used arcade machine market.

The used vending machine market was highlighted by the offering of a great many more items for sale than in any previous index. Most of the prices on merchandisers previously listed were about the same.

Solons Mull NY Juke Tax

NEW YORK, April 7.—With rising route costs squeezing coin music profits, operators here face a new financial burden if the city's proposal for a \$25 annual tax on phonographs is written into law.

The levy on jukeboxes is part of a package proposal aimed at raising city revenue to meet a record budget. Altho a bill authorizing the phonograph tax has not yet been introduced to the city council, early placement of such a measure before the legislators is expected.

Operators individually and thru their organization, the Automatic Music Operators' Association, as well as distributors, will oppose the tax at public hearings.

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	THE JUKES	RETAILER	CRITIC
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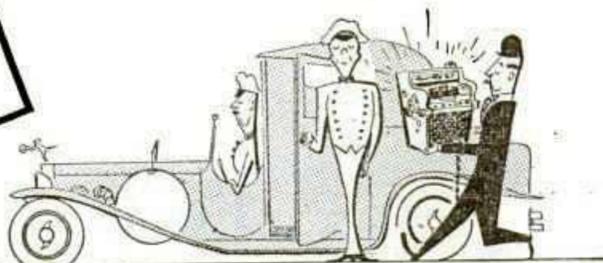
Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Continued from page 34

POPULAR

LORRY RAINE Where the Red Roses Grow LONDON 998—Backed by organ and guitar, thrush does what sounds like one of those self-harmonizing dubs. It doesn't come off at all—backing is stodgy, sound is dead.	53--53--51--55
Take Time To Pray Religioso-philosophizer is an impressive specimen, sold with feeling and devotion by Miss Raine.	74--74--74--74
TED STRAETER Let Me Look at You MGM 10943—Straeter's talky vocal style fits this ethereal love tune from "Mr. Imperium" very neatly. A smart side, with orking and group making a fitting backdrop.	73--73--73--73
Chante Moi The sophisticated set may take to this elegant Straeter treatment of a Piaf tune, warbled here in English and French.	65--65--68--62
TOMMY TUCKER ORK (Don Brown) I Stole You From Somebody Else MGM 10935—Tucker may have a winner in this excellent rendition of a simple, retentive ballad. Chorus and ork work have the warmth and feeling of the old Tommy Dorsey ballad clicks.	86--87--85--87
She Made a Monkey Out of Me Novelty side is strictly a throwaway.	65--65--65--65
PHIL BRITO (Mullen Sisters-Russ Case Ork) You Know You Belong to Somebody Else MGM 10942—Lackluster chanting by Brito on the sentimental oldie. Doubling of tempo after first chorus helps, but only a little.	60--60--60--60
Who Would Ever Dream? Italian and English chanting on an adaptation in tango time—a dull effort.	60--60--60--60
DEAN MARTIN (Lou Busch Ork) Beside You CAPITOL 1458—Dull ballad offering by Martin to a slow beguine backing. Tune's from "My Favorite Brunette" flick.	63--66--63--60
Who's Sorry Now? The cafe warbler has a promising side in his bright sales job of the standard, abetted by a brisk, toe-tapping orking.	80--81--78--80
HELEN O'CONNELL (Harold Mooney Ork) He Didn't Ask Me CAPITOL 1459—The thrush projects captivatingly on this pleasant, fluffy slice of material from the pen of Sammy Cahn and Saul Chaplin, dressed up in a bright clefting.	77--80--77--75
I'm Getting Sentimental Over You Stellar rendition may be a strong boost toward Miss O'Connell's comeback. She really sells the lyrics, gets a tasty backing from Mooney.	85--86--84--85
IRVING FIELDS TRIO (3 Beas & a Peep) Titina VICTOR 20-4103—Melange of a pseudo-Oriental strain and a moving Latin beat are featured in this little novelty ditty, with the vocal group and Fields trio laying it on heavy.	74--74--74--74
Mexican Grasshopper Fields pounds out a Mexican type original as a piano solo with rhythm backing. Bit rambles, fails to build.	63--63--61--65
FONTANE SISTERS The Fortune Teller Song VICTOR 20-4106—This is strictly a gimmick: tune has four different endings—a surprise each time you play it. However, it isn't likely to stand up on the strength of the trick tracking alone.	62--64--60--62
The Fifth Wheel on the Wagon Gals rock a nifty new rhythm tune to a crisp, dancey ork backing.	79--82--78--78
JIMMY WAKELY Crying Just for You CAPITOL 1472—Wakely, backed tastefully by the Les Baxter ork-chorus, has an extremely effective slice of a pretty waltz which borrows freely from "Missouri Waltz." There's "sleeper" potential here.	86--86--86--86
Did You Write a Letter to Your Sweetheart? A plaintive schmaltz waltz is done with forthright sincerity by Wakely, again ably supported by Baxter. Another likely etching.	86--86--85--86
RAY ANTHONY ORK (Tommy Mercer) I'll Never Know Why CAPITOL 1490—Anthony continues to groove excellent dance wax. Here he does up one of more promising ballads of the day in clean style with Tommy Mercer contributing a pleasant vocal chore.	82--84--80--82
Faithfully Yours A departure for Anthony on this appealing new Romberg waltz is the use of a choral group against the normal band sound. It makes an effective slice which should be in the running if the tune starts to roll.	86--86--86--86
FRANK DeVOL ORK Theme for John and Marsha CAPITOL 1460—This is just what the title says it is. And the theme is a pretty one, made even more so by this rich and stringy reading. Fine deelay fare.	75--80--72--72
Play Ball Lindy Doherty shows the way thru this rather flimsy baseball paean. Well done, tho.	63--75--55--60
PAUL NEIGHBORS ORK Here Comes My Ball and Chain CAPITOL 1461—Neighbors, a Coast band which leans toward the micky stylings, shows a crackling musical unit here. A fine, incisive dance disk or a light bounce tune.	68--71--64--68
Happiness Crisp micky band music for dancing built on a likely new approach to the "Enjoy Yourself" idea. The Neighbors band sounds like it has plenty on the ball.	77--80--75--77
GEORGE CATES ORK (The Heartbeats) The Syncopated Clock CORAL 60436—Cates puts the accent on the Mitch Parrish lyrics on this coverage effort. The words are amusing and light and help make a distinctive slice of the Anderson hit.	82--85--81--81
On Top of Old Smoky A neat coverage etching of this smash folk is highlighted by a fine unbilled bass voice.	75--75--75--75
CONNIE HAINES (Geo. Cates) My Lost Melody CORAL 60426—The lovely French adaptation used in "The Mating Season" flick score, is handed a well-knit and highly attractive production. Miss Hainer sets a deep mood with her sensitive approach.	79--80--78--78
Bundle of Love A pert little bouncer, with an infectious flavor, is trimmed with a precise go by the thrush. Cates' backing is appropriately breezy and danceable.	75--75--75--75
DINAH SHORE (Henri Rene) The Three Cornered Tune VICTOR 20-4107—A "Guys and Dolls" theme, this has been re-written for pop consumption. It has a truly infectious quality which is glowingly rendered by Dinah, who here harmonizes with herself. Has a strong chance.	86--87--86--85
'Cause I Love You Dinah isn't as convincing as she might be in singing this lilting Piaf waltz; the song's got a fine zingy quality which could attract attention.	82--82--82--82

Exclusive!



Williams
Music Mite



MODEL 52
Insures More Play with a SINGLE ENTRY-SLUG PROOF 5c-10c-25c COIN MECHANISM

ONLY Music Mite OFFERS ALL THESE ADVANTAGES TO MUSIC OPERATORS

SELECTIVITY including "Cancel" button . . . CREDIT UNIT accepts up to \$2.00 of credits in any combination of coins . . . PROVED PERFORMANCE featuring the famous RCA record changing mechanism and every up-to-the-minute engineering feature . . . SIMPLE TO SERVICE with the exclusive "In-A-Drawer" feature which permits the entire mechanism to be pulled out at once for servicing from the front.

Music Mite defies all imitations because it is tried, tested and proven on location—and offers so much more and costs so much less than any other "small" machine ever built!

Only Williams Music Mite Is Available in 2 Models:

1. Straight 5c Play
2. 5c-10c-25c Single Entry Coin Mechanism



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.

HEAR IT—SEE IT—BUY IT TODAY FROM THE WILLIAMS DISTRIBUTOR LOCATED IN YOUR TERRITORY!



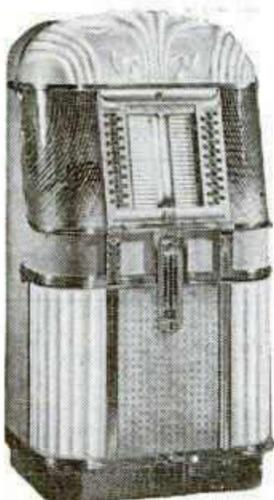
CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS



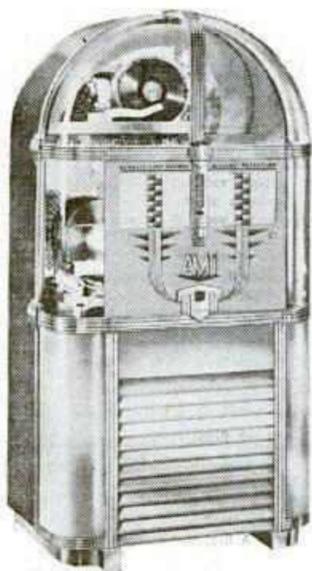
model A

The first of the modern AMI's, famous for its lavish beauty and sensational record changing mechanism. Still commands a top price on the used machine market.



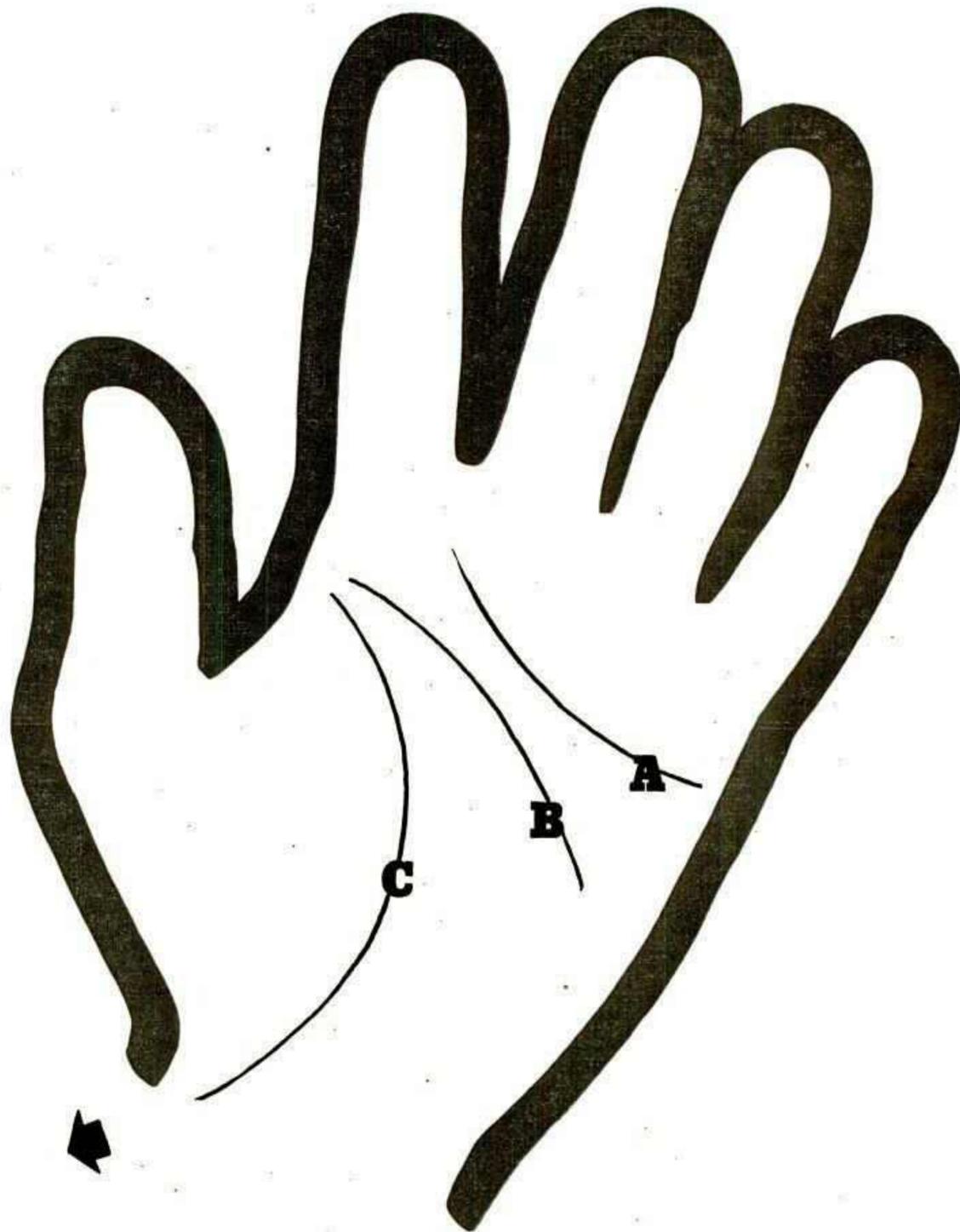
model B

The business-like "B", noted for its compactness, visibility and money-making power. Its heart is the trouble-free AMI mechanism. A universal, enduring favorite.



model C

The current AMI, a standout among modern juke boxes. Instant servicing, uninterrupted performance, boundless location satisfaction. A pre-eminently safe investment.



LONG LIFE LINE

AMI *Incorporated*

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN

FOLK TALENT AND TUNES

Continued from page 30

and has cut his first release. . . . **Eddie McMullen** is the a. and r. man for Regal RFD records. **Sally Clark** has been signed by the diskery. . . . **Shorty and Smoky Warren** are heard over WAAT, Newark, N. J., every Sunday. . . . **Charlie Monroe** started a tour of Mississippi, Arkansas, Oklahoma, and Texas, which will keep him busy thru most of April. . . . **Shorty Long**, Reading, Pa., reports that he has 60 one-nighters in a row within 50 miles of his hometown. . . . **Guy Willis** and his Oklahoma Wranglers, recently signed by RCA Victor have signed **Tom Parker**, **Eddy Arnold's** manager, as their manager.

Buffalo Johnson got a new five year contract with Rich-R-Tone Records and a son, **David Jack**, during March. . . . **Tex Jenks Carman**, KTTV, Los Angeles, has signed with Capitol and will tour the Midwest this summer. . . . **Stu Davis**, CJCA, Edmonton, Atla., reports that his six-year-old-son, **Duane**, who is heard regularly over the same station, is negotiating with a Canadian record firm. Stu was listed as the "tops" in Canada in the March Country Song Roundup magazine. . . . **Johnny Johnson** and his **Sandy Mountain Boys** and the **Carolina**

Sunshine Girls (all KWKH, Shreveport) will make a one-week USO tour of army hospitals.

Bradley Kincaid, WLS Kentucky Mountain Boy, returns April 14 to guest on the National Barn Dance for the observance of WLS's 27th birthday. . . . The **Radio-TV Wranglers** are booked for a year at Atlanta's Sports Arena, three nights a week. Group consists of **Boots Woodall**, **Tennessee and Smitty Smith** and **Paul Rice**. . . . **Lefty Frizzell** has added **Blackie Crawford**, rhythm guitar; **Curly Chalker**, steel guitar, and **Pee Wee Reed** (formerly with Sons of Texas) bass. . . . **Arthur (Guitar) Smith** and the **Cracker Jacks** have added the **Carolina Hayride**, heard over WBT, Charlotte, on Saturday nights. . . . **Johnnie Lee Willis** is on a 16-day tour thru Texas and New Mexico and is due back at KVOO, Tulsa Okla., April 12.

The **Harmonees Quartet** report a gain in popularity for their all-night singing dates in Georgia. . . . **Georgia Crackers** have the **Buckeye Barn Dancers**, and a caller, **Harold Taylor**, with them now for TV shots and personals. . . . **Smilin' Sammie Molezze** has come up with a three-year contract with Mutual Recording, a new manager, **Ray Parker**, and an exclusive writing contract with Valley Hill Music. His new radio show is a two-hour Saturday afternoon shot called the "Western Jamboree." . . . **Uncle Harve** opened a seven-nights-a week stint which includes a radio

Auction Counter Jukes

NEW YORK, April 7.—Sixty-six non-selective Ristaurcat phonographs were sold at auction Wednesday (4), with the proceeds assigned to creditors of Ristaurcat Distributors of New York, Inc. The bankrupt firm was managed by F. Maltz.

and stage show, with square dancing on Saturday nights in Miami. . . . **Smokey Bob Allen** is back with **Ollie and Her Sun-Dodgers** on WFSB, Joplin, Mo., after a three-month leave of absence. . . . **Alberta Slim** started a six-month tour of Western Canada April 11.

Disk Jockey Doings

Eddie Sosby has joined the d. j. ranks with a half-hour show five days a week and an hour on Saturday on KFAB, Omaha. . . . **Cousin Josh** has taken over the d. j. duties at WHOS, Decatur, Ala. . . . **Verlyn Mays**, WFHG, Bristol, W. Va., is heard four hours Saturday afternoon with his "Hillbilly Hit Parade." . . . **Ray Scott** WZIP, Covington, Ky., went back into the army April 10. **Bill Brown**, formerly of WCNH, Quincy, Fla., replaced Ray. . . . **Larry Keith**, WKAB, Mobile, reports that for the first time in Mobile radio history h. b. music is skedded for Sunday hearing. It will be a request show called Sunday Hay Ride Party.

Jimmy Key, new d. j. at WFMH, Cullman, Ala., has three and a quarter hours of disk shows a day. . . . **George Duck** has taken over at WWPFF, Palatka, Fla. . . . **Carl Swanson**, WRUN, Utica, N. Y., reports that he pulled 8,245 letters in one week on a \$50 prize. . . . **Foreman Jack (Gardner)**, WBIP, Booneville Miss., is doing one-nighters with the **Bipsters**. . . . **Happy Hal Burns**, WBRC, Birmingham, has added **Uncle Happy Hal's Kiddie Carnival** Saturday morning, using kidisks, stories and games with studio participation. . . . **Johnnie Mungal** is sharing d. j. duties with **Smiling Max Henderson** at WTAC, Flint, Mich.

Sheldon Horton, WJSW, Altoona, Pa., celebrated his second anniversary on the air with many artists present to wish him well.

Happy Wilson, WAPI, Birmingham, has added a live show six days a week to the **Golden River Boys and Girls**. . . . **Texas Stan Redmond**, formerly of WHBQ, Memphis, is now on KVLG, Little Rock. Stan has the morning "Western Caravan" and **Art Burnham** carries the afternoon "Caravan" on the same station. . . . **Hilly the Hillbilly**, has taken over d. p. duties at WCAR, Pontiac, Mich. . . . **Uncle Dudley Hackworth** is building an ultra-modern remote studio in his home for his local daily broadcasts over KTFS, Texarkana, Tex. The show goes on tape for KDMS, Eldorado, Tex.

Jimmy Hughes is the new h. b. spinner at KSKY, Dallas.

Ken McClure, WCNC; **Dean McClean**, KWBC, and **Joe McKinney**, WCUL, all of Fort Worth, are working on the "Western Round-Up" at the North Side Coliseum which stars many Western artists. . . . **Cotton Carrier**, WSB, Atlanta, has added a new d. j. show, five days a week. He starts a once-a-week shot over WSB-TV April 13. . . . **Elmer Snodgrass** is doubling as a d. j. over WAKE, Greenville, S. C. For two hours it's "Wake Up With WAKE." . . . **Bob Dyer**, WKNX, Saginaw, Mich., is now airing "County Fair," a one-and-a-half-hour shot. . . . **Denver Bill Clarke** has a 40-minute daily show over WFMJ, Youngstown, O.

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	STYLING	RECORDING	RELEASING	MARKETING
ROME JOHNSON A Stain Upon My Heart ABBEY 15041—Johnson warbles with charm and projection on this up tempo country ballad with a catchy tag line.	76--76--76--76				
Love Flew Out of the Window When Money Came in Thru the Door Johnson is joined for close harmony on this moralizers with a Gay Nineties flavor.	70--70--70--70				
RAMBLIN' JIMMIE DOLAN I Always Play a Losin' Hand CAPITOL 1423—Dolan, Capitol's answer to Ernest Tubbs, gets off a promising rhythm novelty in engaging manner.	80--80--80--80				
Wine, Women and Pink Elephants Dolan does a Tex Williams here with a talk-sing routine on a fast-and-furious comic novelty that could register.	82--83--80--82				
ROY ROGERS Katy VICTOR 21-0438—The cowboy fave, ork and male group may have a click kidisk in this tale of Katy the kangaroo. Excellent production.	80--80--80--80				
Yogi—The Doggie More moppet material but not as infectious as the reverse. Orking and production are first rate.	75--75--75--75				
CURLEY COLE I'm Going To Roll GILT EDGE 5029—Cole, with spanking support from guitars, piano and rhythm, chants a persuasive train blues.	77--76--76--78				
Another's Arms Are Holding You Ballad side isn't up to flip in charm and impact.	67--66--66--68				
DON WHITNEY I'm Going To Take My Time Lovin' You 4 STAR 1548—Back country, medium-swing blues in a rhythm pattern reminiscent of "Dear John." Lyrics and melody both good, warbling direct and effective.	74--74--74--74				
Keeping Secret Top-grade country torcher gets a solid sales job from Whitney, with easy-beat combo work underneath.	77--77--77--77				
LUKE THE DRIFTER Just Waitin' MGM 10932—Luke draws thru an opus on the waitin' done in the world. String band sets a fine mood for the lazy-voiced chant. An attractive disk.	83--84--83--82				
Men With Broken Hearts Hank Williams, alias The Drifter, recites a poetic "love thy neighbor" ode that packs both a message and heart-felt common sense.	80--81--79--79				
EDDY ARNOLD Kentucky Waltz VICTOR 21-0444—The usual Arnold projection and feeling combined with a fine country waltz ballad adds up to a strong waxing for the Plowboy's market.	86--86--86--86				
A Million Miles From Your Heart The Jenny Lou Carson weeper has a spanking lyric idea and Arnold makes the most of it on another fine disk.	84--84--84--84				
HANK SNOW-ANITA CARTER Down the Trail of Achin' Hearts VICTOR 21-0441—Snow has another potential click in this weeper which introduces the attractive voice of the Carter gal.	84--84--84--84				
Bluebird Island The Snow-Carter blend is effective on a love-ballad written by Snow.	74--74--74--74				
LEFTY FRIZZELL My Baby's Just Like Money COLUMBIA 20799—Lefty has a potential smash in this impressive bounce-beat philosophizer, pegged on an old blues tag. He chants with compelling zest, combo socks in back.	87--87--87--87				
I Want to Be With You Always Warbler registers with a slow, bluesy torcher, with a lazy piano underlining his teasing of the lyrics.	84--84--84--84				
ROY ACUFF (Smoky Mountain Boys) Plastic Heart COLUMBIA 20792—Acuff is back on wax after a year-and-a-half sabbatical with an impressive up-tempo torch novelty. He sells with all old zing and zest.	85--85--85--85				
Your Address Unknown Another swingy winner here: The front strain is a highly retentive bit, and Acuff really projects all the way.	87--87--87--87				
FLOYD TILLMAN I Don't Care Anymore COLUMBIA 20793—Tillman talk-sings in his inimitable way thru a very striking medium beat tune of his own coining.	84--84--84--84				
I Love You Just As You Are One of Floyd's easy, glissing, tease ballad jobs on a pleasant ditty musically kin to "When My Baby Smiles At Me."	78--80--76--78				

(Continued on page 84)

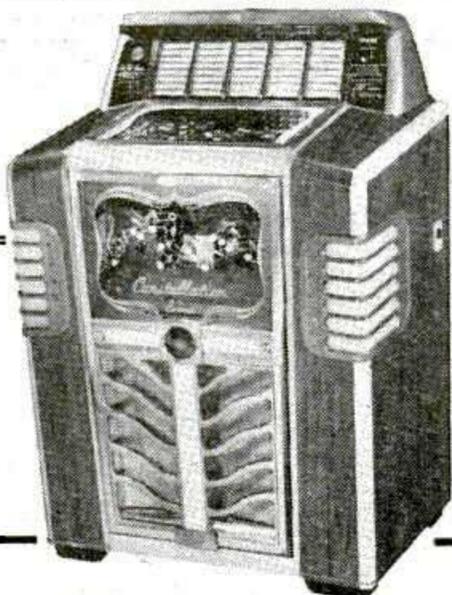
Advance Classical Releases

Continued from page 24

Edward MacDowell Piano Music Album—John Kirkpatrick (1-12") Col(33)ML-54372; Woodland Sketches, Op. 51; Sea Pieces, Op. 55; Fireside Tales, Op. 61; New England Idyls, Op. 62	Sesslens: Duo for Violin and Piano Album—Patricia Travers-Otto Herz (Lives: Sonata) (1-10") Col(33)ML-2169
Mozart: Piano Concerto No. 12 in A Major Album—M. Knittel-Bavarian Radio Ork-R. Albert, Cond. and Concerto No. 10 in E Flat Major for Two Pianos—Heinz Shroter-Hans Altmann, Bavarian Radio Ork (1-12") Mer(33)MG-10007	Schubert: Quintet in C Major, Op. No. 163 Album—Hollywood String Quartet-Kurt Rohrer (1-12") Cap(33)P-8133
Mozart: Symphony No. 28 in C Major Album—Bavarian Radio Ork-R. Albert, Cond., and Symphony No. 25 in G Minor—Munich Philharmonic Ork-Kurt Eichhorn, Cond. (1-12") Mer(33)MG-10032	Schubert: Rosamunde and Symphony No. 8 Album—Bamberg Symphony Ork-Robert Heger Cond. (1-12") Mer(33)MG-10034
Jeanne Palmer Concert Program Album—Alice Wightman (1-12")—Colosseum (33) CLPS 1001	Strauss: Favorite Waltzes of Johann Strauss Album—Munich Philharmonic Ork-Fritz Rieger, Cond. (1-12") Mer(33)MG-10024; Voices of Spring; On the Beautiful Blue Danube; You and You; Vienna Blood
Szymanowski: Four Preludes Etude 8 Minor Album—Maryan Pilar (Chopin: Sonata) (1-12")—Colosseum (33) CLPS 1003	Strauss: Waltzes of Johann & Josef Strauss Album—Bavarian Radio Ork-Cologne Concert Ork-Kurt Graunke Ork-Leo Eysolt, Gustav Gorlich, Werner Schmidt-Boelcke, Fritz Schroder, Conductors (3-12") Mer(33)MG-10022; Morning Papers; Artist's Life; Roses From the South; Delerien; Aquarellen; Music of the Spheres
Palestrina: Missa Papae Marcellii Album—Roger Wagner Choral-Roger Wagner, Cond. (1-12") Cap(33)P-8126	Symphonic Selections Album—Bolshoi Theater Ork (2-12")—Colosseum (33) CLPL 112-13; Rimsky Korsakoff, Moussorgsky, Llandoff, Balakireff Tchaikovsky
Rabaud: La Procession Nocturne Op. 6 Album—Philharmonic Symphony Ork of New York-Dimitri Mitropoulos, Cond. (Saint Saens: Danse) (1-10") Col(33)ML-2170	Helen Traubel Sings Wagner (Vol. 2) Album—Helen Traubel-RCA Victor Ork-F. Weissmann Cond. (1-12") V (33)LM-1123
Ravel: Valses Nobles et Sentimentales Album—Grand Symphony Ork of the National Institute Radiodiffusion, Belge-Franz Andre, Cond. (Debussy: Iberia) (1-12") Cap(33)P-8132	Tschaikovsky: Nutcracker Suite Album—Kurt Graunke Ork-Werner Schmidt-Boelcke, Cond. (1-10") Mer(33)MG-15017
Saint Saens: Danse Macabre Op. 40 Album—Philharmonic Symphony Ork of New York-Dimitri Mitropoulos, Cond. (Rabaud: La Procession) (1-10") Col(33)ML-2170	Verdi: Stabat Mater Album—Bavarian Radio Choir & Ork-J. Kugler, Cond. (Brahms: Part Songs) (1-10") Mer(33)MG-15011

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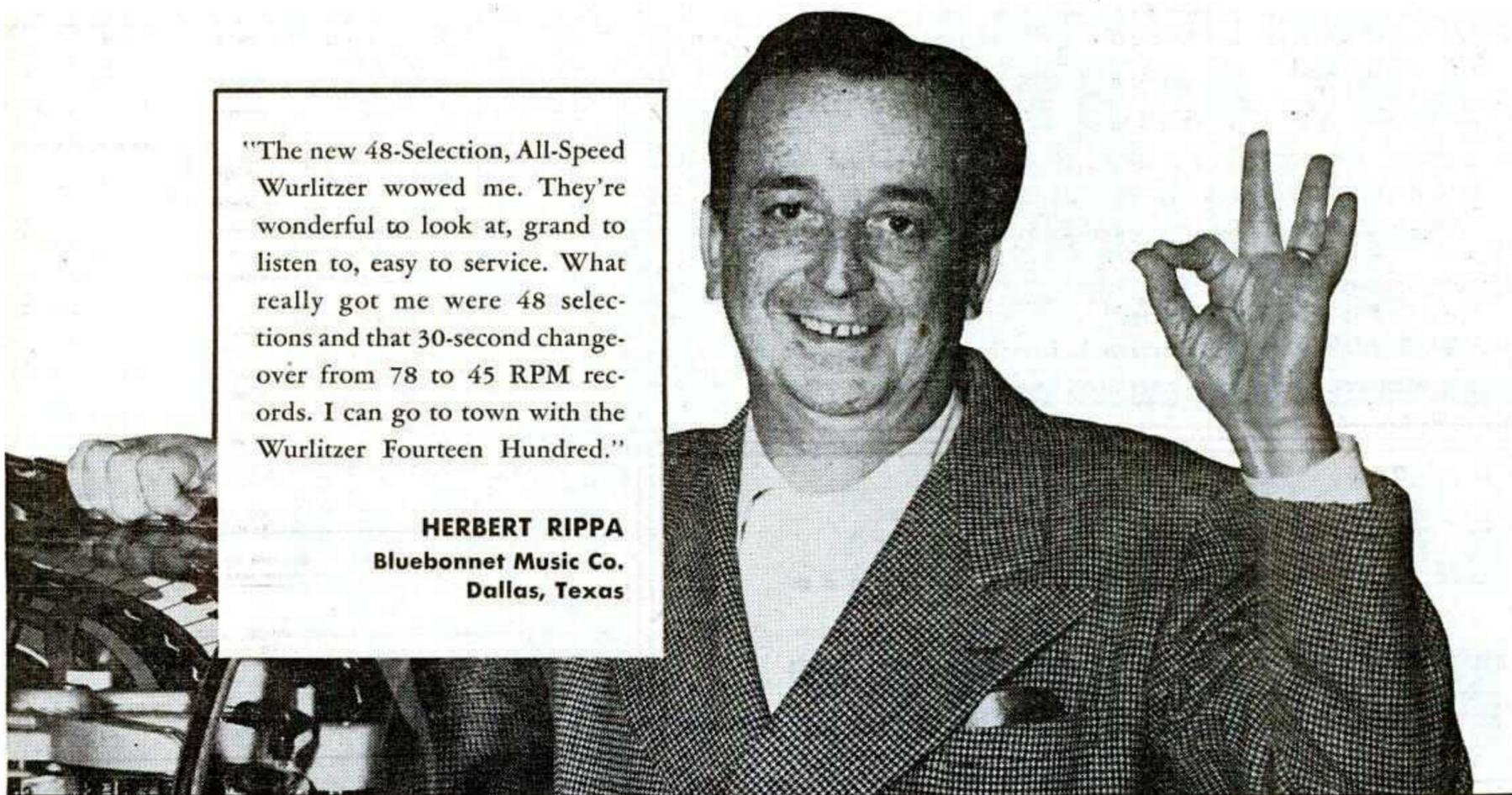
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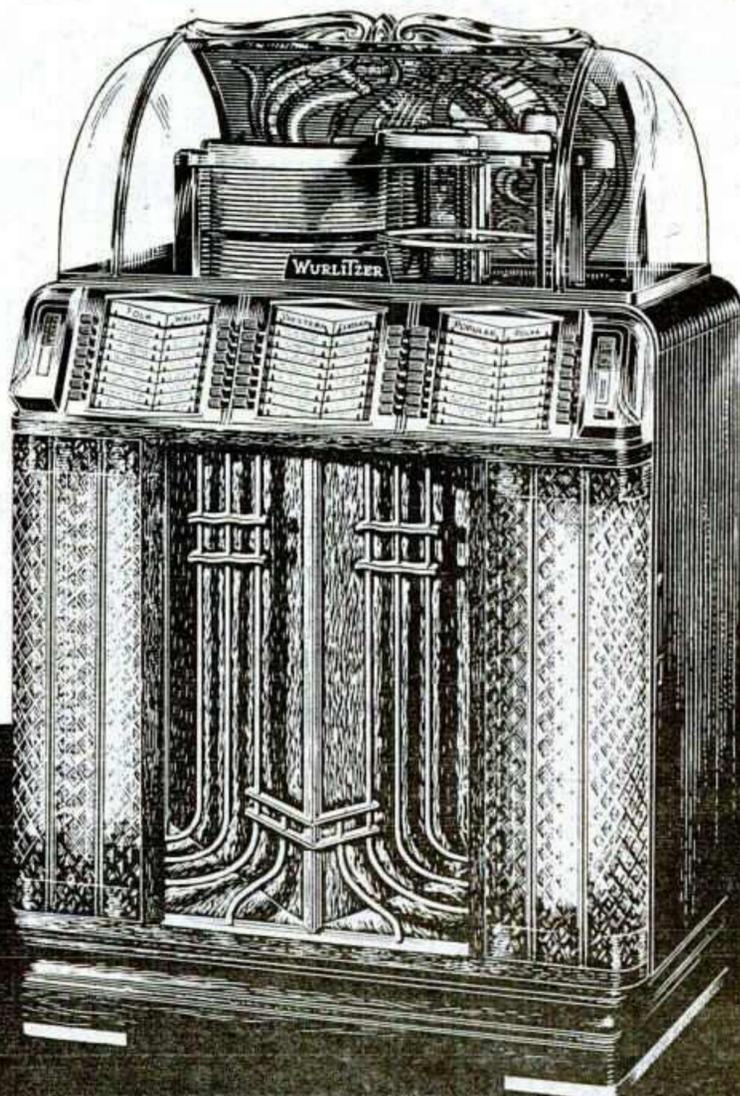


PLAYS
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The fabulous new Wurlitzer Fourteen Hundred plays all speed records—on *one* phonograph—with a 30-second changeover from 78 to 45 or 33½ RPM.

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And *what* it will do is amazing. Early returns on the first Fourteen Hundreds to go on location indicate that the public is giving them tremendous play.



THE 48-SELECTION - ALL-SPEED

WURLITZER

Fourteen Hundred

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Merchandising Music

Continued from page 79

says his fellow-ops have started changing records every other week instead of weekly. To date, he says, there has been no drop in gross as a result of the longer record runs, and apparently locations have not voiced any complaints.

RADIO PROMOTION... Many aggressive operators have found that tie-ins with radio stations have been good play boosters. Golden West Amusement Com-

pany now has a radio program called "Juke Box Jubilee" going in its home town, Tucson, Ariz., wherein plugs are given over the air to locations. In addition, the firm has been running record giveaways at the locations. Both moves have helped to boost play on the juke, and just as important, the promotions have built better location relations by bringing in new customers.

Juke Ops See Closer Touch With Pubbers

Continued from page 12

information on drive tunes, plug periods and skedded recording sessions of the plug tunes. Then attempts will be made to have operators in the association coordinate placement of the plug disks with the pubber's promotion so that ops can get full benefit of the radio and other promotional drives by the pubber.

Urges Co-Operation

Importance of working more closely with the music publishing firms was forcibly brought home to the MOA convention by Hirsh De La Viez, head of the Washington Music Guild, who explained that in purchasing disks for his music route, one of the largest in the East, he has made it a practice to work closely with this segment of the music industry. As a result, La Viez stated, he rarely winds up with tunes which will never get a heavy promotion thru the accepted channels.

While there are no plans now afoot on a national scale to effect a closer relationship between the juke op and the pubber, the experiments to be attempted by the Midwest and Western groups in the next few months will act as a barometer for such a move at a later date.

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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	ARTIST	RECORD	RECORD	RECORD
Continued from page 82					
ARTHUR SMITH Beautiful Brown Eyes CAPITOL 1426—This Smith is the one who wrote the hit waltz. Male duet reading with string accompaniment should do well in the backwoods; label's own Wakely disk competes.	79--79--79--79				
Train Whistle Blues Smith fiddles a down-home instrumental blues with ocarina and steel guitar choruses.	70--70--70--70				
MADDOX BROS. & ROSE New Step It Up & Go 4 STAR 1549—Don Maddox chants the lead on this raggedy, rowdy-down backwoods blues with boogie woogie guitars in back.	64--64--64--64				
Alimony Rose pipes a swingy comic jingle whose theme is explained in the title. A lively country novelty entry.	67--67--67--67				
COWBOY & KATHY COPAS The Strange Little Girl KING 951—Copas and vocal chorus combine on folk-flavored ditty to come up with an excellent hunk of wax in the strong alternate verse and chorus pattern. This one could crack the pop field as well.	86--86--86--86				
You'll Never Ever See Me Cry Teamed with his 15-year old daughter Kathy, Copas has an okay country weeper that should attract the family trade.	74--74--76--72				
TOMMY SCOTT You Done Me Wrong FEDERAL 10003—Scott chants a striking weeper to a down-home dance beat, with hoedown fiddle effects. Warbler-has style and projection	78--78--78--78				
Rockin' and Rollin' Warbler gets an infectious beat to this up-tempo, rocking boogie novelty	75--75--73--77				
AUBREY GASS K. C. Boogie CAPITOL 1427—Gass chants a hard-hitting train type country blues, with harmonica, strings and drums rocking train effects in back.	78--78--78--78				
Dear John Tight-knit, lilting coverage of the semi-spiritual novelty coming up via the Hank Williams waxing.	74--74--74--74				
GLEN THOMPSON Troubles Keep Hanging 'Round My Door ATHENIAN 001—An acceptable country moaner done up Tubb-style. May have some local values in the diskery's territory.	60--60--60--60				
Lovers' Lane Dull waxing of weak material.	30--30--30--30				
BILLY BROWN I Hope I Don't Live Long Enough to Lose You COLUMBIA 20789—Country love ballad cut from familiar cloth takes on added meaning via Brown's heartfelt chanting.	74--74--74--74				
Trusting Heart More stereotyped material here, but Brown again lifts it a shade above the ordinary with his chant.	73--73--73--73				
BUTTERBALL BROWN It's Drunk Out Tonight MERCURY 6320—Brown chants a honkytonk comic novelty with an amusing lyric and an inviting beat.	72--72--70--74				
T'aint What You Want Humorous moralizer with recurring refrain and illustrative verses. Brown chants with presence and verve.	72--72--70--74				
RANDY HANKINS Love Bird of Tennessee FORTUNE 154—Dull chanting and string-orking on a passable beat-ballad	44--44--44--44				
Wrangler Boy's Boogie Attempt at a jump boogie is peppy, particularly vocal-wise.	40--40--40--40				
SEGER ELLIS Daddy's Little Ranger MGM 10918—The ex-pop orkster chants surprisingly well in this version of his c. and w. opus in the theme of the pop tunes dedicated to Daddy's Little boy and/or girl	72--72--71--73				
The Old Time Fiddler Another Ellis original, this one less effective, gets an okay chant.	70--70--69--71				
JESS WILLARD Someday You'll Remember CAPITOL 1436—Okay weeper in steady medium-dance tempo gets a good enough vocal and combo job.	68--68--68--68				
One Way Street Here's a real sleeper possibility—a cleverly crafted country moralizer cast in blues form. Willard and honky piano present it winningly.	83--83--83--83				
PRAIRIE RAMBLERS I'll Be Back in a Year COLUMBIA 20800—Rough-hewn male duet harmony on a medium beat, mournful promise to come back after a year in the service. Little here.	52--50--50--56				
Answer to I'll Be Back in a Year, Little Darlin' Thrush Gale Ryan answers the boys on the flip with a promise to hold still while they're gone.	52--50--50--56				
RILEY CRABTREE You're Wasting Your Time COLUMBIA 20803—Crabtree chants a routine-country torcher at medium dance tempo. He shows a robust, sincere country style despite offhand material and backing	65--65--65--65				
I Always Play a Losing Hand Warbler gets off an okay philosopher in a style reminiscent of Tubb.	70--70--70--70				
CARL SMITH Let's Live a Little COLUMBIA 20796—Intriguing tune has refreshingly original theme; it gets a fair-to-middling rendition by Smith and string group.	74--74--74--74				
There's Nothing as Sweet as My Baby Routine jingle, routine rendition.	61--61--61--61				
ARTHUR "GUITAR BOOGIE" SMITH Chew Tobacco Rag MGM 10945—Smith's coverage of the fast-coming country hit is on the plodding side.	62--64--62--60				
Big Mountain Shuffle Fine and furious fiddling and guitaring on this jumping hoedown, with a catchy, riffy refrain.	74--74--74--74				
BOB WILLS I Betcha My Heart I Love You MGM 10934—Spirited but too noisy rendition at brisk tempo of a trifling novelty. Band is over-loud behind Laura Lee's piping.	62--62--60--64				
I Laugh When I Think How I Cried Over You At somewhat slower tempo than flip, but still on the up side, ork and warbler strut their stuff on a so-so torch jingle.	64--64--63--65				
PEE WEE KING (Golden West Cowboys) The Strange Little Girl VICTOR 21-0451—King turns on a king-sized recording of this promising bit of country mysticism. Solo warbler and rich-blending chorus hit home with the message.	82--84--83--81				
Chew Tobacco Rag Rousing coverage of the click novelty, with warbling, sound effects and solid boogie orking.	79--81--79--77				

(Continued on page 90)

• Advance Folk (Country & Western) Record Releases

• Continued from page 30

Farewell Waltz—Leon Payne (Empty Dreams) Cap 1463
 For Better or for Worst—Billy Hill (Gold Can) Mer 6324
 Forever and Always—Peggy Carroll, Billy Wilson (Love Is) Tennessee 755
 Frankie and Johnny—Harry Meade (Lula's Back) Tennessee 751
 Friend, The—Buz Butler (Chew Tobacco) Mer 6323
 Get Me a Ticket on the Wabash Cannonball—Jackie Doll (When) Mer 6322
 Give Me an R C Cole and a Moon Pie—Lonzo & Oscar (I'm Moving) Dec 46312
 Gold Can Buy Anything But Love—Billy Hill (For Better) Mer 6324
 Gold Star Mother—Charlie Monroe (I'm Gonna) V 21-0456
 Good Ol' Alabam—Curley Williams (Between a) Col 20797
 Goodnight Cincinnati, Good Morning Tennessee—Louie Innis (Boogie) Mer 6312
 Goodnight, Sweet Princess—Owen Bradley (Just Like) Coral 60428
 Guess Who Took Your Place—Hank Penny (Riding on) King 941
 Heska Holka—Red Foley (Hobo Boogie) Dec 46304
 Hobo Boogie—Red Foley (Heska) Dec 46304
 Honey Costs Money—Eddie Kirk (Sowing Teardrops) Cap 1445
 Honky Tonk Blues—Hardrock Gunter (Boogie Woogie) Dec 46300
 I Always Play a Losing Hand—Riley Crabtree (You're Wasting) Col 20803
 I Believe I'm Entitled to You—Kenny Roberts (Just a) Coral 64089
 I Betcha My Heart I Love You—Bob Willis (I Laugh) MGM 10934
 I Laugh When I Think How I Cried Over You—Bob Willis (I Betcha) MGM 10934
 I Lost My Gal From Memphis—Tex Williams (One Way) Cap 1475
 I Love You Just as You Are—Floyd Tillman (I Don't) Col 20793
 I Want to Be With You Always—Lefty Frizzell (My Baby's) Col 20799
 I Was Sorta Wonderin'—Les Anderson (Just Like) Dec 46303
 I Won't Confess I'm Sorry—Earl Senger (Blue Mountain) Fortune 155
 If I Could Change My Heart—Jimmie Dale (I'm Goin') Federal 10002
 If I Should Need You—Jim Wilson (Old Home) Dot 1025
 I'll Be Back in a Year—Prairie Ramblers (Answer to) Col 20800
 I'll Never Love No One But You—Redd Stewart (I'm on) King 940
 I'm Cryin'—Bobby Soots (Bad, Bad) Mer 6326
 I'm Glad for Your Sake—Ray Smith (You're the) London 953
 I'm Gonna Love You One More Time—Johnnie & Jack (Take My) V 21-0448
 I'm Gonna Sing, Sing, Sing—Charlie Monroe (Gold Star) V 21-0456
 I'm Goin' Aways for Good—Jimmie Dale (If I) Federal 10002
 I'm Moving on No. 2—Lonzo & Oscar (Give Me) Dec 46312
 I'm Movin' on No. 2—Homer & Jethro (So Long) V 21-0446
 I'm Looking for My Daddy—Tex Carson (Just) Token T 106
 I'm On My Last Go Round—Redd Stewart (I'll Never) King 940
 Irma Is the Name of My Baby—Smokey Rogers (Tulsa Trot) Coral 64088
 It Takes Two of a Kind—Elton Britt (Then I'll) V 21-0452
 Just a Yodel for Me—Kenny Roberts (I Believe) Coral 64089
 Just Like Two Drops of Water—Les Anderson (I Was) Dec 46303
 Just Like Two Drops of Water—Bucky Tibbs (Shenandoah Waltz) Cap 1425
 Just Live for Today—Owen Bradley (Good Night Sweet) Coral 60428
 Just Waitin'—Luke the Drifter (Men With) MGM 10932
 Just a Close Walk With Thee—Tex Carson (I'm Looking) Token T 106
 Kentucky Waltz—Red Foley-Ernest Tubb (The Strange) Dec 46311
 Kentucky Waltz—Tennessee Ernie (Strange Little) Cap 1470
 Let's Go Back to the Bible—Will Carter (She'll Be) V 21-0457
 Let's Live a Little—Carl Smith (There's Nothing) Col 20796
 Lies, Lies, Lies—Annisteen Allen (Cloudy Day) Federal 12012
 Little Sunshine Girl—Shenandoah Valley Trio (Cabin of) Col 20794
 Love Bird of Tennessee—Randy Hopkins (Wrangler Boy's) Fortune 154
 Love Is Just a Sometimes Thing—Peggy Carroll, Billy Wilson (Forever and) Tennessee 755
 Lula's Back in Town—Harry Meade (Frankie and) Tennessee 751
 Mail Order Kisses—Tommy Sosebee (You're Always) Coral 64087
 Make My Dreams Come True—Johnny White (The Things) Citation 144
 Maxhimer Hash—R. Maxhimer-Saddle Kings (Arkansas Traveler) MacGregor 651
 Maybe Baby You'll Be True—Hardrock Gunter (Rifle Belts) Bullet 727
 Men With Broken Hearts—Luke the Drifter (Just Waitin') MGM 10932
 Million Miles From Your Heart, A—Eddy Arnold (Kentucky Waltz) V 21-0444
 Missin' My Kissin'—Rusty Gabbard (You Can't) MGM 10917
 Mommie's Real Pecooliar—June Carter (A Bucket) V 21-0450
 Morning After the Night Before, The—Dayton Harp (Fast Women) Gilt Edge 5028
 Mountain Melody—Chet Atkins (You're Always) V 21-0440
 Mother Where Is Your Daughter—Jimmy Murphy (Electricity) V 21-0447
 My Angel—Ozie Waters (That Old) Coral 64091
 Natural Born Gambler—Man—Tex Atchison (One Broken) Federal 10005
 No Guarantee on My Heart—Carl Butler (Shake Rattle) Cap 1454
 No More Nothin'—Zeb Turner (Chew Tobacco) King 950
 Nothin' Clickin' Chicken—Down Homers (Rosanna) King 936

Now the Table's Turned on You—Bradley Kincaid (Red Light) Cap 1465
 Okee Doaks—Roy Hall (Dirty Boogie) Fortune 126
 Old Home Town—Jim Wilson (If I) Dot 1025
 Old Time Fiddler, The—Seeger Ellis (Daddy's Little) MGM 10918
 One Broken Heart—Tex Atchison (Natural) Federal 10005
 One Way Ticket—Tex Williams (I Lost) Cap 1475
 Peter Cotton Tail—Johnnie Lee Willis (Shattered Dreams) Bullet 700
 Plastic Heart, A—Roy Acuff (Your Address) Col 20792
 Please Forgive—Tommy Lloyd (The Timber) Hart-Van HV-16024
 Please Let Me Be—Bixie Crawford (Tonight of) V 22-0119
 Queen of All Queens—Billy Strickland (Cry All) Dot 1044
 Railroadin'—Speedy West (Stainless Steel) Cap 1464
 Red Head Polka—Jimmy Bryant, Cliffe Stone (Amen, Brother) Cap 1406
 Red Light Ahead—Bradley Kincaid (Now the) Cap 1465
 Rhumba Boogie, The—Spade Cooley (Chew Tobacco) Dec 46310
 Riding on the Old Ferris Wheel—Hank Penny (Guess Who) King 941
 Rifle, Belts and Bayonets—Hardrock Gunter (May-be Baby) Bullet 727
 Send in Your Name and Address—Grandpa Jones (Trouble) King 934
 Shattered Dreams—Johnnie Lee Willis (Peter Cotton) Bullet 700
 She'll Be There—Will Carter (Let's Go) V 21-0457
 Shenandoah Waltz—Bucky Tibbs-Jimmie Dale (Just Like) Cap 1425
 Slow Down, Sweet Mama—Leon Chappel (Tell Me) Cap 1447
 Smoke! Smoke! Smoke! (That Cigarette)—T. Williams (That's What) Cap 1437
 So Don't You Weep—Bob Williams (Hot Rod) Tennessee 756
 So Long No. 2—Homer & Jethro (I'm Movin') V 21-0446
 Sometown, Darlin'—Jimmy Locks (Bad Luck) Regal 3314
 Sowing Teardrops—Eddie Kirk (Honey Costs) Cap 1445
 Sparrow in the Tree Top—Helen Carter-Don Davis (Counterfeit) Tennessee 761
 Stainless Steel—Speedy West (Railroadin') Cap 1464
 Station L-O-V-E Signing Off—Rosalie Allen (Cranberry Kisses) V (45) 48-0434
 Steel Guitar Wiggle—Cecil Campbell (Coconut Island) V 21-0445
 Strange Little Girl, The—Owen Bradley (Blue Eyes) Coral 60434
 Strange Little Girl, The—Pee Wee King (Chew Tobacco) V 21-0451
 Strange Little Girl, The—Tennessee Ernie (Kentucky Waltz) Cap 1470
 Strange Little Girl, The—Ernest Tubb-Red Foley (Kentucky Waltz) Dec 46311
 Tellin' My Baby Bye Bye—Jesse Rogers (Beautiful Brown) V 21-0454
 That Old Gang of Mine—Ozie Waters (My Angel) Coral 64091
 Then I'll Grow Tired of You—Elton Britt (It Takes) V 21-0452
 There's Nothing As Sweet as My Baby—Carl Smith (Let's Live) Col 20796
 Those Things Money Can't Buy—Hank Thompson (Where Is) Cap 1444
 Things You Used to Say, The—Johnny White (Make) Citation 144
 Three's a Crowd—Red Kirk (Cold Steel) Mer 6309
 Timber Trails, The—Tommy Lloyd (Please Forgive) Hart-Van HV-16024
 Tonight of All Nights—Bixie Crawford (Please Let) V 22-0119
 Too Bad About You—Wesley Tuttle (Before I'm) Cap 1478
 Trinket of Shiny Gold, A—Carter Sisters, Chet Atkins (My Life) V (45) 48-0439
 Trouble, Trouble, Trouble—Grandpa Jones (Send in) King 934
 Truly I Love You—Lulu Belle & Scotty (Each Time) Mer 6318
 Tulsa Trot—Smokey Rogers (Irma Is) Coral 64088
 Up Jumped the Devil—The Saddle Kings (Lefty's) MacGregor 650
 Waxahachie Dishwater Boy—Jim Boyd (When I'm) V 21-0455
 What Am I Doing Down Here—Bob Williams (Crackers, Cheese) Tennessee 746
 When I'm Beside You—Jim Boyd (Waxahachie) V21-0455
 When It's Long Handle Time in Tennessee—Homer & Jethro (Night and) Federal 10004
 When They Drop the Atomic Bomb—Jackie Doll (Get) Mer 6322
 Where Is Your Heart Tonight—Hank Thompson (Those Things) Cap 1444
 Woman Is the Strangest Thing, A—Chuck Murphy (Boogie Jackson) Bama 300
 You Can't Pick All the Roses—Rusty Gabbard (Missin' My) MGM 10917
 You Count All My Mistakes—Andy Wilson (Don't Ever) Dot 1029
 Your Address Unknown—Roy Acuff (A Plastic) Col 20792
 You're Always Brand New—Chet Atkins (Mountain Melody) V 21-0440
 You're Always Brand New—Tommy Sosebee (Mail Order) Coral 64087
 You're Wasting Your Time—Riley Crabtree (I Always) Col 20803
 Red Foley Souvenir Album—Red Foley-Cumberland Valley Boys Dec (33) (1-10") DL 5303; Old Shep, Just a Man and His Dog, Tennessee Saturday Night, Tennessee Polka, Sunday Down in Tennessee, Back to Tennessee, That Little Boy of Mine, Don't Make Me Go to Bed and I'll Be Good Ernest Tub Favorites Album—E. Tubb (1-10") Dec (33) DL 5301; Walking the Floor Over You, I'll Always Be Glad to Take You Back, Rainbow at Midnight, I Don't Blame You, Have You Ever Been Lonely?, Let's Say Goodbye Like We Said Hello, Try Me One More Time, Soldier's Last Letter
 The Solitary Singer Album—Terry Gilkyson (1-10") Dec (33) DL-5305; The Solitary Singer; Runnin' Away; Fast Freight; The Secret; Nellie Lou; The Tick Tock Song; Mr. Buzzard; Ev'ryone's Crazy 'Ceptin' Me

Chicago Coin's "Hit Parade"



A LOW COST SELECTIVE PHONOGRAPH PLAYING TEN-45 R.P.M. RECORDS USING THE PROVEN RCA MUSIC SYSTEM

**APPROXIMATE SIZE
HEIGHT - 21"
WIDTH - 20"
DEPTH - 17"**



"Hit Parade"

THE MEDIUM-SIZE PHONOGRAPH FOR EVERY LOCATION

Smaller than a "jumbo" and larger than a "midget," the "45 Hit Parade" fits into any size location. In a large tavern "Hit Parade" stands out. . . . In the corner "hamburger joint" it fits snugly into place. . . . And, in neighborhood shops that are neither large nor small, its medium size is perfect.

QUESTION: WHAT EXCLUSIVE FEATURES DOES THE "45 Hit Parade" HAVE?

ANSWER:

- 1-ELECTRICAL SELECTION**—all of the new standard size phonographs now use electric system. No complaints from patrons—permits connection with wall boxes.
- 2-5c-10c-25c TRIPLE ENTRY** drop coin chute. Most easily convertible to 2 plays 10c—5 plays 25c or 1 play 10c—3 plays 25c.
- 3-LARGER, STURDIER, HANDSOME CABINET**—Made of solid oak veneer—and really built to last. Hand rubbed finish.
- 4-IRIDESCENT LIGHTING**—A spectrum of brilliantly reflected color that rivals the illumination of a "jumbo" phonograph.
- 5-A LARGER SPEAKER**—Using a 9" oval speaker, "Hit Parade" gives greater volume without distortion of tone. The proof is in the listening.

— PLUS THESE —

- CREDIT ACCUMULATOR • CANCEL BUTTON • SELECTIVITY
- RCA SOUND SYSTEM • SIMPLIFIED MECHANISM

SEE "Hit Parade" AT YOUR DISTRIBUTOR OR WRITE TO CHICAGO COIN FOR DETAILED COLOR FOLDER

CHICAGO COIN MACHINE COMPANY 1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

WILL TRADE

NEW WINNERS FOR POST WAR MUSIC OR FLIPPER PIN GAMES

SEND LIST!

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

Juke Dime Play Pros-Cons

• Continued from page 79

ing over then and there," he says, "but some of the other operators wouldn't go along."

Costs Rise
With salaries, supplies and equipment now double and triple their prewar cost, Corbin observes, the need for additional revenue is more acute than ever. Yet, he adds, the same reason which kept dime play from Miami five years ago again makes it obvious that the nickel price will remain.

Can the remedy be found in reducing commissions? "No," contends Corbin, "that is the last thing I would want to see happen. Cutting commissions would also cut the co-operation of the location owner, resulting in decreased play. It's as though you slashed an employee's salary. Would he do his job as well after that?"

Denver
Altho it has been reported to the Colorado Music Guild that 10-cent play has been successful in other sections of the country, operators who are experimenting with dime play here report discouraging results during February and March.

Collections have been such that at least two firms have removed the 10-cent mechanism after from four to six weeks of testing, and replaced them with 5-cent chutes. Most operators who have used the dime chute have installed it only on machines in top-play locations.

Only a small percentage of the coin phonographs in the Denver area are on dime play, and these are, for the most part, new machines. In most locations, the owner himself reports customers are voicing their complaints against the increase in music cost.

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. Any price obviously depends 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 April 7	Issue of March 31	Issue of March 24	Issue of March 17
ABC (roll down).....	\$35.00			
Advance Rolls (Genco) (roll-down).....	19.50 (2)	\$35.00	\$35.00	\$35.00
Ali Baba (Gottlieb).....	45.00 49.50	45.00 49.50	39.50 49.50	44.50 49.50
Alice In Wonderland (Gottlieb)	49.50 55.00	49.50 55.00	49.50	49.50
All Stars (Williams).....	89.50 109.50	89.50 125.00	95.00 124.50	85.00 125.00
Aqucade (United).....	125.00	74.50	74.50	140.00
Arizona (United).....	104.50	119.50	119.50	149.50
Atom Jet (Mutoscope).....	154.50 159.50		150.00	
Auto Rail (roll down).....	35.00			
Baby Face (United).....		49.50	49.50	
Ballerina (Bally).....				59.00
Bally Hoo (Bally).....		40.00		
Bango (Chicago Coin).....	39.50 49.50			
Banjo (Exhibit).....			34.50	
Bank-a-Ball (Gottlieb).....		145.00	139.50	
Barnacle Bill (Gottlieb)...	55.00 69.50	55.00	49.50	
Basketball (Chicago Coin)...	159.50	169.50	134.50 169.50	189.50 225.00
Bat-A-Score (Evans).....			175.00	220.00
Be Bop.....	149.50		114.50	
Bermuda (Chicago Coin)...		24.50	24.50	15.00
Big City (roll down).....	35.00			
Big Top (Genco).....	89.50	54.50	54.50	
Bing a Roll (Genco) (roll-down).....				90.00
Black Gold (Genco).....	69.50 89.50			
Blue Skies (United).....	49.50 54.50	49.50 54.50	44.50 49.50	49.50 55.00
Boston (Williams).....	124.50	125.00	104.50	
Bowling Champ (Exhibit)...	99.50		94.50	
Box Score (Daval).....	29.50			
Bucaneer (Gottlieb).....	69.50 74.50	69.50	49.50	
Buffalo Bill (Gottlieb).....	129.50	140.00		
Build Up (Exhibit).....	55.00			
Buttons and Bows (Gottlieb)	79.50 109.50		79.50	89.00
Canasta (Genco).....	149.50	145.00	150.00	130.00 150.00
Caribbean (Williams).....	34.50			34.50
Carnival (Bally).....	89.50	89.50	89.50 90.00	89.00 89.50
Carolina (United).....		75.00	64.50	
Carousel (Keeney).....			29.50	15.00
Catalina (Chicago Coin)...	275.00 (2)	295.00 300.00	325.00 349.50	345.00
Champion (Bally).....	295.00 (2)	325.00 (3)	375.00 (2)	350.00 (2)
	309.50 324.50	349.50	395.00 (2)	359.50 374.50
	329.50 349.50	375.00 (2)		375.00
	350.00 (2)	395.00 (2)		385.00 (2)
	360.00 374.50			395.00 (3)
				399.00
Champion (Chicago Coin)...	89.50			
Chico.....	34.50	50.00	34.50	34.50
Cinderella (Gottlieb).....	49.50 (2) 50.00		34.50 49.50	34.50 49.50
	54.50			
Citation (Bally).....	175.00	200.00 215.00	225.00 245.00	225.00 245.00
	195.00 (3)	225.00 (2)	249.50 250.00	250.00 (2)
	200.00 214.50	250.00 259.50	275.00 279.50	265.00 269.00
	219.50 224.50	275.00		269.50 (2)
	235.00	295.00 (2)		279.50 (2)
	249.50 (3)			299.50
	250.00 259.50			
College Daze (Gottlieb)....	99.50 135.00	140.00	119.50	
Daily Races (Gottlieb)....	39.50 59.50			
Dallas (Williams).....	99.50		89.50	
De-Icer (Williams).....	169.50			
Dew-Wa-Ditty (Williams)...	49.50	49.50	39.50 49.50	49.50
Double Feature (Bally)....	189.50		194.50	
Dreamy (Williams).....	135.00 139.50	135.00	134.50	149.50
Eight Balls (Pamco) (roll down).....	29.50			
El Paso (Williams).....			79.50	
Entry (Bally).....				60.00
Eureka.....		195.00		
Fighting Irish (Chicago Coin)			174.50	169.50
Floating Power (Genco)...	74.50 85.00	70.00 85.00	85.00	70.00 85.00
Flying Saucers (Genco)....	175.00			
Four Trapeze (Gottlieb)....	169.50 175.00		170.00	164.50 169.50
	189.50			15.00
Football (Chicago Coin)....		105.00	105.00	105.00
Freshie (Williams).....	135.00 149.50		125.00 129.50	109.50
Georgia (Williams).....	179.50		169.50	169.50
Gizmo (Williams).....			39.50	
Gold Cup (Bally).....	79.50 90.00	89.50 180.00	89.50	75.00 89.50
	124.50 129.50		145.00 (2)	145.00
	134.50 139.50			
Gold Mine (roll-down)....	45.00			
Golden Gloves (Chicago Coin)	99.50	99.50	99.50	110.00
Gondola (Exhibit).....	69.50			
Grand Award (Chicago Coin)	55.00 64.50	55.00	65.00	65.00
Harvest Moon (Bally).....	79.50		59.50	
Harvest Time (Genco)....	159.50 165.00			149.50
Hawaii (United).....				25.00
Hit 'N Run (Daval) (roll down).....	39.50			
Holiday (Chicago Coin)....	59.50			
Hot Rods (Bally).....				79.00
Hot Tip (Keeney).....				50.00
Humpty Dumpty (Gottlieb)...	47.50		34.50	
Hy-Roll (Bally) (roll-down)	29.50			
Jack 'n' Jill (Gottlieb)....			39.50	
Jamboree (Exhibit).....	39.50			44.50
Jockey Club (Bally).....				125.00
Jockey Special (Bally)....	69.50 74.50	99.50 115.00	89.50 115.00	89.50 95.00
	75.00 79.50 (2)	125.00 (2)	159.50	125.00 (2)
	89.50 (2)	139.00 159.50		159.50
	109.50			
	125.00 (2)			
Joker.....	169.50		189.50	
Judy (Exhibit).....			154.50	
Just 21 (Gottlieb).....	59.50 74.50 (2)	79.50 90.00	65.00 79.50	65.00 119.00
	89.50		119.00	129.50
Kentucky (Bally).....		349.50		
K. C. Jones (Gottlieb)....			134.50	
Kilroy (Chicago Coin)....				15.00
King Arthur (Gottlieb)....	139.50	140	125.00	
Lady Robin Hood (Gottlieb)		60.00		49.50
Leap Year (Marvel).....			49.50	49.50
Lexington (Bally).....		249.50		295.00

A SMASH HIT

UNITED SHUFFLE SLUGGER

Need a change? Locations tired of bowling games? With Baseball Season now starting here's the most exciting baseball game ever made. Lasting appeal 8 ft. long. Close-out price. Limited quantity. Write or phone.

REBOUND CONVERSIONS

Speed Up Your Shuffle Games FOR
UNITED SHUFFLE ALLEY
Bally SHUFFLE BOWLER
Bally SPEED BOWLER
Simple to Install
Special Price
\$39.50 Complete

SHUFFLE GAMES

ALL GUARANTEED PERFECT! COMPLETELY RECONDITIONED! CABINETS REFINISHED! PLAYING FIELDS RESURFACED!

Keeney LEAGUE BOWLER.....	\$285
Chi. Coin TROPHY BOWL.....	185
Univ. SUPER TWIN BOWLER...	149
Keeney DUCK PINS.....	155
Chi. Coin BOWLING CLASSIC	115
EXPRESS.....	175
Univ. TWIN BOWLER.....	89
Chi. Coin BOWLING ALLEY...	89
Gott. BOWLETTE.....	89
United SUPER SHUFFLE ALLEY	59
Rock-Ola SHUFFLE JUNGLE...	59
Bally SHUFFLE BOWLER.....	49
United SHUFFLE ALLEY.....	45
Genco BOWLING LEAGUE, 10-ft.	35

Shuffleboard Operators! KEENEY CONVERSIONS

MATCH BOWLER 4-WAY CONVERSION
Biggest and steadiest money earners! 1 to 4 players! Fits all 12, 18, 20 and 22-ft. shuffleboards. Simple to install - on location. Giant live-up pins. Priced right! Delivering now!

WANTED

USED FIVE BALL GAMES, ARCADE EQUIP. and EXHIBIT GUNS
We buy and sell only the finest. If your games are extra clean, contact FIRST at once for the best deal - CASH or TRADE.

NEW 5 BALL GAMES

Genco STOP & GO
Chicago Coin THING
Gottlieb MINSTREL MAN
Genco TRI-SCORE
Chicago Coin PLAYBALL
Williams SHOO SHOO

TELEVISION

Now selling the finest in television including complete lines of
J. H. KEENEY
RCA VICTOR
ARVIN

FIRST DISTRIBUTORS

Largest stock. Specially selected for Coin Machine Prizes. Biggest selection. Stop in or write today.

Wally Finke & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

DEPEND

On London Equipment To Give You a Long "Run" for Your Money! It's Tops in Value and Quality!

TRY LONDON FOR A REAL GOOD BUY!

PHONOGRAPHS—ACCESSORIES

SEEBURG COLONEL.....	\$69.50
SEEBURG 8200, 8800, 9800	69.50
SEEBURG W156 WIRELESS BOXES.	
Refinished, Reconditioned, Ea.	27.50
ROCK-OLA PLAYMASTER.....	79.50
3 Complete Hostess Systems (units of 10)	

MAKE AN OFFER!

ALL CLEANED! ALL CHECKED!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

GAMES

7-Hr Pool Table.....\$49.50

Sunny.....	39.50
Yanks.....	39.50
Virginia.....	49.50
Tennessee.....	39.50
Wisconsin.....	39.50
Spinball.....	39.50
Thrill.....	39.50
Major League.....	39.50
Baseball.....	39.50
Rondevevo.....	39.50
Paradise.....	49.50
Blues Skies.....	49.50
Summertime.....	49.50
Moon Glow.....	49.50
Sally.....	49.50
Dew-Wa-Ditty.....	49.50
All Baba.....	49.50
Cinderella.....	49.50
Alice in Wonderland.....	49.50

Specify second choice

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE • MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE • MINNEAPOLIS 8, MINN. KENWOOD 6612

GUARANTEED RECONDITIONED GAMES

HARVEST TIME.....	\$149.50	CAMEL CARAVAN.....	\$ 99.50
ROCKETS.....	159.50	RIP SNORTER.....	99.50
DREAMY.....	139.50	GOLDEN GLOVES.....	99.50
DE-ICER.....	119.50	TAHITI.....	89.50
JUDY.....	159.50	PINCH HITTER.....	59.50
KING ARTHUR.....	109.50	FIGHTING IRISH.....	149.50
K. C. JONES.....	119.50	AQUACADES.....	69.50
COLLEGE DAZE.....	99.50	SUPER HOCKEY.....	59.50
CANASTA.....	129.50	MAJORS '49.....	44.50
BUFFALO BILL.....	109.50	GONDOLA.....	44.50
MARYLAND.....	89.50	CARNIVALS.....	64.50
JUST 21.....	69.50	SHOW BOAT.....	39.50
SOUTH PACIFIC.....	104.50	BABY FACE.....	39.50
ROCKET.....	99.50	JACK & JILL.....	32.50
BLACK GOLD.....	89.50	BARNACLE BILL.....	49.50
THREE MUSKETEERS.....	102.50	BUCCANEER.....	44.50
FOOTBALL (Chicago Coin)...	99.50	HUMPTY DUMPTY.....	29.50
THREE FEATHERS.....	89.50	HOT RODS.....	99.50
SHARP SHOOTERS.....	89.50	GOLD CUPS.....	99.50

B & M NOVELTY CO.
515 S. ROBINSON ST. Phone 7-5707 OKLAHOMA CITY, OKLA.

Detroit

Dime play came in for another attack here this week, this time by Edward L. Carlson, secretary-treasurer of the Michigan Automatic Phonograph Owners Association. Conceding that a change-over might have some advantages in some territories, he said it was an unwise move for this city.

"The expense of changeover, in labor and materials, would not be warranted," Carlson said. He pointed to the difficulty from the public relations standpoint, and advised operators generally to stick to the present nickel standard. Other procedures, such as sound business promotion to increase total play, were urged.

"PHONO" VISION

Juke Distrib

Plugs Product

Via Teen Cast

TULSA, Okla., April 7.—Howard W. Dolph, local AMI distributor, is using television to promote juke. His contribution to a twice weekly half-hour video show over KOTV, called *Dean's Teens*, is a Model C AMI Machine is used in the opening of the program, takes the camera spotlight via a close-up which dollies up to the juke and shows a hand dropping a coin into the chute. A selector button is then pressed and home viewers see the phono mechanism come to life as a disk slides into playing position.

The opening scene then dissolves to a wide angle view of a teen-agers' center where the announcer, Bill Dean, acts as juke route man and tells the kids about new releases. Latter are placed in the machine and played during the telecast.

Youngsters from various local high schools and junior high schools make up the show's cast. Show is aired each Tuesday and Friday. Dolph reports use of the juke before the television camera has resulted in stronger teen interest in such equipment.

Coven, Permo Hold Ind. Show

SOUTH BEND, Ind., April 7.—Featured by a large turnout of Northern Indiana operators and servicemen, Coven Distributing Company, Chicago, held a showing in the Rose Room of the Hotel Oliver here Thursday (5). Permo, Inc., Chicago, also participated in the event.

The Coven firm showed the Wurlitzer 1400 and 1450 models and Chicago Coin's Hit Parade Counter juke. Representing the distributing firm were Ben Coven, Mac Brier and Carl Christiansen, of the sales staff, and Lee Taylor, engineer, who conducted service school sessions. Bert Davidson was on hand for Permo to explain the firm's needle line.

Among the operators at the Rose Room showing were Al Evans, Carl Zimmer and Del Mack, South Bend; Pete Deltz, who attended with his son, Mishawaka; Don Calkins, La Porte; Leverett Ruff, Knox; Joe Pedrazzo, East Chicago, and Mel Christiansen, Michigan City.

THE BILLBOARD Index of Advertised Used Machine Prices

• 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. Any price obviously depends 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 April 7	Issue of March 31	Issue of March 24	Issue of March 17
Ace Bomber (Mutoscope)....	\$150.00	\$150.00	\$150.00	\$125.00
Air Hockey.....				150.00
Air Raider (Keeney).....	125.00	125.00	125.00	125.00
Astroscope.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope).....	150.00	150.00	125.00	150.00
Ball Grip.....				85.00
Bally Bowler (Bally).....			65.00	65.00
Barrell Roll (Bally).....			19.50	
Bat-A-Ball.....			14.50	
Batting Practice (Scientific).....		75.00		75.00
Bear Gun (Seeburg).....	320.00	369.50	375.00 (2)	375.00
	375.00	379.50	395.00 (2)	395.00
		395.00		
Big Inning (Bally).....	159.50	195.00	169.50	169.50
Boomerang (Amusement Corp.).....		45.00	45.00	45.00
Bowl-A-Bomb (Fairdeal Amusement).....		14.50		
Caillie-O-Scopes.....				69.50
Candid Camera.....	15.00	15.00	15.00	15.00
Challenger (ABT).....	19.50	20.00	20.00	19.50
		24.50		20.00
Chicken Sam (Seeburg).....	89.50	95.00	95.00	95.00
Dale Gun (Exhibit).....	79.50 (2)	79.50	95.00	84.50
	84.50	125.00	129.50	125.00
	95.00 (2)			115.00
	109.50	129.50		129.50
Diggers (Buckley).....		95.00		
Diggers (Exhibit).....		95.00	95.00	95.00
Drive Mobile (Mutoscope).....		150.00	150.00	95.00
				150.00
Flash Hockey (Coinex).....		69.50		
Electric Shocker (Advance).....			21.50	
Flying Saucers (Mutoscope).....		89.50		174.50
Goatee (Chicago Coin).....		109.50 (2)	125.00	109.50
				125.00 (2)
Grip Scale.....				19.50
Grip Scale (Mercury).....				125.00
Grip Vue (Silver King).....				17.50
Heavy Hitter (Bally).....	49.50	65.00	49.50	50.00
		79.50	65.00	65.00
		60.00	60.00	60.00
Hi Ball (Exhibit).....				25.00
Hit-A-Homer.....				25.00
Hit & Run (Daval).....		39.50		
Hockey (Seeburg).....				59.50
Hockey (Chicago Coin).....		75.00	75.00	75.00
Hollycrane (Como).....		395.00		79.50
Ideal Card Vender.....			19.50	
Jack Rabbit (Amusement Corp.).....	100.00	109.50	100.00	100.00
Kicker & Catcher (Baker).....		18.50	18.50	18.50
Knock Out.....		189.50		
Knock Out (Levitt).....		189.50		
Lite League (Amusement).....				75.00
Love Pilot (Mutoscope).....				95.00
Magic Pen.....	125.00	125.00	125.00	125.00
Mercury Counter Grip.....			29.50	
Mercury Deluxe 13-way Gripper.....				65.00
Midget Movies '49.....			195.00	
Midget Skee Ball (Chicago Coin).....		219.50		
Monkey Shines Ray Gun.....				175.00
Panorams.....	250.00	150.00	250.00	150.00
		250.00	150.00	235.00
				250.00
Periscope.....	125.00	125.00	125.00	125.00
Phil Toboggan Ski Ball.....	525.00	525.00	525.00	525.00
Photomatic (Mutoscope).....	375.00	795.00	375.00	375.00
		(late)	795.00 (late)	375.00 (late)
				375.00 (late)
Photomatic '47 (Mutoscope).....	450.00			
Pistol Pete (Chicago Coin).....	150.00	150.00	159.50	150.00
	159.50 (2)		169.50	169.50
				150.00 (2)
				159.50
				189.50
Pitch 'Em & Bat 'Em.....	159.50	189.50	225.00	225.00
		225.00		225.00 (2)
Play Ball (Evans).....				18.50
Poker & Joker.....				195.00
Pool Table (Edelco).....	75.00	174.50	75.00	75.00
Pop-Up.....				18.50
Q. T. Pool Table.....				195.00
Quizzer.....	109.50	125.00	124.50	125.00
Rapid Fire (Bally).....		85.00	85.00	85.00
Ray-O-Lite (Seeburg).....				339.50
Recordio (Wilson-Gay).....	149.50	175.00	175.00	175.00
Robco Vibrators.....	49.50			49.50
Rocket Busters.....	65.00	65.00	65.00	65.00
Rotary Claw.....	225.00	225.00	225.00	199.50
Rotary Pusher.....	275.00	275.00	275.00	219.50
Seven High (Edelman).....	49.50	75.00	49.50 (2)	75.00
Shipman Art Show.....				49.50
Shoot the Bear (Seeburg).....	339.50	369.50	375.00 (2)	375.00
Silver Bullet (Exhibit).....	175.00	195.00	195.00 (2)	135.00
				195.00 (2)
Six Shooter (Exhibit).....				279.50
Skee Ball (Wurlitzer).....	75.00	150.00	150.00	150.00
Skill Gun (ABT).....				32.50
Skill Test (Groetchen).....				49.50
Sky Fighter (Mutoscope).....		95.00	95.00	95.00
Solar Horoscope.....				15.00
Spitfire (Genco) (Scientific).....	15.00	15.00	15.00	15.00
Standard Metal Typewriter.....	349.50	349.50	349.50	349.50
Steepchase.....				39.50
Super Bomber (Evans).....	195.00	195.00	195.00	195.00
Supreme SkeeRoll (Supreme).....	19.50			
Tally Roll (Daval).....	19.50			
Tally Roll (Firestone).....	19.50			
Target Hunter (Silver King).....	19.50		24.50	27.50
Target King (Silver King).....	19.50			27.50
Target Master.....	84.50			
Telequiz.....	174.50			
Ten Strike (Evans).....	75.00	75.00	75.00	44.00
3-Way Gripper (Gottlieb).....	18.50	22.50	18.50	18.50
Tommy Gun (Evans).....				85.00
Vitalizer (Exhibit).....	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope).....	395.00	395.00	250.00	395.00
Western Baseball.....	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

	Issue of April 7	Issue of March 31	Issue of March 24	Issue of March 17
Line Up (Keeney).....	32.50		32.50	32.50
Lucky Ending (Williams)....				110.00
Madison Sq. Garden (Gottlieb).....	169.50	175.00		
Magic (Exhibit).....	59.50		59.50	59.50
Major League Baseball (United).....	39.50	44.50	39.50	40.00
			34.00	39.50
				39.50
				49.00
				49.50
Majors of '49 (Chicago Coin).....	89.50			49.50
Manhattan (United).....				24.50
Mardi Gras (Genco).....	49.50 (2)	49.50		
Maryland (Williams).....	124.50	100.00		99.50
Melody (Bally).....				39.50
Mercury (Genco).....	139.50			139.50
Merry Widow (Genco).....	55.00	55.00		34.50
Mexico (United).....				24.50
Monterrey (United).....				39.50
Moon Glow (United).....	49.50	49.50	49.50 (2)	49.50
Morocco (Exhibit).....				34.50
Nevada.....				24.50
Nifty (Williams).....				189.50
Oklahoma (United).....	95.00	119.50		
Old Faithful (Gottlieb).....				129.50
One, Two, Three (Mills).....	69.50			119.50
Paradise (United).....	49.50	49.50	44.50	49.50
Photo Finish (Universal).....	225.00	269.50	260.00	275.00
	275.00 (2)	295.00 (2)	295.00	335.00
	299.50 (2)	299.00	300.00	350.00 (2)
	349.50	350.00	325.00	335.00
			375.00	375.00 (3)
				159.50
Pin Bowler (Chicago Coin)....				
Pinch Hitter (United).....	59.50			
Pinky.....			184.50	179.50
Playboy (Gottlieb).....				15.00
Playtime (Exhibit).....		95.00	99.50	99.50
Pokerino (Mutoscope) (roll down).....				49.50
Pro Score (Ponsler) (roll down).....	19.50	50.00		
Puddin' Head (Genco).....		55.00	59.50	54.50
Punchy (Chicago Coin).....				174.50
Quarterback (Williams).....	89.50	110.00	110.00	94.50 (2)
				110.00
Rag Mop (Williams).....				189.50
Ramona (United).....	55.00	55.00	49.50	54.50
Rancho (Bally).....	39.50	39.50	49.50	49.00
Red Shoes (United).....				179.50
Rio (United).....				15.00
Rip Snorter.....	119.50	129.50		119.50
Robin Hood (Daval).....			39.50 (2)	34.50
Robinhood (Gottlieb).....				39.50
Rocket (Bally).....	129.50	149.50		139.50
Rockette.....	109.50		169.50	179.50
Rondeevoo (United).....	39.50	49.50	39.50	49.50
Round-Up (Gottlieb).....			59.50	59.50
St. Louis (Williams).....	89.50	99.50	100.00	89.50
Sally (Chicago Coin).....	49.50	59.50	54.50	65.00
Samba (Exhibit).....				49.50 (2)
Screwball (Genco).....	39.50	50.00		34.50
	54.50	59.50		39.50
Select-A-Card (Gottlieb)....	95.00	124.50	95.00 (2)	120.00
Serenade (United).....		59.50	49.50	99.50
Shanghai (Chicago Coin)....		60.00		94.50
Shantytown (Exhibit).....		79.50		64.50
Sharpshooter (Gottlieb)....	69.50	89.50	89.50	95.00
Short Stop (Exhibit).....		29.50		99.50
Show Boat.....				45.00
Singapore (United).....				29.50
South Pacific.....	119.50 (2)	140.00		45.00
	129.50			29.50
Special Entry (Bally).....	49.50	59.50	49.50	65.00
	74.50	79.50 (2)	79.00	110.00
		125.00	125.00	95.00
				110.00
				75.00
				99.00
				110.00
Speed Way (Williams).....				49.50 (2)
Spinball (Chicago Coin).....	39.50 (2)	39.50 (2)		39.50
Sportsman Roll.....	19.50 (2)			39.50
Spot Bowler (Gottlieb).....				184.50
Spot Lite (Esquire).....	39.50			175.00
Star Series (Williams).....	129.50	159.50	125.00	150.00
	165.00	175.00	165.00	165.00
	195.00	195.00	169.50	195.00
			169.50 (3)	169.50
			195.00	195.00
Stormy (Williams).....	49.50			150.00
Summer Time (Gottlieb)....	49.50	65.00	49.50	44.50
Sunny (Williams).....	39.50	49.50	39.50	49.50
Super Hockey (Chicago Coin).....	69.50	89.50	80.00	39.50
Sweetheart (Williams).....				39.50
Tahiti (Chicago Coin).....	119.50			144.50
Tampico (United).....				169.50
Telecard (Gottlieb).....				169.50
Temptation.....	59.50	69.50		109.50
Tennessee (Williams).....	39.50	69.50	39.50	80.00
Texas Leaguer (Keeney).....		50.00	39.50	80.00
Three Feathers (Genco).....	69.50	99.50	90.00	50.00
Three Musketeers (Gottlieb).....		135.00	140.00	89.00
Thrill (Chicago Coin).....	34.50	39.50	34.50	114.50
Total Roll (Genco) (roll-down).....		35.00 (2)	35.00	39.50
Touchdown (Abco).....				35.00
Trade Winds (Genco).....	29.50	55.00		27.50
Trinidad (Chicago Coin)....				34.50
Triple Action (Genco).....	44.50	49.50	44.50	55.00
				29.50
				34.50
				55.00
Triplets (Gottlieb).....	169.50		159.50	169.50
Tropicana (United) (roll-down).....				24.50
Tucson (Williams).....		95.00	100.00	94.50
Tumbleweed (Exhibit).....				89.50
Utah (United).....	124.50			114.50
Victory (Bally).....				104.50
Victory Special (Bally).....	39.50	49.50	69.50	49.00
Virginia (Williams).....	39.50 (2)	39.50 (2)		39.50
Whirl-A-Ball (Amusement Enterprises).....	12.50	12.50	12.50	20.00
Wisconsin (United).....	34.50	39.50	39.50	50.00
Whizz (Genco).....	19.50			39.50
Wurl-a-Ball (Lyco).....	250.00			19.50
Yanks (Williams).....	49.50 (2)	49.50	34.50	49.50
			45.00	49.50

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RECONDITIONED PIN GAMES READY FOR LOCATION

Dreamy \$135.00 | Rockettes \$179.50
 Just 21 74.50 | South Pacific 119.50

RECONDITIONED ONE BALL GAMES READY FOR LOCATION

Champion \$425.00 | Photo Finish \$375.00

BOWLING GAMES

8' Keeney King Pin \$125.00 | 9 1/2' Keeney Pin Boy with Lites \$ 51.50
 9 1/2' Keeney Pin Boy without Lites 41.50 | 8' Keeney Lineup 32.50
 9 1/2' Keeney Lucky Strikes \$109.50

MUSIC MACHINES

Wurlitzer 600A \$64.50 | Wurlitzer 750E \$112.50
 Wurlitzer 850 \$117.50

NOW DELIVERING NEW EQUIPMENT

Keeney's Electric Cigarette Vender
 Downey-Johnson Coin Counters

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World Wide Your Exclusive Distributor for EXHIBIT, WILLIAMS, KEENEY, ROCK-OLA

Reconditioned SHUFFLE GAMES Guaranteed

Lot #1	Bally HOOK BOWLER \$375	Lot #2	Bally SPEED BOWLER®
United SHUFFLE ALLEY	Keeneey LEAGUE BOWLER (New) .. 375	Bally SHUFFLEBOWLER	Chi. COIN BOWLING ALLEY
Genco BOWLING LEAGUE	Keeneey LEAGUE BOWLER 285	Chi. Coin ORIGINAL LITE-UP PIN	Exhibit STRIKE
Williams TWIN SHUFFLE	United TWIN SHUFFLE ALLEY.... 235	Williams DELUXE BOWLER®	Chi. Coin SHUFFLE BASEBALL
Williams BOWLER	Keeneey DOUBLE BOWLER 210	with Fly-Away Pins	
Genco GLIDER	Chicago Coin BOWLING CLASSIC... 165		
Keeneey PIN BOY	Universal SUPER TWIN BOWLER.. 145		

\$25 each (Above games have Fly-Away Pins) **\$75 each**

200 5-BALL (Free Play) NOVELTY GAMES
Completely Reconditioned

Also excellent variety of late pin games. New floor samples—used. Write for prices.

\$50 each

WANT TO BUY Bally HOT RODS

WILLIAMS MUSIC MITE Sensational music box for the small spots. Proven on location. See it—hear it!	EXHIBIT GUN PATROL Gun flashes! Lights! Action! All the excitement of combat patrolling. Watch the crowds go for it.	WILLIAMS DOUBLE HEADER A sure bet for profits! Exciting! Fast! Best game for repeat play.
--	--	---

Sensational MUSIC VALUES!

WURLITZER 1100	\$445
WURLITZER 1015	275
WURLITZER 1080	295
WURLITZER 850	95

Keeneey CONVERSIONS
For every Shuffleboard. Ask the smart operator who uses them.

LEAGUE MATCH BOWLER
for 12-ft. board
4 WAY BOWLER
for longer boards
Fully Automatic—Hi Score
—Jumbo Pins
Automatic Puck Return—Fast Action—Scores All Split Shots.

Rock-Ola '50-'51 ROCKET PHONO
Eye-stopping cabinet, terrific sound. Plays 45 and 78 RPM records. A smash hit!

WILLIAMS BIG LEAGUER
Terrific baseball shuffle game! Have it on location when baseball season starts for BIG LEAGUE play! It's HOT!

ONE BALLS BALLY
Champion Citation \$275
Turf King (New) Write
Gold Cup 150
Special Entry 125
lockey Special 125
UNIVERSAL Photo Finish Winner (New) Write \$275

See **WORLD WIDE** for THE BEST

MISCELLANEOUS EQUIPMENT

Seeburg BEAR GUNS	\$395
Exhibit SILVER BULLET	175
Williams STAR SERIES	175
Exhibit DALE GUNS	95
Mutoscope SKY FIGHTER	95
Genco ADVANCE ROLL	35
Genco TOTAL ROLL	35

NEW PIN GAMES
Williams CONTROL TOWER, Gottlieb MINSTREL MAN, Chicago Coin THING, Genco STOP & GO, Genco TRI SCORE

BAKER KICKER and CATCHER
NEW! Action packed game with loads of appeal. 1c play. **\$33**

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6L6G	\$1.78	6S17	\$.83
6SN7	1.10	6J7	1.00
6J5	.75	6SK7	1.00
5U4G	.83	6SA7	1.00
5Y3	.63	2A3	1.60
6N7	1.20	2050	1.60
6X5	.75	2051	1.25

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RECONDITIONED FREE PLAY GAMES

PINCHHITTER	\$59.50	COLLEGE DAZE	\$99.50
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SHARPSHOOTER	69.50	HOLIDAY	59.50
TEMPTATION	59.50	JUST 21	59.50
BLACK GOLD	69.50	QUARTERBACK	89.50
SHANTY TOWN	79.50		

ONE BALL GAMES

JOCKEY SPECIAL	\$79.50	CITATIONS	\$235.00
GOLD CUPS	124.50	CHAMPIONS	350.00

1/3 deposit with order.
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Established 1931
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CHAMPIONS, TURF KINGS, WINNERS AND ALSO BALLY HOT RODS

Games must be clean and in good condition. Ready for locations.
Call HUDSON 3-5042

STREAMLINER COIN MACHINE CO.
757 W. 79th St Chicago 20, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 87

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. Any price obviously depends 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 April 7	Issue of March 31	Issue of March 24	Issue of March 17
AIREON				
Deluxe	\$75.00 95.00	\$45.00 75.00	\$45.00 95.00	\$45.00 95.00
Fiesta	125.00	125.00	125.00	125.00
400	150.00			
AMI				
High Boy	35.00			
Hide Away	225.00			
Model A	375.00 395.00	395.00 465.00	375.00 395.00	364.00 375.00
Model B	399.50 450.00			395.00
Singing Towers	525.00 595.00			495.00 (2)
Streamliner	35.00		65.00	65.00
FILBEN				
Filben		175.00	175.00	175.00
Maestro	200.00			
30 Record				225.00
MILLS				
Constellation	195.00 275.00	195.00		225.00 297.50
Empress	45.00	45.00	45.00	45.00
Thorne	45.00			45.00
PACKARD				
Hideaway	125.00	125.00	125.00	125.00
Manhattan	150.00		159.50	
Manhattan '47	179.00	179.00	199.00	199.00
7	124.50		75.00	75.00
ROCK-OLA				
Commando	35.00 49.00	49.00 49.00	49.50	49.00
Deluxe	49.50			
Deluxe '39	39.50 69.00	50.00 69.00	39.50 50.00	50.00 69.00
E 1411				175.00
Imperial	35.00	35.00		
Master '40	35.00 69.00	50.00 69.00	50.00 69.00	50.00 69.00
Playmaster	79.50	79.50	79.50	79.00
Premier	35.00			79.50
Standard '39	35.00 69.00	50.00 69.00	50.00 69.00	50.00 69.00
Super '40	35.00 55.00	50.00 69.00	50.00 55.00	50.00 69.00
'46	210.00			
'47	259.00 275.00	275.00	275.00	275.00
1422	149.50 199.50	149.50 185.00	149.50 185.00	155.00 175.00
1426	250.00	250.00 (2)	250.00	250.00 275.00
1428			375.00	469.50
1428 M Glow		375.00 395.00	395.00	395.00
SEEBURG				
Cadet	35.00 59.50	50.00 59.50	50.00	50.00 (2)
Casino	35.00 49.50		49.50	
Cellar Unit		100.00	100.00	100.00
Classic	35.00 49.50	50.00 69.00	49.50 50.00	50.00 (2) 69.00
Colonel	35.00 59.50(2)	59.50 69.00	59.50 69.00	50.00 69.00
Commander	69.00 69.50	69.50	69.50	69.50
Concert Grand	35.00 49.50	50.00	49.50	59.00
Envoy	35.00 59.50	65.00	59.50 65.00	65.00
Gem	35.00			
H 146 M Hideaway	249.50 250.00	259.00	250.00 259.00	249.50 259.00
H 146 M RC Spec.	300.00 359.00	359.00	300.00 359.00	225.00
H 148M Hideaway	269.50 299.00	299.00	269.50 299.50	299.00
H 246M Hideaway	59.00	59.00	59.00	59.00
Hightone ES	69.00 69.50(2)	69.00	69.00 69.50	45.00 69.00
Hightone RC	79.50			
Lotone	79.50	65.00	65.00 79.50	45.00 65.00
Major	35.00 79.00	79.00	79.00	50.00 79.00
Mayfair	49.50 59.50	59.50	49.50	50.00
Plaza	35.00 39.50		39.50	
Regal	35.00 49.50	59.00	49.50 59.00	50.00 59.00
Rex	59.00			
Royal	39.50		39.50	
Victory				39.50
Vogue	35.00 49.50(2)	50.00	49.50 50.00	50.00 (2)
'48	425.00			
146	250.00 295.00			315.00
146 M	250.00 264.50	250.00 264.50	250.00 264.50	269.00 275.00
146 S	279.50 296.50	279.50	279.50	299.00
147	234.50 239.50	234.50 239.50	234.50 249.00	195.00 249.00
147 H	249.00 259.50	249.00	259.50	
147 M	309.50 325.00			329.50
146-147 M	300.00		300.00	269.00
147 M	289.50 295.00	295.00 (2)	289.50 295.00	295.00 309.00
147 S	300.00 349.50	349.00 (2)	295.50 315.00	325.00 349.00
147 MA			349.00	
147-BM	389.00	389.00	335.00 389.00	389.00
147 S	254.50	254.50	254.50 299.50	250.00 274.00
148 M	350.00 375.00	395.00 409.00	375.00 395.00	409.00 (2)
148 ML	395.00 409.00		409.00	395.00
146-148M	425.00 449.00	449.00	425.00 449.00	415.00 449.00
148 SL	315.00 329.00	329.00	315.00 329.00	329.00
1941 RC Special	79.50 99.00	99.00	79.50 99.00	75.00 99.00
7850		50.00	50.00	50.00
8200	35.00 69.50	69.50	69.50	69.50
8800	35.00 69.50	50.00 69.50	50.00 69.50	50.00 69.50
9800	35.00 69.50	50.00 69.50	50.00 69.50	50.00 69.50
		110.00	110.00	110.00

Coinmen You Know

Hartford, Conn.
John Colucci, of Mattatuck Music, Waterbury, Conn., was on the sick list with the flu. . . . **Lou Chack**, general manager of General Amusement Game, is back on the job following a serious illness.

Five new members have joined the Connecticut State Coin Association, Inc., reports President **Abe Fish**. They bring membership up to 76 and are **Emil LaLiberty**, Baltic; **James O'Connor**, Danielson; **George Barnell**, Norwich; **Chris Magenta**, Thompsonville, and **Alphonse Riquier**, Willimantic.

Gus Mendillo, Hartford coin machine operator, has sold out his route to Reliable Coin of Hartford. Reliable, which is operated by **Abe and Paul Rechtshafer**, also has branched out into the retail television trade with his new House of Television, at 184 Windsor Street, Hartford, next door to the Reliable warehouse. Paul Rechtshafer incidentally, is building a new eight-room home.

Mac Perlman, Hartford branch manager for Atlantic-New York Corporation, Seeburg distributors, reports Connecticut coin trade interest in the series of brochures, plugging the coin machine industry and being distributed by Seeburg interests.

M. H. Rhodes, Inc., Hartford manufacturer of parking meters and timing devices, reports 1950 net earnings of \$264,711 or 90 cents a share compared with \$11,268 in the preceding year. Net sales and parking meter income in 1950 amounted to \$2,730,156, an increase of \$662,049 over 1949 sales of \$2,068,106.

A new Connecticut corporation, the State Candy and Tobacco Company, New Haven, has filed a certificate of organization at Hartford, listing subscribed capital, \$10,000. President, **Samuel S. Epstein**; vice-president, **Samuel Dickenstein** secretary and treasurer, **Barnett Dickstein**, all of New Haven.

Abe Rechtshafer, Reliable Coin is vacationing in Florida. **Len Berens**, sales manager for the record division of Stern & Company, area Columbia Records distributors, happened to meet several ex-Hartford entertainers, **Betty and Jean Kean**, now Broadway personalities, on a recent New York trip. **Jim Smith**, sales promotion chief for Stern, has been plugging the new Warner Bros. movie "Lullaby of Broadway," thru record outlets in Connecticut, Rhode Island, and Western Massachusetts.

Combined Vending Machine Corporation of New Britain, a new Connecticut coin machine corporation, has filed certificate of incorporation with the Secretary of State's office listing as authorized capital, \$50,000; commencing business, \$3,000; 2,000 shares, par value, \$25; incorporators, **George D., Dorothy M. and Thomas Anthony**.

Chris Magenta, Thompsonville, Conn., coin man, is marking his 30th year in the coin machine industry. He notes that "there have been a lot of changes in this business since I got my first machine." Chris recently returned from a tour of Europe, where he took many color photographs. He showed some of them at a recent Hartford meeting of the Connecticut State Coin Association, Inc.

Sam Roskin, president; Roskin Distributors, has been named co-chairman of the 1951 campaign of the Hartford Jewish Federation, which gets under way May 6. . . . The Hartford blood program was increased recently by 115 pints of blood, given by employees of **Veeder-Root**, manufacturer of counting and computing devices for coin machines. This, together with the 132 pints given by the concern's personnel at their first regular donor day at St. Francis Hospital, makes a total of 247 pints Veeder-Root people have given thru the Red Cross program. (Continued on page 91)

ARCADE EQUIPMENT LOST LEASE

Write for our close-out price list of used Arcade Equipment before buying elsewhere.

ARROW NOVELTY CO.
210 N. Ewing Ave. St. Louis, Mo.
(Phone: NEwstead 7001)

WURLITZER					
Colonial	95.00	99.50	95.00	95.00	95.00
24		129.50			
41		35.00			
42-500		65.00	65.00	65.00	65.00
61	35.00	75.00	50.00	75.00	50.00 75.00
71	59.50	85.00			50.00 85.00
312		35.00			
412		35.00			
500		59.50(2)	50.00	59.50	59.50
600	35.00	75.00	50.00	75.00	50.00 75.00
600A		64.50			79.00 125.00
600K	69.00	69.50	59.50	69.00	69.00 59.50 69.00
600R		64.00			64.00 64.00
616	35.00	39.50	40.00	65.00	39.50 40.00 40.00 65.00
700		79.50			89.50
750		114.50	114.00	145.00	125.00 195.00
750E	99.50	112.50			99.50 50.00 96.00
780		129.00			115.00 129.00
800			65.00	89.00	75.00 89.50
850	35.00	79.50			79.50 89.00 79.50 89.00
		89.00			99.50
		117.50			
859		35.00			
950		95.00			
1015	249.50	275.00	289.00 (2)	249.50 289.00	249.50 265.00
		279.50 289.00	295.00 (2)	295.00	289.00 289.50
		295.00(2)	300.00		295.00 310.00
		325.00			
1017					224.50
1080	279.50	285.00	265.00 289.50	289.00 295.00	289.00 295.00
		295.00 300.00	295.00 (2)		
1100		425.00	375.00 445.00	425.00 459.00	394.00 395.00
		445.00(2)	449.00 475.00	495.00	424.00 450.00
		449.00 450.00	495.00		459.00 495.00
		495.00			
1250		579.00	575.00 595.00	595.00 599.00	597.00
		595.00(2)	599.00		
Victory	39.00	50.00	39.00	39.00	39.00

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. Any price obviously depends 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 April 7	Issue of March 31	Issue of March 24	Issue of March 17
ABC Bowler (Keeney)	39.50	\$79.00	\$79.00	\$79.00
Ace Bowler (Chicago Coin) ..	195.00			175.00
Baseball (Chicago Coin) ...	65.00 75.00(2)		50.00 75.00 (2)	50.00 75.00 (2)
	99.50		99.50	89.50
Baseball (Genco)	50.00 69.50		69.50	69.00
	89.50(2) 99.50			
Baseball (Nationwide).....	49.50			
Bowler (Williams)	25.00 45.00	40.00	40.00 45.00	40.00 45.00
Bowlette (Gottlieb)	42.50 65.00	42.50 75.00	42.50 50.00	49.50(2) 59.50
	69.50(2) 75.00	85.00 89.00	75.00 89.00	69.50 75.00
	89.00 89.50	89.50	89.50 95.00	89.00 89.50
				95.00 (2)
				135.00
Bowling Alley (Chicago Coin) .	54.50w/p 65.00	75.00 95.00	65.00 84.50	49.50
	75.00w/p(2)	135.00	95.00 135.00	55.00 w/p
	94.50w/p 95.00			65.00 95.00
	99.50			135.00 w/p
	139.50w/p			
Bowling Champ (Gottlieb)...		39.00	39.00	39.00
Bowling Classic (Chicago Coin)	124.50	139.00 185.00	185.00 (2)	185.00 (2)
	139.00w/p			
	165.00(2)			
Bowling League (Genco) ...	175.00 185.00	30.00	35.00 37.50	35.00 37.50
	25.00 37.50		39.00	49.50
	39.00 39.50(3)			
	45.00			
Deluxe Bowler (Williams) ...	75.00w/p 79.50	75.00 80.00	75.00 w/p	75.00 80.00
	89.50 125.00		80.00 125.00	89.50 (2) 95.00
Deluxe Twin Bowler (Universal)		225.00	225.00	225.00
Double Bowler (Keeney) ...	149.50 210.00	195.00 210.00	195.00 210.00	195.00 210.00
Double Header (Williams) ..				150.00
Double Shuffle Alley (United)	99.50		99.50	
	169.50w/p			
Duck Pins (Keeney)		150.00	150.00	150.00
Four Player League Bowler (Keeney)	224.50 275.00		285.00	285.00
	285.00			
Glider (Genco)	25.00 49.50	30.00	30.00	30.00
	59.50			
High Score Bowler (Universal)	19.50			
Hook Bowler (Bally).....	375.00			
King Pin (Keeney)	125.00 145.00	50.00 125.00	50.00 125.00	50.00 145.00
	165.00	145.00 165.00	145.00 165.00	165.00
League Bowler (Keeney) ...	375.00			
Lucky Strike (Keeney)	89.50 109.50		99.50	
Pin Boy (Keeney)	25.00 39.50	30.00 41.50	30.00 41.50	30.00 47.50
	41.50 47.50	49.50 50.00	47.50 50.00	50.00 59.50
	49.50	51.50 85.00	51.50 w/p	69.50 w/p
	51.50w/p		85.00	85.00
	85.00 89.50w/p		89.50 w/p	85.50 w/p
	75.00			
Pin Lite (Chicago Coin).....	195.00w/p			
	25.00 29.50	30.00 38.00	37.50 38.00	35.00 37.50
Shuffle Alley (United)	35.00 37.50	39.50 45.00	39.50	38.00 45.00 (2)
	39.50(3) 45.00	49.00 50.00	45.00 (2) 50.00	49.50 50.00
	49.00w/p 49.50	89.50	69.50 125.00	69.50 w/p
	50.00	129.50 w/p	129.50 w/p	74.50
	69.50w/p(3)			129.50 w/p
	79.50w/p 89.50			
	125.00			
	129.50w/p			114.50 124.50
Shuffle Alley Express (United)	89.50 99.50(2)	125.00 (2)	125.00 145.00	125.00 145.00
	104.50 125.00	169.00	169.00	169.00
	139.00 219.50			
Shuffle Baseball (Chicago Coin).....	75.00w/p	75 (2) 79.00		
Shuffle Bowler (Bally)	45.00 49.50	50.00 55.00	40.00 49.50	40.00 49.50 (2)
	54.50 55.00	59.50 65.00	50.00 55.00	50.00 55.00
	59.50 85.00w/p		85.00 w/p	82.50 w/p
Shuffle Champs (Bally) ..	150.00 110.00	169.00 179.50	169.00	139.50 169.00
Shuffle Jungle (Rock-Ola) ...	35.00 37.50	59.00	37.50 59.00	37.50 59.00
	45.00 59.00			
Shuffle Lane (Rock-Ola) ...	37.50 39.50(2)		37.50 39.50	37.50
	45.00			
Shuffle Pool (Nationwide)....	49.50			
Shuffle Skill (United).....	59.50			
Shuffle Slugger (United) ...	124.50		124.50	
Single Shuffle Alley Rebound (United).....	209.50			
Skee Alley (United).....	224.50 239.00	239.00	224.50 239.00	239.00
	249.50			
Speed Bowler (Bally)	69.50 75.00	49.50 95.00	49.50	94.50 w/p
	99.50(3)	119.50 139.50	94.50 w/p	114.50 124.50
	109.50 110.00	145.00	125.00 145.00	125.00 145.00
	119.50 139.50			159.00
Strike, (Exhibit)	75.00w/p 89.50	75.00	75.00	75.00 195.00
	99.50(2)			(new head)
Super Shuffle (United)	59.50 69.50	50.00 59.50	50.00	50.00
	139.50w/p			
Super Twin Bowler (Universal)	59.00 119.50	150.00	150.00 185.00	119.50 150.00
	145.00 179.50			185.00
	185.00			
Ten Pins (Keeney)	64.50w/p 89.50	89.50	64.50 89.50	49.50 64.50
Trophy Bowl (Chicago Coin) .	195.00(2)	195.00	195.00	89.50 195.00
	209.50			
Twin Bowler (Universal)	75.00 84.50	65.00 95.00	65.00 89.50	65.00 89.50
	95.00 115.00	115.00	115.00	115.00
	169.50w/p	169.50 w/p	169.50 w/p	169.50 w/p
				175.00
Twin Shuffle Alley Rebound (United)	219.50 235.00	245.00	245.00	179.50 245.00
	249.50 269.50			
Twin Shuffle (Williams) ...	25.00 35.00	35.00 (2)	35.00 45.00	35.00 45.00
	45.00 49.00	59.00 89.50	59.00 69.50	59.00 65.00
	49.50(2) 69.50		89.50	
	89.50			

(Continued on page 90)

Start ASLI Meets

• Continued from page 74

Wis. (13-15); Toledo (13-15); Reading, Pa. (13-14); Greenfield, Mass. (15); Saginaw, Mich. (21-22); St. Louis (21-22); Camden, N. J. (23-24); Syracuse (21-22); Ft. Wayne, Ind. (26-29); Seattle (28, 30); Ogden, Utah (28); and Boise, Idaho (28).

Plans continued, meanwhile, for ASLI's Championship tournament at Madison, Wis., May 25-28. Most details have been set, said Freeberg, including a three-State radio hook-up for play-by-play broadcasting. All registered teams are eligible to compete upon payment of the \$40 entry fee. Deadline for applications is May 5.

GUARANTEED ONE BALLS BOWLING GAMES AT LOWEST PRICES

12 Citations \$224.50 Each
5 Champions 324.50 Each

- 6 Bally Shuffle Bowlers lifting pins EACH \$85.00
- 7 Bally Shuffle Bowlers plain 49.50
- 1 Universal Twin Bowler 84.50
- 5 United Shuffle Alleys lifting pins 69.50
- 1 United Shuffle Alleys plain 37.50
- 1 Keeney Pin Boys lifting pins 89.50
- 1 Keeney Pin Boys plain 47.50
- 1 Keeney Ten Pins lifting pins 64.50
- 23 Rock-Ola Shuffle Lanes 37.50
- 4 Rock-Ola Shuffle Jungles 37.50
- 1 Genco Bowling Leagues 37.50
- United Skee Alley \$224.50
- Keeney Lucky Strike 89.50

LIFTING PINS

1/3 deposit with all orders

SICKING, INC.

America's Oldest Distributor
Established 1895

1401 Central Pkwy., Cincinnati 14, O.

ATLANTIC'S triple tested values

SPECIAL!

Reconditioned Like New
Ready for Location

SEEBURG

- 146S \$234.50
- 146M 264.50
- 147S 254.50
- 147M 289.50

PACKARD WALL BOXES, \$12.50

1/3 Deposit, Bal. C. O. D.

Write for Complete Music List

ATLANTIC NEW YORK CORP.

Exclusive Seeburg Distributors
583 10th Ave. (Near 42nd St.)
New York 18, N. Y.
CHickering 4-0760

PHONOGRAPHS

Chances for buying good, clean, used phonographs are getting slimmer all the time. Take advantage of these prices while they last.

- 8 Wurlitzer 1100's \$375.00
- 2 Wurlitzer 1015's 275.00

1/3 deposit, balance C. O. D.

BRUCE MUSIC CO.

Williamsburg, Ky.

ROUTE FOR SALE

In large Minnesota city, complete operation with over 50 units on location. All postwar equipment. Also recreation parlor with 7 pool tables, best in town and beer tavern. Total price, including inventory, \$23,500.00. This is a good buy.

BOX D-12

c/o The Billboard Cincinnati 22, O.

1 BALLS TO BE SOLD AT . . . UNBELIEVABLY LOW PRICES

BALLY CHAMPIONS
UNIVERSAL PHOTO FINISH
BALLY CITATIONS
MANY OTHERS

Call or Write Us Today for a Real Deal!!

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-3480

YOUR RELIABLE DISTRIBUTOR

Bally Turf King	Write
Universal Winner	Write
Universal Photo Finish	\$375.00
Champion	375.00
Citation	279.50
Jockey Special	159.50
Special Entry	110.00

RECONDITIONED GAMES

- United Shuffle Alley, fly-away pins \$129.50
- Williams Twin Bowler 89.50
- Keeney Ten Pins 89.50
- Bally Carnival Pin 165.00
- Gottlieb Bowlette 89.50
- Universal Twin, fly-away pins 89.50
- Chicago Coin Pistol Pete 169.50
- Dale Guns, latest triple switch model 129.50

NEW EQUIPMENT GENCO - WILLIAMS - CHICAGO COIN - NEW KEENEY ELECTRIC CIGARETTE VENDORS.

Write for complete list and prices of Arcade Equipment Cigarette Vending Machines, Coin Counters and Changers.

AUTOMATIC COIN MACHINES & SUPPLY CO.<

TOP QUALITY EQUIPMENT AT ROCK BOTTOM PRICES

Shaffer's Big Spring Clearance

Save on the first cost at Shaffer's lower-than-ever prices during this big Spring clearance. Save in the long run with these top quality machines in A-1 condition and ready for years of service on location.

EXCEPTIONALLY GOOD RECONDITIONED PHONOS

LATE MODEL PHONOGRAPHS

SEEBURG		WURLITZER	
148-ML	\$425.00	"1015"	\$249.50
147-M	315.00		
146/148-M	315.00	"1422"	ROCK-OLA \$149.50
146/147-M	300.00		
H-148-M Hideaway	300.00		
146 M	279.50	Model "C"—New	Write
H-147-M Hideaway	275.00	Model "B"	\$475.00
H-2'6-M Hideaway	269.50	Model "A"	375.00
146-S	259.50		
H-146-M Hideaway	250.00	"1200-A"	AIREON \$59.50

PRE WAR PHONOGRAPHS

SEEBURG		SEEBURG		WURLITZER	
LoTones	\$79.50	Yogue	\$49.50	"750-E"	\$99.50
HiTones	69.50	Commander	49.50	"850"	79.50
'41 RC Special	79.50	Regal	49.50	"700"	59.95
Colonel	59.50	Royal	39.50	"500"	59.50
Envoy	59.50	Plaza	39.50	"600" Vic'ory	50.00
Concert Grand	59.50			"616"	39.50
Mayfair	49.50				
Classic	49.50	Throne	\$45.00	Supor 40	\$55.00
Casino	49.50	Empress	45.00	Commando	49.50
				'39 Deluxe	39.50

ARCADE EQUIPMENT IN TOP WORKING ORDER

Seeburg Shoot-The-Bear	\$339.50	Genco Baseball Shuffle	\$69.50
Q. T. Pool Table	195.00	United Shuffle Alley	49.50
Wilcox-Gay Record-Gram	149.50	w/Fly Pins	100.00
Wax-O-Matic Shoe Shiner	129.50	Gottlieb Robin Hood	39.50
Williams Deluxe Bowler	125.00	Grip Scale	19.50
Chicago Coin Baseball	99.50	Genco Whizz	19.50

NEW QUIZZETTES \$3.00 each

SOLO-TONE MASTER ENTERTAINERS AND BOXES (New)—Write

Terms: 50% Certified Deposit, Balance C. O. D. All Items Subject To Prior Sale.

SHAFFER MUSIC CO.

Columbus, Ohio
606 S. High St.

Cincinnati, Ohio
2333 Gilbert Ave.

Indianapolis, Ind.
1327 Capitol Ave.

Endorsing Only The Best Since 1917

WE HAVE EVERY MACHINE THAT OPERATES WITH A COIN OR COINS NEW and USED WHAT DO YOU NEED?

EXCLUSIVE AMI DISTRIBUTOR In Western Pennsylvania and Adjacent Counties in Ohio, West Virginia and Maryland.

BANNER SPECIALTY COMPANY

1508 Fifth Ave., Pittsburgh 19, Pa. Grant 3-1373

199 West Girard Ave., Philadelphia 23, Pa. GARfield 3-2700

Cleaned-Off Location Champions . . \$275

1/2 deposit, balance sight draft

Coven Distributing Co.

3181 Elston Ave. Chicago 18, Ill. Independence 3-2210

BINGO-BANGO

A GREAT MONEY MAKER

YOU SAID A MOUTHFUL

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 89

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. Any price obviously depends 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 April 7	Issue of March 31	Issue of March 24	Issue of March 17
Acorn Vender 1c			\$10.50	
Adams Gum	\$14.50			
Advance Ball Gum	4.50			
Advance Candy	25.00			
Advance Gum	7.95	\$7.95	7.95	\$7.95
Aristocrat Popcorn	45.00			
Asco Hot Nut 5c	12.50			
Berger-Shaw Cigar	25.00			
Card Vender (Exhibit)	15.00			
Columbus 1c Nut	7.50	7.95	7.95	7.95
Columbus 5c Nut	6.95	7.95	7.95	7.95
	8.00			
Columbus Duo 5c	15.00			
Columbus Gum 1c	7.95	7.95	7.95	7.95
DuGrenier Candy Man	57.50	57.50	57.50	57.50
DuGrenier Challenger	95.00	95.00	95.00	95.00
DuGrenier Model S (7 col.)	57.50	59.50	57.50	57.50
DuGrenier Model W (9 col.)	89.50	89.50	78.50	82.50
DuGrenier Model W	50.00	50.00	50.00	50.00
Electro Serve Popcorn	19.50	25.00		
Hawkeye 1c				3.00
Ideal Card Vender			19.50	
Kirk's Astrology Scale	95.00	95.00	95.00	49.50
Lehigh PX (10 col.)	100.00		90.00	95.00
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Boy Vendors	9.75			
Master	7.95		6.00	7.95
Master 1c Novelty Bulk	8.50			7.95
Master 1c 5c	10.00	10.00	10.00	10.00
Master Pistachio 5c	7.95	7.95	7.95	7.95
Mills Candy	45.00			
Mills Scale	50.00	50.00	50.00	50.00
Monarch (8 col.)	85.00	85.00	85.00	85.00
National (9 col.)	69.50		70.00	
National 9 A	75.00	75.00	75.00	75.00
National 930	85.00	89.50		
National 618 Candy	59.50			
National 950	95.00	95.00	95.00	95.00
National 950A	95.00	95.00	95.00	95.00
Northwestern Deluxe	10.00	15.00		
Northwestern Model 39		7.95		
Northwestern 33 Nut	7.95	7.95	7.95	7.95
Northwestern 40	6.95	7.95	7.95	7.95
Northwestern 33 Ball Gum	7.50	(2) 6.95		6.95
Northwestern 49, Bulk 1c	12.50			
Pop Corn Sez	49.50	89.50	89.50	89.50
Recordo-Gram (Wilcox-Gay)	175.00		149.50	
Rock-Ola Scale				49.50
Rowe Gum 1c, 5c (5 col.)		59.50	59.50	69.50
Rowe Imperial (6 col.)	59.50	69.50	59.50	69.50
Rowe Royal (6 col.)	80.00	85.00	80.00	80.00
Rowe Royal (8 col.)	80.00	85.00	80.00	85.00
Rowe Royal (10 col.)	85.00	90.00(2)	85.00	90.00
Siro's Brush-Up	75.00	75.00	75.00	75.00
Silver King 1c	7.95(2)	7.95	7.95	7.95
Silver King 5c bulk	7.50	8.00		19.50
Silver King Ball Gum	7.50			
Silver King Nut 5c	7.50			
Snack Nut 5c	15.00			
Stamp Vender (Shipman)	22.50			
Uneda (500)	85.00		85.00	85.00
Uneda (9 col.) Model 500	95.00		95.00	100.00
Uneda-a-Pak (5 Col.)	75.00(2)		75.00	75.00
Uneda-a-Pak (15 col.)		85.00		
Uneda-a-Pak Model A (8 col.)	89.50			
Uneda E (6 col.)	55.00	55.00	55.00	55.00
Uneda E (8 col.)	65.00	69.50	65.00	65.00
Uneda Model A (9 col.)	89.50	89.50	89.50	89.50
U-Select-It	35.00		35.00	35.00
Vendit	52.50		52.50	52.50
Victor's Topper	7.95	7.95	7.95	7.95
Wax-O-Matic Shoe Shiner	129.50		129.50	
Yuchu Ball Gum 1c	5.00			

CURE YOUR PENNY ARCADE SPRING FEVER

Keep The Customers Happy With EXHIBIT'S Rousing, Stimulating GUN PATROL and SIX SHOOTER and—for a "SHOT IN THE ARM" AIR HOCKEY

Proving To Be The Revenue Sensation Of The Year

Write For Prices and for Illustrated Catalog of Games, Parts and Supplies.

MIKE MUNYER

577 10th Ave. (at 42nd St.) New York 18, N. Y. BRyant 9-6677

100% Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616

Fully repainted. Perfect condition. Ready for location.

\$79.50 (Crated)

1/3 With Order, Balance C. O. D. Send for Complete List.

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.

855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

SHUFFLE GAMES

Keeney 4 Player League Bowler \$275.00
Chi. Coin Trophy Bowl \$195.00
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Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW
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Continued from page 84

GRANDPA JONES
Send In Your Name and Address 77--80--75--77

KING 934—Grandpa twangs out a funny commentary on direct sales pitches over the radio. Back country audiences'll go for this one.

Trouble, Trouble, Trouble 68--68--68--68

The high-pitched down-home warbler gets off a real country blues item, with fiddles and guitars providing the authentic, medium-beat background.

HANK PENNY (Mary Morgan)
Riding on the Old Ferris Wheel 76--76--75--77

KING 941—Penny and thrush Mary Morgan duet on a blithe, summery novelty with tinkling, calliope effects in the pleasant string orking. Likely semi-pop bit.

Guess Who Took Your Place? 65--65--63--67

Trumpet and arranged effects in orking make for okay Western-swing backing behind Penny's easy chanting on a lightweight torch jingle.

TENNESSEE ERNIE
Kentucky Waltz 86--86--86--86

CAPITOL 1470—One of the prettiest of the territorial waltz sequels to "Tennessee" draws a superb go by Ernie, who does a ringing duet with himself. Should do fine country business but also could score pop action.

The Strange Little Girl 86--86--86--86

This potent waltz with a religious strain is done with appropriate feeling and sensitivity by Ernie. If the song catches, this will be one of the big readings.

Coinmen You Know

Chicago

Monarch has completed setting up its new showrooms, one of the largest display areas in Chicago, and with the addition of the Evans Constellation, Clayton Nemeroff reports that a complete coin machine service now is available to ops. Nemeroff said the music line, which Monarch is handling for Indiana, will get a heavy promotion campaign starting next week, with advertising, direct mail and showings included in the schedule.

Gail Carter, Permo vice-president in charge of sales, is foregoing his usual vacation to dig in with the heavy sales program now underway. Bert Davidson visited South Bend, Ind., last week to show the Permo line to operators who attended the joint Permo-Coven Distributing showing in that city.

With Joe Kline and his wife in Miami, Wally Finke is holding down the fort at First Distributors. Firm has added a television set in its coffee bar for the convenience of the visiting operators. First is readying a sales drive on the new Ristaurat which it will represent in a three-State area. Mal Finke, head of the premium division, reports a heavy influx of orders from the outdoor show field during the past week. Seasonal items such as fishing rods, baseball gloves and picnic sets are among the top numbers in demand by coin machine ops, Finke reported.

Art Weinand, Rock-Ola vice-president and director of sales, reports the demand for the Rocket '50-51 is especially heavy in those areas where 10-cent play tests are underway. The instantaneous changeover from nickel to dime play, with variations, allows the ops to test on a number of different price schedules without any expense. J. Raymond Bacon, executive vice-president, and David Rockola, president, were on hand at the factory last week to keep an eye on production.

Sar Enterprises now is readying its production lines to turn out the Magic Genii play promoter, Max Sparks, president, reported. Firm will appoint a national distributor for the gimmick as soon as production schedules are completed. Unit can be installed on any type phonograph, Sparks stated, and can be set to activate the jukes at regular intervals to jack up play in locations.

Ben Coven, head of Coven Distributing, accompanied by his wife, Trudy, Carl Christianson, Mac Brier and Harold Saul, went to South Bend last week where the firm held a showing of its Wurlitzer and Chicago Coin music lines. Lee Taylor, who heads Coven's service department, held a service school in conjunction with the showing.

Also in South Bend last week was Bert Davidson, Permo sales manager. Firm has mailed out another graphic souvenir of the MOA convention here, prepared under the direction of Gail Carter. Jack Baker advises that additional copies of the mailing are available and will be sent to ops who request them.

Visiting Chicago last week on his way back from Mexico was Romeo Laniel, Laniel Amusements, Inc., Montreal. Laniel said he had made numerous stops in various U. S. cities on his way to Mexico and on the return trip, meeting with other coin machine distributors, and also buying equipment for his Canadian firm.

At Allied Coin, Julius Crum reports the premium department had a 27 per cent increase in business in March over February. He claims the gain is attributed to the firm's wide variety of low priced merchandise. Shipments

Vital Statistics Deaths

Frank Elliott, 31, Amherst, N. S., operator, March 30 following an operation and prolonged illness. His widow, two children, mother, four brothers and two sisters survive.

are now made 24-hours after the order has been received, Crum adds.

With Al Stern in Europe last week, World Wide Distributors was in the hands of Len Micon, sales manager. Stern flew the Atlantic to close several export deals on a first hand basis and is expected back in a week. Monty West was traveling the Illinois territory breaking in a new road salesman.

Sheldon Glass, head man at Tremax Industries, Inc., (successors to Max Glass Distributing Company) reports heavy response to his sales campaign on aluminum disks for the Grotchen Metal Typer. He claims the inquiries vindicate his judgment regarding constant popularity of the typer, especially in the vicinity of military installations.

Ed Levin, Chicago Coin, is enjoying a deferred Florida vacation. Mort Weinberger, Southern Automatic, Louisville, was a recent plant visitor and expressed satisfaction over the five ball Thing's acceptability Bill Marmar, Sicking, Cincinnati, was also in. Joe Cohen, Ristaurat general manager, was in town for a brief talk with suppliers. He says the Appleton, Wis., plant is ready to turn out the selective 45-r.p.m. counter box, known as S-45, in quantity.

Pittsburgh

Glen Gillette—noticing Industrial Candy Vending's report of 85 per cent conversion to "two nickel bars at a dime"—feels a program of that type would work satisfactorily "if volume that is so big can't keep the machine full. The method cuts the cost of servicing but it may not prove practical if he finds he has only one-half as many customers."

Eddie Shore, of Atlas Novelty Company, says "you can get a better commission rate on the Seeburg than on any other new phonograph. The Seeburg 100, he explains, has been out two and one-half years; there are very few used models on the market today.

Lester D. Wynn, partner, Coin Machine Agency, says with good weather "business has improved greatly in the last two weeks."

Oscar Williams, of Keystone Music Company, was one of the first to get "Shenandoah Waltz."

S. Moore, district sales manager, Tri-State Automatic Candy Company, says bar candy sales will drop off and that popcorn, soft drinks, hot dogs and ice cream will pick up, possibly in that order.

Morris Vinocur, Monarch Music Company, believes that manufacturers and/or deejays should publicize the special arrangement of a disk instead of the star performer or the name of the tune (especially a well-known tune) more often in an effort to help music-box sales.

Morris Moskovitz, partner in Sidmor Vending Company, feels that charms, needed to get a faster play in penny-gum vending machines, need not be expensive. "The key is a good looking machine, and the set-up of the charms in the machine," he says.

Denver

R. G. Bradshaw, head of Denver Amusement Company, phonograph and vending machine distributors, has purchased a home and acreage outside of Roanoke, Ala., following his recent illness. He spent most of March on an extended vacation in the Alabama city, where he will play the role of gentleman farmer between Denver business operations.

Miami

Fred Froelich Jr., whose dad heads Exhibit Sales Company of Philadelphia, manufacturers of merchandise premiums, is vacationing here. Mike Steiner, who travels for Exhibit in the South, is on the road again after a two-week vacation here.

Al Borrison, of Al's Music Company, Key West, was in town on a buying trip. He reports biz good along the keys. Haskel Goldberg, coin machine jobber and operator from Lexington, Ky., was also a recent visitor.

Goldberg trades under the name of Sterling Novelty Company.

Randy Mays, who manages the route owned by Duke Luker, believes the simple type of pin games will outlive the razzle-dazzle numbers of the past few years. Shuffle Alleys, which came in with a bang here about a year and half ago, are lagging in interest, Mays declares.

Walter F. Young, formerly an official of O. D. Jennings Company, Chicago, and now a Jennings distrib in Kansas, took time off during his Beach vacation to lunch with an old friend—William W. Shayne, boss of Shayne Dixie Music Company.

Hyman Darling has moved his Supreme Music next door to 24 NE 14th Street. All-Coin Amusements, headed by Joe Mangone, is remodeling its office, showroom and workshop.

Bush Distributing Company officials are on the move. Ken Willis went to Central Florida on a selling trip. Prexy Ted Bush hopped to Tallahassee, Fla., on biz, and Ozzie Truppman planned to Havana to confer with Leon Schapochnik, firm's representative there.

Sam Kresberg, of New York, purchased a home in Northeast Miami and will live here the year around. He'll retain his business. (Continued on page 92)

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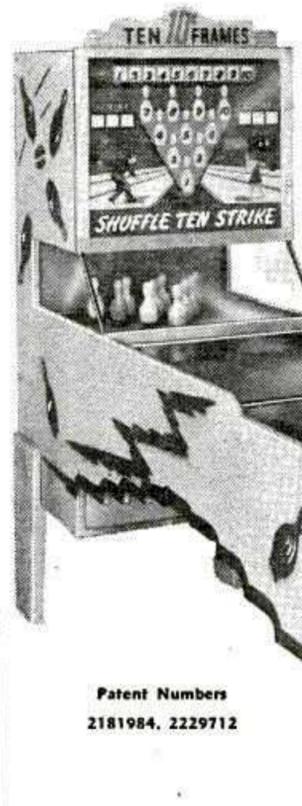
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 With Disappearing Pin Conversion 79.50
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Coinmen You Know

Continued from page 91

ness interests in Manhattan, however. . . Cecil A. Kenny bought a number of music machines in Nassau, Bahamas, which will be known as Kenny Music Supply. . . Harry Goldberg returned from a fishing junket to Marco, Fla., where he hauled in a sizable batch of snook, red fish and trout. August Angelo and Tony DePalma, friends from Cleveland, accompanied him.

Jack Kauffman, of C & L Amusement Machine Company, says Perry Como's rendition of "If" is the top record of the week in his operation. In second place is Mario Lanza's "Be My Love," with "Mockin' Bird Hill," Les Paul and Mary Ford, taking third honors. In the Negro category, says Kaufman, who has one of the largest sepiu routes in Miami, "Black Night" with Charles Brown leads the way.

Charles Polgaar and Harry Steinberg have acquired a music route in Hialeah from Advance Music Company. They also have purchased the Hialeah pinball route of Ed McFadden. Polgaar is a Miami coinman, but this is Steinberg's initial business venture since he moved here from Newark, N. J.

Ozzie Truppmann unearthed a bonanza in 25 new Bang-a-Fitty skee-ball machines which had been in storage for some time. They were dusted off and put out on location. Truppmann says the Bang-a-Fittys are racking up as much biz as shuffle alleys did when they were introduced and have given locations a shot in the arm.

Duke Luker sees a real need for substantial defense contracts and reactivation of more military and naval installations in the State if Florida coinmen are to share in the upsurge of mobilization activity. He also points out that restrictions on civilian use of aluminum, scarcity of critical construction materials and a virtual ban on commercial building, have driven thousands of workers out of Greater Miami to seek employment elsewhere. It is this loss of purchasing power which already is being felt by coinmen, says Luker. He adds that Georgia is riding the crest of the wave of government spending and this is

being reflected in the grosses of coin machine operators in the Cracker State.

Sol Gottlieb, executive of D. Gottlieb & Company, is on a three-week vacation at Saxony Hotel, Miami Beach. . . Joe Mangone, Gottlieb distrib for Florida, Georgia and South Carolina, reports the company's new game has made a big hit in test locations in his territory.

Bush Distributing Company and Taran Distributing are directing sales pitches to sports fans by advertising in the baseball program at Miami Stadium. Bush is taking orders for Williams's Control Tower and is expecting a sample of the new Chicago Coin music unit, Hit Parade. . . Mrs. Ruth W. Greenwood, office manager at Shayne Dixie Music Company for the last 15 years, is proud of her chiropractor son, Herbert. He plans to take the South Carolina examination preparatory to establishing a practice in that State.

Maritime Provinces

Checkers and coin machines are linked by Benny Lawton, St. John, N. B. Lawton's combination fruit and candy store and eatery, has become a mecca for local and visiting checker devotees.

A restaurant in St. John, operated by Frank Saab has a sports background. It is the base for a local baseball group. Saab has juke boxes, games, cigarette and other vendors. . . Frank Hanlon, Halifax, is preparing to hit the road as a concessionaire with a carnival out of Halifax. He also operates and distributes coin machines thru the maritime provinces.

Sandy Saunders, Prince Edward Island, is installing a coin machine arcade in connection with restaurant and drive-in theater, at Marshfield. He is a native of England, and served in the British Air Force in World War II. . . John Stephen, St. John, N.B., now devoting all his attention to coin machine distribution, entered the field as a side line to operating a job printing business, and is originally from Fredericton, N. B. . . Dan Morrissey, St. John, N. B., operating juke, venders and games in his restaurant, has his daughter, Mrs. C. Murphy, and her husband, working with him. They have added personal music via the Halifax Coin Machine Exchange.

Don Duff, Halifax, handling juke boxes chiefly in his distribution activities, and catering to most of the maritime provinces. . . Ending of the winter sport season at St. John, N. B. reacts unfavorably on the arcade of Jack Jones, which drew considerably from British and other European steamers visiting St. John since late last November.

Indianapolis

C. H. Phillips, Anderson, Ind., operator sold his juke box route to Murray Templeton of that city. Phillips will devote all his time to his Indianapolis interest and intends to expand his activities here. . . Business here is fair at this time, and juke box collections are below normal according to operators. The slump in business is blamed on tax paying time, and the late spring weather.

Mrs. Blanche Janes, of the Janes Music Company here, has returned from a short vacation in Florida. The record business at the Janes record shop is reported fair.

One of the early Seeburg coin-operated pianos, made in 1917, is now on display at the Shaffer Music Company showrooms. The antique was found in a small hamlet in West Virginia, and is now attracting much attention. The condition of the instrument is good and apparently in playing condition. It is not for sale.

Ralph Schwender has joined the service department at Shaffer Music Company. He was transferred from the Wheeling W. Va. branch to the local house. . . Factory shipments of juke boxes are slowing up to some extent according to distributors here. There seems to be a delay due to shortages but the situation is not serious as yet.

Los Angeles

Mary Solle, manager of the Leuenhagen Record Bar, predicts great things for the tune "Don't Kindle the Flame" recorded by Bucky Tibbs and Deuce Spriggins on the Capitol label, Miss Solle has reason to push the tune—she helped write it. . . Bill Leuenhagen attended the opening of the Jerry Gray orchestra at the Hollywood Palladium Tuesday night (3). . . Mrs. Imogene Humes, wife of Jimmy Humes, operator of the Desert Operating Company in Palm Springs, appeared recently on television in Hollywood doing a magic stunt. She was on the "Ada Leonard Show."

Del Bern combined business and pleasure and made a trip to coin row from his bailiwick in Fresno. . . Jack Johnson, who retired from the coin machine business and returned to North Carolina, is back and has again started his operation in the Bellflower and Long Beach areas. . . Ray Eberts and wife are back from their honeymoon to the Hawaiian Islands. Al Bringas, of Bringas Bros., Los Angeles music operators, has returned from a trip to Mexico City. . . Tod Faulkner, better known as Kid Mexico, in the city to purchase equipment for his bowling alley at Signal Hill. . . Pete Thelen, Glendale operator, back in town after a business trip to Palm Springs. . . Charlie Koski, Wilmington operator, and Bill Olson, San Pedro operator, in town and looking over the foreign made automobiles being shown on the sales floors.

C. C. McGovern, Las Vegas operator, has solved the problem of having to cross the hot, dry desert driving from the Nevada town to Los Angeles. He keeps a small barrel of ice water in the car. . . Harvey Moulam, an operator who doesn't get to Los Angeles very often, made one of his infrequent trips during the week from Visalia. . . Jack Leonard, head of the Badger Sales Company's parts department, is anticipating his vacation and expects to visit Chicago and St. Louis during his time off.

Jack Gutshall, San Luis Obispo operator, has exchanged his crutches for a cane and getting along all right. He was injured in an automobile accident last December and spent several weeks in a Los Angeles hospital. His knee cap was injured. . . R. G. (Pat) Patterson of Corona in town to pick up merchandise for his shuffleboard games.

Harold Hannaford, arcade operator on Balboa Island, in town on his monthly buying trip and stopping in at Badger Sales, General Music and C. A. Robinson. . . C. A. Robinson back from a flying trip to Las Vegas. . . Miles Smith a visitor from Bakersfield and making the coin row rounds.

Milwaukee
 It's inventory time at Geiger Automatic Sales and Herb Geiger and his staff are putting in extra hours to get the detailed work out of the way. Business, reports Herb, is good these early spring days and augurs well for the summer months.

A trip to Madison was made recently by local cigarette and candy ops Herb Geiger and Nick Novasic to attend the State Senate Judiciary Committee hearings on a bill to prohibit manufacturing plants from selling merchandise to employees at wholesale costs. Many plants have been selling large quantities of candy and cigarettes, as well as other types of goods to their workers at less than retail prices.

A large contingent of Wisconsin, and particularly, Milwaukee cigarette ops are planning to take

FOR SALE

Packard #7 \$ 99.00
 Packard Manhattan 150.00
 Seeburg #146 210.00
 Wurlitzer #1250 565.00

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 United Twin Rebounds, United 4 Player, United 5 Player, Williams Double Header, Universal Hi-Score, Scientific Q Ball Pool.

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- CONTROL TOWER SPECIAL SCORE
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Genco's Black Gold\$ 75.00	Exhibit's Playtime\$ 79.50
South Pacific 109.00	
Gottlieb's Bank-a-Ball\$135.00	United's Oklahoma\$ 69.50
College Daze 99.50	Showboat 39.50
Four Horsemen 145.00	Utah 89.50
Cin Rummy 99.50	Tampico 59.50
Just "21" 55.00	Williams' De'icer\$100.00
King Arthur 90.00	Rag Mop 165.00
Rockets 150.00	Boston 99.00
Round Up 50.00	Saratoga 49.50
Sharpshooter 95.00	St. Louis 49.50
Three Musketeers 99.50	
Barnacle Bill 50.00	
Chicago Coin Tahiti\$ 79.50	ARCADE EQUIPMENT Exhibit Dale Gun\$125.00
Shanghai 45.00	Seeburg Shoot the Bear 345.00
Spinball 39.00	Mutoscope Photomatic (prewar model) 565.00

BOWLING ALLEYS

Chicago Coin's Bowling Alley, lite-up pins\$ 75.00	Chicago Coin's Bowling Classic, animated pins\$ 95.00
Universal Twin Bowler 75.00	Universal Twin Bowler, animated pins 100.00
United Double Shuffle 75.00	United Shuffle Alley Express .. 115.00
Bally Speed Bowler 125.00	

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in many of the sessions at the National Association of Tobacco Distributors (NATD) convention in Chicago, April 8-12.

Nick Stacy, head man of the vending machine operations at Stacy Bros. recently spent a week in Washington, D. C., visiting friends and relatives. Nick informs that plans for the immediate future do not call for any venture into 10-cent candy bars for their machines. Experiments thus far with the upped price have not been very encouraging, he claims. Neither are they planning to place any ice cream bar equipment on location this summer.

So far, according to Erv Beck, Mitchell Novelty has no plans for repeating the Shuffle Alley tournament that made such a hit last spring. If and when locations speak up for another tourney, Mitchell Novelty will put on another series of competitions.

Bob Puccio and Joe Pelligrino, toppers at P. & P. Distributors, have made a move to increase the operating efficiency of their schedules for location service. The route has been split up into three sections with both Bob, Joe and their routeman taking a territory under their wings.

Ed Pankonen, Midwest Novelty, has gone on a buying spree of 45 r.p.m. records. Ed is now a heavy buyer of the doughnut disks, since he recently increased his juke box holdings by 14 new pieces. The new boxes are all Seeburgs.

Harvey Buhncke, Oshkosh's Valley Vending, paid one of his regular visits last week to Radio Doctors to see what Stu Glassman had in the way of good wax for him.

A lot of Melo Curro's time is being spent working with hammer and saw getting his "bargain basement" ready for business. Melo plans to merchandise game and music equipment on the floor below his Metro Record shop in the near future.

The itch to get going with some fishing activities is bothering Len Geadtke, of the G. & W. Novelty firm in South Milwaukee. When the fish start running on the Wolf River, one of the first coin men up there will be Len. Not far behind him should be Clyde Nelson, of General Novelty, another ardent sportsman.

Geadtke's partner, Herb Wagner, reports acceptance of delivery of some new equipment lately. New stuff includes National venders, and a few Wurlitzer and Seeburg music boxes.

Business at Art's Novelty is ticking along at a pretty fair pace, according to Art Plunkett. In the game department, Art finds the best results lately via his United Five Plays. A new Seeburg 100 play has recently been added here. No 45's being used as yet, tho, as Art believes he won't go into 45's until he has at least half a dozen or so machines so he can be economical when he buys records.

Some of the Milwaukee ops who have been gradually easing into the 45 picture are swapping their disks among each other. They don't have enough machines individually to make it worth while to purchase the disks in quantity, so they find it cheaper to co-operate and help each other out in order to keep their boxes filled.

Still in Florida, enjoying the balmy clime, is Sam London, of the S. L. London distrib firm. London's salesman, Joe Robbins, who boosts the Seeburg line out in the State, is expecting an addition to the family before very long.

Luke Zetting, of the Commercial Music, keeps going all hours of the day doing repair and service jobs for operators and private owners of music equipment. Don Reynolds, Wayne Candy sales rep, is out this week covering jobbers and vender operators in the Southern Minnesota territory.

Going a long way for business is Merle Zuehlke, head man of Fourteen, distributors for Spacarb ice cream vending machines. A pilot for many years, Merle is in South America on Spacarb business, covering the entire trip with his own plane. Holding down the fort, meanwhile, Herb Westphal, reports their Allis-Chalmers operation in tip-top shape.

(Continued on page 94)

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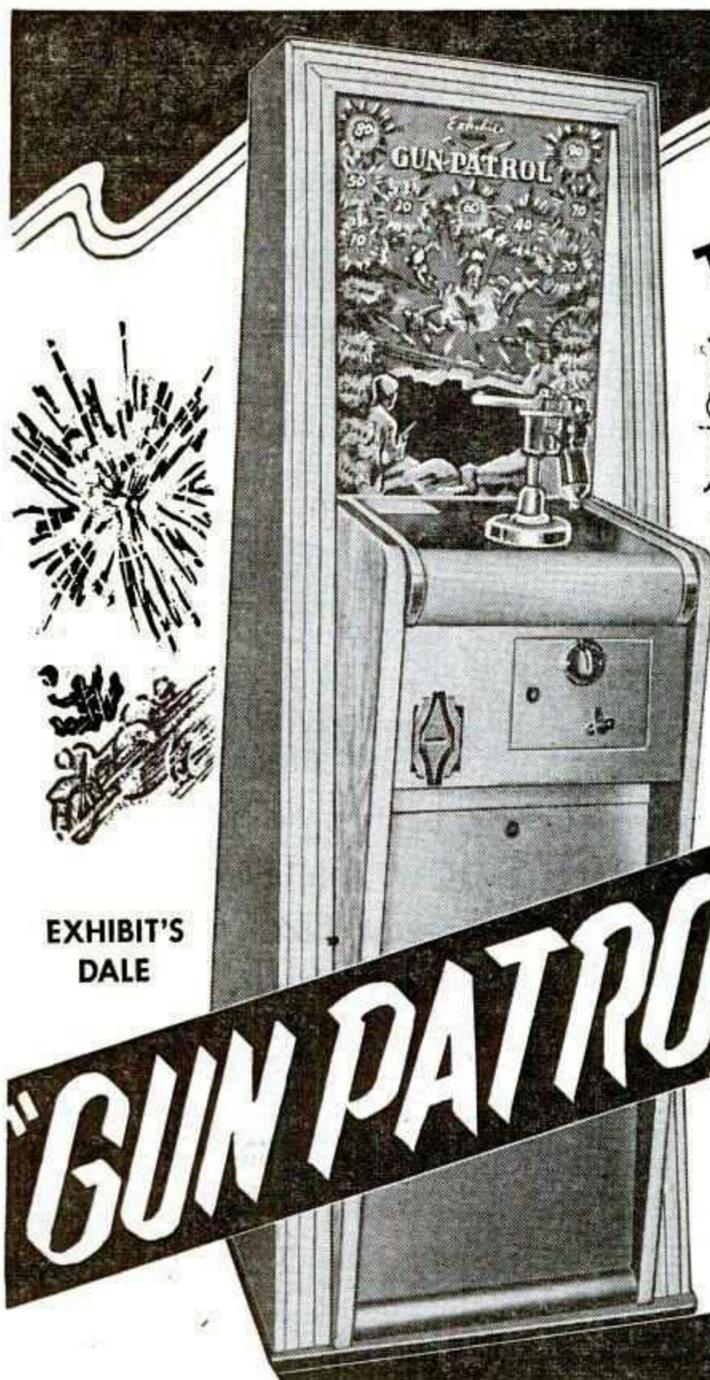
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SHUFFLE ALLEYS—USED United Orig. Alley United Orig. w/Dis. Pins Genco Bowling League Keeney Ten Pins Chi. Coin Bowling Alley Chi. Coin Baseball Gottlieb Bowletter Genco Glider Keeney Pin Boy	New	WINNERS
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Evans Ten Strike . . . 75.00	Wurlitzer 1250 Write	Super-Hockey . . . \$ 85.00
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Heavy Hitter 65.00	Seeburg 9800 110.00	Merry Widow 49.50
Keeney Air Raider . . . 125.00	Aircon Deluxe 95.00	Just 21 119.00
Lo-Boy 1c Scale 50.00	Aircon Fiesta 125.00	Gold Ball 39.50
Mills Modern Scale . . 50.00	Wurlitzer 600 75.00	Sally 49.50
Panorams 250.00	100 Pack. Wall Boxes . . 20.00	Sunny 60.00
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Quizzers with Film . . . 125.00	Wurlitzer 1015 275.00	Total Rolls \$35.00
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Exh New Six Shooter . . 95.00	Candid Camera 15.00	10 No. 48 N.W. Nut . . 7.95
Wurlitzer Skee Ball . . . 150.00	Gott. 3-Way Gripper . . . 18.50	15 No. 33 N.W. Nut . . 7.95
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Astroscope, 10c 125.00	National 950-A 95.00	25 Master 1c 7.95
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Pop Corn Sez 89.50	DuGrenier W 50.00	
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Rotary Pusher 275.00	New K'ev Cig. Vendor Write	
Rotary Claw 225.00		
Phi. Toboog'n Ski Ball . . 525.00		
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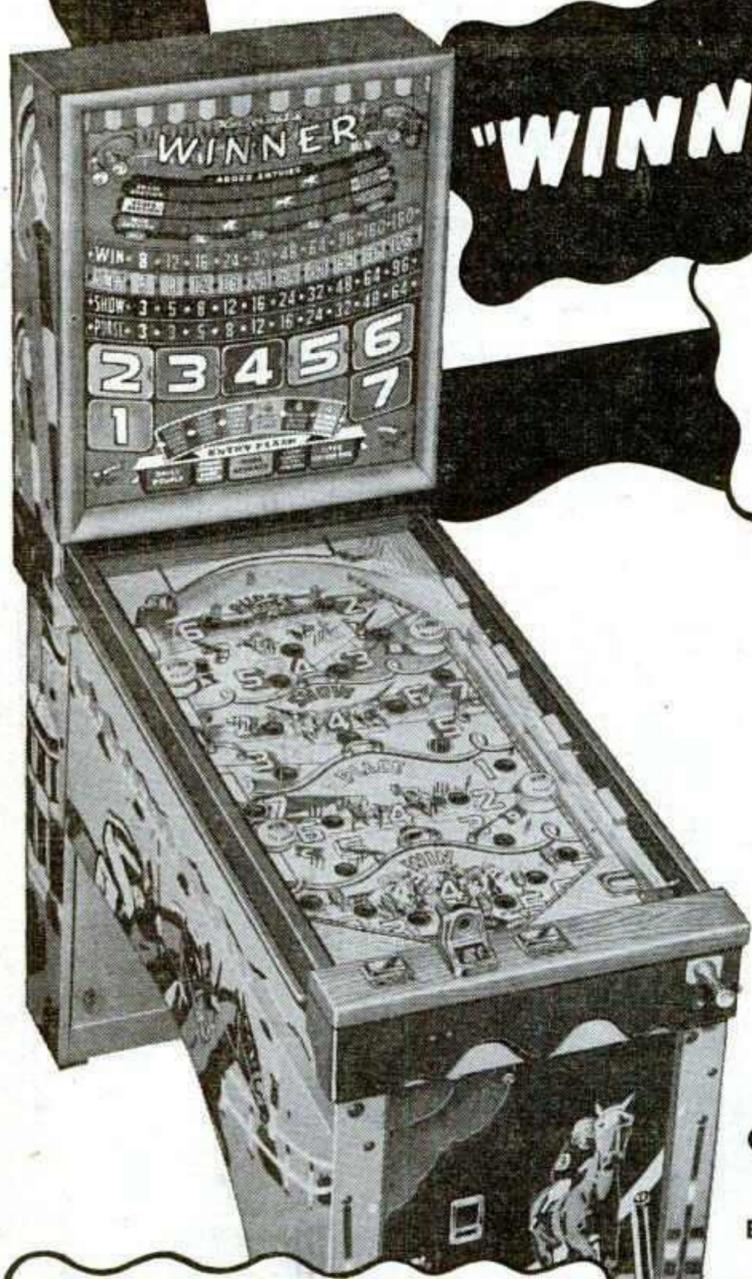
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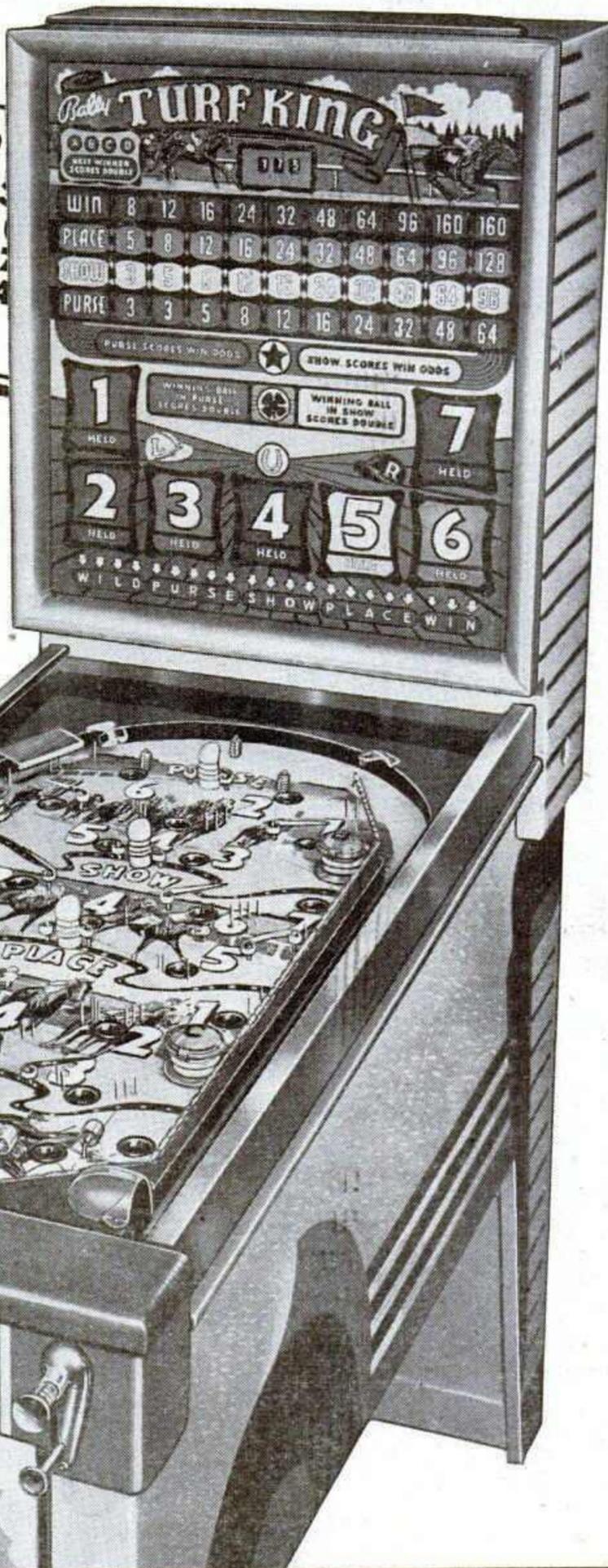
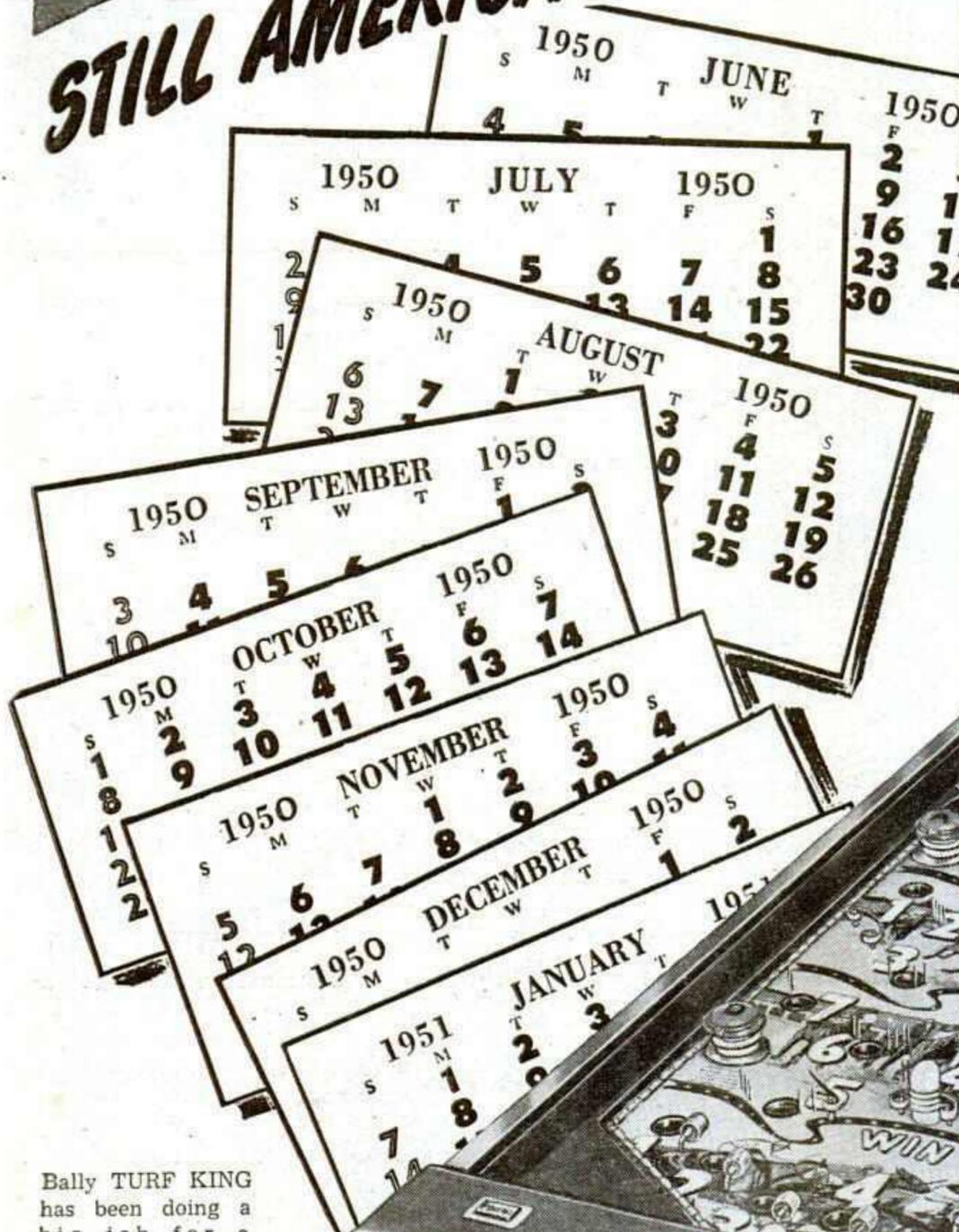
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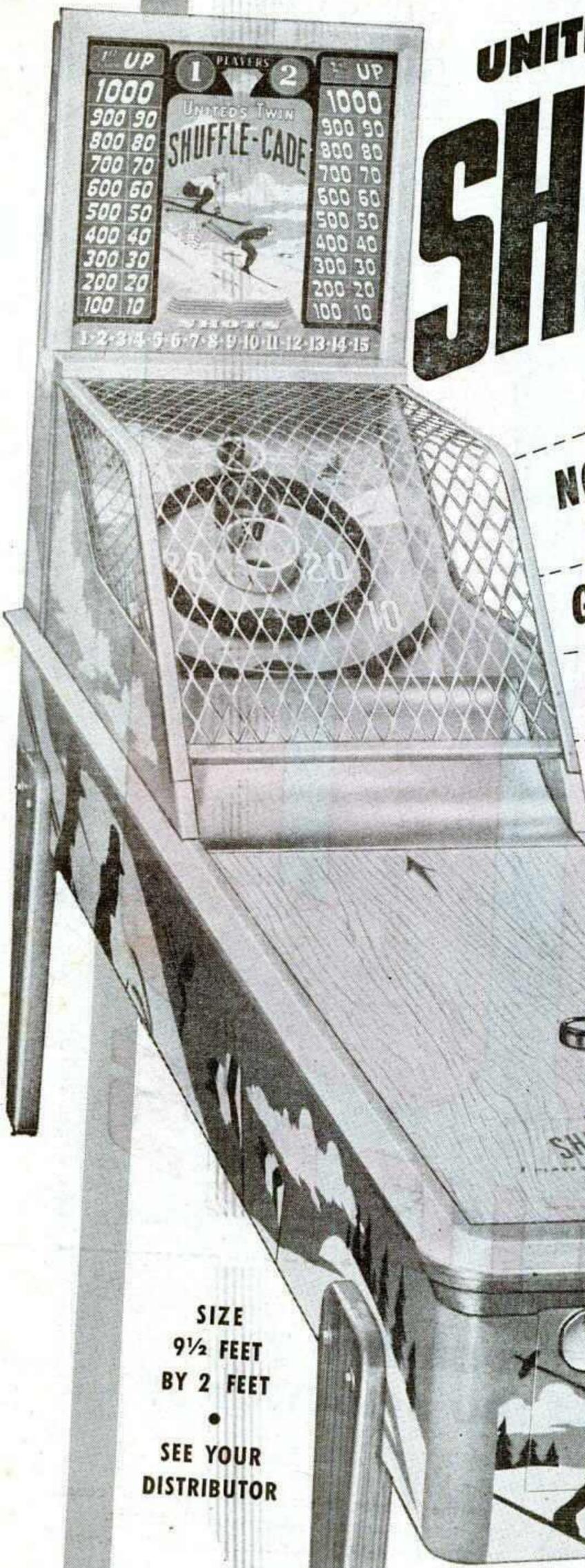
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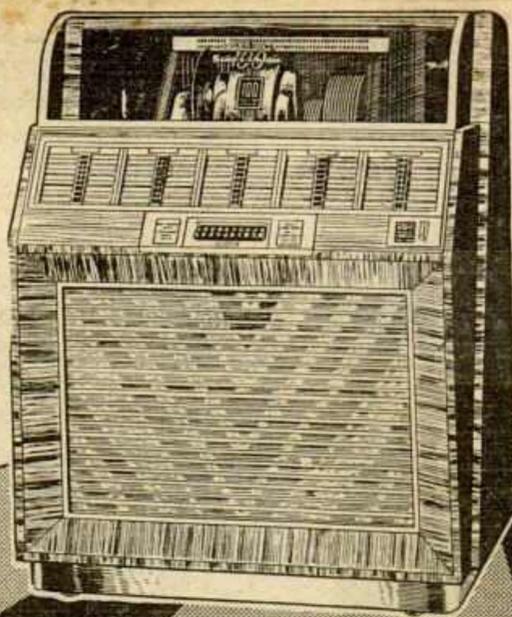
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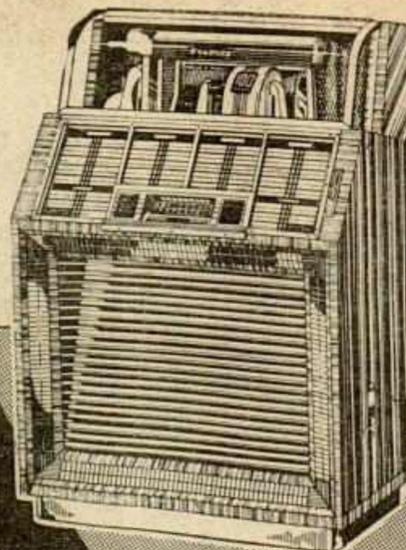
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