

# The Billboard

JANUARY 20, 1951  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

## Petrillo Seeks Royalties For All Film-TV Broadcasts

### Truman Budget Points Lower Take in Most Show Business

WASHINGTON, Jan. 15.—The administration predicts a slight dip in business of theaters, outdoor shows and other amusements subject to the admissions tax for the fiscal year starting July 1, 1951, according to the budget message delivered to Congress by President Truman today (15). On the other hand, the coin machine picture is expected to brighten tremendously, and a boom in copy-

right registrations is also anticipated. But nitery business is expected to continue a downward trend.

These official administration predictions are based on what the Bureau of Internal Revenue expects to receive during the 1952 fiscal year from excise taxes under the present law. All of these figures were disclosed for the first time in the President's budget message to Congress today. In submitting his annual budget message, the President is not permitted to make calculations on the basis of possible legislation. For that reason, the question of whether any or all excises will remain static or be raised is not explored in these calculations. The President in both his budget message today and in his economic report last week (12) said he wants increases in all types of taxes, including excises.

But the guess here currently is that there will be no proposed rise in the admissions levy which now runs at 20 per cent.

The admissions tax of 20 per cent, which is to bring in approximately \$355,000,000 during the current fiscal year ending June 30, is expected to yield \$5,000,000 less than that in the following fiscal year. This prediction means that the administration feels that the

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### NBC Heats Up 30-Yr. Pot for Uncle Milfie

NEW YORK, Jan. 13.—An unprecedented contract is being negotiated between Milton Berle and NBC, under which the comedian would get a 30-year pact as producer-director-entertainer.

Possibility exists that Berle may even wind up as a veepee.

The deal gives NBC exclusive use of the comic on both radio and television.

Handling the discussions on Berle's behalf are Wally Jordan and Nat Lefkowitz, of the William Morris office.

No comment on the status of negotiations could be obtained from the agency.

Altho both CBS and NBC have signed previous long-term contracts with talent, none has been set for such an extended period of time.

Financial terms are still to be settled. However, it is understood that discussions have been held on a flat minimum play-or-pay guarantee of \$3,000 per week to Berle on a non-cancelable basis. To this figure would be added substantial royalties on Berle's activities.

Altho the 3G figure is certainly a low one for a star of Berle's

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### Washington Easy On Bldg. Plan

WASHINGTON, Jan. 13.—In the first six weeks of operation under the National Production Authority's (NPA) ban on amusement construction, the NPA has granted appeals from the order in more than 80 per cent of the cases which have turned up, it was learned this week. All of the appeals were authorized on the ground that the order would have imposed an "undue hardship." A go-ahead for more than \$18,000,000 in amusement construction was granted by NPA in the appeals.

An NPA spokesman said the agency will continue to handle ap-

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### Strip Burly, Politicos Yell

HOLLYWOOD, Jan. 13.—Burllesque, flourishing at local night spots during the past few years, will become a political football during the city council elections this spring. Anti-administration forces will turn blue-nose and seek to embarrass those now in office for permitting "lewd" shows to blemish the city's name. To steal their foes's fire, city and county officials have issued a clean-up order to all niteries running burly. As a political counter-thrust, this is expected to nullify chances of making political hay of local burly. Local office of the American Guild of Variety Artists (AGVA) lists 24 niteries within Greater Los Angeles which play burly.

Local ops turned to burly after talent costs on legit entertainment went out of hand. Such spots as Culver City's Toddle House and South Los Angeles's Red Feather used to book name entertainment. Feather, for example, paid King Cole Trio a guaranteed \$3,500 per week a few years ago. Today spot is booming with burly on the bill and spot's weekly budget is around the \$750 level. Doing top biz with burly is the Gardena, Calif., Colony Club which packs in patrons nightly. Colony seats about 800. Biz also is at a peak at the Bowery, Santa Monica Boulevard. Latter went to burly only recently and finds it's paying off.

County Sheriff Eugene "Buscailluz notified spots in non-incorporated districts to keep stripping within reason. Sheriff further indicated he will ask for a county ordinance that would draw the line on how far peelers can go. As it stands now, county morals are considered pretty well protected by the State penal code which forbids lewd shows.

### Look Who's Going Commercial Now

BBC-TV May Be Opened for Sponsorship As Result of 10-Year Charter Overhaul

LONDON, Jan. 13.—Heads in the British Broadcasting Corporation (BBC), Britain's monopoly broadcasting system which operates under a public charter, are due to roll any minute now. After 25 years corporate life, in which the all-powerful broadcasting house has been the sole mecca toward which the aspiring radio writer and actor could turn and the average British listener tune-in, the whole set-up is under review.

The average yearly income from the 11,500,000 licensed listeners (out of a population of nearly 50,000,000) and 500,000 viewers is

\$35,000,000. For this, home listeners get 13,600 broadcasting hours per year on three wavelengths at a cost of \$20,997,000 and viewers 2,000 hours' screen time at a cost of \$3,276,000. The balance is used in other ways.

The TV network, based in London and boosted from Birmingham, now covers just under half the

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### ROCKY ROAD

#### NY AGVA Men Howl Down 1% Salary Bite

NEW YORK, Jan. 13.—An overflow meeting of more than 200 performers Tuesday (9), screamed, bellowed and yelled their denunciations of the 1 per cent salary assessment recently voted by the American Guild of Variety Artists (AGVA) which takes effect February 1.

The meeting of the New York branch of AGVA, held at the fraternal clubhouse, started at midnight and was still going strong at 4 a.m. The tenor of most of the members was "we ain't gonna pay it."

The major reaction was between Russell Swann, AGVA board member, who was vehement in his objections to the bite, and Henry Dunn, AGVA topper. Charges of "lies" and "double cross" were freely thrown around, with the majority of the audience with

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### CATS' SAGA: CHAPTER II

NEW YORK, Jan. 13.—Columbia Broadcasting System (CBS)-TV this week faced a crisis when Thanatopsis, the feline star on *Tales of the Black Cat*, became a mother and, true to maternal tradition, wouldn't leave her six kittens for the bright lights of TV. The show, however, drafted one of her daughters by a former marriage as a replacement.

The tyro wasn't up to it; she didn't meow or look at the camera. Just not the type.

### Issue Key to Negotiations With Networks

Industry Given Sudden Notice Of New Demand

NEW YORK, Jan. 13.—Negotiations between the networks and the musicians, which kicked off in New York yesterday (12) afternoon, have overtones reaching far beyond the mere coverage of musicians working for the webs. Sparked by a telegram sent this week to every TV station in the country by James C. Petrillo, prexy of the American Federation of Musicians (AFM), the contract sessions may eventually succeed or fall on the question of whether the union will obtain royalty from the use of film on video.

The Petrillo wire was the first official notification to the industry of what has long been the AFM's position: That the union's contract with film makers precludes showing any of their product on TV. The AFM, in response to a query from *The Billboard*, stated that it does not hold with the bulk of TV opinion that pre-1946 film is exempt. Altho the wire is unlikely to have any immediate effect upon

(Continued on page 7)

### TWO HEADS A HELP

#### TV Cuts Talent's Chances for Buck

NEW YORK, Jan. 13.—The average TV actor can do no more than two shows a week, according to Eleanor Kilgallen, head of Casting Consultant, Inc., and ex-CBS casting director. Extra rehearsal time and video's demand for fresh faces has made it virtually impossible for a few actors to corner the choice TV roles today as they did in radio.

The bulk of today's TV actors come from legit, she added, with motion pictures next, then radio. However, she said, many theater people either won't or can't handle TV commercials, and radio-schooled performers are generally superior in this field. In line with this, she noted a shortage right now in video announcer ranks, because few radio guys with handsome-sounding voices are equipped with faces to match.

Video, said Miss Kilgallen, demands more alertness on the part of an actor than any other medium. Right now, she added, there's a big demand for "cops and robbers types," actors easily identifiable with the right or wrong side of the law.

Gals most in demand are in the "sweet young thing" ingenue class. However, according to Miss Kilgallen, casting-wise, TV (as in radio) is "a man's world," with

the average dramatic script listing eight male roles to two fem.

Lists Busiest

Surveying the field, Miss Kilgallen estimated that performers

(Continued on page 4)

### Legion's Red, White and Sad

NEW YORK, Jan. 13.—The American Legion package, *Red, White and Blue*, handled and produced by LeRoy Prinz and Owen Crump, will call it quits January 20 in Chicago where it's currently playing.

Informants place the loss at three quarters of a million bucks, most of which was put up by the Legion. Package started on the road October 7 from the West Coast, limiting itself to big auditoriums. It carried 60 performers, five principals (Larry Storch, Szonys, Joe Jackson Jr., Bobby Van, Paul Haakon); an 18-piece band augmented on location 'o 30 pieces, stage hands, electricians,

(Continued on page 33)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 13.—Despite bureaucratic confusion over defense growth, key backstage planners here have quietly assembled an off-the-cuff timetable of major upcoming edicts affecting show business.

Don't expect Washington to proclaim this officially, but the government's much-touted controlled-materials plan involving the entertainment industry from cellar to roof is definitely off until mid-summer. The plan is aimed to put the nation's businesses under a blanket system of priorities for the first time since World War II. Most of show business is already at the lower end of the priorities ladder in getting various kinds of defense materials, but the centralized plan will cover everything.

Sights were set originally to get this centralized program underway in the first quarter of this year, but behind-scenes planning now points to July or August. Ultra-conservatives are even hinting at a delay until next winter unless formal war is declared. A formal war declaration would step up the whole mobilization timetable.

### NPA In Groove

Until the centralized plan goes into action, National Production Authority (NPA) will stick to its routine of issuing piecemeal controls. Restrictions for most of show business will be stiffened. A few control orders already on the books, such as the one on cobalt, can get no tougher. There's a chance that controls on cadmium will be relaxed a bit.

Altho NPA describes its procedure as "part of an orderly transition" from peace, results are anything but orderly. Some of the wildest confusion has stemmed from NPA's practice of basing its slap-down orders largely on requirements voiced by a small minority in the various trades. One observer wisecracked: "The industries that can afford to keep the loudest-barking watchdogs in Washington are the ones that are being heard." As a remedy, NPA this week rushed a draft of new procedures for talking things over with trade representatives. But up to now, most of show business, with the exception of radio-TV, has been pretty much left in the cold.

Price and wage controls are likely to shift to a mandatory stage in a few months, maybe sooner. A typical top-dog bureaucratic battle is being fought on this. One faction wants the White House to invoke mandatory controls right away, altho Economic Stabilization Agency (ESA), which will be administering the controls, won't have much more than a skeleton staff before spring. ESA has fewer than a hundred on its staff now, hopes to have 7,000 by March, most of whom will be scattered among 13 field offices.

### Hasten Slowly

The hasty-action clique isn't getting far in the White House. Under present voluntary price controls, business has been asked to hold the line on profit margins. No general wage limit has been volunteered outside of the auto industry. Piecemeal transition is being mulled. When President Truman invokes mandatory authority which he now has under the Defense Production Act, show business will be chiefly affected by the wage controls. As for prices, radio-TV time charges and general admissions are specifically exempted under the present law. (Continued on page 39)

## Set Hearing on Wage Minimums

ALBANY, N. Y., Jan. 13.—Industrial Commissioner Edward Corsi has called a public hearing on the recommendations of the amusement and recreation industry minimum wage board for next Friday (19) at 1 p.m. in the Chamber of Commerce Building at Rochester. The board asks a 75-cent an hour basic wage for the industry.

Such recommendation would provide protection for the first time for some 78,000 employees, including about 10,000 caddies, 7,000 other minors and 17,000 women, in about 4,150 amusement establishments thruout New York State. These establishments include theaters, skating rinks, (Continued on page 39)

## Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 13.—Bob Lippert (Robert Lippert Productions) intends to ignore the situation provoked by *The Daily Worker's* treatment of his *Steel Helmet* pic. Red rag is trying to make the most out of a scene in which an enraged G.I. kills a North Korean war prisoner. *New York Daily Mirror's* Victor Riesel picked it up and blasted Hollywood in general for feeding propaganda fodder to the Commies. Lippert feels it's only natural for the Commies to try to hurt the pic's b. o. because the film treats the Korean crisis. Only way to combat Red efforts to sabotage the picture, Lippert feels, is to let the picture speak for itself. This attitude will also be used with respect to the *Mirror* columnist. According to Lippert, the Hearst press has given the picture a favorable review, as have the majority of other publications.

Lippert, one of the more successful indie producers, would stand to lose considerably should *Helmet's* b. o. suffer. Pic was rushed into production and high gear release to become the first film tying in directly with the Korean situation. Films linked to current headlines reap bountiful b. o. returns. Initial grosses promise to place *Helmet* in the top-money brackets, provided the Commie sheet's efforts fall thru.

### Court To Get SWG-TV Separation Hassle . . .

Screen Writers' Guild (SWG) argument for separating screen and TV story rights on films will get a court test. True Boardman and Mrs. Grover Jones, wife of the late scribe, have filed a \$50,000 suit against Monogram Pictures, charging the studio with wrongful conversion of the Boardman-Jones screen story, *Son of the Navy*, since released to TV. Complaint contends Monogram licensed film for tele-casting and asks that the studio be made to give an accounting of the film's TV earnings. *Son of the Navy* was filmed in 1940 with sale of the story made in 1939.

Case, filed in Superior Court, may settle the long discussed question of whether a motion picture studio owns all exhibition rights to a film story—theatrical and TV—or whether movie makers have to negotiate separately for video rights to picture story properties. Film studios are currently faced by an SWG strike growing out of the TV problem.

### Price War Looms; Will Dishes Come Back . . .

Fanchon-Marco has kicked off a price war which threatens to have far-reaching effect. F-M cut the admission price of its new Baldwin Theater to 50 cents for adults with children admitted free. Retaliation is sure to come and other exhibitors fear situation may well repeat the all-time low of 1933 when tickets sold for 15 cents. Baldwin's price cut hits competitors immediately after many of them had boosted their ducat charge.

Gotham literary agent Bertha Klausner due here to make film studio rounds. . . . Gloria De Haven set by Fox on a two-pic deal with permission for one outside film. . . . *The Big Show*, name of the NBC all-star Sunday marathon, will be the tag of a Wald-Krasna pic dealing with the USO.

## OIL UP YER HIPS FOR SUCU-SUCU

NEW YORK, Jan. 13.—The American craze for mambo rhythms may be replaced with a new Cuban terp tempo called the sucu-sucu. At least that's the opinion of diskery a. and r. men who supervise the cutting of Latin-American material.

The sucu-sucu is beginning to catch on at a fast pace among the hip-swaying set. The dance rhythm is described as being a slow samba.

### WANT TO TOUR?

## Agency Plans To Revive USO In Few Months

NEW YORK, Jan. 13.—Jobs for acts in United Service Organizations (USO) are a lot closer than generally expected. Two or three months is the approximate time limit set by well-informed sources.

The ball really started rolling after a series of meetings between USO head Harvey S. Firestone and Robert Dechert, national chairman of the Associated Services for the Armed Forces (ASAF), which resulted in a joint statement which said in effect that a consolidation of all orgs had approved a "plan and time schedule," and had given the green light for the organization of local committees and Community Chests to start their fund drives. When (Continued on page 33)

## NY, NH&H Skeds Three 'Show Trains'

HARTFORD, Conn., Jan. 13.—Three "show trains" have been scheduled by the New York, New Haven & Hartford Railroad.

Events include January 19, *King Lear*; February 18, *The Big Show* (National Broadcasting Company radio program), and March (date not set), *Bless You All*.

As per custom, persons purchase tickets covering both rail transportation and theater admission at New Haven railroad stations thruout Connecticut.

Hundreds of persons have gone on past trips.

### PICCADILLY BLOOMING

## London Crowds Flock to \$900,000 Worth of Shows

LONDON, Jan. 13.—London showmen, making their biggest postwar effort to capture the swollen crowds, have launched \$900,000 worth of new entertainment on the town. Altogether more than 20 new shows opened over Christmas in the city's 60-odd major and West End theaters and stadiums.

Of the newcomers, two are circuses, eight are children's plays like Sir James Barrie's famed *Peter Pan* and the rest those traditional but hard-to-define British yuletide romps, the pantomimes. Based on children's story-book characters, the panto is a loosely knit three-hour musical studded with topical sketches, unseasonal political jokes and lavish production numbers.

Ostensibly designed for junior, it generally ends up bluer than anything short of actual burlesque. But it's good business. Uncle, searching 'round for some place to take the youngsters, is delighted to find kidstuff with such a smoking-room kick in it. Only junior suffers. Mostly he doesn't know what it's all about; or, if he does, he oughtn't.

Two of this year's pantos are on ice, fighting a cold war all of their own from opposite ends of town. Says veteran impresario Tom Arnold, whose \$280,000 *Dick Whittington* at the Empire Pool, Wembley, is one of the lushest productions London has ever seen: "We're out to make Dick the spectacle of the year. We've got 250 skaters, a backstage crew to match, 1,000 costumes costing \$126,000 and a seating capacity of 7,500."

# TV Plugs Target in Clean-Up Campaign

NEW YORK, Jan. 13.—A national program of co-operation by branches of the Better Business Bureau (BBB) has been set up as a means of combating misrepresenting video advertising, particularly in mail order selling. In New York, the BBB has set up jointly with local TV stations a special committee to serve as a watchdog liaison group to prevent questionable advertising. This activity has resulted from a flood of complaints to the stations and to BBB about mail order selling in recent weeks.

Foremost among the decisions made by the broadcasters-BBB meeting was that BBB will comparison-shop offers submitted by advertisers for airing. BBB will not only check into the prospective sponsors, if requested to do so, but will determine whether the merchandise is as advertised, and whether its price compares with similar merchandise retailing elsewhere.

Other decisions made, for the purpose of curbing misrepresentations, provided for each station to supply BBB with a weekly schedule of programs and advertisers, with late changes telephoned in, and for stations to submit scripts of all commercials pertaining to direct-mail selling or potentially questionable offers.

The station-BBB group will meet periodically as occasions arise. Its members include Grace

Johnson, WJZ-TV; Carl Walson, WNET; Albert Knudsen, WOR-TV; Max Bryer, WABD; Marge Reichgott, WPIX; Don Ball, WCBS-TV; Hugh R. Jackson, president of the New York BBB; and James O. Speer, BBB's AM-TV liaison man.

On a national basis, BBB offices in various TV cities have been sending each other copies of complaints or inquiries which they are investigating. Almost (Continued on page 4)

## Security Law Affects All Entertainers

WASHINGTON, Jan. 13.—Amid a growing flood of public inquiries about Social Security law changes which became operative January 1, government spokesmen this week issued a clarification of the changes and a reminder that all entertainers who had been outside Social Security by virtue of being independent contractors are now automatically included in the system.

Entertainers who previously had not had their Social Security tax deducted by employers are liable for a 2 1/4 per cent bite of the first \$3,600 of income, a maximum of \$81. However, newly-covered entertainers need do nothing about their new status until the tax be- (Continued on page 39)

## House To Probe More Into Reds

WASHINGTON, Jan. 13.—The House Un-American Activity Committee, which two weeks ago was asked by one of its members to launch a new investigation of Communism in the entertainment industry, indicated Friday (12) that a formal inquiry will get underway soon.

The committee got the formal request for the new probe December 29 on the eve of the new session, when Rep. Francis Walter (D., Pa.) said that anybody from show business who wants to appear before the committee should be given the chance to do so in formal proceedings. As reported in these columns, Walter told the committee that it "should set the record straight both ways" concerning charges of Communist ties directed against several members of the entertainment world.

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## Detroit Amusements In Healthy Upswing

DETROIT, Jan. 13.—Amusement business generally took an upward trend by 8.9 per cent during the first nine months of 1950, compared to the same period of 1949, according to figures on business in Wayne County just compiled by *The Detroit News*. The trend was even more strongly upward, 13.3 per cent, when considered for the third quarter alone. Figures were based upon detailed returns from 419 establishments.

The tavern business showed an increase of only 3.4 per cent for the first nine months, while the radio and music business (retail) stepped upward by 64.6 per cent in the same period—and 101.5 per cent for the third quarter, compared to 1949. Increase in television sales is the principal factor accounting for the latter increase.

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## Susan Peters Show Optional By Colgate Co.

NEW YORK, Jan. 13.—Colgate-Palmolive-Peet this week took an option on the new Susan Peters daytime TV soap opera. Show recently was filmed for test purposes by NBC-TV on the Coast, with Ted Ashley packaging and Carl Bixby scripting. The story is based in part on Miss Peters' career.

The program is slated for half of the 3 to 3:30 p.m. time vacated this week by Ransom Sherman, with Hawkins Falls filling the other half. Falls will come from Chicago; the Peters show will probably originate in Philadelphia.

Reason for the Philly origination is NBC's shortage of TV facilities in New York.

## Sealtest Quits Kukla and Co.

NEW YORK, Jan. 13.—Sealtest this week notified NBC-TV it was not renewing on its sponsorship of Kukla, Fran and Ollie, the Burr Tillstrom package. Sealtest now co-sponsors the hit show with Ford and RCA Victor.

Sealtest's contract runs until March 22, but firm has asked NBC to try to give it a release prior to that date. The web figures the show should be a cinch sale.

Agency for Sealtest is N. W. Ayer.

## "SHOWBIZ" SEG A LA BB ISSUE

HOLLYWOOD, Jan. 13.—The *Billboard's* souvenir edition will be used as the basis for *Show Business*, an Armed Forces Radio Services (AFRS) feature, on a one-shot deal. The show, shortwaved overseas five days a week, is under the direction of Jack Brown. Brown has picked stories from the souvenir issue and will read as many as time will allow.

*Show Business*, a 15-minute seg, has entertainment features, occasional soundtracks from flickers and interviews with showbiz personalities. AFRS has been a regular AFRS service for the past year and a half. The show also tapes premieres, its most recent being *Operation Pacific*, *Halls of Montezuma* and *Breakthrough*.

## Coast-to-Coast Video Aims Guns For Fall; World Series May Be First

Govt. Anxious for Omaha-San Francisco Cable; Rise of Chi, Hollywood on Origination Likely

NEW YORK, Jan. 13.—The first transcontinental TV broadcast, according to indications this week, may very well be the coverage of the 1951 World Series this fall. All signs point to an intense effort to open the Omaha-San Francisco cable by Series time. Should that deadline not be met, it is nevertheless a virtual certainty that next fall will definitely find coast-to-coast video broadcasts in full swing.

The underlying reason behind the hypo to American Telephone & Telegraph Company (AT&T) is not so much any pressure from

sponsor or broadcasters as it is the urgent desire by the Federal Government. It is known that Washington considers completion of the cable link-up a major need in view of the tense international situation and the significant role video could play in the event of outright world war.

The cable tariff will run slightly over \$75,000 per month, covering the Omaha to Los Angeles link-up via Salt Lake City and San Francisco. This is based on the 1,771 miles between Omaha and Los Angeles, at a charge of \$35 for video and \$6 for audio for each

mile, for eight hours a day over a month. If the four networks share the single cable running each way, they will share the cost on a pro rata basis, depending on the amount of time each uses.

### Changes Coming

Several major developments are likely to come from the cable's completion. These include the rise of Hollywood as a major origination point, the build-up of Chicago for originations, the institution of repeat broadcasts for the Coast and elimination of much kinescoping.

The cable undoubtedly will be used far more to bring Coast programs east than vice versa. Reasons for this are obvious, both in terms of talent and economics. Top Hollywood talent who will not come east, especially film names, will now be able to stay on their

(Continued on page 39)

## 30-Year Contract in Works Between Uncle Miltie & NBC

Unprecedented Deal Would Have Berle Produce, Direct and Star for TV-AM

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stature, his total take over the 30 years from this pact is expected to bring him up to \$10,000,000 and could go over that mark. The spreading of his take over such a long period makes this deal similar in some respects to a capital gains arrangement, inasmuch as the annual tax bite will be much lower

than it would if the comic's income were compressed into a shorter period.

The exact nature of Berle's producer-director duties is not yet set at this point. It is generally believed, however, that they will not at this point involve him in any detail work along these lines with shows other than his current *Texaco Star Theater*, altho he may be called upon to serve in a consultative capacity.

The contract marks the climax of a varied, up-and-down career

by the comic. Never able to score solidly in radio, Berle nevertheless became an instant smash in TV while commanding top dough in niteries. His pre-eminent position in video has been maintained against all comers, despite the arrival of some of show business's top names into the medium in recent months.

## MUCH SPECULATION AS CBS LETS OUT LEWIS

NEW YORK, Jan. 13.—Altho Columbia Broadcasting System (CBS) this week released Robert Q. Lewis from his long-term exclusive contract, web execs and the comic's agent, Ted Ashley, are meeting Tuesday (16) to discuss the possibility of a new deal. At the same time, NBC has expressed interest in "Q's" services.

Lewis's release spurred conflicting accounts as to why CBS had torn up his contract, especially since he has been with the web since 1947 and represents an investment undoubtedly in excess of \$250,000.

CBS infers that Lewis did a burn when Steve Allen and not Lewis was called to pinch hit Monday (8) for Arthur Godfrey. It's also intimated that CBS thinks that with Joey Adams—who, in turn, subbed for Lewis and clicked well some weeks ago—and Allen, it's need for Lewis is lessened. For some years Lewis has been CBS's "Godfrey insurance," filling in when the CBS keystone went off the air.

The other side of the story is that Lewis asked for his release, largely because he got somewhat tired of life in the bull pen. This is a reflection of the web's tendency to regard Lewis as part stand-in, part star.

In any event, Lewis will continue on *The Show Must Go On*, for ASR Lighters on TV, and will fill in for Godfrey's morning AM show and Wednesday night TV show. Adams replaces Lewis in the afternoon TV strip, starting January 22, and Allen on Godfrey's Monday night show.

Godfrey will be gone two weeks on naval reserve duties. He is scheduled to be back in action for a week or so and then to visit General Eisenhower for three weeks. How CBS or the income tax department will get along with Godfrey laying off is a major concern.

## Novins To Get Heller CBS Job

NEW YORK, Jan. 13.—Indications this week were that Stuart Novins, director of public service at KNX, Los Angeles, would become head of radio programing at Columbia Broadcasting System (CBS), replacing Robert Heller. Novins has been here this week conferring with Hubbell Robinson Jr., AM and TV program chief of the network.

Heller checked out of the web to work for packager Louis G. Cowan. He will function as a top creative programing brain, with a royalty cut of every show he puts together.

## TV To Be Tested In 100 NY Theaters

WASHINGTON, Jan. 13.—Paramount Television Productions, Inc., is preparing to install relay equipment to test television transmission in 100 New York City theaters with seating capacity of 2,000 or more each.

Paramount told the Federal Communications Commission (FCC) of the plan in a formal report this week on its theater TV experiments during the last year.

Paramount disclosed that its tests have proven 6mc. width inadequate for transmitting theater video, and the firm said it intends to continue its transmissions on 10mc., using 525 lines as before. While most of the experiments will be in monochrome,

Paramount said, color camera equipment emitting an 18mc. signal, 525-line picture has been acquired and will be experimented.

Paramount said it has completed a survey of all theaters of more than 2,000 seats each in the New York metropolitan area, and that there are about 100 of them, 70 of them having line of sight transmission paths from a central transmission point.

### Experimental Aims

Experiments will deal with propagation problems, a study of deflections of signals from buildings, and with other matters to determine adequacy of service. Paramount was granted an extension by FCC last October to run three experimental TV stations in New York.

Paramount complained in its report that common carrier facilities are "not adequate for a performance of field tests necessary to determine the ultimate standard of theater television service

(Continued on page 39)



Time is running out . . .

DEADLINE  
IN THE BILLBOARD'S  
13TH ANNUAL

## RADIO AND TELEVISION PROMOTION COMPETITION

IS  
JANUARY 31

Entries should be mailed to:

RADIO-TV EDITOR, THE BILLBOARD  
1564 Broadway, New York 19, N. Y.

## Luce Magazines Hike TV Tempo

NEW YORK, Jan. 13.—Time, Inc., publishers of *Time*, *Life* and *Fortune*, are reported in the throes of a major expansion of TV activities. *Time* previously produced Gen. Dwight Eisenhower's *Crusade in Europe* for TV.

Among other projects currently under foot are a *March of Time* TV film presenting a cavalcade of *March of Time* documentaries and a *Crusade in the Pacific* documentary.

## Elsa Maxwell TV Pitched to Winery

NEW YORK, Jan. 13.—Young & Rubicam this week submitted a half-hour daytime video show featuring Elsa Maxwell to Petri Wines. Petri has been looking for a TV package, but the wine company has a limited budget and distribution problems.

Kenyon & Eckhardt has already tried to sell Miss Maxwell to Gorham Silver, but with no success.

## SOLON GETS IN GRID-TV FIGHT

HOLLYWOOD, Jan. 13.—

Lawmakers, who are human and enjoy college football on TV, this week decided to take a hand in the Pacific Coast Conference (PCC) anti-TV edict. Assemblyman Gordon Hahn, of Los Angeles, proposed a resolution to the State Assembly calling on University of California regents to forbid the college team to participate in any PCC game in which TV coverage is banned. His resolution pointed out that the State school is supported by the taxpayers and that a large numbers of taxpayers have purchased TV sets and said taxpayers want to see the games on their home receivers. Therefore, inasmuch as FCC's action goes against the taxpayers' wishes, U. of Cal. should participate in the conference.

Proposal is before the Legislature's rules committee.

**IT'S CLEAN-UP TIME FOR TV PITCH**

**Stations, Better Business Bureau, Start Nailing Down the Phonies**

• Continued from page 2

all, to date, have dealt with mail order propositions, many of which are offered in numerous cities. The New York BBB has been virtually clearing house for such memos, since many mail order deals originate with firms in this area. The investigative process already has swung into action, with complaints especially heavy since just before Christmas. Over 100 letters were received by BBB on a couple of mail order items with the stations receiving even more. These represent a potentially great

number of dissatisfied customers, as few bother to complain.

The BBB now is receiving at least three calls per day from New York stations, for information about some outfit or its product, or requesting comparison shopping on a product. The stations, caught in the middle on some of these beefs, now are inspecting samples of all mail order products before permitting them to be plugged on the air. The current procedure is for BBB to write sponsors of merchandise bringing complaints, requesting them to adjust differences with the complainants, and then forwarding copies of these letters to the stations over whose facilities the offers were made.

Principal beefs with some mail order firms are that they frequently overprice articles, with mark-up as high as 400 per cent, that similar articles can be bought much cheaper elsewhere, and that these firms use only a post office address, leaving a dissatisfied customer with no place to squawk except the station. WPIX, New York, recently ruled its clients must henceforth have a retail out-

let or showroom in the area or deposit \$100 with the station to be used to satisfy claims.

**US Shoe Buys TV 1-Shot To Honor Rodgers**

NEW YORK, Jan. 13.—The United States Shoe Company this week agreed to sponsor a one-hour one-shot TV show, *Tribute To Richard Rodgers*, to be presented Sunday, March 10, on NBC-TV. The show will go into the *Philco Theater* time, 9-10 p.m., which will be pre-empted.

The program will star the top personalities in the musical comedy world who will pay tribute to Rodgers for his 25-year contribution to the stage. Among those considering appearances are Celeste Holm, Vera Ellen, Mary Martin and Ray Middleton. Stockton, West & Burkhart is the agency. James Pollack, TV head of the Henry Souvaine office, will produce the show.

**Set Plans for Video Theater Of Repertory**

NEW YORK, Jan. 13.—Final steps toward the formation of a TV repertory theater were concluded this week with the signing of scripters John Cheever, Ellis Marcus, David Shaw, Robert Anderson and James and Elizabeth Hart by James Pollak, TV director of the Henry Souvaine Company.

Thesps who have already agreed to be part of the repertory outfit are Fay Bainter, Walter Hampden, Walter Abel, Hiram Sherman, Judith Evelyn, Romney Brent, Peggy Conklin, Jean Dixon, Raymond Edward Johnson and Cara Williams.

The half-hour dramatic series, to be based on short story properties, will be produced by Richard Aldrich and Richard Myer, and will be directed by Robert Lewis Shayon. Script editors will be Whit and Hallie Burnett.

The packagers are guaranteeing prospective bankrollers that at least two of the names will be used each week. In turn the actors and writers are guaranteed a minimum number of assignments to induce them to join the company.

**THEY SHOULD HAVE 2 HEADS**

**Video's Demand for Fresh Faces Spreads Actor Take**

• Continued from page 1

who get around most in video today include Cliff Hall (ex Jack Pearl), Johnny Newland, John McQuade, Frank Albertson, John McGovern, Borton H. Stevens, Elliot Sullivan, Kelvin McCarthy, Henry Burke Jones, Richard Purdy, E. G. Marshall, Robert Pastene, Don Hamner, Mary Sinclair, Virginia Gilmore, Felicia Montealegre, Eileen Heckart, June Dayton, Cara Williams, Jean Gillespie and Adelaide Klein.

Casting Consultants, Inc., which

is run by Miss Kilgallen and Monique James, services most of the top dramatic video shows, including *The Web*, *Suspense*, *Big Town*, *Studio One*, *Ellery Queen*, *Lucky Strike Theater*, *Armstrong Circle Theater*, *Kate Smith Show*, *Prudential Family Playhouse*, *Sure as Fate* and numerous commercial jobs for agencies. The firm also lines up gratis appearances by celebrities for three CBS-TV airers, operating on a retainer basis with the web.

**MUTUAL'S TOP 20 AGENCIES**

NEW YORK, Jan. 13.—A total of 52 advertising agencies placed business for the 56 advertisers buying time on Mutual Broadcasting System during 1950. The top 20 agencies and the expenditures placed thru them are listed below:

1. J. Walter Thompson	\$1,556,361
2. Sherman & Marquette	1,365,937
3. Furman, Feiner & Co.	1,356,482
4. Wade Advertising	1,350,581
5. Grey Advertising	847,563
6. Young & Rubicam	793,368
7. Kadner Agency	642,052
8. Grant Advertising	618,488
9. O'Neil, Larson & McMahon	588,156
10. McCann-Erickson	566,065
11. Aubrey, Moore & Wallace	550,481
12. Gardner Advertising	512,442
13. Harry B. Cohen Advertising	443,700
14. Gotham Advertising	440,098
15. Kenyon & Eckhardt	438,350
16. Stanley G. Boynton	343,342
17. Western Advertising	313,801
18. Batten, Barton, Durstine & Osborn	286,452
19. Brown Radio Productions	276,293
20. Sullivan, Stauffer, Colwell & Bayles	271,516

**Pitchmen Put On Solid Base By Det. Firm**

DETROIT, Jan. 13.—The trend toward placing the television pitchman upon a higher plane of operation received a boost here with the incorporation of Video Sales Corporation, capitalized at \$50,000, to put the business upon a permanent basis for this area. Carefully distinguishing their operation from that of transients who have made phenomenal sales records and, in some cases, then left town, Video Sales is aiming at becoming an established local institution.

Policy of merchandising calls for a money-back guarantee on products sold, and establishment of a special complaint department, following the best practice in department store merchandising.

Video Sales is buying time on two of the three local stations, WXYZ-TV and WJBK-TV, using an irregular time schedule according to availability of both products and time. They are using the regu-

(Continued on page 39)

**UTP Acquires Fairbanks and Crosby TV Pix**

**Six Second Runs Included in Deal; "Fireside" Sold**

HOLLYWOOD, Jan. 13.—United Television Programs, Inc. (UTP), recently formed TV film releasing firm, has acquired as its initial product films produced by Bing Crosby Enterprises and three films made by Jerry Fairbanks. Crosby videopix to be distributed by UTP include second runs of *Fireside Theater* reissued as *Royal Playhouse*, an as yet untitled who-dunnit series enacted by chimps and *Hal Burdick, Night Editor*. UTP has already sold the *Fireside* reissue in Minneapolis. Crosby agreement is on an exclusive basis, covering firm's future product as well.

Fairbanks, who maintains his own sales organization, turned over *Paradise Island*, *Close-Ups* and its wrestling films from the Hollywood Legion. With the exception of the grunt-and-groan series, product is going into second runs. Fairbanks feels his sales wing has covered as much of the TV market as it can, and any sales turned in by UTP will be extra coin.

UTP is comprised of Edward Petry & Company, Inc., radio and TV station reps; Standard Radio Transcription Service, Inc., program library firm servicing more than 600 AM and TV stations, and Century Artists, talent and package program agency.

Petry firm will act as exclusive sales agents for UTP programs in the national TV spot field; Standard will handle the company's new product for sales to local stations and sponsors, and Century will function in the national web market towns and service film product from indie Hollywood producers.

Jerry King, of Standard, is prexy of UTP; Richard J. Dorso, of Century, is exec veepee, and Milton Blink, of Standard is secretary-treasurer. Main offices are in Chicago, New York and here.

ADVERTISING ON

**WOR-tv**

**WORKS!**

# STABILITY

## enters the television film picture!

The time has come for a stabilizing force that will put the rapidly expanding television film program industry on a sound basis. **a new company**

### UNITED TELEVISION PROGRAMS inc.

has now been formed to achieve this goal.

#### EDWARD PETRY & CO., INC.

America's outstanding radio and television representatives, has been appointed exclusive sales agent for United film programs in the field of national spot TV.

#### STANDARD RADIO TRANSCRIPTION SERVICES, INC.

One of the country's top organizations in the transcription library field, represents United at local station and local sponsor level.

#### CENTURY ARTISTS

Leading talent and package program agency, acts as liaison in Hollywood with ace television program producers, and represents United at the network sales level.

To assure proper selling and distribution service to all levels of program buying, local as well as regional and national, UNITED has created this nation-wide organization employing the established, experienced facilities of three major companies:

Stations, agencies and advertisers can now depend on UNITED for top quality films made by reputable producers expressly for television. Films carefully selected and pre-tested for high audience ratings. Offered on a firm and equitable price basis to all. With delivery of the full number of films guaranteed per contract.



**FIRST**

of the top-drawer producers to ally themselves exclusively with UNITED is

### BING CROSBY ENTERPRISES

whose film properties include

**FIRESIDE THEATER**

The 2nd highest rated TV show by current surveys. Here is the only show among the top ten which can now be bought on film for regional and local re-showings. Other Crosby programs now in the making include "Night Editor" with Hal Burdick, and a rollicking series of chimpanzee comedies without equal for universal appeal.

Watch for important announcements of other leading producers who have appointed United exclusive distributor for more outstanding film programs.

**The future of top-flight TV programming is in film!**



For further information on availabilities of "Fireside Theater" and other current offerings, get in touch with

#### UNITED TELEVISION PROGRAMS, INC.

360 N. Michigan Avenue Chicago 1, Ill. 488 Madison Avenue New York 22, N. Y. 8619 Sunset Boulevard Los Angeles 46, Calif.

or call any Petry or Standard Office in Chicago, New York, Detroit, St. Louis, Dallas, Oklahoma City, Los Angeles, San Francisco

ALE & CAKES AHEAD FOR BBC'S TV

Commercials May Hit British Air As Dying Charter Gets Overhaul

Continued from page 1

country. A new station in the north is scheduled to open in the middle of the year and plans for others are in preparation. But there is a growing discontent among the public at the standard of TV programs they have to watch

and, among TV men, at the material with which they have to work. The cry all round is for more money.

Time Is Up

Every 10 years the BBC charter comes up for review, the present charter expiring December 31 of this year. A committee of 10 under social reformer Lord Beveridge has been investigating the internal set-up of the corporation. Their 150,000 word statement, due out this month, is reported to urge:

- 1. Sponsored TV on existing wavelengths to lengthen the present meager 40-hour TV week.
2. BBC television should split from radio and become a separate organization.

3. Cinemas should be allowed their own TV system for films, newsreels and stageshows. The same program could then be channeled to hundreds of movie houses.

4. The government could relax its ban on capital expenditure and allow the BBC to spend more on TV development.

This would blow the present easy-running old boy BBC system Hiroshima-high. For years the lofty isolationism of the BBC heads have made them the columnists' favorite targets. But whatever the critics said, the BBC always had the last word.

If you didn't like what they (Continued on page 39)

DuMont Pacts New Web Sales

NEW YORK, Jan. 13.—The DuMont web scored with three network sales this week. Sponsors involved are the U. S. Army and Air Force, in a continuation of its buying spree; Rosefield Packing Company for Skippy Peanut Butter, and Landers, Frary & Clark for Universal Appliances.

The Army bought the 9:30 to 10 p.m. portion of the Saturday Madison Square events, thru the Grant Agency.

Skippy has bought 8:30 to 9 p.m. Fridays for a kine of the Hollywood show, You Asked For It, with Art Baker as emcee, starting this week (19).

Universal pacted for the 2 to 2:15 p.m. slot Thursdays for the Susan Adams Show, starting February 1. The latter show also was sold for the same time periods on Tuesdays and Fridays, for WABD, New York, only, to Flako.

NBC Creates Studio For TV Color Tests

NEW YORK, Jan. 13.—NBC's New York studio 3H, which has been used as a TV origination point for some time, is being converted to an experimental color video studio, it was reported this week. Why, no one seems to know!

Bob Smith's Howdy Doody, which has been staged in the small third-floor studio, is shifting to larger quarters on the eighth floor.

NBC in Quandary Over Sponsor Who Wants Plug Killed

NEW YORK, Jan. 13.—The Pure Oil Company this week threw NBC video execs into an uproar by a switch from the usual sponsor attitudes.

The bankroller, after lengthy meetings last week-end, informed the web that the middle commercial must be eliminated from the Who Said That? show, which Pure Oil sponsors in 18 cities.

Ordinarily, this would create no major problems. However, this show is bankrolled co-op by a variety of sponsors in an additional 15 or more cities.

The show's production for all the sponsors involved calls for a one-minute break for a middle commercial, and the other sponsors feel differently than Pure Oil about this plug breaking up the program's continuity. Result is that Producer Fred Friendly and staff are working overtime, seeking a means to run the show straight thru for Pure Oil, but using material which other sponsors may eliminate.

Affils Gripe at CBS-TV Pic Sales to Rival Net Stations

NEW YORK, Jan. 13.—The Columbia Broadcasting System (CBS) this week was in receipt of complaints from its primary TV affiliates because its Radio Sales subsidiary has been peddling the filmed Gene Autry Show to all video stations in the country. The CBS-TV affiliates claim that the web is providing its competition with programing material.

The Gene Autry Show is now on 28 TV stations around the country. They include KECA, Los Angeles; WENR-TV, Chicago; WCPO-TV, Cincinnati—all ABC-TV affiliates—WNBK, Cleveland; W W J - T V, Detroit; KRON-TV, San Francisco—all NBC-TV affiliates.

Carl Burkland, head of CBS's Radio Sales, claims that the web's filmed series is available to all stations because programing is needed badly. He furthermore pointed out that the network has heavy investments in its filmed packages—which could only be recaptured by selling wherever a buyer appeared. Thus it develops that a network which goes into the packaging business finds it-

self in the anomalous position of programing its opposition.

Burkland, however, expressed the hope that in the future when there are sufficient TV stations operating, Radio Sales would restrict its peddling to CBS-TV facilities.

They Look and They Buy in Early Hours, Videodex Sez

NEW YORK, Jan. 13.—Families which tune in TV prior to 3 p.m. on any of the five weekdays represent a larger market for consumer goods per impact than do those which do not view daytime television. This is the conclusion reached by a Videodex analysis of daytime TV viewing habits in the Cincinnati market, made by Jay & Graham Research, Inc., for The Billboard.

The study indicates that families viewing daytime video are made up of younger people, with

a larger number of children and more teen-agers than the non-daytime homes. Also, 91 per cent have three or more people living in the home. Many sponsors are particularly interested in the fact that 31 per cent of the daytime households have "heads of households" falling between 25 and 35 years of age, directly contradicting earlier theories that older people are the prime daytime audience.

A point of similarity between daytime viewers and non-viewers

\$16,102,797 MUTUAL GROSS

NEW YORK, Dec. 13.—Total gross billings in 1950 for Mutual Broadcasting System were about \$16,102,797, based on firm income during the first 11 months and on estimated December take. This income derived from a total of 56 advertisers who bought time on the web during the past year. A list of the top 20 advertisers with MBS, in order of expenditures, follows:

- 1. Quaker Oats \$1,365,937
2. Miles Laboratories 1,350,584
3. American Federation of Labor 1,346,774
4. Johns-Manville 1,238,573
5. Ronsen Art Metal Works 847,563
6. Bilston Purina 788,734
7. U. S. Tobacco 642,052
8. Cudahy Packing 618,488
9. General Foods Sales 607,091
10. National Biscuit 566,005
11. Williamson Candy 550,484
12. Rhodes Pharmacal 533,200
13. Grove Laboratories 443,700
14. Lutheran Laymen's League 440,998
15. Kellogg Co. 438,359
16. Gulf Oil Corp. 402,704
17. Radio Bible Class 343,342
18. Ford Motor Co. 317,788
19. Voice of Prophecy 313,804
20. Noxzema Chemical 271,516

CBS Adds New 'Big Top' Client

NEW YORK, Jan. 13.—With the sale of the 11:30-12 a.m. quarter-hour Saturday to Hollywood Candy, (Continued on page 39)

NCAA Ready To Ban TV Football Broadcasts

DALLAS, Jan. 13.—A one-year ban on live telecasts of college football appeared certain as the National Collegiate Athletic Association (NCAA) convention went into final sessions here Friday (12). NCAA was expected to vote

NEWS REVIEW

Chicago Fire Rated Biggest TV Spot Event

CHICAGO, Jan. 13.—The Loop warehouse blaze Friday (12) caught Chi TV stations with their sights up. The fire was in direct camera range of three of the four stations, and all three wheeled cameras onto studio roofs to get excellent shots of the scene. NBC, CBS and ABC all picked up parts of the telecast, making probably the largest audience ever to witness a spot news event in history. In addition, the Tivoli on the South Side interrupted its feature film to pick up 20 minutes on the WBKB picture. House was about one-fourth filled. Audience was enthusiastic and excited.

WNBQ had the best vantage point. The fire was 300 feet from the Merchandise Mart, and they pointed one camera nearly straight down into the scene. A slight wind shift would have ruined their pick-up because of dense smoke. However, the wind held and gave a perfect picture. The picture was piped into the Kate Smith hour from 3:05 to 3:13 and from 3:32 to 3:45 CST, and onto the net from 4 to 4:14.

Details Are Clear

WENR-TV, half mile from the scene, trained cameras from the 42d floor of the Civic Opera Build- (Continued on page 39)

on the recommendation by its television committee today (13).

The decision was regarded as a compromise with an appeal of representatives of National Association of Broadcasters (NAB) who appeared before the panel earlier in the week to ask colleges to give TV another year of experimentation with college sports.

NAB officials Robert K. Richards and Dr. Kenneth H. Baker told the committee they believed television might be made beneficial to college sports attendance.

Convention vote was expected to reflect sentiment of coaches who in an informal poll voted 250 to 68 as believing TV was factor in attendance drop last season.

The one-year moratorium would be morally, but not legally, binding on NCAA member schools. (Continued on page 39)

AFRA Sets Strike At 2 AM Stations

NEW YORK, Jan. 13.—American Federation of Radio Artists (AFRA) this week was getting set to strike two radio stations soon. Unable to obtain a contract at WKBW, Buffalo, AFRA and the National Association of Broadcast Engineers and Technicians (NABET) are about to walk out. Clinton H. Churchill is the owner of the ABC affiliate. About 22 engineers and announcers will be involved.

At WJW, Cleveland, another ABC affiliate, AFRA's negotiations with Prexy William O'Neill have been unfruitful. The station is offering the same contract, but the union is asking substantial pay raises to bring its members up to parity with announcers at other Cleveland outlets. About eight announcers are involved.

NY Calls on Radio Men To Protect Air Facilities

NEW YORK, Jan. 15.—Arthur Wallender, New York City chief of civil defense, has called a meeting of New York city's station managers for today.

Major item on the agenda will be protection of transmitters and master control rooms under present day threats.

Characteristics of Early Daytime TV Audiences Shown by Survey

TABLE I PER CENT TV HOMES TUNING SET ON TO AT LEAST ONE PROGRAM DURING THE FIVE WEEKDAYS

Table with 2 columns: Time slot and % TV Homes. Rows include 6:30 a.m. and prior to 9:00 a.m., 6:30 a.m. and prior to 11:00 a.m., 6:30 a.m. and prior to 1:00 p.m., 6:30 a.m. and prior to 3:00 p.m., and 6:30 a.m. and prior to 5:30 p.m.

TABLE II DIFFERENCE BETWEEN TV HOUSEHOLDS VIEWING WEEKDAY DAYTIME PROGRAMS AND NON-DAYTIME VIEWERS

Table with 3 columns: Feature, TV Homes That Turned Sets On Prior to 3:00 p.m., and TV Homes Not Viewing Prior to 3:00 p.m. Rows include Size of Household, No. Children under 12, Households Containing Any Teen-agers, Age of Head of Household, Tenure, and Date TV Purchased.

TABLE III AUDIENCE COMPOSITION, CINCINNATI, SEPTEMBER 5-11, 1950 NUMBER OF MEN, WOMEN, TEEN-AGERS & CHILDREN PER SET VIEWING THE PROGRAM

Table with 4 columns: Time slot, Program, Station, and Audience composition (M, W, T, C). Rows include 7:00 a.m. Coco The Clown, 7:30 a.m. Wake Up and Live, 8:15 a.m. Morning Movies, 8:30 a.m. Morning Matinee, 9:30 a.m. Breakfast Party, 10:30 a.m. Haystack Hullabaloo, 11:00 a.m. Al Lewis, and 12:00 m. Merry-Go-Round.

PHOTO BLOW-UPS advertisement. Includes text: '8x10 Glossies, photo post cards in quantity. The same studio that has faithfully served you for over 15 years with glossy reproductions as good or better than your originals now offers large blow-ups mounted on heavy cardboard at very low prices. Send today for complete price list, free samples, etc.' and contact info for MULSON STUDIO.

SELAN'S advertisement. Includes text: 'World's Largest Creators of Hair Styled Pieces. Write for FREE CATALOG Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLE-SALE PRICE LIST on latest style Hair Pieces.' and contact info for SELAN'S HAIR GOODS CO.

NOW! the EMCEE magazine advertisement. Includes text: 'Contains original material. Monologues, Parodies, Band Novelties, Skits, Dialogues, Songs, Patter, Gags, Jokes. Subscription \$2.00. Add \$1.00 for 4 gag-packed back issues. EMCEE, Desk 74, P. O. Box 983, Chicago 90, Ill.'

PHOTOS in MILLIONS advertisement. Includes text: 'QUALITY PHOTOS IN QUANTITY. 8 x 10-5¢, Postcard-2¢. Blowups, 20 x 30-\$2.30 x 40-\$3. NEW NATURAL COLOR PHOTOS Postcard-1¢, 8 x 10-12¢ in quantity. All other sizes. Write for FREE sample & list.' and contact info for MOSS PHOTO SERVICE.

# NBC Considers Stage Tribute To Kick Off Pubserv TV Series

NEW YORK, Jan. 13.—NBC's forthcoming *Operation Frontal Lobe*, a pubserv development under the direction of Davidson Taylor, this week was considering as a possible tee-off feature a TV

documentary based on the history of the American legit stage. If plans mature, the show would be part of the current year-long bicentennial celebration of the theater in this country, with the campaign spearheaded by the Council for the Living Theater.

# Bids Webs End TV Monopolies

DETROIT, Jan. 13.—James H. S. Ellis, president of the Arthur Kudner Agency, in a speech before the Adcraft Club here yesterday warned sponsors to call a halt to the increasing tendency of the webs toward "complete and monopolistic" control of programing. The advertising exec pointed out that 70 per cent of all CBS commercial shows and 50 per cent of all NBC commercial programs are network controlled.

The webs, Ellis said, cannot hope to do as good a job as printed media, if they are to control all programing, because they couldn't hope to assemble enough top-flight talent to put on a good show in each time period every day thru the week.

"It is time," he continued, "for the people responsible for the destiny of TV to stop, look and listen. We don't want to be put into a strait-jacket when it comes to entertainment."

Ellis claimed that in three years the total cost of a top hour show has skyrocketed to 100G from 10G. He stated the advertiser must think in terms of a \$4,000,000 yearly budget for TV alone. And, he continued, competition between networks has reached the point of outright "audience stealing, with networks bidding fabulous prices which few sponsors can justifiably pay. With individual stars getting as much as \$40,000 for a single performance, a lot of harm has been done."

"To paraphrase a famous department store slogan," he finished, "it seems to me the customers should have some rights."

# Petrillo Out For Royalties On All TV-Film

Continued from page 1

the broadcasters' use of film, it is regarded as a major lever in the bargaining to come.

The entire pattern of negotiations is expected by insiders to be diametrically reversed from those of two years ago, which resulted in the present pact. At that time Petrillo agreed to give TV a "breathing space" in which to build up, and so he did not seek to set a national over-all pattern for video. Result was the broadcasters were told to set individual deals with AFM locals in their territories. Now, however, the AFM chief feels TV has arrived and the time has come for final clarification.

Altho talks are starting separately in New York, Chicago and Hollywood, they are not expected to go far before Petrillo himself steps into the picture.

### No Extras

Altho AM and FM scales and conditions are also part of the deal, Petrillo is centering his fire on TV. The AFM is particularly concerned about the little work video is providing. Columbia Broadcasting System (CBS), for instance, fired its longhair staffers a few months ago and replaced them with more versatile "pop" musicians, altho maintaining the same quota. Purpose was to spot these men, within their 25-hour work period, into TV work previously done by free-lancers, thus eliminating the need for hiring extras.

Question of pay scales also may strike some fire, in view of the spiraling cost of living. Current scale for 25 hours' commercial and sustaining work within a 40-hour week in New York is \$191.45; in Chicago, \$177.75; in Hollywood, \$151.80.

Use of records and canned music for bridges and cues, etc., for TV

Continued on page 11

# MBS Net Up Despite Gross Drop of 2 Million

NEW YORK, Jan. 13.—In spite of the fact that the Mutual Broadcasting System's (MBS) 1950 gross billings dropped more than \$2,000,000 from the 1949 take, the web's net was actually higher, according to MBS brass. This is because of pay-offs from special advertising campaigns, extra-heavy political accounts and a new streamlined budget operation.

Mutual's 1950 gross billings totaled an estimated \$16,102,797 as compared with \$18,071,695 for 1949. However, the web's November and December figures for 1950 were 10 per cent higher than for the same periods the previous year, and according to a network spokesman, lucrative one-time deals were an important factor in shaping up Mutual's unique financial picture.

### Daytime Upswing

Spotting a new trend towards increased sponsor activity in daytime radio, Mutual has sold almost \$4,000,000 in new daytime business for 1951. New sponsors teeing off this month include Old Gold, with a 15-minute seg of *Queen for a Day*, marking the cig company's first use of daytime radio; Kraft Foods, with 15 minutes of same show, plus two five-minute segs of *Bobby Benson*; Kellogg, with three days a week on the *Clyde Beatty Show* and three five-minute *Victor Borge* airers; Ennds, with *Gabriel Heatter* on Fridays; *Carling Red Cap Alé*, with Saturday afternoon Miami race remotes; B. T. Babbitt Company, with five-minute across-the-board news reports by *Bab-O Reporter*.

In addition to the above, Dictograph Products, Inc., is sponsoring 14 Mutual network programs, effective January 15 thru February 12; and the Benjamin Moore Paint Company returns to its Saturday morning slot on *Your Home Beautiful*, starting March 3. January one-shots included a half-hour LeBlanc testimonial broadcast for Hadacol; the Blue-Grey game for Gillette, and the East-West game for the Shriners.

Personnel-wise, Mutual finished the year with only four veepees, since most vacancies have been filled by staff realignments instead of hiring new execs. When Veepee Abe Schecter moved over to Crowell Publishing this fall, promotion director Robert Schmid assumed his duties. Jess Barnes, former veepee in charge of sales, was replaced by bringing in one of the web's Chicago execs, Ade Hult, and Jack Overall, long-time MBS salesman, took over the duties of ex-Eastern sales manager Duncan Buckham and George Benson.

From a technical standpoint, Mutual also was able to cut corners on the 1950 World Series, since it only ran four days and the games were too short to interrupt commercial schedules and force rebates to advertisers.

# Church Group Forms Radio-Film Board

NEW YORK, Jan. 13. — The National Council of Churches of Christ in America has formed a new department of broadcasting and films as a result of a recent merger of the Protestant Radio Commission and the Protestant Film Commission.

The new section, with offices in New York and Hollywood, is headed by Dr. Ronald Bridges, executive director; Dr. Truman B. Douglass, chairman of the board of managers; Rev. Everett C. Parker, program director; Albert Crews, radio-TV director; Wesley Goodman, special program director; Marjorie Hyer, promotion director; Paul Heard, film director.

The Protestant Radio Commission's first annual report shows the group produced and arranged for 2,128 radio and TV shows during 1950, plus the production of 36 transcriptions and four TV films. The report lists assets of \$66,468 and notes that radio and TV listeners contributed \$126,997 for a total of 43 per cent of the commission's income.

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★ JUDY GARLAND

★ GROUCHO MARX

★ VIC DAMONE

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★ JIMMIE FIDLER

★ DICK HAYMES

★ CARMEN DRAGON Musical Director

★ TOM McKNIGHT ..... Producer

★ MANNY MANNHEIM ..... Writer

★ BEN FRIEDMAN ..... Writer

★ JOHN MURRAY ..... Writer

★ GEORGE FENNEMAN ... Announcer

★ HARLENE HARRIS ..... Announcer

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Also thanks to Mutual, Liberty and ABC Networks and their 1,000 affiliate stations broadcasting "THE HADACOL PARTY" Friday, January 12, 9 to 9:30 P.M. EST

## Abbott and Costello

Reviewed Sunday (7) 8-9 p.m. Sponsored by Colgate Palmolive Peet Company on NBC-TV network. Charles Friedman, producer. Sam Fuller, supervisor of production. Director, Kingman T. Moore. Associate director, David Crandell. Musical director, Al Goodman. Cast: Lou Costello, Bud Abbott, Evelyn Knight, Hal LeRoy, Jimmy Ford, Mort and Art Havel, Pat Shay, Marcia Walter, Valeri DeCabanet.

It was just what you'd expect. It was, maybe, even like their first radio show, and that, maybe, was like an early Abbott and Costello vaude show. Before that, there was burlesque, and it would take a more diligent student of black-outs to trace the material beyond that. Nevertheless the commercial TV prospects for the team should be reasonably secure; the kids ought to love 'em and ditto for a lot of movie-goers now owning TV receivers.

Actually, tho, you'd have to stretch the imagination to call it a TV show. In any creative sense whatsoever, it just wasn't. That immediately places a limit on the act's video durability, not only because so much of the material is so familiar, but because it puts the act into the straight vaudeville category, and in that department Milton Berle does so much better. More to the point, Ed Sullivan, this show's direct competitor, does too, and throws in a much greater degree of variety (or maybe it should be termed entertainment). The important thing is that maybe Abbott and Costello have learned, from this first show, what other Hollywood names have had to learn: you just don't waltz into TV.

### Long Hoken!

The opening crossfire was an amalgam of several routines, including the mustard bit, but it ran double what it was worth. They'd have done better to hit fast with a typical confusion routine. Otherwise they did the fool-proof lemon thru the table and crazy house sketches, but the latter again was overly long and overly hoked.

Assists came from Hal LeRoy, who dances well; Evelyn Knight, who sings so fine (the bit with her kiss burning up Costello should have been omitted, in view of the seeming play for kids), and the Jimmy Ford Four. The last named got quite a build-up from the stars, but turned out to be another act that pantomime to phono platters. Their work is okay of its kind, but the basic concept is by now sadly outmoded. Vaude vets, Art and Mort Havel, gave good support in the sketches. *Jerry Franken.*

### Facts We Face

Reviewed Sunday (7), 5-5:30 p.m. Produced by Charles Fremd, Sustaining over CBS-TV network. Cast: Walter Cronkite; Secretary of Commerce Charles Sawyer.

The fact to face on this new CBS-TV Washington-originated show is that it will have to improve mightily over its premiere effort if it is to reach any substantial stature. It has an exciting and provocative premise, that of presenting to viewers the bare bones of the U. S. in the light of the increasing threats to security. But however compelling these facts may be, they require an equally compelling presentation, a presentation in which a viewer is not likely to say to himself, "Well, this is not new to me."

### Labored Parade

Such was the case on this first show, a static, almost labored parade of the plight we're in. The only moment of drama came in an animated picturization of just what logistics mean in modern, mechanized war, this via figures dramatizing in terms of tonnage the supplies necessary to keep one man fighting on the Korean front. Other items on the program included undated newsreel clips of rocket-equipped planes. The remoteness of such shots lent neither excitement nor dimension to the show. The same goes for discussion of the elderly fact that cobalt and rubber are being allocated, and why, or that lead, manganese and other items must shortly be treated in like fashion.

Secretary of Commerce Charles Sawyer noted that the U. S. is now stronger, and in a much more prepared position, than it was at the time of Pearl Harbor. This is the sort of sop that's used in trying to lull one into a false security, rather than—as the program pretends to do—face facts. *Jerry Franken.*

# Television-Radio Reviews

## Bob Hopkins Show

Reviewed Wednesday (10), 12:05-1 a.m. Sustaining via KNX (CBS), Hollywood. Producer-announcer, Tom Hanlon. Organ music, Bob Wardell.

Bob Hopkins moved into a tough spot when he became the replacement on Steve Allen's midnight to 1 a.m. Monday thru Saturday show on KNX. Reason is the terrific following Allen had built up and the fact that all listeners would be tempted to compare Hopkins with Allen. Such comparison, of course, is unfair, because Allen's highly successful nightly stint came only after a metamorphosis from a straight disk jockey stint to a rather unorthodox audience participation seg.

With Hopkins stepping in when Allen was at his peak in popularity, he is caught in a dilemma of either imitating Allen's style or risking a temporary loss of audience. As it stands now, the show has lost considerable listener appeal, for it no longer offers the sparkle of Allen's quick wit. However, it shows promise of taking on an entirely new personality. Its pace has slowed down to a more leisurely gait. Allen's piano solos have been replaced by an occasional organ number and recorded selections are more prevalent. So far, Hopkins hasn't hit on any particular interviewing style of his own, but that may come with more work. The straight "and where are you from, Mrs. Glutz?" died years ago.

At times Hopkins seems to be attempting to carbon the Allen style, but he would be much wiser to develop a pattern all his own. With Hopkins due to exit his morning stint on KNBH's TV show, he may have more time to prepare for the nightly seg and could shine anew. *Lee Zhitto.*

## Top Tunes With Trendler

Reviewed Sunday (7), 1:30-2 p.m. CST, via WGN-TV, Chicago. Sustaining. Producer, Barry McKinley; announcer, Lee Bennett. Bob Trendler's orchestra. Vocalists, Tony Fontaine, Paula Wray.

This show had been scheduled as a simulcast over WNG-TV and the Mutual net. At the last minute it was found that union talent and labor costs would shoot the costs so high in a simulcast that it wasn't practical. So the show went on AM from 1 to 1:30, and after a 30-second breather for the musicians, was repeated on TV from 1:30 to 2. To the credit of the producers, whatever confusion existed in the studio due to the quick switch was not apparent over the air.

It was a straight musical show with Trendler's 25-piece orchestra. The singers worked from a raised platform with head-on shots, and for some reason, no close-ups of either one. Numbers were standard pops. Camera work was routine wandering around the musicians and shots of the leader. Show obviously was more for listening than looking.

It probably is too expensive for commercial possibilities, but it is strong Sunday afternoon programming, and a welcome relief from the usual interviews, sports and old movies. If WGN-TV can afford to keep it on, they should build some good will, if nothing else. *Jack Madley.*

## The Magic Land of Music

Reviewed Sunday (7), 8:30-8:55 a.m. EST. Sustaining via WNYC, New York. Produced and directed by Marie Gordon and Annette Backner.

Based on the proposition that it's "easy to know the composers thru their music," this Sunday morning kiddie show on New York's municipal station built its first stanza on the life of Franz Joseph Haydn. The commentary took the form of an interview of a character known as "Mr. Music" by a kid called Nancy.

In a calm voice "Mr. Music" reviewed the composer's life from his early training at St. Stephen's, Vienna, and his expulsion therefrom at the age of 17 to his death

## Rod Hendrickson Show

Reviewed Tuesday (9) via e.t. at 2-2:15 p.m. EST, Tuesdays and Thursdays over WJZ. Sponsor: Wize Potato Chips thru the Lynn-Fieldhouse Agency, Wilkes-Barre, Pa. Director, Tony Piano. Cast: Rod Hendrickson, and Jimmy Carroll, singer.

The Rod Hendrickson Show is a mid-afternoon napper, evidently designed to give the housewife a needed rest. A danger lurks, however, in that the "resting housewife" might well drop off in the first few minutes. Comprising this stanza was some homey organ music, some homey chatter and homey vocalizing by Jimmy Carroll, viz.: *Daddy's Little Girl* and *Moonlight and Roses*, not to mention the homey commercials. Ho me, ho my, ho hum.

Hendrickson, on the show caught Tuesday (9), based his little afternoon talk on Jacques's speech from *As You Like It*. He took gentle issue with the bard's delineation of the ages of man with: "Shakespeare must have got up on the wrong side of the bed," and such friendly criticisms.

Added to his Shakespearean critiques were a couple of little thoughts for the day—"people who live in glass houses might just as well answer the doorbell," and "when someone gives you a ride in an automobile don't try to do all the drivin'."

For special treat Dorothy Wize echoed Hendrickson's high praise for those "taste pleasin'" Wize Potato Chips and gave the rules for a contest on "ways I use Wize."

Added all together, this friendly show could be of very little interest to any housewife who had a friend of her own.

*Dennis McDonald.*

## Jackie Robinson's Sports Classroom

Reviewed Thursday (11), 7:15-7:30 p.m. EST. Sustaining via WPIX, New York. Producer-director, Al Hartigan. Emcee, Jackie Robinson.

Baseball star Jackie Robinson is seemingly as much at home on video as he is on the field. While he's no personality boy, he projects an easy naturalness and an air of quiet authority before the cameras, which is both impressive and likable. The second baseman has a few faults, tho, namely that of casting wary glances off camera to catch cues, but more pre-show instruction should eliminate the habit on future airers.

Unfortunately, the format of the series doesn't run as smoothly as its star's performance. The show spots a question-and-answer session between Robinson and a group of teen-age students. The classroom setting may be an inhibiting factor but, whatever the cause, the program is stiff and rather serious, when it should be informal and fun. Robinson did his best to break down the reserve of a high school crowd from Passaic, N. J., on the show caught, but only the pretty gal cheer leader showed any life for the lens.

The careful classroom behavior was particularly evident when the Passaic coach explained a series of plays, via blackboard diagrams. Perhaps a lighter atmosphere or more informal attire on the part of Robinson would lessen the kids' tension. At any rate, the show would be a lot brighter if the youngsters perked up to the easy pace set by Robinson himself.

*June Bundy.*

60 years later. Musical illustrations included a Harpsichord Concerto—with a description of the harpsichord—parts of the *Surprise Symphony*, the *Clock Symphony* and *The Creation*.

The pervading tone of the show was in keeping with the "magic land" motif, but altogether it was too solemn for kids. It needed a little plain fun, some laughter. And one or two of the specific events in the composer's life might advantageously have been dramatized in place of continuous narration.

But once brightened up, *The Magic Land of Music* should achieve its goal of getting the classics across to the kids, for its basic format is sound for the purpose. *Gene Plotnik.*

## Ilka Chase

Reviewed Wednesday (10), 2-2:30 p.m. EST. M-W-F (e.t. Wednesdays and Fridays), sustaining over WJZ. Director, Bob Greiner; script, Ilka Chase.

Ilka Chase has donned the radio disk jockey silks and on her they look good. She avoids the pitfalls of friendly philosophy or the gagster-gimmick techniques of her colleagues, and relies on charm and amusing wit to hold attention. Miss Chase makes a lot of work seem easy in her chatter as she blends her remarks well with the music. She culls her stories from current mags—*New Yorker*, *Saturday Review of Literature* and such—or from remarks overheard either by herself or by her listeners, and only rarely (thanks be) resorts to name-dropping.

The disks, incidentally, on the show caught, gave a well-balanced program, with a neat variety of tempi and vintage. For extra measure Miss Chase threw in a movie review, tho it was not one of those "I-was-invited-to-a-preview-and-guess-who-was-there" types. She finally caught up with a pic in the neighborhoods and gave an amusing, tho intelligent, view of it, which was typical of her touch.

It's a pleasant half hour and should garner a quota of afternoon dialers. Her appeal, however, from the nature of her chatter at present is definitely limited to cosmopolitan listening.

*Dennis McDonald.*

## Lonesome Gal

Reviewed Thursday (11), 11:15-11:30 EST across-the-board. Sustaining via WOR, New York. Produced, written and directed by Lonesome Gal, (Jean King).

*Lonesome Gal*, heroine of radio's first transcribed sublimation series for lovelorn males, is much maligned by her masculine critics. One syndicated scribe accused her of selling "synthetic sex," and even leering eulogies to the show usually contain one or more notes of subtle sarcasm. Maybe the gal's toned down on her copy, but last Thursday's broadcast didn't sound like any invitation to stroll down a primrose airwave.

It's true the lady has somewhat shady-sounding vocal equipment, but she tosses her lovin' words about so carelessly that only the most fatuous male listener could make anything out of it. What's more she keeps the show on quite a sisterly level now, via references to her childhood, a bedridden girl who helps others by clipping mags

## Say It With Acting

Reviewed Saturday (6), 6:30-7 p.m. EST, over the NBC-TV network. Sponsor, Brown's Shoes via Leo Burnett Company. Producer, Wayne Worth; director, Warren Jacober; announcer, Lionel Ricau; emcees, Bud Collyer and Maggi McNellis. Guest participant, Nina Foch.

There's nothing wrong with this show that some sharper production won't cure. The program which now goes network alternate weeks after a long local career has been brightened up considerably by the addition of Bud Collyer and Maggi McNellis as emcees. The basic format—charades played by two teams from Broadway shows plus a guest name—is a good one.

But when a charade is so simple that it can be discovered without the participants having to act—as *Look*, *Homebound Angel* was—the program loses its charm. There were too many such flimsily conceived charades to make for maximum enjoyment. Selecting the charades is the key to the show, and they obviously should be made more difficult for greater creativity and spontaneity.

The camera work, too, could be greatly improved. Primarily, the actor creating the charade is the focus of attention, but the lensmen didn't seem to know it. The scoreboard and clock, which give the standings and the time element in the contests, respectively could also be used more to create suspense, and Miss McNellis should memorize the names of the players on her side so as not to have to introduce them via easily spotted notes.

The commercials for Brown Naturalizer shoes offer problems. Presenting a fetching, well-dressed model and then referring to her footwear is a roundabout way of selling the product. Holding a shoe and referring to its strong points is also a relatively primitive manner of plugging. Much better perhaps would be a film or a cartoon in which the advantages of the shoe were elucidated.

*Leon Morse.*

and her own magnanimous motivations. (I.E. "I want to be rich so I can take care of the poor and needy.") She also croons such sentimental sentiments "Sweetie, No Matter What Anybody Says I Love You Better Than Anyone," *Hi Baby* and *Listen Lover*. However, the sum impact is about on a par with a sincere-type ad exec buttering up his potential sponsor.

In other words, it's all good business and from that standpoint, the series has sound commercial value. The mystery angle, with the fem wearing blinders while broadcasting is admittedly corny, but it's paying off, as witness the number of stations now carrying the transcribed airer. Talentwise, the lonesome lass has a remarkably pleasant speaking voice, even with the sultry affectations, and the canned music is dreamily discriminate in choice.

*June Bundy.*

## Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

### Salute to Bing Crosby

CBS, Tuesday (9), 10-10:30

The Groaner's 20th anniversary as a single entity in show business, being widely heralded via Paramount Pictures and Decca Records, was handed its send-off by CBS in the form of a fully packed, half-hour, all-star salute. It was one of those shapeless backslapping presentations which could evoke nausea if heard more frequently than once every 20 years. Certainly, this particular tribute was breezier, tastefully handled and even entertaining to a certain degree above and beyond the usual run of this sort of thing.

Transcribed, pasted together and run off for a studio audience with Art Linkletter serving as the emcee, the show turned up a host of high talents linked at one time or another with Crosby. These included Mary Martin, Ella Fitzgerald, Louis Armstrong, Jack Teagarden, Amos 'n' Andy, Edgar Bergen and Charlie McCarthy, Dorothy Kirsten, Judy Garland and Bob Hope. CBS Chairman of the Board William S. Paley made a brief appearance to deliver the web's best as well as take a bow as Bing's "discoverer." The tribute, appropriately enough, was topped off with the initial radio appearance of the singer's mother, Mrs. H. L. Crosby Sr. *Hal Webman.*

### Welcome to Hollywood

(Thursday (11), WJZ 3-3:30 p.m.)

The 30-minute transcribed chatter programs keeps rolling along in its new time slot. Tho the main sponsor is Colgate's Toothpaste, it has picked up some additional local (Los Angeles) dough from a drug chain. Formula is still homey with overdoses of do-gooding and nostalgia. Jack McElroy, who runs the seg, has studio visitors up for quickie interviews and messages to the "folks back home."

Participants vary between great-grandmothers with a yen to go into showbiz to servicemen helling to the "girl back home." On show caught letters were received and read about the Oh-so-cute sayings of school kids. All in all it makes for small smiles for radio listeners and apparently big yocks from studio audience.

Program has its share of cowcatchers and hitch-hikers, but runs along on even keel just the same. Local groups, like PTA's are encouraged to write in for party info, "so you, too, can play *Welcome to Hollywood* in your home town," and seemingly draw fair responses.

Participants in the broadcast get prizes (pay-off via plugs) that range from flowers to watches. *Bill Smith.*

# Another Look

Brief criticism and comment re tv shows previously reviewed in detail

## Ford Theater

CBS-TV, Friday (12)

Departing from its usual format, *Ford Theater*, in association with *Look* magazine, turned over the entire hour to the presentation of *Look's* annual television awards, a neat mutual publicity tie-up. It turned out remarkably well in comparison to the stodgy affairs usually forthcoming when award winners get together. Ford shrewdly sneaked in the non-performer awards between the more entertaining appearances of the TV talent winners.

Latter included Sid Caesar, Arthur Godfrey, Jimmy Durante, Faye Emerson, Paul Tripp (Mr. I. Magination), Robert Montgomery, Dave Garroway and Connie Russell. Caesar contributed one of his masterly pantomimes, Godfrey strummed his uke and Tripp supplied a delightful seg with a modern dramatization of *Jack the Giant Killer*. Durante didn't perform, but his ingratiating acceptance speech rated the only encore hand on the show.

Ed Sullivan, who received *Look's* best emcee award, did a fine job on the introductory chres, proving the validity of the award decision. His opening bit with Garroway was the high spot of the entire hour and probably the first absolutely informal award presentation on record. Playing it tongue in cheek, NBC's Garroway took full advantage of the gag possibilities inherent in his appearance on rival web CBS, and his easy manner sparked a like attitude from Sullivan.

Unfortunately this good-natured approach was not reflected in what, to the trade, was the big moment of the evening—the joint acceptance of *Look's* special award for TV's coverage of the United Nations by NBC Prexy Joseph McConnell and CBS Prexy Frank Stanton.

*Look* publisher Gardner Cowles conducted this meeting in rather stiff-necked fashion, and both execs were on their most determined dignity. McConnell tossed a small Southern bouquet by expressing his pleasure in receiving the award along with CBS, which he interpreted as a symbol of industry co-operation, but Stanton spared nary a "I." for NBC.

### Show Well Paced

Over all, the hour show was smartly paced with only a few lulls due to the necessarily repetitive acceptance patter. A Ford veepee was on hand to acknowledge the auto firm's own award for sponsoring the first United Nations telecasts, and a spontaneous note was injected by turning the cameras on the show's own hardworking director, Franklin Schaffner. One of the aforementioned lulls was Ford's lengthy film commercial—a dullish view of various types of protective machine devices narrated by Jay Jostyn. A brief institutional-type plug, similar to their United Nations series, would have been more in keeping with the show's general theme.

June Bundy.

## Macbeth

CBS-TV network Tuesday 8 p.m.

It's said that when the infamous Chicago Black Sox scandal occurred, a heartbroken urchin urged Shoeless Joe Jackson, "Say it ain't so, Joe." Same goes for the CBS-TV version—if it may be termed that loosely—of Shakespeare's *Macbeth*. It was a *Macbeth* in modern dress, a theatrical device often tried and ever anachronistic. The lead was played—again using the term loosely—by John Carridine, who seems to have as much heart for the role as a playing stagehand.

To give Peter Frye, who adapted, directed and produced, his due, he did give *Macbeth* much more pace than customarily attends its staging. That, and the fact that Judith Evelyn did the "outdamned spot" sequence in stirring style, about sum up the production's assets, other than good assists by Claude Traverse and Dick Sanders. Dennis Harrison's Macduff had to be seen to be disbelieved, an inert and lifeless reading.

The show reached its nadir, tho, in its representation of the witches, a collection of shrieking women, murkily presented and serving almost as a character of the entire venture.

Jerry Franken.

## Panhandle Pete and Jennifer

(Tuesday, WNBT, New York)

A high-grade combination of comic drawings, live actors and trick camera work makes this 15-minute airtimer a winner in the kid video stakes. The still drawings are simple, yet colorful in execution, and the series' format is flexible enough to hold the interest of kids in a wide age range. Story-telling chores are handled by Panhandle Pete, a pixish old gent with an implausible white handlebar mustache and manner to match.

The story on the seg caught was strongly woven thru with moral fibre, yet imaginative enough to please the most exacting of small fry. It illustrated a don't-be-careless-with-matches theme, via a yarn about mice, who adopted a little flame, name of Sparkie. Sparkie finally burnt himself out in a hero's death, when he thwarted a forest blaze by fighting fire with fire. However, all ended happily when Sparkie was incarnated at the finish as a puff of smoke.

As the rancher-housewife and Pete's confidante, Jennifer Holt is appealing, but never overreaches herself to be unduly cute or precious. In appearance and behavior she's strongly reminiscent of a briskly attractive kindergarten teacher, which should pay off as an extra-conditioning factor in getting and holding the erratic attentions of little listeners.

June Bundy.

## Don McNeill's TV Club

(ABC-TV, Wednesday, 8-9 p.m., CST.)

The McNeill show has undergone considerable alterations since its debut last fall, and almost all for the better. It was unfortunate that the show caught was one of the weakest he has done. On the credit side, the business desk at which McNeill sat in solitary grandeur, and the cold backdrop, have been junked. The main set now is a clubroom patterned after a man's den. McNeill walked around more, and when he did light somewhere, it was at a coffee table or in a divan. The whole effect was to add warmth.

Audience interviews have been cut drastically. McNeill talked to a boy singer from Georgia who sang a song that wouldn't have got him past the auditions on a local amateur show. One good bit was interviewing a 13-year-old girl who wrote on her card that she knew she wouldn't be called because he only talked to people who had been coached. She was so dumbfounded that she never spoke a word.

The show collapsed when it tumbled into production numbers. The theme of the show was the Southwest, in honor of guest Leo Carillo. A saloon skit and the musical finale of *El Rancho Grande* were so labored they wouldn't have done credit to a high school dramatic club. Muffled lines added to the agony. Singers Patsy Lee and Johnny Desmond did everything they could with feeble material. Fran Allison's Aunt Fanny, who appears alternate weeks, was missing and was badly needed.

Carillo was best when sitting down and swapping gags with McNeill. As a song and dance man he was less than nothing. Comedian Sam Cowling was hampered by ancient gags. McNeill deserves better inspirational material than the hoary "why worry. If you're well, you've nothing to worry about. If you're sick, you've only two things to worry about . . . etc, etc." McNeill has done a number of shows recently to justify a full hour instead of 30 minutes, but this wasn't one of them.

Jack Mabley.

TORONTO, Jan. 13.—Bowling to the large majority of listeners who pay the \$2.50 license fee, the government-owned Canadian Broadcasting Corporation this week started a "shorthair" night in contrast to its "longhair" Wednesday night series.

New series airs Tuesday nights over the Trans-Canada network, and opens with a show titled *Sunshine Society*, then segues into a quarter-hour featuring a vocal quartet. Rest of the evening contains a comedy show, variety show, a Western story and homespun drama. Only commercial stanza is the *Borden Cavalcade Show*.

# TV Talent and Show Tips

## Cowboy Champs

Billy Linderman and Gene Rambo, top all-round cowboy choices of the Rodeo Cowboys' Association and the International Rodeo Association respectively, stack up as likely new talent in the somewhat trite field of television's Western personalities. Legit cowpokes, Linderman and Rambo, won their 1950 laurels via a point system built around almost continuous participation in the nation's rodeos, perhaps the toughest of all sports. The champs hold positions comparable to baseball's Ted Williams and Joe Dimaggio in the rodeo field and rate the same kind of admiration from the small fry.

Talent-wise, Rambo would probably be the best bet for development, since associates credit him with being more articulate. Both have photogenic qualities, making them naturals for video shorts providing the ultimate in action.

J. McH.

## Josephine Premice

TV variety program execs seeking an unusual performer to be spotted in a variety layout should latch on to this Negro calypso singer, currently appearing at Cafe Society. Miss Premice, well known to the downtown boites, also does blues and folk tunes of varying types, but her forte is calypso, which she performs with authority and charm. The girl is a looker, not in the usual sense, but rather from the standpoint of magnetism. She's tall, thin, somewhat elemental in appearance, and her handling of the audience is adroit. The tunes, with their stylized rhythms, should prove a novelty to TV viewers.

P. A.

## Francine White

Gal singer, a short, pretty brunette, caught on the *Bonny Maid* show, showed a nice pair of pipes, tho it was a mobile sales savvy that indicated TV potentials. Using a pair of big eyes to advantage, gal opened with *I've Got My Eyes on You* and followed it up with a special with mild double entendre, apparently trimmed for telecast purposes. Based on her appearance, delivery and ability, gal should make a good bet for a small budget TV show where talent rather than name value is the consideration.

B. S.

## Don Tannen

Don Tannen, a refreshing comic, is a sure bet for TV. Could fill a number of spots with his mimicry, vent, piano work and French, German, hillbilly and Russian parodies. It's Tannen's varied facial gimmicks and clean material that make him a click nitery act and a promising video single. Impersonations, especially his bit on George Arliss, pull hefty palming. Caught at Billy Gray's Band Box, Hollywood, Tuesday (2).

J. I. B.

## Betsy Von Furstenberg

A likely youngster made a fine stem legit debut this week and is well worth scouting at the Morosco Theater. Miss Von Furstenberg is cute as a button as a predatory sub-deb in *Second Threshold*. She should be a natural for appeal in similar TV assignments. She has an excellent sense of comedy timing and, in addition, should occasion demand, is an experienced ballet dancer.

B. F.

## Paula Drake

Tall, attractive comedienne, caught at the Blue Angel, New York, should be an ideal candidate for TV guest shots. In a field dominated almost exclusively by comics and practically no comediennes, Miss Drake would be just what the doctor ordered. Her material is aimed for the head rather than the belly, but despite its upper I.Q. appeal it has a solid commercial value.

B. S.

## Arthur Blake

The impressionist, current at Cafe Society, New York, absent from the local scene for the past few years, has come back with material that should be wonderful for TV guest shots. Not only is his material clever, but his characterizations are so astute they draw yocks and sustains them. Some of his stuff would need editing for telecast, but basically it's a prime seller.

B. S.

# Air Checks

Brief but important radio news

## Thru Radio Row With News of High & Low . . .

Syd Eiges, NBC v.-p., ailing last week. . . Radio scribe Hal Hackady upped to continuity head post at WNEW, New York, and Myles Eiten appointed junior writer at same station. . . Steve Davis, formerly of WGLN and WWSC, Glens Falls, N. Y., has joined WFDR, New York in special events.

Veteran exec William H. Ensign appointed Eastern radio sales manager for ABC. . . F. Schumacher & Company is buying time thru Lawrence Boles Hicks Agency on fem participation radio shows in 19 cities, beginning February 12. The firm will pitch its Waverly Fabrics division, via plugs for local department stores. New York airtimer is "The Fitzgeralds" on WJZ.

C. J. LaRoche, New York, has snagged two new accounts, the Charles Marchand Company and Chunk-E-Nut products. . . Newsman Jerry Jacobs, WMTB, Morristown, N. J., enters the army this month (24). . . Albert M. Jones III, formerly with Gutman Agency, Wheeling, W. Va., is new promotion staffer at WMAX, Yankton, S. D., replacing Guy DeVany. . . Joseph Mariana, ex-WAVZ, New Haven, Conn., named program director at WKNB, New

Britain, Conn. . . Phil Terhune, former sales manager for WNAB, Bridgeport, Conn., has joined sales at WHAY, New Britain, Conn.

Shirley Diamond has replaced Don Stevens as copy writer at WNAB, Bridgeport, Conn. Stevens has moved to WAAB, Worcester, as program director. . . WKY, Oklahoma City, has hired three new staffers. Tom Paxton, ex-KGO-TV, takes over as emcee-announcer for two live airters; James Turrell, ex-KARK, Little Rock, has replaced newscaster Martin Auan, who resigned to become press secretary for Oklahoma's new governor; and Roy Rector, ex-KPRC-TV, Houston, has rejoined the station as a member of its video stage crew.

## Liberty Signs Three In Northwest . . .

Liberty Broadcasting System (LBS) reinforced itself in the Northwest with the signing of three affiliates—KODL, The Dalles, Ore.; KWRC, Pendleton, Ore., and KSPD, Spokane. This brings the number of LBS stations to 46.

## From New York: Personal Notes . . .

E. R. Dunning, N. W. Ayer veepee, will address the Harvard graduate school of business (Continued on page 40)

# Short Scannings

Brief but important video news

## Grooming Fontaine As Amos, Andy Successor . . .

Frank Fontaine is being eyed as the vocal replacement for either one or both Charles Correll and Freeman Gosden if and when the creators of "Amos 'n' Andy" decide to retire from radio. While on the Coast for his *Jack Benny* show guest shot, Fontaine will record fragments of the "Amos 'n' Andy" script as part of a continuing preparatory process whereby Fontaine will be able to step into the comedy series.

## Canada Lee Stars In Video Film Series

Sterling Television, New York, has completed four TV films featuring Canada Lee. They include "The Gettysburg Address," made at the Lincoln Memorial; "Declaration of Independence," filmed at Independence Hall; "The Quality of Mercy," an excerpt from Shakespeare's "Merchant of Venice," and "The Twenty-Third Psalm," produced in a country church.

## Local 776, IATSE, Gets Hollywood Okay . . .

First film union to gain certification in Hollywood TV is the film editors' Local 776, International Alliance of Theatrical Stage Employees (IATSE), which won a National Labor Relations Board (NLRB) election at KECA-TV last week. Paramount's KTLA had previously signed a blanket agreement with IATSE but this marks the first time an individual film union local moved into a TV station. John Leppers, film editors' rep, will soon open contractual negotiations with the American Broadcasting Company (ABC)-owned outlet.

## Beer Company To Air All-Star Football Game . . .

Pabst Beer last week purchased 4-4:30 Sunday on CBS-TV to program a half-hour film of the all-star professional football game. Harry Wismer, ABC sports head, will handle the commentary.

## "Family Hour" Sold To Omaha Sponsor . . .

C. A. Swanson & Sons, Omaha, will sponsor the "Ted Mack Family Hour" from 6 to 6:30 p.m. on alternate weeks over ABC-TV, beginning Sunday, February 25. The 6:30 to 7 p.m. portion of the Mack video show, which premed January 7, is a simulcast. Tatham-

Laird, Inc., Chicago, handled the deal for Swanson.

## Of Goings and Comings, New Biz, New Jobs . . .

Gene Autry takes off on a 37-city personal appearance tour January 13. . . Nick Keesley, veepee in charge of radio and TV at Lennen & Mitchell, Inc., out to the Coast on a business trip. . . Former staff director at WGN, Chicago, Jack F. A. Flynn, has joined WPIX, New York, as an associate director.

Masterson, Reddy & Nelson moved their entire packaging operation from Chicago to New York to concentrate on TV. The trio now has "Live Like a Millionaire" and "Bride and Groom" set on CBS-TV. . . Jack McCoy, emcee of "Live Like a Millionaire," is back in New York for the first time in 12 years. The last time he was there he was doorman at Loew's State at 12 bucks per week. . . Joel Chaseman has been appointed public service director of WAAM, Baltimore. He will continue as publicity and public relations director.

Hopalong Cassidy (Bill Boyd) is now in Mexico City as the first stop in a Central and South American vacation jaunt. . . "Club Celebrity," a 15-minute, open-end TV film series featuring Harry Von Zell, is being released by Charles Michaelson. . . Albert Shoe Stores has contracted to sponsor "Fun With Music" on WPIX for 13 weeks. . . Rex Marshall has signed to do the Bond Clothes commercial on DuMont's "Hands of Mystery."

John Brown replaces Hal March in the Harry Morton part on the Burns and Allen CBS-TV package. . . Arthur Berg has resigned as ABC account executive in network sales, Chicago, to join Ziv TV Programs in a similar capacity. . . Carella Aiden becomes production assistant to Victor Seydel, director of radio and TV of Anderson & Cairns. . . Kathy Rosser, the Mrs. of "Mr. and Mrs. Midnight," has joined the staff of WDTV, Pittsburgh, to assist in publicity and in the music department. . . The Jim McKay show on WCBS-TV has gone thru its 11th time change since its beginning in August.

Darah Marshall, winner of Al Burton's Miss Teen-Age America contest on his "Tele-Teen-Reporter" show, KLAC, Hollywood, in town with Burton's flack, Jo Brooks, and Burton. Trio is guesting on several video airters while in town, including "Broadway Open House."

## Columbia, Capitol Heave In Mountainous Shake-Up

### Jim Conkling Move Climaxes CRI's Shuffle

**Serious Problems Ahead; 5-Year Pact For Wallerstein**

NEW YORK, Jan. 13.—The long series of personnel changes at Columbia Records, Inc., reached a climax this week, CBS President Frank Stanton confirming that Jim Conkling, vice-president in charge of a. and r. of Capitol Records, will replace Ted Wallerstein as president of CRI effective February 1. Conkling has been with Capitol since 1940.

The news, which was bruited about last week but was persistently denied by all key parties until Tuesday (9), left the staffs of both Columbia and Capitol in a state of some apprehension. The end, perhaps, is not yet.

Glenn Wallichs, Capitol chief, currently does not intend to replace Conkling. Rather, with the aid of the diskery's current a. and r. staff, he will head up the a. and r. operation, bringing this into closer integration with sales and exploitation. If possible, Wallichs will allow the executive line-up of his company to remain as is. Conkling late last week was still [\(Continued on page 40\)](#)

### 250G to Laine Via 3-Way Deal With Columbia

HOLLYWOOD, Jan. 13.—Frankie Laine this week signed a three-way contract with Columbia, embracing records, radio and TV. Deal is for five years and includes a 10-year deferred payment arrangement. Laine reportedly will receive \$250,000 in royalty guarantees covering the five-year period.

In signing with Columbia Laine breaks a five-year association [\(Continued on page 32\)](#)

### MCA Steps Up Band Activity

CHICAGO, Jan. 13.—Evidence of the swing by Music Corporation of America back to full steam behind its dance band department has been noted during the past six weeks, following a series of [\(Continued on page 32\)](#)

## STORE SALES UP 418% OVER 10 YRS.

**Number of Music Shops Also Leap, 2,930 in 1939 to 6,120 in 1948**

NEW YORK, Jan. 13.—Sales in the nation's music stores jumped 418 per cent in the 10-year period from 1939 to 1948 according to the U. S. Department of Commerce census of business figures released today. The government business survey is taken at periods as far apart as 10 years, with the 1948 figures just released the most recent available. Total sales for the music retailers during 1948 reached \$337,000,000.

The number of stores in this business also jumped heavily dur-

### TED, COL GREW UP TOGETHER

NEW YORK, Jan. 13.—Edward H. (Ted) Wallerstein, who leaves the presidency of Columbia Records, Inc., February 1, entered the disk business 30 years ago as a salesman for Brunswick. He was with the company 13 years and in 1933 went to RCA Victor, where business was at low ebb. During his regime Victor became a profitable enterprise. In 1939, Wallerstein went to CRI. It was he who persuaded CBS's Bill Paley to buy the American Records Corporation for approximately \$800,000. This became Columbia Records. How good a buy this was is indicated in adjacent story.

Wallerstein is identified with two major developments in the disk business. Back in 1940 he cut the price of Columbia's classical line from \$2 to \$1, thus revitalizing the classical business by offering strong competition to Victor. Shortly after this move, the going rate on classical disks jumped from 4,000,000 annually to 30,000,000.

Wallerstein's place in the annals of the business will also be forever associated with the promotion of the longplay disk.

### Wallichs Takes A&R Guidance in Cap's Hierarchy

**Integration Seen But No Firings; Coast Still H.Q.**

NEW YORK, Jan. 13.—Glenn Wallichs, Capitol Records sales chief now on a series of regional distributor meetings, returns to the West Coast Monday to orient the diskery's home office on the executive set-up, following the departure of a. and r. Director and Veepee Jim Conkling.

Wallichs, who has always been vitally interested in a. and r., intends to supervise this function in addition to handling his other duties. He will, in effect, be the first top exec in a major diskery to try to integrate sales, exploitation and a. and r. It's no secret that in many record companies the a. and r. department is often at variance with the sales and merchandising staffs. Wallichs's many-angled post will try to effect a rapport among all facets of the operation.

In line with this thought, the [\(Continued on page 14\)](#)

## Coral on Own Feet In New Decca Setup

**Ross Named GM, Hilliard Heads Recording; Both Under Rackmil**

NEW YORK, Jan. 13.—Coral Records, the wholly owned subsidiary of the Decca diskery, will become a completely independent operation to be run by execs who will function apart from the regular Decca operation. Up to this point in the diskery's two-year history, Coral was operated virtually on a co-operative basis, with the Decca personnel lending piecemeal assistance to the regular Coral aids.

To initiate the new Coral program, Decca Prexy Milton Rackmil has appointed Michael Ross as veepee and general manager of Coral, and Jimmy Hilliard as veepee in charge of recording. Both will report directly to Rackmil. In the past, Ross also dealt with other of the Decca administrative brass, while Hilliard reported to Decca artists and Repertoire Veepee Dave Kapp. Norman Weinstroer remains as sales manager.

The separation of Coral from the Decca organization resulted after the independently distributed label showed almost twice the gross volume in its just completed second year of operation over its

initial 12 months. Move also developed as an offspring of the Decca org's general streamlining policy of decentralization and distribution of responsibilities to the key execs.

Part of the new Coral program is the diskery's current pursuit of name talent. Diskery already has grabbed warbler Herb Jeffries and is virtually set to ink Les Brown and his ork. Hilliard this week completed a deal to take on the Modernaires for a term waxing deal. Waxery is on the prowl for additional name power to supplement the Ames Brothers, Georgia Gibbs, Connie Haines, etc.

### "Nature Boy" Suit Settled

NEW YORK, Jan. 13.—The long-drawn-out Nature Boy litigation was terminated out of court this week with plaintiffs Herman Yablokoff and the Kammen Music Publishing Company receiving a \$25,000 settlement.

Defendants in the case were E. [\(Continued on page 32\)](#)

### Esoteric Joins Jazz Field Via Vox Buy

NEW YORK, Jan. 13.—Esoteric Records, which till now has specialized in longhair output, will debut in the jazz field with an LP version of the Charlie Christian Memorial Album. Jerry Newman, partner in Esoteric, purchased the masters from Vox, which had issued the set on shellac.

These recordings have now come full circle, since it was Newman who originally recorded them at a jam session in 1941 at Minton's, the Harlem nitery usually credited with being the cradle of bop. Newman subsequently sold the waxings to Vox, and they have since registered as a leading catalog item in the jazz field.

The disk will be a 10-inch LP retailing at \$4, with liner notes by Leonard Feather.

### LEEDS EGGS DJ IN FOWL PLAY

NEW YORK, Jan. 13.—Leeds Music this week undertook a promotional venture of considerable audacity: it shipped to 200 disk jockeys hard-boiled eggs inscribed with the message: "This is one song that won't lay an egg."

The prophesy was signed by Guy Lombardo. The reference, of course is to the new Lombardo disk of "The Chicken Song."

### No Personnel Shifts at Col, Says Conkling

HOLLYWOOD, Jan. 13.—There'll be no changes in personnel at Columbia Records, according to Jim Conkling, who takes over as firm's prexy February 1. Conkling told *The Billboard* he was thoroughly impressed with the strides made by Columbia in recent months, which he feels is a favorable reflection upon Columbia's staffers. Conkling, who leaves his Capitol post as veepee in charge of an a. and r., was particularly emphatic about retaining [\(Continued on page 14\)](#)

### King Signs Esther, Goes Into 45 Line

NEW YORK, Jan. 13.—Sid Nathan, King Records president, exploded a double header with the announcement that Little Esther, Savoy disk queen, would record henceforth for King. He also stated King was going 45. Confirmation of the Little Esther switch came this week when Herman Lubinsky, on the Coast, stated he had signed Linda Hopkins to replace Little Esther. Latter scored highly in retail and juke sales charts of *The Billboard* during the past year.

Nathan, last of the bigger indie [\(Continued on page 31\)](#)

### GL&H Pacts Tex Beneke

HOLLYWOOD, Jan. 13.—Gabbe-Lutz & Heller (GL&H) artists management, has inked Tex Beneke to a one-year personal management contract with options. Pact was made with Beneke's attorney, Jack Katz, and Dick Gabbe, who flew in from New York for the negotiations. The sax-playing maestro last week signed with MGM Records and this week cut his initial sides for the company.

GL&H operate in both Los Angeles and New York handling [\(Continued on page 39\)](#)

## Increases Backfire, Pressers Cut Tabs

**Prices Hover Around Pre-Jan. Level As Labels Rebel Against Indie Hikes**

NEW YORK, Jan. 13.—The price increase effected by the independent pressing plants two weeks ago (*The Billboard*, January 6) has backfired to such an extent that most of the indies have already cut back to a price close to that charged before the last increase. Prices quoted this week were 18 cents for break-resistant pressings and 15½ to 16 cents for the shellac disks. But one pressing plant owner admitted that labels were still able to bargain on price, with some plants going as low as 17 cents for the "flex" and 14½ cents for the breakable pressings. The latter prices are at a level with the pre-January costs.

**Labels Rebel**  
The break in prices came when

## Santly-Joy Shuts Chi, L. A. Offices

**Streamlining, TV-Disk Emphasis In Back of Move**

NEW YORK, Jan. 13.—Santly-Joy this week shuttered its branch offices in Chicago and Los Angeles, thus becoming the first important music-publishing firm to operate exclusively out of New York.

The move was made, according to George Joy, who recently purchased Lester Santly's 50 per cent interest in the firm (*The Billboard*, January 6) in order to streamline the operation for concentration on records and TV. Joy plans to gear the staff for the "modern" type operation, with emphasis on disk promotion right off and TV in the near future. With live plugs dwindling both in quantity and importance, particularly outside of New York, the reasoning is, the expense of maintaining branches is no longer justifiable.

Jack Perry, who has been the Santly-Joy rep in Chicago, comes to New York as professional manager for the firm. Contact men George Schottler and Roy Kahn will continue under Perry. Both George and Eddie Joy and the staff will make periodic road trips to contact jockeys. Also disk promotion personnel will be added.

## MPCE Sez TV Pluggers Must Join AGVA

NEW YORK, Jan. 13.—Members of the Music Publishers' Contact Employees (MPCE) are being notified by letter that if they wish to make TV appearances to plug tunes they will have to join the American Guild of Variety Artists (AGVA).

The decision was taken at an MPCE board meeting this week following a beef by AGVA Prexy Henry Dunn that contact men were [\(Continued on page 39\)](#)

## Warren Music To Do Fold-Up

HOLLYWOOD, Jan. 13.—Harry Warren Music Company will become inactive this spring. Warren and MGM, co-owners in the publishing outfit, agreed that after the cleffer's final pic work in April, the firm would become passive. Split came about as the result of a mutual agreement. The pubbing [\(Continued on page 31\)](#)

# Petrillo Out for TV-Film Royalties

Bases Stand on Contract With Picture Makers; Issue Keystone in Net Talks

Continued from page 7

is likely to be another bone of contention. Local 802's rank-and-file group kicked up a big fuss about this, and the current administration has taken up the cry, reportedly with AFM backing. Petrillo also will fight to prevent the rise of a spectre on TV comparable with that of the disk jockey on AM. The recent success of Television Authority (TVA) in landing a contract is regarded as strengthening Petrillo's hand.

Basically, however, the point on which the pact will be made or splintered is apt to be that concerning TV film. This doesn't mean such film produced specifically for TV under royalty pacts which Petrillo has made with such indie packagers as Snader Tele-transcriptions and Gene Autry, nor did his wire to the stations refer to such material.

Typical of the deals which Petrillo claims do come under his aegis is that set recently by WGN-TV, Chicago, for 19 Eagle-Lion features. The AFM says that use

of these films by the station will be a violation and that the union will move to protect its interest if they are aired.

### Legally Involved

Broadcasters regard the legal aspects of this question as extremely involved, and they are, of course, much complicated by the pressure being exerted by the AFM. The film product itself must be divided into different categories, depending on who made it and when. Certain producers, the majors especially, are regarded as definitely committed to Petrillo. Others feel that AFM's interpretation does not apply to them. The TV people, however, have thus far ignored the Petrillo wire, just as they have ignored his earlier "unofficial" claims. They probably will continue to do so unless the AFM can tie down its position in the pact now being hammered out.

Back of all this is Petrillo's major ambition: To acquire for the AFM a royalty from use of film similar to the principal established with recordings. The deals set thus far with the indies calls for 5 per cent of the sales. Petrillo is believed looking ahead to a time when this pattern, if set, can

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# CAPAC's Tele Rates Rejected

TORONTO, Jan. 13. — Composers, Authors and Publishers' Association of Canada, Ltd. (CAPAC), rates for television were turned down last week by the Canadian Copyright Appeals Board. The board has not yet passed on CAPAC's application for radio rates.

Appearing in Ottawa before Mr. Justice Thorson, the performing rights organization was confronted with heavy opposition to its projected video rates, the objections coming from both the Canadian Broadcasting Corporation and the Famous Players Canadian Corporation, a Paramount Pictures subsid.

In thumbing down CAPAC's request, the board noted that it is holding the matter in abeyance until telecasting actually begins in Canada. Video is expected here some time toward the end of 1951.

# Bray To Head Vega Records

NEW YORK, Jan. 13. — Jim Bray, West Coast sales chief for London Records, will resign his post February 1 to become president of Vega Records, the low-priced LP diskery. It is reported that Bray will hold a one-third interest in the label. Co-incident with his switch in jobs, the Vega firm will launch a full-scale promotional drive.

Specializing in diskings with country appeal, the Vega firm was started by Trumpis-Collar, California engineering company which manufactures record presses. Vega LP disks list at 99 cents, while the firm's new line of 45-r.p.m. waxing lists at 79 cents. The label has already set 15 distrib outlets in the United States and three in Canada.

Bray, former veepee and national sales manager of London Records will make a coast-to-coast trip for Vega during February. A replacement Western sales chief for the London label has not yet been set.

# STORES SEE '51 STARTING BRIGHT

NEW YORK, Jan. 13. — Music store business for this first quarter of this year will be good. That's the opinion of music dealers surveyed by the National Association of Music Merchants (NAMM).

The association checked a cross section of the merchant members and found the following: Prospects were "bright" according to 33 per cent of the dealers; "equal to 1949," according to 42 per cent and "cloudy" according to 25 per cent.

# MGM DISKERY HITS 100 MARK

NEW YORK, Jan. 13.—MGM Records on February 2 will mark the 100th release of its three years in the platter business with an output of diskings by all its top artists. There will be 12 singles and one album in the release; single diskings will include two by Billy Eckstine and one each by Bill Farrell, David Rose, Hank Williams, Macklin Marrow, Bob Wills, Ivory Joe Hunter, Art Mooney, Ziggy Elman, Monica Lewis and Tommy Tucker. The album is a tracking from Kathryn Grayson's *Ground for Marriage* flicker. The diskery has lined up an extensive promotional push for the release.

### NOW WOT?

# Seek One, Find Six Chimneys

NEW YORK, Jan. 13. — In last week's *Billboard* it was chronicled how boy cartographers Howie Richmond and Al Brackman planned to create a Chimney Corner, U. S. A., if a classified ad in *The New York Times* failed to turn one up.

The young earth-movers will not be required to carry thru their exercise in creative geography—because far-flung correspondents have turned up six Chimney Corners. After 15 phone calls and four wires from disk jockeys, who apparently thrive all over, the following Chimney Corner towns, unlisted anywhere, were brought to light: One in Bucks County, Pa.; one in Fayette City, W. Va.; one outside Burlington, Vt.; one outside Richmond, Va. A. C. C. Inn was discovered in Stamford, Conn., and a C. C. Rest in Westchester County.

Plans are now afoot to transport the population of one or another Chimney Corner for appearances on the *We, the People* broadcasts.

This sells copies?

# AFM Crackdown On Omaha Unit

CHICAGO, Jan. 13.—The recent investigation of Local 70, Omaha chapter of the American Federation of Musicians (AFM), by special musickers' union field reps W. B. Hooper and Elmer Hubbard regarding irregular practices by its officers, produced its first fruits this week.

Omaha territory music buyers were notified that all minimum number of sidemen rulings set by the Omaha local would be eliminated immediately in all establishments. The Omaha local began making sidemen rulings following the end of the last war and the high minimums set have provoked a great deal of beefing from Nebraska and Iowa music buyers. It is understood that other changes

(Continued on page 40)

# Army Gambling Ban May Cut Ork Sales

Crack-Down Would Cut Services' Coin To Book Dates; Agents Still Hopeful

NEW YORK, Jan. 13.—A newly enforced armed forces' regulation which prohibits the use of gambling devices in officer clubs and on camp grounds will at least temporarily serve as a barrier to the sale of bands and other miscellaneous entertainment to service outlets. Band bookers already were beginning to feel the plus business created by the expansion of service training plans and the extension of government draft plans.

Band business was at its height during World War II mainly on the strength of heavy purchases by army, navy and marine stations. Ballrooms in the vicinity of these camps also developed and flourished. The current military training program paved the way for the resumption of a sturdy band business. But the band buying strength during the past war period was concentrated in the funds accrued from the slot machines and other gambling devices in officers and non-commissioned officers' clubs. This money accounted for a good percentage of band purchases, tho the fundamental band procurement was supposed to have been made from entertainment appropriations handed each service base. The income derived from the gambling devices in each club averaged between \$2,500 and \$3,000 per club per month.

### Herman Nixed

The overnight shutdown of gambling in the service camps caught a couple of band bookers flat-footed with date cancellations. At least one major orkster's itinerary will be sharply affected.

# Col. Shuffles C&W Roster

NEW YORK, Jan. 13.—Columbia Records has made considerable revisions during recent weeks in its country and Western roster, bringing its number of additions to eight, and pruning more, under the aegis of folk a. and r. topper Don Law.

The new talent includes Okie Jones and Billy Brown, new in the waxing field; the Lester Platt-Earl Seruggs duo, who come over from Mercury; Riley Crabtree, recently with the Talent label; Billie Starr, formerly with London. Newcomer Lefty Frizzell has made a rapid and strong imprint with his first waxing, *I Love You a Thousand Ways*, backed with *If You've Got the Money*. Other newcomers to the roster are the Masters Family and Melissa Monroe.

Outgoing artists include Al Dexter, who has joined King; Bob Atcher, now with Capitol; Ray Smith, now with London; Ted Daffan; Andy Andersen; the 101 Ranch Boys; Skeets Yaney and Frankie; the Old Hickory Singers; Buddy Starcher; the Seven Rowe Brothers; the Spear Family; Lonnie and Tomie Thompson.

Woody Herman was due to play eight days in camps in and around San Antonio, but these have all been canceled following verbal okays but sans completed contracts.

Veteran bookers feel that the gambling device restriction will serve only as a temporary block for their business. They feel that as a result of the cut-back in entertainment funds thru this move the service camp entertainment allocations may be boosted sufficiently to provide ample funds.

The agents say that they will probably have to make price adjustments to keep the ork takes within reason with the smaller pot to draw from. But the bookers still feel that the service camps will solve the early and mid-week booking problem for at least the duration of the military training schedule. With college business still at a high level and week-end promotions still creating fairly simple sales problems, the bookers still anticipate that the ork business will resume its position as a major money-making enterprise.

### VERDI KICK

# Disks Roll To Celebrate Anniversary

NEW YORK, Jan. 13. — The "Verdi Year," commemorating the 50th anniversary of the composer's death, will result in a rash of Verdi disk and album releases by most record companies. In addition, a large number of new recordings of Verdi music will make their bow during 1951 as the various diskeries engage in recording activities both here and in Italy.

Cetra-Soria label is prepared to release from eight to 15 Verdi operas during the remainder of the year. The label is importing masters to be recorded in Italy by singers from such groups as the Rome Opera, La Scala and Radio Italiana. Only after listening to the recordings will the diskery decided which are suitable for the American LP market.

RCA Victor started its Verdi Year releases with three albums. Two, *Highlights From La Traviata* and a *Verdi Commemorative Album*, are pressed from previously issued recordings featuring Licia Albanese, Jan Peerce, Robert Merrill, Leonard Warren, Erna Berger, Jussi Bjoerling and Italo Tajo. The third Victor album is *Verdi's Quartet in E Minor*, waxed by the Paganini Quartet.

# Madriguera To Bear Good Will

NEW YORK, Jan. 13.—Maestro Enric Madriguera and a 20-piece ork, plus eight rumba dancers and vocalists, goes on a tour of Latin-American countries starting February 1. The tour is a goodwill junket, with the State Department sanctioning the trek. At the behest of the Uruguayan government, Madriguera will open that country's carnival season, playing for about five weeks in Montevideo's largest auditoriums, halls and theaters.

Madriguera also will visit Buenos Aires in Brazil, and Venezuela, Porto Rico and Cuba. Standard Oil has contracted to sponsor the Madriguera unit for several TV programs in Havana.

Prior to taking the junket, Madriguera will endeavor to persuade James C. Petrillo, American Federation of Musicians chief, to permit freer exchange of musicians between Brazil and United States. Madriguera returns to the States in April.

The maestro, incidentally, has clefted *Montevideo—Song of the Carnival*, which is scheduled to become the official tune of the festivities. Madriguera introduced it several weeks ago at the Capitol here.

# Phono Total 15,000,000; TV Combos Helped Up Figure

Boost Aided Also by Three-Speed Players; '50 Output Below 1946

WASHINGTON, Jan. 13.—With the aid of the large volume production of TV sets equipped with phonos, the potential disk market is represented by over 15,000,000 phonos, a survey of Radio-Television Manufacturers' Association (RTMA) statistics disclosed this week.

Tho the general trend of radio-phonos and phono production has been on the downgrade for the past few years, output of TV-phonos climbed from a meager 29 in 1946 to an estimated 400,000 for 1950. Over twice as many TV combos were put out in 1950 as straight phonos and nearly as many as record player-radio attachments, despite the vast pro-

motional emphasis on 45 and 33 1/2 attachments.

RTMA figures show that, since the end of World War II, their members have produced about 14,500,000 instruments outfitted to play records. Another 2,000,000 have probably been put out by non-members of RTMA. Between 1940 and 1942, when phono output was halted by the war, some 5,000,000 sets were produced by RTMA members and outside producers.

A large number of the approximately 21,000,000 phonos produced in the 1940-'50 period were undoubtedly replacements. RTMA states, however, that some of the replaced sets found their way back

into the market as second-hand goods. The lack of statistics on replacements makes it difficult to arrive at the total number of phonos in existence, but the rough figure of 15,000,000 appears reasonably accurate.

### 1950 Production

The estimated 1950 production of phonos of all types by RTMA members is about 1,600,000 as compared with 1,262,090 last year. The 1950 increase is a reversal of the trend in effect since the peak year of 1946 when production hit 4,993,300.

Output of record players and attachments by RTMA members this year is estimated at about 500,000

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## KIDISKS A-GROWING

## Indies Ready Step-Up of Releases, Tho Xmas N.S.G.; Majors May, Too

NEW YORK, Jan. 13.—Indie kidisk labels are preparing to increase their releases during the rest of this year, altho some of the manufacturers admit the children's record business was "not so good" this past Christmas season. Kidisk departments of the majors may also increase their output, but not to the extent of the lower-priced lines.

Reports from the indies on Christmas season business range from "good" to "lousy." For the most part, it is the 25 and 49-cent lines that sold well; while the regular priced labels suffered from what they believe was the competition from TV. The low-priced firms, incidentally, are holding the price line at 1950 levels—at least for the foreseeable future.

The largest flood of new releases will come from Simon and Schuster's Golden Records. The two-bit diskery is releasing 12 records during January and February, four from the *Alice in Wonderland* flick score in March, four more in August and is prepping a regular release schedule of four to six disks a month to begin in the fall. The label will release new versions of *Frosty the Snowman*, *Woody Woodpecker*, *Winnie the Pooh*, *Popeye* and *Peter Cottontail*. The latter tune has been cut in both the Easter and "year-around" versions.

Additional plans by Golden execs call for increased emphasis on music and record store distribution, the hiring of more field men and Spanish and French language versions of their disks for foreign distribution.

The Peter Pan label is considering the manufacture of a line of

kiddie phonos, with the shortage of electronic parts as the big hitch. The diskery is releasing nine 25-cent and two 49-cent records this month and four more 49-cent platters for February. A new line of disks for the two-year-old age group will be introduced in February.

## Lincoln Future

George Rosette's Lincoln diskery has hired distrib exec Morty Klein as field sales manager to promote a rash of new material to be released during the next few months. The firm will place heavy emphasis on its 45 r.p.m. line. The Record Guild of America has switched its distribution from the Meyer Cord Company to

indie distributors. The Guild, which has 100 titles now on the market, will add another 20 this year.

Major labels, RCA Victor and Columbia, for example, are prepared to whip out additional titles on short notice. RCA Victor's releases may be increased if the diskery is successful with experiments in unusual packaging. Columbia will train its heavy promotional guns on the *Mr. I. Magination* album which features the same cast used on the video show.

The smaller children's record firms, however, ride with the sales trends. When business falls off, as it has for many of them, cash for additional recordings is not readily available.

## 45---SNAFU!

## Juke Disk Imports Banned by Belgium

NEW YORK, Jan. 13.—The RCA Victor has done little or nothing about introducing 45 r.p.m. records in Europe, there's plenty of action brewing on the Continent over both that speed and LP disks.

Latest revolves about action taken by the HMV, Fournier and Telefunken distributors in Belgium to prevent an American exporter of juke boxes to introduce the 45 r.p.m. speed in that country.

Long-playing records, in the meantime, have been introduced by English Decca in England, France, Switzerland, Belgium, Holland, Denmark, Norway and Sweden.

The Belgian fracas started when the International Amusement Company (IAC) and its Belgian affiliate started to ship the Williams and Ristauerat 45 r.p.m. juke boxes to the Continent. When IAC found there were no 45s available in Europe, it started to ship them to Belgium for use on its machines. Belgian disk distributors protested immediately.

Even when IAC explained it didn't want to handle records and would gladly pay any amount for the disks to be used on the juke, the European distributors remained adamant. Abe Witsen, IAC exec here, disclosed that this week Fournier, HMV and Telefunken filed separate suits to prevent further importation of 45 r.p.m. disks. Yesterday (12) it was reported that English Decca's Belgian outlet had introduced the first 45 record in Belgium. Further information on this maneuver was not available.

Witsen claimed this week that both American Decca and Capitol home offices have asked their European franchise holders for the

reasoning behind their anti-45 stands.

In England, HMV and EMI diskeries are reported to have told the trade that they would give six months' notice before introducing either of the two new speeds. Both firms are still selling nothing but the 78 r.p.m. platters.

In Latin-American countries, 45 is beginning to take hold firmly. RCA Victor is now pressing in Mexico, servicing the Caribbean area from the United States and lining up South American pressing. RCA has also developed a special ceramic pick-up for use on the company-manufactured 45 r.p.m. players shipping into tropical climes. The crystal cartridge used on domestic players is said to deteriorate badly in the warmer areas.

## Immortal 'Treasury' Bally Set by Victor

NEW YORK, Jan. 13.—RCA Victor's blueprint for the promotion of its *Treasury of Immortal Performances* album series (*The Billboard*, November 25) has been set and kicks off February 4. The series includes 12 classical and six pop albums containing performances by the greatest vocalists and instrumentalists of the age.

The series, to be pressed on both 45 and 33, also marks the first time that Victor has pressed pops on LP. Previously, some show album scores and recordings by Al Goodman were offered on LP, but nothing in the true pop vein.

The *Treasury* albums, containing performances by such notables as Caruso, Galli-Curci, Chaplin, and, on the pop end, by Benny Goodman, Glenn Miller, Artie Shaw, Russ Columbo, etc., will be in dealers' hands considerably in advance of February 4, opening day of the promotion. On that day, large ads break in Sunday newspapers in 27 major markets. Ads will list the Red Seal and pop albums of the series, and also tie in with a two-week festival which is planned with more than 250 radio stations carrying the nightly *Music You Want* program.

Stations, for two weeks beginning February 5, will broadcast nightly a series of special programs built around disks in the

## Remington Skeds 5 Operas in Italy

NEW YORK, Jan. 13.—Donald Gabor, president of Remington Records, low-priced LP diskery, last week contracted to record five operas in Italy during February. The orchestra and chorus of Maggior Fiorentino will be used to cut *Aida*, *Il Trovatore*, *Tosca*, *La Boheme* and *Cavalleria Rusticana*.

Featured artists on the disks will be Ivan Petroff, baritone; Vissilka Petrova, dramatic soprano, and Elizabeth Wysor, contralto.

## FRAN WARREN IN PARADE, TOO

NEW YORK, Jan. 13.—A story in *The Billboard* last week about RCA Victor's forthcoming *Victor Vocal Parade* series inadvertently omitted mention of the Fran Warren album. Miss Warren's contribution will be songs by Harold Arlen. Thrush is one of nine Victor singers, each of whom will have an album in the series, designed as the vocal counterpart of the waxery's successful *Here Comes the Dance Bands* project last year.

## TD To Relight His Gardens Come Spring

HOLLYWOOD, Jan. 13.—Tommy Dorsey will reopen his Casino Gardens sometime this spring. Orkster, who left here Monday (8) for New York, and booker Lee Carroll are studying conditions and availability of bands before making a definite reopening move. At present, the terperery is only used for private dances. Operations would probably be three nights a week, as it was when the Santa Monica spot shut down last year.

The Gardens opened last Memorial Day with plans to revert to six-days-a-week operation. It only lasted one week, however, and has been shuttered since. Prior to the Memorial Day weekend opening, the ballroom had been dark for eight months.

TD purchased Casino Gardens in 1944 from Bernie Cohen for a reported \$60,000. Over \$100,000 was poured into the structure by Dorsey. In 1949, the Gardens operated on a six-nights-a-week basis after a seven-nights-a-week policy the previous summer. Ballroom then switched to four nights a week and finally week-ends only.

## MUSIC, MAESTRO!

## Name Bands To Stimulate US Recruiting

NEW YORK, Jan. 13.—Just as they did in World War II, name bands will be employed to bolster service recruiting campaigns and to carry the services' message to the public.

First name orkster to be snared to aid army recruiting is Ralph Flanagan.

Pepsi-Cola has set a weekly band show, which will emanate from a different service camp each week and which will serve up the bally for the services.

Flanagan takes to the air January 22 for an indefinite series of army and air force sponsored recruiting half-hour musical shows. Show will be heard via 280 stations of the American Broadcasting Company at 10 p.m. (EST). Ainer parallels the World War II series played by the late Glenn Miller's band.

The Pepsi-Cola band series will be heard on Sundays, 5-5:30 p.m. (EST). Bands will be provided for the ainer by General Artists Corporation. Phil Regan will act as permanent emcee of the show, which will be heard via the National Broadcasting Company. Bands will be picked up via remote from a different service camp each week. The show is similar in conception to the Coca-Cola spotlight bands ainers of the last war.

## LATINS LOVE

## Victor Cuts More Pops For LA Mart

NEW YORK, Jan. 13.—American pop and children's disk material is beginning to take hold in Latin American countries, according to Herman Diaz, RCA Victor International a. and r. exec. Experiments with American pops in Spanish lyric translations and as instrumentals have proven successful.

Pops like *Harbor Lights*, *Be-witched*, *The Thing* and *Jing-a-Ling* have already been issued for the LA market. Diskings were made in Mexico or in the United States, depending upon the location of the artists, and the Luis Arceraz ork is being assigned additional pops for instrumental waxings for singles and albums.

In the kidisk field, the label is starting to release Spanish-language versions of the best-selling American material. First kidisk album in the series is the Disney *Cinderella*, cut by the same cast used for the Spanish flick version sound track. Accent in the kid field will be on the 45 r.p.m. speed, altho the waxings will also be available on 78.

albums will vary according to the number of disks.

## London Savoy Uses Names

LONDON, Jan. 13.—The Savoy Hotel here has inaugurated a name band policy, with Ted Heath and his 20-piece band booked for 12 weeks.

For the past 20 years, the Savoy employed one house band, Carroll Gibbons. He vacated the bandstand recently to take over as entertainment manager for the Savoy.

## Decca's Ethel Smith On Concert Kick

NEW YORK, Jan. 13.—Ethel Smith, Decca Records' organist, currently on a nation-wide tour, is set for appearances as a solo concert artist and in vaudeville and night clubs. Now at the Olympia Theater in Miami, she is set for an engagement at El Rancho, Las Vegas, Nev.

Being set up for Miss Smith are appearances with the Toronto, Buffalo and Rochester symphonies, a series of concerts at colleges, and a solo tour thru Illinois and Iowa.

## WAXERY FLICK PLUG

## Cap Label, Artists Get 'Singing' Spot

HOLLYWOOD, Jan. 13.—Capitol becomes the first label to be directly plugged and to have all its artists featured in a film as a result of a tie-in made with Stanley Productions (Hal Stanley). Pic, *Come Out Singing*, is being produced in Supercinicolor for Eagle-Lion release and will feature Nat King Cole, Nellie Lutcher, Kay Starr (whom Stanley manages), Margaret Whiting, Mel Torme, Tennessee Ernie, Tex Williams, Stan Kenton, Joe (Fingers) Carr (Lou Busch) and Frank De Vol, among others. Capitol Records will work into the story's plot with shots of Cap's Hollywood headquarters, and some of its execs also will be included. Cap's building will serve as locale and background for film's action.

Altho Cap does not have money invested in the production, the venture is one of the closest tie-in deals made between a record company and a film producer. Capi-

tol's artist-repertoire department is clearing all tunes to be used in the film before they are soundtracked. Tune material is clefied by Irving Taylor and Marty Roberts, with some penning credits going to producer Stanley. Arrangement between Capitol and Stanley includes plan for diskery to cut and release all tunes on the pic's soundtrack. Pic is budgeted at approximately \$300,000.

Capitol is expected to reciprocate with a heavy promotional campaign linked and timed to the pic's release. Release date is skedged for some time in early summer. This will mark Stanley's initial venture in film production. Pic will be made in conjunction with Joe Justman. Following completion of *Singing*, Stanley is planning to feature Kay Starr in a dramatic vehicle, tentatively tagged *Stumble Street*, also for Eagle-Lion release.

## KIDISK NOVELTY

## Cap Tele-Talk Device To Tie In on Kid Wax

HOLLYWOOD, Jan. 13.—Tele-Talkie, most revolutionary kidisk packaging device since the Record Reader, will be released this week by Capitol. Gimmick is a wheel permanently secured to the disk package which, when turned, reveals illustrations thru a cut-out frame. Frame is made to resemble a TV set, hence the Tele-Talkie title. Capitol developed this new method of supplying pictures with its kidisk releases in an effort to cut the high cost of its Record Reader.

Cap will now be able to release kid platters at \$1.50 (78-r.p.m.) and \$1.35 (45-r.p.m.) with more illustrations than usually accompany the Record Reader, which sells for \$3.50 plus tax. Innovation thereby permits Cap to strengthen its hold on the kiddie field, both in the low-cost as well as standard-priced fields.

Capitol, who first introduced the Record Reader, was unable to patent it and soon the combinations of spoken story and pictures was picked up by its competitors. This time Cap has gained a design patent on the Tele-Talkie gimmick.

Each Tele-Talkie picture wheel provides kids with 10 illustrations. Youngsters turn wheel to a finger stop each time bell rings on the record. Pictures are in full color.

To launch its new packaging device Capitol is using a new kid character, Lena, the Hyena. Diskery similarly kicked off Bozo, the Clown with the Record Reader. Lena and Alan Livingston, Capitol's artist-repertoire veepee, is the originator of Bozo and has masterminded Cap's primary role in the kidisk field from its start five years ago.



*America's Fastest Selling Records*

Another Great Decca Double

**ELLA FITZGERALD**  
and the **INK SPOTS**

**LITTLE SMALL TOWN GIRL**

(With The Big Town Dreams)



and

**I STILL FEEL THE SAME ABOUT YOU**

DECCA 27419 (78 rpm) and DECCA 9-27419 (45 rpm)



2 Brand New Ballads Brilliantly  
Sung by



**JACK OWENS**

**DON'T SAY YOU CARE**

(Unless You Really Do)

and

**I WANNA RING AROUND  
MY ROSIE'S FINGER**

DECCA 27362 (78 rpm) and DECCA 9-27362 (45 rpm)

**NEW RELEASES—SINGLES**

**POPULAR**

I Remember The Cornfields To Hear You Laugh	EVELYN KNIGHT with GORDON JENKINS and his ORCHESTRA and CHORUS	Decca 27395 and *9-27395
Lullaby Of Broadway	TOMMY DORSEY	Decca 27396 and *9-27396
As Time Goes By	DICK HAYMES	Decca 27392 and *9-27392
The Night Is Young And You're So Beautiful	with VICTOR YOUNG and his ORCHESTRA (Like I Do)	Decca 27391 and *9-27391
If A Friend Of Johnny's	INK SPOTS	Decca 27391 and *9-27391

**COUNTRY**

Be Good To Your Father And Mother	EDDIE CROSBY	Decca 46287 and *9-46287
Poor Beggar Boy	GRANT JONES	Decca 48192 and *9-48192
I'd Rather Drink Muddy Water (And Sleep In A Hollow Log)	CHARLIE SINGLETON	Decca 48193 and *9-48193
When The Deal Goes Down		
Elephant Rock		
Alligator Meat		

**INTERNATIONAL**

Little Darling (Moja Dekia)	EDDIE HABAT	Decca 45126 and *9-45126
Twilight Polka		

\*INDICATES 45 RPM VERSION

**NEW RELEASES—ALBUMS**

**ARTIE SHAW AND HIS ORCHESTRA DANCE PROGRAM**  
*Instrumental*

Selections Include:

I'll Remember April	Decca 27056 and *9-27056
The Continental (You Kiss While You're Dancing)	
Love Walked In	Decca 24869 and *9-24869
I Got A Kick Out Of You	
Mucho De Nada	Decca 24889 and *9-24889
Orinoco	
Foggy Foggy Dew	Decca 27009 and *9-27009
Ho's Gone Away	

DECCA ALBUM A-792 • Four 10-inch 78 RPM Records • Price \$4.15  
DECCA ALBUM 9-104 • Three 45 RPM Unbreakable Records • Price \$2.90  
(Does not include: FOGGY FOGGY DEW—HE'S GONE AWAY)  
DL 5286 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

**OLD REFRAINS—Pipe Organ Solos**  
**ROBINSON CLEAVER**  
*Recorded in England*

Selections Include:

The Old Refrain	Decca 27298 and *9-27298
Angel's Serenade	
Songs My Mother Taught Me	Decca 27299 and *9-27299
Sweet And Low	
Deep River	Decca 27300 and *9-27300
All Hail, Thou Dwelling Pure And Lowly (Salut Demouire from "Faust")	
All Through The Night	Decca 27301 and *9-27301
Good-bye	

DECCA ALBUM A-793 • Four 10-inch 78 RPM Records • Price \$4.15  
DECCA ALBUM 9-106 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5287 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00  
\*INDICATES 45 RPM VERSION  
ALL ALBUM RECORDS AVAILABLE AS SINGLES



*America's Greatest Gospel Singer*  
**SISTER ROSETTA THARPE**  
with **SAM PRICE TRIO**

**HEAVEN IS  
NOT MY HOME**

and

**FAMILY PRAYER**

DECCA 48190 (78 rpm) and DECCA 9-48190 (45 rpm)

45 rpm and 78 rpm prices do not include Federal, State and Local taxes. Long Play prices include Federal tax, but not State or Local taxes.



# Music as Written

## Praxy of Worldwide Org on USA Visit . . .

M. Philippe Pares, president of SDRM, the international mechanical rights society, is here on a business visit. Society is comprised of representatives of the member societies of the International Confederation of Societies of Authors, Composers and Publishers, to which the performing rights organizations of some 21 countries belong. Only Western nations not represented are Great Britain and the United States. ASCAP withdrew when the Justice Department initiated the cartel suit in 1947. Since that time, the by-laws of the confederation have been modified, making it now possible for any member society to do business with more than one society in any country. Despite the lifting of the exclusivity clause, ASCAP has not yet reapplied for membership.

## SACEM Winds Up 100th Anni. Celebration . . .

SACEM, the French performing rights society, will wind up its centenary celebration in February. The organization, the first of its kind, is the model for all succeeding societies, including

ASCAP. ASCAP Praxy Otto Harbach recently sent congratulations on the occasion of a SACEM celebration of its hundredth year, in which he acknowledged SACEM's role as a pioneer and model for other societies.

## "Top Banana" Rights To J. J. Robbins . . .

J. J. Robbins & Sons has publication rights to "Top Banana," new musical with words and music by Johnny Mercer. Show will star Phil Silvers, with book by Hy Kraft.

## Majestic Inks Danao To Seven-Year Pact . . .

Majestic Records, newly activated diskery, has signed the European nitery artist Bimbo Danao. Singer, billed only as Bimbo, was inked by label veepee Gordon Burdge, for seven years. Contract calls for 24 sides a year. Diskery now has in stable such talent as Chuck Cabot, Ike Carpenter, Beri Niosi, Annette Warren, Mary Ann Mercer, Terry Lee, and Johnny Dugan.

## From Chicago: Personal Notes . . .

Bobby Beers, who is rehearsing his own band which will be booked by MCA (see separate story in Music Department), skedded to be married January 16. Donna Kurtz, nonpro, will be the bride. . . Jimmy Martin, the London distributor here, hosts 200 record retailers at the January 17 performance of the D'Oyly Carte Opera Company at the Blackstone Theater here. A cocktail party at the Blackstone Hotel will follow. . . Danny Cleary, 21-year-old MCA one-night booker, goes into the service January 19. . . The South Side Record Retailers' Association has approached Mercury and Victor here regarding the publishing of their advance release sheets, mailed to retail stores, on gummed label paper. This would facilitate marking manila storage envelopes, for retailers report that they are not receiving their gummed labels on time from several commercial houses which publish them. Both labels report they are mulling the proposals. . . Chess label has inked Felix Gross, ex-Down Beat blues warbler. . . Willard Alexander reportedly looking for a Chi representative. . . Jimmy Dorsey continues name band policy at Edgewater Beach Hotel January 26 with a four-weeker. Hostelry normally has semi-name orks in the winter period, but now has had Wayne King, Xavier Cugat and Dorsey in a row. . . Sam Margolis folded his General Distributing Company January 1, with Monroe Passis, of Record Distributors, taking over his See-co distrib duties. Passis also is taking on Tempo locally. . . Mercury Records is presenting gold medals to its distributors who sell 1,000,000 disks per year. First medal went this week to Mill Salstone and Henry Friedman, of MS Distributing here. . . Tony

Fontaine, the Mercury newcomer, has been offered a new three-year TV and radio pact by WGN here. His old paper didn't expire for six months.

## New York:

The initial Capitol Records' press run of the Nat (King) Cole plattering of "Jet" incorrectly listed the writers as Benjamin Weiss and Warner; first two are due the credit as lyricists but Harry Revel did the music and acknowledgments will be made in future pressings. . . Decca Records' Praxy Milton Rackmil's daughter, Marline, was married Saturday (13) to Martin Salkin, a real estate broker, at the Waldorf-Astoria Hotel here.

Jim Landay, London Records sales exec, returns to army duty this week as first lieutenant in artillery. . . The new Buddy Greco combo opens March 1 at Cafe Society for four weeks. . . Andre Previn is doing the background score for the MGM flick, "Cause for Alarm." . . London Records signed Chicago chirp Jeri Southern and a square dance group, the Haystackers. . .

# Tyson Joins Tom-Dor as Booking Op

NEW YORK, Jan. 13.—Jimmy Tyson, former veepee with the Associated Booking Corporation (ABC) and a long-time one-night booker with the Music Corporation of America (MCA), has been hired by Tommy Dorsey to head up the orkster's Tom-Dor Enterprises. Tyson specifically will keep an eye on the booking operation therein.

Lee Carroll, brought in from the MCA's Hollywood one-night department to build the foundation for the Tom-Dor booking set-up, will return to the Coast to handle Dorsey's affairs there, including the handling of the orkster's now shuttered Casino Gardens Ballroom.

Dorsey, who returned here after a week of concentrated recording work in Hollywood and a gander at his oil investments in Texas, resumed baton work this week. He reorganized and held his first rehearsal yesterday (12). He takes to the road next week with the first stops skedded for the New England territory; high spot of the first week will be a four-day stay at the Totem Pole, Auburndale, Mass., next Wednesday thru Saturday (17-20).

Dorsey's Coast recording trek was the follow thru of a program designed to hype the orkster on wax by pairing him off with other of the major Decca artists. He recorded with Bing Crosby, the Andrews Sisters, Victor Young and several others during the stay.

# Wallich Takes A&R Guidance

Continued from page 10

diskery has groomed exees to take over functions so as to permit the Capitol president to operate flexibly. For instance, Jim Murray, administrative vice-president, who joined the company in 1950, will take over additional administrative duties at the home office. Murray's post, in fact, will closely approach that which he held during his tenure at RCA Victor several years back.

No housecleaning is intended at Capitol. Those who were responsible to Conkling will now be responsible to Wallich. The latter intends to work closely with the a. and r. staffers, helping them thru his knowledge of trends and conditions thruout the country. He will travel much more extensively than in the past—probably coming to New York every other month for a stay of several weeks.

The company's home office will remain on the Coast, Wallich's belief being that that remains the center of show business. Just how much of the operation may be shifted to New York in the future depends upon various developments which currently shape up as uncertainties. For instance, in the event the coaxial cable doesn't get to the Coast on account of restrictions imposed by the national emergency, additional Capitol activity may be centered in New York.

NEW YORK, Jan. 13.—By the end of the first week of the Chicago Winter Furniture Market buyers were convinced that there would be an ample supply of radio-TV-phono equipment for the next three months, that prices were close to 1950 levels and that manufacturers were not at the stage where they had to sacrifice quality to production.

Buying was reported to be fairly heavy—some said above expectations—but many chain and department store buyers are still being cautious.

## Five New TV Sets Shown By Olympic . . .

Olympic Radio & Television Company introduced five new models this week to be added to the four holdover sets from the 1950 line. New sets are a 20-inch console at \$369.95, a similar set with full doors at \$489.95, a 20-inch console at \$429.95, a 17-inch de luxe table model at \$289.95 and a 17-inch provincial console at \$429.95.

## John Meck Points to Future Dealer Moves . . .

According to John S. Meck, president of John Meck Industries and Scott Radio Laboratories, dealer actions to keep up sales and profits during merchandise shortages should take the form of careful buying of lines with high mark-ups, increased service business, concentration on trade-in

## No Shift at Col.

Continued from page 10

Columbia's status quo in the artist-repertoire department.

"It's very difficult for me to leave Capitol, he said, "for I have been here so long and watched the company grow. I'm not sufficiently familiar with Columbia's operations at this point to say that I intend to accomplish there. Conditions at Columbia, especially during recent months, seem very healthy to me, and in view of this I cannot foresee any staff changes."

## Cap Personnel Remains

HOLLYWOOD, Jan. 13.—Only Jim Conkling's secretary, May Kepner, will follow him to Columbia. Cap's artist-repertoire veepee will not attempt to lure either Cap artists or staffers to Columbia when he takes over as the firm's praxy. Conkling denied rumors that he will take Alan Livingston, head of Cap's highly successful kidisk department along with him. He said he will only talk to Cap artists or staffers when he learns they are negotiating with other disk companies, thereby indicating their desire to leave Cap.

In New York, Walter Rivers will do top level sales promotion, artists' relations, and public relations on an institutional level. He will also do some song picking. Dave Cavanagh, here from the Coast, will supervise recording dates. The executive line-up, as outlined by Wallich, is as follows:

### The Echelons

On the Coast: Jim Murray, administrative vice-president; Floyd Bittaker, executive vice-president of Capitol Records Distributing Corporation, in charge of sales and distribs; Lloyd Dunn, general merchandise manager; Hal Cook, sales promotion manager; Don Bonbright, secretary and general legal counsel; John Aitkens, treasurer.

Alan Livingston, vice-president and kidisk specialist, reports to Wallich. Lee Gillette and Lou Busch, both pop specialists; Dave Dexter, who previously did jazz, rhythm and blues and Dixieland, now in pop a. and r.; Francis Scott, Dick Jones and Ken Nelson, all in a. and r., are reporting to Wallich.

Dee Kilpatrick, country and Western specialist, will remain quartered in Nashville.

In New York, in addition to Rivers, are Dave Cavanagh, supervising dates, and Alec Porges, head of the diskery's foreign business department.

# TV-Phono Merchandising

sales and adding new and allied lines of merchandise.

## Steelman Preems First Radio-TV Sets . . .

Steelman Radio & Phonograph Company, introduced its first radio and radio-TV combinations during the Chicago furniture show this week. Firm has been concentrating on phonos since its inception.

## Stromberg-Carlson Ups Prices on 4 Sets . . .

Prices on four Stromberg-Carlson products were increased this week as the firm raised the tags on Dynatomic table radios to \$34.95 and \$37.50, Mercury 17-inch table video set to \$329.95, Imperial 17-inch console to \$389.95 and Empire 19-inch console to \$499.95.

## NARDA Convention Opens Sunday in Chicago . . .

The annual winter meeting of the National Appliance and Radio Dealers' Association opens Sunday (14) at the Stevens Hotel in Chicago, with top industry officials slated to address the various group forums to be held. In addition, dealer members will speak.

## New Tele-Tone Prices Up 10 Per Cent . . .

Prices on the 12 new TV sets shown by Tele-Tone this week were 10 per cent higher than similar sets in the 1950 line. Typical are a 17-inch leatherette table model for \$229.95, a 17-inch console at \$259.95 and a 17-inch full-door console at \$339.95.

## Layoffs at Two Plants Due to Shortages . . .

Employees at both Sylvania in Buffalo, and Crosley in Cincinnati, were laid off temporarily this week because of parts shortages. At Sylvania, only 70 were affected, but 1,000 were out of work at Crosley.

**BE MY LOVE**  
From the M-G-M picture  
"THE TOAST OF NEW ORLEANS"  
recorded by  
RAY ANTHONY .....Capitol  
LES BROWN .....Columbia  
BILLY ECKSTINE .....M-G-M  
MARIO LANZA .....RCA Victor  
VICTOR YOUNG .....Decca  
MILLER MUSIC CORPORATION

**MUSIC BOURNE TO LIVE**  
**LOVE MEANS LOVE**  
FRANK SINATRA and ROSEMARY CLOONEY  
COLUMBIA 39141  
ABC MUSIC CORP. 2997th Ave., N.Y. 19 N.Y.

**TENNESSEE WALTZ**  
PATTI PAGE  
Mercury 5534

**THE NIGHT IS YOUNG**  
(AND YOU'RE SO BEAUTIFUL)  
Recorded by  
DICK HAYMES  
(DECCA)  
WORDS & MUSIC, Inc.

**MITCH MILLER'S**  
FIRST HIT OF 1951  
**THE WINTER WALTZ**  
COLUMBIA 39111  
Gale and Gayles  
Incorporated  
1619 BROADWAY, NEW YORK 19, N. Y.

**HOPPIN' ALONG FAST WILL BE HERE SOON!**  
**KATY THE KANGAROO**  
GEORGE PAXTON INC.  
1619 Broadway • New York 19, N. Y.

**Another BMI Pin-Up Hit!**  
**THE WINTER WALTZ**  
Published by Gale & Gayles  
Recorded by  
Russ Morgan .....(Decca)  
Frankie Carlo .....(Victor)  
Mitch Miller .....(Columbia)  
Primo Scala .....(London)  
Trudy Richards .....(MGM)  
George Cates .....(Coral)  
Exclusively licensed by  
**BROADCAST MUSIC, INC.**

**THE LITTLE GENERAL**  
Says:  
**THE LITTLE WHITE DUCK**  
"WILL BE IN SEASON ALL THE WAY THROUGH EASTER"  
GENERAL MUSIC  
400 Madison Ave., N. Y. C., PL 3-7342

**BLUETAIL! THE RED FOX**  
"I WONDER WHY HIS TAIL TURNED BLUE?"

*We proudly present*

# “WHEN YOU RETURN”

Words and Music by **BENJAMIN & WEISS**

recorded by . . .

Mindy Carson—Victor  
Don Cherry—Decca  
Billy Eckstine—MGM

Gracie Fields—London  
Eddy Howard—Mercury  
Don Rodney—Coral

Paul Wester—Columbia



*and...*

*the cute French Novelty that MINDY CARSON's  
Victor Record started...*

# “BOUTONNIERE”

(BOO-TON-YARE)

Words by **BOB HILLIARD** . . . Music by **DAVE MANN**



**IN PREPARATION**

## *“The Vision of Bernadette”*

(LADY OF LOURDES)

Words and Music by **AL HOFFMAN & JOHN FARROW**

**SANTLY-JOY, INC.**

1619 Broadway

New York 19, N. Y.

GEO. JOY (Pres.)

EDW. JOY (Vice-Pres.)

GEORGE SCHOTTLER . . . . . JACK PERRY (Prof. Mgr.) . . . . . ROY KOHN

IT'S NEW!

# IT'S YOU- NO ONE BUT YOU

vocal by *EDDIE FISHER*

## Phil SPITALNY

and the Hour of Charm All-Girl Orchestra and  
Choir . . .

IT'S DIFFERENT!

# Galloping Comedians

45 rpm—47-4020

78 rpm—20-4020



### RCA VICTOR Records



## THE BILLBOARD Music Popularity Charts

### HONOR ROLL OF HITS

Trade Mark Reg.

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received January 10, 11, 12.

Last  
WeekThis  
Week

#### 1. 1. Tennessee Waltz

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

#### 3. 2. My Heart Cries for You

. . . By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)  
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Aulry, Col 39066.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth.

#### 2. 3. The Thing

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

#### 4. 4. Harbor Lights

. . . By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963, (45)6-784, (33)1-784; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Farman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1408; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher, Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

#### 5. 5. Nevertheless

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

#### 6. 6. A Bushel and a Peck

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

#### 8. 7. Be My Love

. . . By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)  
From the MGM film, "Toast of New Orleans."  
RECORDS AVAILABLE: B. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V. (45)49-1353; (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

#### 7. 8. Thinking of You

. . . By Harry Ruby and Bert Kalmer—Published by Remick (ASCAP)  
From the MGM film, "Three Little Words"  
RECORDS AVAILABLE: Bobby Byrne Ork, Coral 60298; D. Cherry, Dec 27128; A. Morton-P. Weston Ork, Capitol 1106; M. Tilton, Coral(78)60279, (45)9-60279; S. Vaughan, Col 38925; E. Fisher, V 20-3901; Margaret Phelan, King 15089.  
ELECTRICAL TRANSCRIPTION LIBRARIES: The Satisfiers, Associated; Richard Liebert, Thesaurus; Bob Chester Ork, Standard.

#### 9. The Roving Kind

. . . By Jessie Cavanaugh and Stanton Arnold—Published by Spencer Music (BMI)  
RECORDS AVAILABLE: D. Brand, Crest CR-25002-1; Melodeans, MGM 10879; G. Mitchell-M. Miller, Col 39067; Weavers, Dec 27332; R. Allen, Mer 5573.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

#### 10. 10. You're Just in Love

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

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

**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

	<b>78</b>	<b>45</b>
	rpm	rpm
"I TAUT I TAW A PUDDY TAT" Mel Blanc.....	1360	F1360
"LOVESICK BLUES" Kay Starr.....	1357	F1357
"TAILOR MADE WOMAN," "STACK-O-LEE" Tennessee Ernie, Joe Fingers Carr.....	1349	F1349

## HOT SELLERS!

**POPULAR**

	<b>78</b>	<b>45</b>
	rpm	rpm
"LITTLE ROCK GETAWAY," "TENNESSEE WALTZ" Les Paul.....	1316	F1316
"HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony.....	1190	F1190
"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie.....	1295	F1295
"MY HEART CRIES FOR YOU," "MUSIC BY THE ANGELS" Jimmy Wakely.....	1328	F1328
"IF," "I LOVE THE WAY YOU SAY GOODNIGHT" Dean Martin.....	1342	F1342
"A BUSHEL AND A PECK" Margaret Whiting, Jimmy Wakely.....	1234	F1234
"I'LL NEVER BE FREE" Kay Starr, Tennessee Ernie.....	1124	F1124
"I TAUT I TAW A PUDDY TAT" Mel Blanc.....	1360	F1360
"I'LL ALWAYS LOVE YOU" Dean Martin.....	1028	F1028
"ORANGE COLORED SKY" Nat "King" Cole, Stan Kenton.....	1184	F1184
"THINKING OF YOU" Art Morton, Paul Weston.....	1106	F1106
"PAGLIACCI," "SANTA LUCIA" Stan Kenton, Vido Musso.....	7-1306	6F-1306
"OVER AND OVER AND OVER" Margaret Whiting.....	1343	F1343
"BE MY LOVE" Ray Anthony.....	1352	F1352
"OH, BABE" Kay Starr.....	1278	F1278

## WESTERN & FOLK

"THE SHOT GUN BOOGIE" Tennessee Ernie.....	1295	F1295
"HOT ROD RACE" Ramblin' Jimmie Dolan.....	1322	F1322
"STRAIGHTEN OUT YOUR TROUBLES" Ole Rasmussen.....	1355	F1355
"A BROKEN HEART AND A GLASS OF BEER" Hank Thompson.....	1327	F1327
"WITH A KISS" Cliffie Stone.....	1354	F1354



Week ending  
**JAN. 20, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

## CAPITOL'S NOVELTY LAFF RIOT



**STAN FREBERG**

*Nothing like it has ever been recorded!*

Capitol Record No. 1356 on 78 rpm

No. F1356 on 45 rpm

## NEW RELEASES ON Capitol



A Great New Album  
of Listening Music!  
**FESTIVAL CONCERT  
OF CHORAL MUSIC**

The Capital Chorus Conducted by one of the  
outstanding names in this field  
**PETER J. WILHOUSKY**

Each of these eleven choral works is sung exactly as available on sheet music...  
Ave Maria, Shadrack; Adoramus Te Christe; O, Rejoice Ye Christians Loudly, Madame  
Jeannette; The Sleeping Lake; Heavenly Light; Hosanna; Panis et Calicem; With The Dawn;  
Battle Hymn Of The Republic; When Johnny Comes Marching Home.  
78 rpm No. CD-9015 \$4.15; 45 rpm No. CD-9015 \$3.75; 33 1/3 rpm No. L-9015 \$3.80

The Most Exciting News  
Since The Record-Reader!

**CAPITOL'S EXCITING NEW  
RECORD-TOY FOR CHILDREN  
A CAPITOL  
TELE-TALKIE**

Includes Non-Breakable Record With Pictures That  
Change On Cue! In Full-Color, Ten Channel Motion-  
Unit Record Sleeve. Boys-Approved, of course.

**"TEENA, THE LAUGHING HYENA"**

Kids will love the Animals, Sound Effects, and Laughter  
78 rpm 10-inch DAT-3085 \$1.50 45 rpm 7-inch CATE-3086 \$1.25

POPULAR		78 rpm	45 rpm
<b>PEGGY LEE</b> <small>with Orchestra Conducted by Dave Barbaw</small>	<b>CLIMB UP THE MOUNTAIN</b> <b>THE MILL ON THE FLOSS</b> <small>From The New York Musical "Out Of This World"</small>	1366	F1366
<b>NAT "KING" COLE</b>	<b>JET</b> <small>With The Ray Charles Singers &amp; Orchestra Conducted by Joe Lipase</small>	1365	F1365
<b>RAY ANTHONY</b> <small>And His Orchestra</small>	<b>THE MAGIC TREE</b> <small>With The Les Brown Choral &amp; Orchestra</small>	1367	F1367
<b>HELEN O'CONNELL</b> <small>with Orchestra Conducted by Dave Cavanaugh</small>	<b>MORE THAN I CARE TO REMEMBER</b> <small>With The Les Brown Choral &amp; Orchestra</small>	1368	F1368
<b>JOHNNY PARKER</b> <small>With Joe Lipase &amp; His Orchestra</small>	<b>COLUMBIA, GEM OF THE OCEAN</b> <small>Instrumental</small>	1369	F1369
<b>PETE DAILY'S CHICAGOANS</b>	<b>WOULD I LOVE YOU</b> <small>Vocal Group with Orchestra</small>	1370	F1370
<b>JIMMIE DOLAN</b> <small>Ramblin' Jimmie Dolan Rhythm with Instrumental Accompaniment</small>	<b>GYPSY HEART</b> <small>Vocal with Orchestra</small>	1371	F1371
<b>EDDIE KIRK</b> <small>Meets with Instrumental Accompaniment</small>	<b>CHIMNEY CORNER DREAM</b> <b>JACKIE MY DARLIN'</b>	1372	F1372
	<b>JOHNSON RAG</b> <small>Instrumental</small>		
	<b>LOST LOVE BLUES</b> <b>MANY'S THE TIME</b>		
	<b>SOLITARY BLUES</b> <b>(MY LOVE FOR YOU) ROLLS ON LIKE THE WORLD</b>		
	<b>LOUIS-I-AN-IA</b> <small>With The Les Brown Choral &amp; Orchestra</small>		
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	<b>GYPSY HEART</b> <small>Vocal with Orchestra</small>		
	<b>CHIMNEY CORNER DREAM</b> <b>JACKIE MY DARLIN'</b>		
	<b>JOHNSON RAG</b> <small>Instrumental</small>		
	<b>LOST LOVE BLUES</b> <b>MANY'S THE TIME</b>		
	<b>SOLITARY BLUES</b> <b>(MY LOVE FOR YOU) ROLLS ON LIKE THE WORLD</b>		
	<b>LOUIS-I-AN-IA</b> <small>With The Les Brown Choral &amp; Orchestra</small>		
	<b>THE MAGIC TREE</b> <small>With The Les Brown Choral &amp; Orchestra</small>		
	<b>WOULD I LOVE YOU</b> <small>Vocal Group with Orchestra</small>		
	<b>GYPSY HEART</b> <small>Vocal with Orchestra</small>		
	<b>CHIMNEY CORNER DREAM</b> <b>JACKIE MY DARLIN'</b>		
	<b>JOHNSON RAG</b> <small>Instrumental</small>		
	<b>LOST LOVE BLUES</b> <b>MANY'S THE TIME</b>		
	<b>SOLITARY BLUES</b> <b>(MY LOVE FOR YOU) ROLLS ON LIKE THE WORLD</b>		
	<b>LOUIS-I-AN-IA</b> <small>With The Les Brown Choral &amp; Orchestra</small>		
	<b>THE MAGIC TREE</b> <small>With The Les Brown Choral &amp; Orchestra</small>		
	<b>WOULD I LOVE YOU</b> <small>Vocal Group with Orchestra</small>		
	<b>GYPSY HEART</b> <small>Vocal with Orchestra</small>		
	<b>CHIMNEY CORNER DREAM</b> <b>JACKIE MY DARLIN'</b>		
	<b>JOHNSON RAG</b> <small>Instrumental</small>		
	<b>LOST LOVE BLUES</b> <b>MANY'S THE TIME</b>		
	<b>SOLITARY BLUES</b> <b>(MY LOVE FOR YOU) ROLLS ON LIKE THE WORLD</b>		
	<b>LOUIS-I-AN-IA</b> <small>With The Les Brown Choral &amp; Orchestra</small>		
	<b>THE MAGIC TREE</b> <small>With The Les Brown Choral &amp; Orchestra</small>		
	<b>WOULD I LOVE YOU</b> <small>Vocal Group with Orchestra</small>		
	<b>GYPSY HEART</b> <small>Vocal with Orchestra</small>		
	<b>CHIMNEY CORNER DREAM</b> <b>JACKIE MY DARLIN'</b>		
	<b>JOHNSON RAG</b> <small>Instrumental</small>		
	<b>LOST LOVE BLUES</b> <b>MANY'S THE TIME</b>		

# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

Based on reports received January 10, 11 and 12

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 Week	Tune	Artist	Label
9	1	1	TENNESSEE WALTZ	P. Page	Mercury (78)5534; (45)5534X45—BMI
7	3	2	MY HEART CRIES FOR YOU	G. Mitchell-Miller	Col (78)39067; (33)1-918; (45)16-918—ASCAP
9	2	3	THING, THE	P. Harris	V (78)20-3968; (45)47-3968—BMI
7	5	4	MY HEART CRIES FOR YOU	D. Shore	V (78)20-3978; (45)47-3978—ASCAP
6	8	5	ROVING KIND	G. Mitchell-Miller	Col (78)39067; (33)1-918; (45)16-918—BMI
4	4	6	MY HEART CRIES FOR YOU	V. Damone	Mercury (78)5563; (45)5563X45—ASCAP
8	9	7	TENNESSEE WALTZ	J. Stafford-P. Weston	Col (78)39065; (33)1-916; (45)16-916—BMI
2	10	8	IF	P. Como	V (78)20-3997; (45)47-3997—ASCAP
4	14	9	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters	V (78)20-3945; (45)47-3945—ASCAP
5	10	10	BE MY LOVE	M. Lanza	V (78)10-1561; (45)49-1353—ASCAP
2	6	11	TENNESSEE WALTZ	L. Paul	Cap (78)1316; (45)F-1316—BMI
14	7	12	BUSHEL AND A PECK	B. Hutton-P. Como	V (78)20-3930; (45)47-3930—ASCAP
18	11	13	HARBOR LIGHTS	S. Kaye	Col (78)38963; (33)1-784; (45)16-784—ASCAP
1	—	14	SO LONG	G. Jenkins-Weavers	Decca (78)27376; (45)19-27376—BMI
1	—	15	TENNESSEE WALTZ	S. Jones	V (78)20-4011; (45)47-4011—BMI
16	18	16	NEVERTHELESS	P. Weston	Col (78)38982; (33)1-813—ASCAP
14	21	17	THINKING OF YOU	E. Fisher-H. Winterhalter	V (78)20-3901; (45)47-3901—ASCAP
11	24	18	THINKING OF YOU	D. Cherry	Decca (78)27128; (45)19-27128—ASCAP
1	—	18	ZING ZING ZOOM ZOOM	P. Como	V (78)20-3997; (45)47-3997—ASCAP
22	16	20	ALL MY LOVE	P. Page	Mercury (78)5455; (45)5455X45—ASCAP
12	22	20	ONE FINGER MELODY	F. Sinatra	Col (78)39014; (33)1-845—ASCAP
2	25	22	IF	J. Stafford	Col (78)39082; (45)16-939; (33)1-939—ASCAP
13	12	23	NEVERTHELESS	R. Flanagan	V (78)20-3904; (45)47-3904—ASCAP
17	18	23	HARBOR LIGHTS	R. Anthony	Cap (78)1190; (45)F-1190—ASCAP
16	23	23	HARBOR LIGHTS	R. Flanagan	V (78)20-3911; (45)47-3911—ASCAP
4	—	26	THING, THE	A. Godfrey	Col (78)39066; (33)1-919; (45)16-919—BMI
11	—	27	NEVERTHELESS	R. Anthony	Cap (78)1190; (45)F-1190—ASCAP
8	30	28	BUSHEL AND A PECK	Doris Day	Col (78)39008; (33)1-838; (45)16-838—ASCAP
3	16	29	MY HEART CRIES FOR YOU	J. Wakely	Cap (78)1328; (45)F-1328—ASCAP
6	18	29	LITTLE ROCK GETAWAY	L. Paul	Cap (78)1316; (45)F-1316—ASCAP
3	—	29	NOBODY'S CHASING ME	D. Shore	V (78)20-3978; (45)47-3978—ASCAP

## Songs With Most TV Performances (RH Tele-Log)

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

Tune	Points
1. A Bushel and a Peck—Morris	205
2. Nevertheless—Crawford	190
3. The Thing—Hollis	175
4. If I Were a Bell—Morris	165
5. You're Just in Love—Berlin	165
6. A Marshmallow World—Shapiro	155
7. Tennessee Waltz—Acuff-Rose	145
8. Orange Colored Sky—Frank	110
9. Thinking of You—Remick	100
10. All My Love—Mills	95
11. Zing Zing—Zoom Zoom—Robbins	95
12. Just the Way You Are—Disney	60
13. If—Shapiro	55
14. Just Say I Love Her—A. B. C.	55
15. Life is So Peculiar—Burke-Van Heusen	55
16. Frosty, the Snow Man—Hill and Range	50
17. Get Out Those Old Records—Lombardo	50
18. Night is Young and You're So Beautiful—Words & Music	50
19. Best Thing for You—Berlin	40
20. Harbor Lights—Chappell	40
21. I Am Loved—Chappell	40
22. It's a Lovely Day Today—Berlin	40
23. Roving Kind—Hollis	40
24. Oh, Babe—Alamo	35
25. Sea of the Moon—Robbins	30
26. Be My Love—Miller	25
27. La Vie En Rose—Harms	25
28. Winter Wonderland—B. V. C.	25
29. Can't Seem To Laugh Anymore—Dreyer	20
30. Goodnight, Irene—Spencer	20

## VOX JOX

### Preems

**Sian Morgan**, ex-WOTW, Nashua, N. H.; **Low Rogers**, ex-WWNH, Rochester, N. H., and **Dave Mohr**, ex-WKNE, New Britain, Conn., are fellow staffers at new station WARA, Attleboro, Mass. . . . **Scott Douglass**, KFMB, San Diego, Calif., has added sports editor chores to his regular disk jockey schedule. . . . **Newana Hill** is new fem staffer at WALB, Albany, Ga., and **Bill Bowick**, same station, is enjoying a winter vacation. . . . **Charlie Harris**, WJHP, Jacksonville, Fla., is back on the air with his Saturday afternoon "Jazz Review." . . . **George Phillips**, formerly tagged "George Peters" (when with WSWN, Belle Glade, Fla.) is new musical director at WSVS, Crewe, Va. . . . **Dick Bing**, **Chet Rogers** and **Frank Robinson** are splitting a two-hour emcee chore "An Afternoon of Music," over WCEN, Mount Pleasant, Mich. . . . **Bob Byron** is a new spinner at WPEP, Taunton, Mass. . . . **Bob Duck**, WMLS, Sylacauga, Ala., emcees Sylacauga's original "Honor Roll of Hits" each week. . . . **Van Lane**, free-lance disk jockey from Augusta, Ga., is now piloting two platter programs over WEIR, Weirton, W. Va.—"Sports Carnival," a disk-sports news airer and a daily two-hour stint tagged "Van Lane and His Sleepy Serenade." . . . **Jack Lacy**, WINS, New York, celebrates his fourth year at WINS this month. . . . **Oscar Treadwell**, WDAS, Philadelphia, is emceeing weekly jazz concerts at **Charlie Ventura's** Lindenwood, N. J., club Sunday afternoons. . . . **Jeff Davis**, WSFT, Thomason, Ga., was appointed co-chairman of the March of Dimes drive in Upson County, Georgia, again this year. . . . **Pete Garrett** is a new disk jockey at WKRZ, Oil City, Pa. . . . Chief announcer **Jack Larkin**, WLIN, Merrill, Wis., was upped to program director post. . . . **Vince Paul**, KOSA, Odessa, Tex., has been tagged by Uncle Sam. . . . **Bill Doak**, KATL, Houston, has snagged more air time and now broadcasts from 11 p.m. to 2:30 a.m. . . . **Herbert R. Liebeck** has joined KHNC, Henderson, N. C. . . . Fem disk jockey **Del Ward** is upped to staff announcer status at WNEX, Macon, Ga. . . . **Dick Biondi**, KVOB, Alexandria, La., has started a three-hour disk jockey series, "Dick's Disk Shop." . . . **Gil Brooks**, WKNA, Charleston, W. Va., received his two-year gold mike pin on his phone quiz air, "West Virginia, U. S. A." . . . **Johnny Wright**, ex-WFBC, Greenville, S. C., moved to WMRC, same city, this month to pilot "Wright's Wax Works."

### Gab and Gimmix

**Hal Moore**, WCAU, Philadelphia, played **Benny Lee's** London waxing of "I Taut I Taw a Puddy Tat" recently and received 20 phone calls from coy listeners who "taut they heard it incowectly." . . . **Rudy Blesh**, who writes and narrates "Jazz Saga" on WFDR-FM, New York, is also prexy of Circle Records, so he's lied up his show with the diskery, via labels carrying a plug for the radio show. . . . **Jack Mills**, KSIB, Creston, Ia., is holding a contest to collect listener doodles. . . . **Bill McGuckin**, KCMJ, Palm Springs, Calif., devotes one night a week to a guest disk jockey, usually from the local high school. . . . **Gordon E. Baker**, WTXL, West Springfield, Mass., awarded first prize in his "Thing" contest to the following entry: "The Thing is a devilfish, because his wife figured one devil in the house was enough—a poor hungry tramp wouldn't want such a weird-looking creature and St. Peter wouldn't let a devilfish in heaven."

## Best Selling Sheet Music

Based on reports received January 10, 11 and 12

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

POSITION	Weeks Last	This Week	Tune	Publisher
8	1	1	TENNESSEE WALTZ (R)	Acuff-Rose
5	4	2	MY HEART CRIES FOR YOU (R)	Massey
9	2	3	THE THING (R)	Hollis
16	3	4	HARBOR LIGHTS (R)	Chappell
11	5	5	A BUSHEL AND A PECK (M) (R)	Susan
15	6	6	NEVERTHELESS (F) (R)	Chappell
4	7	7	BE MY LOVE (F) (R)	Miller
3	15	8	THE ROVING KIND (R)	Spencer Music
3	14	9	IT IS NO SECRET (R)	Duchess
4	10	10	TO THINK YOU'VE CHOSEN ME (R)	Valando
2	12	11	YOU'RE JUST IN LOVE (M) (R)	Berlin
18	8	12	THINKING OF YOU (F) (R)	Remick
1	—	13	SO LONG (R)	Folkways
9	11	14	A MARSHMALLOW WORLD (R)	Shapiro-Bernstein
20	9	14	ALL MY LOVE (R)	Mills

## England's Top Twenty

POSITION	Weeks Last	This Week	Tune	English	American
7	2	1	I TAUT I TAW A PUDDY TAT	Harms-Connelly	Remick
12	1	2	RUDOLPH, THE RED-NOSED REINDEER	Chappell	St. Nicholas
7	3	3	BELOVED, BE FAITHFUL	Pickwick	Pickwick
4	5	4	THE THING	Leeds	Hollis
5	6	5	FERRY BOAT INN	Campbell-Connelly	*
16	4	6	GODDNIGHT, IRENE	Leeds	Spencer
2	12	7	SLEIGH RIDE	Mills Music, Ltd.	Mills
19	11	8	MONA LISA	New World	Famous
4	13	9	PETITE WALTZ	Duchess	Duchess
21	8	10	SAM'S SONG	Sterling	Sam Weiss
9	9	10	ORANGE COLORED SKY	Morris	Frank
5	16	12	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	*
1	—	13	IT'S A MARSHMALLOW WORLD	Kassner	Shapiro-Bernstein
9	18	14	AUTUMN LEAVES	Maurice	Ardmore
5	17	15	ALL MY LOVE	Maurice	Mills
7	7	16	CHRISTMAS IN KILLARNEY	Harms-Connelly	Remick
22	14	17	HAVE I TOLD YOU LATELY?	Leeds	Duchess
22	15	18	IF I WERE A BLACKBIRD	Box & Cox	Leeds
17	—	19	ASHES OF ROSES	Campbell-Connelly	Laurel
8	19	20	I ONLY SAW HIM ONCE	Unit	Kramer-Whitney

\*Publisher not available as The Billboard goes to press.

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John S. 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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All My Love (R)	Mills—ASCAP
Autumn Leaves (R)	Criterion—ASCAP
Bushel and a Peck (M) (R)	E. H. Morris—ASCAP
Dear, Dear, Dear (R)	Goday—BMI
Frosty, the Snow Man (R)	Hill & Range—BMI
Get Out Those Old Records (R)	Lombardo—ASCAP
Harbor Lights (R)	Chappell—ASCAP
I Am Loved (M) (R)	Chappell—ASCAP
If (R)	Shapiro-Bernstein—ASCAP
If I Were a Bell (M) (R)	E. H. Morris—ASCAP
It's a Lovely Day Today (M) (R)	Berlin—ASCAP
I've Never Been in Love Before (M) (R)	E. H. Morris—ASCAP
Life is So Peculiar (F) (R)	Burke-Van Heusen—ASCAP
Looks Like a Cold, Cold Winter (R)	Lombardo—ASCAP
Marshmallow World, A (R)	Shapiro-Bernstein—ASCAP
My Heart Cries for You (R)	Massey—ASCAP
Nevertheless (F) (R)	Chappell—ASCAP
Nobody's Chasing Me (M) (R)	Chappell—ASCAP
Orange Colored Sky (R)	Frank—ASCAP
Penny a Kiss, A (R)	Shapiro-Bernstein—ASCAP
Sea of the Moon (F) (R)	Robbins—ASCAP
Sleigh Ride (R)	Mills—ASCAP
Teardrops From My Eyes (R)	Simon House—BMI
Tennessee Waltz (R)	Acuff-Rose—BMI
The Thing (R)	Hollis—BMI
Thinking of You (F) (R)	Remick—ASCAP
To Think You've Chosen Me (R)	Valando—ASCAP
Use Your Imagination (M) (R)	Chappell—ASCAP
You Love Me (F) (R)	Wistmark—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP

# "BE MY LOVE"

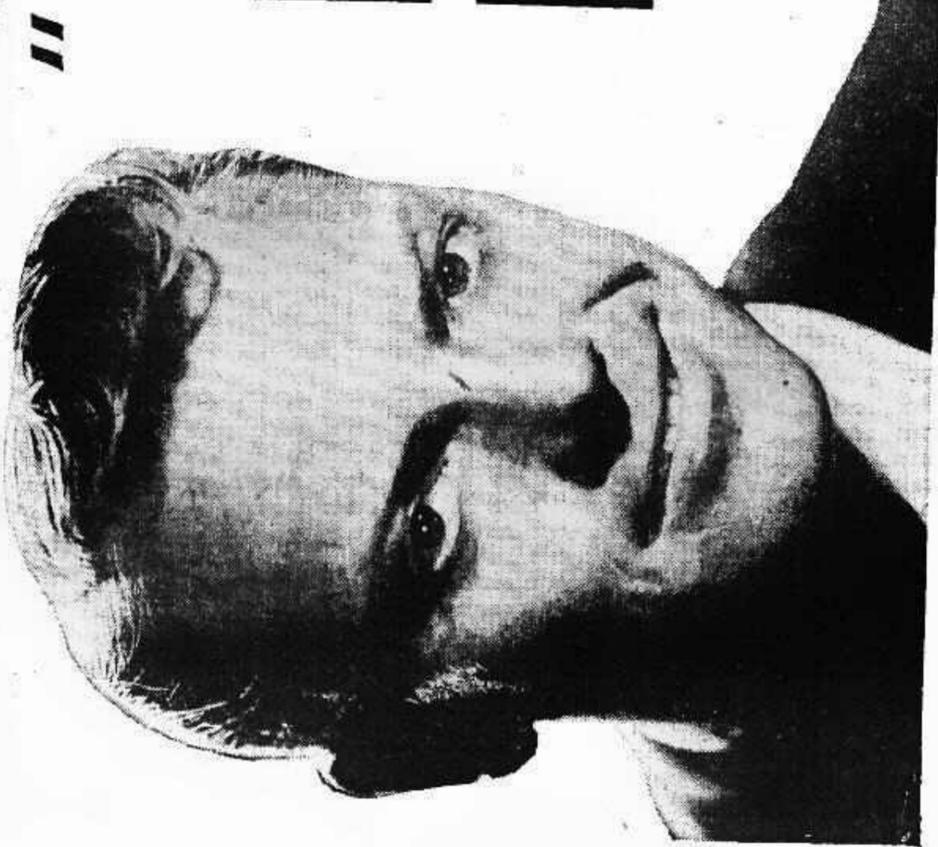
with Les Brown and his Band of Renown  
Columbia # 39157



# Champ BUTLER

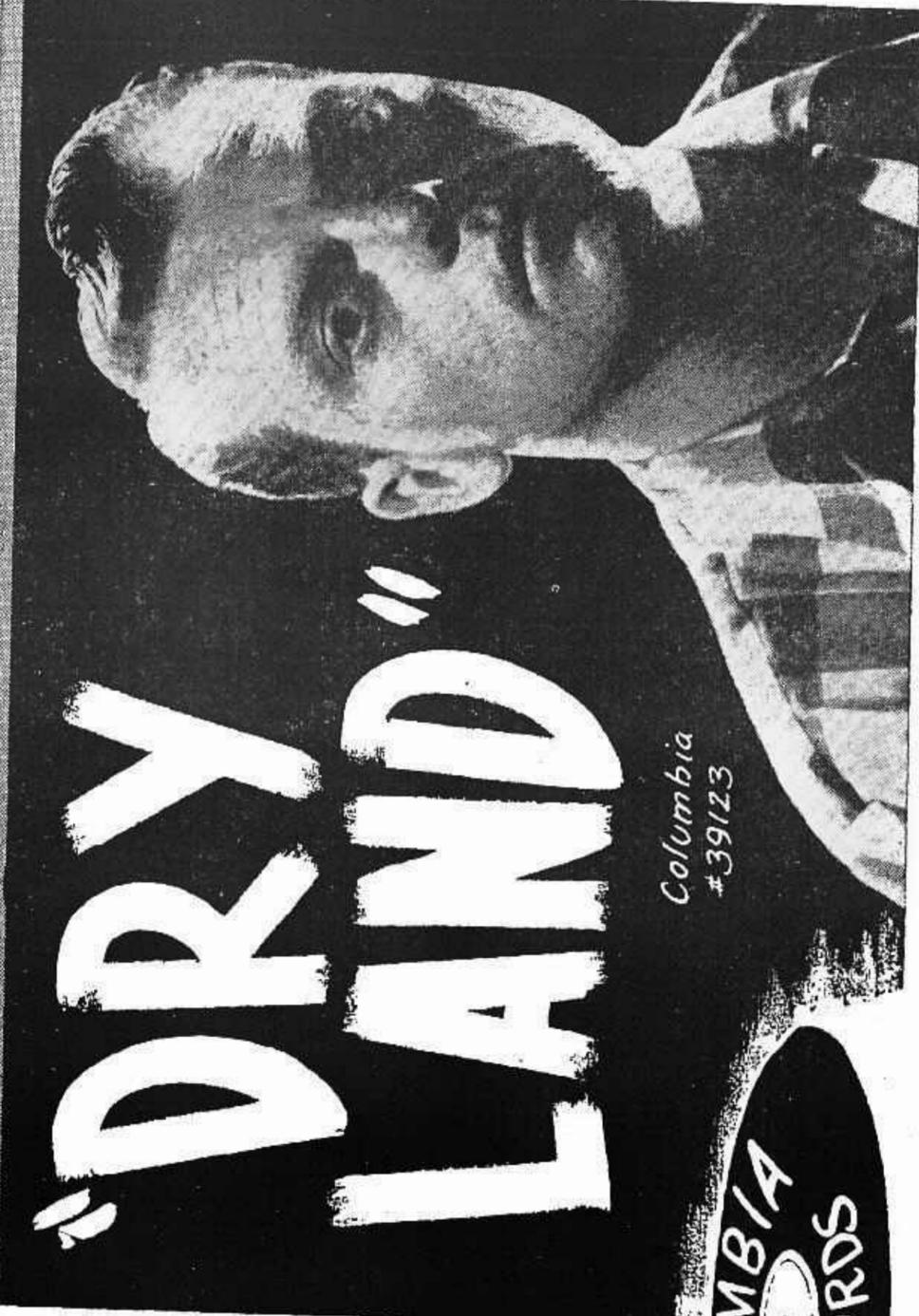
# "DEAR DEAR DEAR"

Columbia #39123



# "DRY LAND"

Columbia #39123



# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

Based on reports received January 10, 11 and 12

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 Last	This Week	Title	Artist	Label
10	1	1. TENNESSEE WALTZ	P. Page	Mercury (78)5534; (45)5534X45—BMI
		Bronie Woogie Santa Claus		
9	2	2. THING, THE	P. Harris	V (78)20-3968; (45)47-3968—BMI
		Goofus		
7	3	3. MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col (78)39067; (33)1-918; (45)6-918—ASCAP
		Roving Kind		
6	5	4. BE MY LOVE	M. Lanza	V (78)10-1561; (45)49-1353—ASCAP
		I'll Never Love You		
20	6	5. HARBOR LIGHTS	S. Kaye	Col (78)38963; (33)1-784; (45)6-784—ASCAP
		Sugar Sweet		
6	15	6. TENNESSEE WALTZ	G. Lombardo	Dec (78)27336; (45)9-27336—BMI
		Get Out Those Old Records		
15	8	7. HARBOR LIGHTS	G. Lombardo	Dec (78)27268; (45)9-27268—ASCAP
		Perle Waltz		
12	7	8. BUSHEL AND A PECK	B. Hutton-P. Como	V (78)20-3930; (45)47-3930—ASCAP
		She's a Lady		
18	9	9. THINKING OF YOU	D. Cherry	Dec (78)27128; (45)9-27128—ASCAP
		Here in My Arms		
2	10	10. SO LONG	G. Jenkins-Weavers	Dec (78)27376; (45)9-27376—BMI
		Lonesome Traveler		
11	11	11. NEVERTHELESS	Mills Brothers	Dec (78)27253; (45)9-27253—ASCAP
		Thirsty for Your Kisses		
5	13	11. MY HEART CRIES FOR YOU	D. Shore	V (78)20-3978; (45)47-3978—ASCAP
		Nobody's Chasing Me		
4	14	13. TENNESSEE WALTZ	L. Paul	Cap (78)1316; (45)F-1316—BMI
		Little Rock Getaway		
6	12	14. ROVING KIND	G. Mitchell-M. Miller	Col (78)39067; (33)1-918; (45)6-918—BMI
		My Heart Cries for You		
3	16	15. YOU'RE JUST IN LOVE	P. Como	V (78)20-3945; (45)47-3945—ASCAP
		It's a Lovely Day Today		
3	26	16. MY HEART CRIES FOR YOU	V. Damone	Mercury (78)5563; (45)5563X45—ASCAP
		Music by the Angels		
2	21	17. IF	P. Como	V (78)20-3997; (45)47-3997—ASCAP
		Zing Zing—Znem Znem		
3	21	18. MY HEART CRIES FOR YOU	J. Wakely	Cap (78)1328; (45)F-1328—ASCAP
		Music by the Angels		
12	18	19. BUSHEL AND A PECK	M. Whiting & J. Wakely	Cap (78)1234; (45)F-1234—ASCAP
		Brend the Reef		
12	18	20. HARBOR LIGHTS	R. Anthony	Cap (78)1190; (45)F-1190—ASCAP
		Nevertheless		
15	21	20. THINKING OF YOU	E. Fisher-H. Winterhalter	V (78)20-3901; (45)47-3901—ASCAP
		If You Should Leave Me		
21	24	22. ALL MY LOVE	P. Page	Mercury (78)5455; (45)5455X45—ASCAP
		Roses Remind Me of You		
3	30	23. TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury (78)5517; (45)5517X45—ASCAP
		One Rose		
1	—	24. TENNESSEE WALTZ	S. Jones	V (78)20-4011; (45)47-4011—BMI
		I Haven't Been Home for Three Whole Months		
13	24	25. NEVERTHELESS	P. Weston	Col (78)38982; (33)1-813—ASCAP
		Beloved Be Faithful		
9	30	25. HARBOR LIGHTS	B. Crosby	Dec (78)27219; (45)9-27219—ASCAP
		Beyond the Reef		
11	29	27. NEVERTHELESS	R. Anthony	Cap (78)1190; (45)F-1190—ASCAP
		Harbor Lights		
10	26	28. NEVERTHELESS	R. Flanagan	V (78)20-3904; (45)47-3904—ASCAP
		Red We Want Is the Red We've Got		
1	—	29. ROVING KIND	The Weavers	Dec (78)27332; (45)9-27332—BMI
		John B.		
1	—	29. TENNESSEE WALTZ	Fontane Sisters	V (78)20-3979; (45)47-3979—BMI
		I Guess I'll Have To Dream the Rest		

## Best Selling Classical Titles

Based on reports received January 10, 11 and 12

Week Last	This Week	Title	Label
1	1	1. Strauss: Die Fledermaus; J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, K. Peger, S. Wagner, A. Jaresch, Vienna State Opera Chorus, Vienna Philharmonic Ork Krauss, conductor. London (33)LLP-281-82	Col (33)ML-4355
2	2	2. Saint-Saens: Carnival of the Animals; N. Coward, A. Kostelanetz Ork, L. Hambro, J. Zayde, F. Miller. Col (33)ML-4355	Col (33)ML-4355
3	3	3. Verdi: Rigoletto (Complete Opera); J. Pearce, L. Warren, I. Tajo, E. Berger, N. Merrinani, R. Shaw, conductor-Chorale RCA Victor Ork, R. Cellini, conductor. V (33)ML-6101	Col (33)SL-161
5	4	4. Bach: Praedles Festival, Vol. 1-10; Pablo Casals. Col (33)SL-161	Col (33)ML-4350
—	4	4. Bach: Praedles Festival, Vol. 6 (Sonata for Cello and Piano No. 3); P. Casals, cello; P. Baumgartner, piano. Col (33)ML-4350	Col (33)ML-4350
1	1	1. Toast of New Orleans; M. Lanza, RCA Victor Ork, C. Calinicos, conductor. V (45)WDM-1395	V (45)WDM-1395
2	2	2. Rimsky-Korsakov; Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor. V (45)WDM-920	V (45)WDM-920
—	3	3. Verdi: Highlights From La Traviata; L. Albanese, J. Pearce, R. Merrill, RCA Victor Ork, F. Weissmann, conductor. V (45)WDM-1473	V (45)WDM-1473
3	4	4. Tchaikovsky: Nutcracker Suite, Eugene Ormandy, conductor, Philadelphia Ork. V (45)WDM-1020	V (45)WDM-1020
—	5	5. Strauss: Highlights From Die Fledermaus; R. Stevens, J. Pearce, P. Munsel, J. Melton, R. Resnik, R. Merrill, J. Silver, N. Thompson, P. Lechner, R. Shaw Chorale, R. Shaw, conductor. V (45)WDM-1457	V (45)WDM-1457

## Classical Reviews

**SCHUBERT: FANTASIA FOR VIOLIN AND PIANO**—Joseph Szigeti, Joseph Levine. **67**

**SZIGETI ENCORES**—Corelli: La Folia; Debussy: Clair de Lune; Lalo Aubade; Tchaikovsky: Valse Sentimentale, Joseph Szigeti (Andor Farkas, Andor Foldes, Harry Kaufman). Columbia (33) ML-4338

With one longer work and four short encores, Columbia has contrived a delightful and satisfyingly rounded Szigeti program. The feature piece, Schubert's Fantasia for Sonata, if you will, is a new recording on which Szigeti renders with his wonderful taste and unflinching phrasing the Schubertian romance and sunshine. Levine does a nicely integrated job on piano, equivalent in taste and expressiveness to his partner.

**HAYDN: MASS IN TIME OF WAR** **72**

Akademie Chorus of Vienna-Vienna State Opera Ork-Nans Gillesberger, conductor (1-12")

Haydn Society (33) HSLP 2021

This recording is real news for discriminating collectors. It is the second complete version of any Haydn mass (the first is also a Haydn Society project, the "Miss Solemnis"). The work is an enthralling example of Haydn's genius in the full flush of his creative power. The work fully exploits the possibilities of ork, chorus and soloists. Recording is excellent, with medium perspective. Cover art is truly arresting.

(Continued on page 71)

## DEALER DOINGS

### Buffalo Barker

Murray Whiteman, owner of Whiteman's Music Shop, Buffalo, has been elected chief barker of the Buffalo Variety Club, Tent No. 7. The installation of officers of the charitable show-business group will be staged at Kleinhans Hall with over 300 scheduled to attend. Marc J. Wolf, chief barker of the Variety clubs, will install Whiteman, who has been in the record business since 1912.

### News and Chatter

In setting up a cerebral palsy fund collection container on the counter at his Modern Music Shop, Philadelphia, Owner Sherry O'Brien added the note: "Put that odd penny to good use—we'll match yours as you drop it in." Mike Gumbiner, owner of the Columbia Music Shop, Rochester, N. Y., at home ill. Alhambra Radio Center, Sacramento, staged a grand opening last week carrying complete phonograph record lines in addition to radio, TV and appliances. James Foster, Danville, Pa., is sponsoring a half-hour radio show aimed at the kids and featuring the Capitol line of "Bozo Approved" kidisk albums.

### Dealer Beefs

"Price increase is causing considerable adverse comment. Several customers actually decided not to buy the record for which they came in because of the higher price." — Jack's Radio & Music Store, Chelsea, Mass. "We keep complaining, but there are still not enough Jewish language disks on 45 r.p.m." — Index Radio & Appliance Company, Los Angeles. "Have the same beef as usual—the hot hit records are hard to get when you need them. Too many lost sales as a result." — Frank Mazza, Katz Drug Store, Des Moines. "Records are still played by the disk jockeys too far ahead of the time when they are available to dealers." — Elstron Sport Shop, Kingston, N. Y. "Why does Columbia have to mess up the price system? It should be either \$4.85 or \$5.45 for the 12-inch LP. We feel stupid to have to check a list for every sale. It's going to reduce sales on Columbia merchandise. Clerks don't want to have to look up the prices." — The Disc Shop, Washington.

### Self-Spinning Dealer

Fred Scott Record Shop, operated, of course, by Fred Scott in Charleston, W. Va., now sponsors a two-hour deejay show emanating from the store every day. Since Scott put in 15 years in radio before opening the retail store he acts as his own disk jockey. He has "made" several territorial hits a number of times. Show uses all labels and all types of records, the Scott reports that the rhythm and blues or spiritual disks get the fastest audience and customer reactions. Only the top versions of hit tunes are played on the daily show.

### Trade Talk

"While we don't advertise except to keep the top records playing constantly in our loud-speaker, we can do good business by keeping a good supply of the top tunes at all times and keeping a very close check on all new numbers and new artists." — S. S. Kresge Company, Canton, O. "During this past Christmas season, sales of 45 r.p.m. and three-speed record changers has done much to spark our current sales on the 45 r.p.m. records." — Crawford Priest Music Shop, Shreveport, La.

## Best Selling Children's Records

Based on reports received January 10, 11 and 12

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 Last	This Week	Title	Artist	Label
16	5	1. TWEETY PIE (One Record)	M. Blanc-B. May	Cap (78)CAS-3074; (45)CAS-3074
11	1	2. RUDOLPH, THE RED-NOSED REINDEER (One Record)	G. Autry	Col (78)MJV-56; (33)4-724
14	4	3. BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap (78)DBX-3076; (45)CBXF-3076
49	3	4. CINDERELLA (Two Records)	I. Woods & Others	V (78)Y-399; (45)WY-399
14	6	5. HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap (78)CBX-3075; (45)CBXF-3075
13	2	6. FROSTY THE SNOWMAN and WHEN SANTA CLAUS GETS YOUR LETTER (One Record)	G. Autry	Col (78)MJV-75; (33)4-750
19	14	7. BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap (78)CAS-3072; (45)CAS-3072
46	9	8. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	A. Clyde-R. Brooks	Cap (78)CBX-3058; (45)CBXF-3058; (33)HX-3059
9	—	9. DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap (78)CAS-3073; (45)CAS-3073
131	8	10. BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114; (45)CBXF-3030
133	—	11. LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap (78)DAS-80; (45)CAS-3001; (33)HX-3065
20	14	12. TREASURE ISLAND (Two Records)	B. Driscoll	V (78)Y-416; (45)WY-416
7	7	13. HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	B. Smith	V (78)Y-414; (45)WY-414
9	11	13. BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap (78)DBS-3077; (45)CBSE-3077
74	12	13. BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig-Alan Livingston	Cap BBX-99

## Best Selling Pop Albums

Based on reports received January 10, 11 and 12

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Last Week	This Week	Title	Label
1	1	1. SOUTH PACIFIC	Mary Martin-Ezio Pinza. Col (78)MM-850; (33)ML-4180
3	2	2. THREE LITTLE WORDS	Original Cast. MGM (78)53; (33)E-516
6	3	3. CALL ME MADAM	E. Mermaid-D. Haymes-E. Wilson-G. Jenkins. Dec (78)A-813; (33)DL-5304; Dec (78)A-818; (33)DL-8035
4	4	4. VOICE OF THE XTABAY	Yma Sumac. Cap (78)CD-244; (33)H-244
2	5	5. MERRY CHRISTMAS	Bing Crosby-Andrews Sisters. Dec (78)A-550; (33)DL-5019
5	6	6. CARNEGIE HALL JAZZ CONCERT VOL. I and II	B. Goodman. Col (33)SL-360
7	7	7. TEA FOR TWO	Doris Day. Col (78)C-215; (33)CL-6149
—	8	8. GUYS AND DOLLS	Original Cast. Dec (78)DA-825; (33)DL-8036
10	9	9. YOUNG MAN WITH A HORN	Doris Day-H. James. Col (78)C-198; (33)CL-6106
8	10	10. JOLSON SINGS AGAIN	Al Jolson. Dec (78)716; (33)DLP-5006
2	1	1. SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza. Col (78)MM-850; (45)A-850
4	2	2. TOAST OF NEW ORLEANS (Two Records)	M. Lanza. V (45)WDM-1417
3	3	3. THREE LITTLE WORDS (Four Records)	Original Cast. MGM (78)53; (45)K53
5	4	4. TEA FOR TWO (Four Records)	Doris Day. Col (78)C-215; (45)B-215
1	5	5. MERRY CHRISTMAS (Four Records)	Bing Crosby-Andrews Sisters. Dec (78)A-550; (45)9-65
6	6	6. AL JOLSON VOL. I (Four Records)	Al Jolson. Dec (78)A-469; (45)9-9
10	7	7. CALL ME MADAM (Five Records)	D. Shore & Original Cast. V (78)OC-1; (45)WOC-1
—	8	8. JOLSON SINGS AGAIN (Four Records)	Al Jolson. Dec (78)716; (45)9-4
—	9	9. CALL ME MADAM (Six or Four Records)	E. Mermaid-D. Haymes-E. Wilson-G. Jenkins Ork. Dec (78)A-818; (45)9-166; Dec (78)A-813; (45)9-153
7	10	10. VOICE OF THE XTABAY (Four Records)	Yma Sumac. Cap (78)CD-244; (45)CBF-244
—	10	10. GUY LOMBARDO-THE TWIN PIANOS VOL. I (Three Records)	G. Lombardo. Dec (78)A-512; (45)9-11

## Advance Classical Releases

Bach, Carl P.: Symphony No. 1 in D and Symphony No. 3 in C Album—Vienna Symphony Ork, Dr. F. Fuenther, Cond. (Bach: Sinfonia) (1-12") Bach Guild (33) BG-504	Chopin: Preludes and Mazurkas Album—Ronnie Munro Ork (4-7") London (45) LSF-44
Bach, J. C.: Sinfonia Concertante Album—Vienna Symphony Ork-Dr. F. Guenther, Cond. (Bach, Carl: Symphony) (1-12") Bach Guild (33) BG-504	Composers' Favorite Interpretations Album (A Treasury of Immortal Performances) (1-10")—E. Caruso-G. Farrar-M. Gardin-M. Jeriza-E. Johnson-L. Lehmann; F. Tamagna V (33) LCT-1
Bach: Art of Fugue, Vol. 1 Album—Fritz Heitmann (1-10") Cap (33) L-8121	Dvorak: Quintet in A Major, Op. 81 Album—Jan Herman-Ondricek String Quartet (1-12") Mer (33) MG-10043
Bach: Art of Fugue, Vol. 2 Album—Fritz Heitmann (1-10") Cap (33) L-8122	Dvorak: Slavonic Dances Album—Fok Symphony Ork-Karel B. Jirak, Cond. (2-12") Mer (33) MGL-4
Bach: Cantata No. 21 Album—Vienna Symphony Ork-Vienna Chamber Choir, J. Sternberg, Cond. (1-12") Bach Guild (33) BG-501	Golden Age at the Metropolitan Album (A Treasury of Immortal Performances)—L. Bori-E. Calve-E. Caruso-G. Farrar; A. Galli-Curci; M. Journet-R. Ponselle-T. Ruffo-T. Schipa-L. Tetrazzini-F. Chaliapin-E. Rethberg-J. McCormack (1-12") V (33) LCT-1006
Bartok: Le Bourgeois Gentilhomme Album—Prague Wind Quintet (Janacek: Youth) (1-10") Mer (33) MG-15009	Janacek: Youth Album—Prague Wind Quartet (Bartok: Le Bourgeois) (1-10") Mer (33) MG-15009
Brahms: Eleven Chorale Preludes, Op. 122 Album—Ernest White (1-12") Mer (33) MG-10070	Milhaud: Opus Americanum No. 2 Album—French National Radiodiffusion Ork-Milhaud, Cond. (1-12") Cap (33) P 8114
Chaliapin as Boris Album (A Treasury of Immortal Performances) (1-10") V (33) LCT-3; Coronation Scene; Clock Scene; Monologue of Boris; Prayer of Boris; Death of Boris	
Abram Chasins and Constance Keene Play Brahms and Chasins Album—Chasins-Keene (1-12") Mer (33) MG-10061; Brahms: Waltzes, Op. 39; Chasins Parade; Chasins Period Suite	



On the way to the top of the best seller charts!

# "YOU'RE JUST IN LOVE"

**PERRY COMO** with the **FONTANE SISTERS**

The "CALL ME MADAM" Hit Song



RCA Victor 20-3945 (78 rpm)  
47-3945 (45 rpm)

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

Release 51-3

*Ships Coast to Coast, Week of January 21*

**POPULAR**

- THE HONEYDREAMERS** with The Potato Bugs  
Potato Bug Boogie  
The Beanbag Song  
20-4023—(47-4023)\*
- PHIL REGAN** with Skip Martin and His Orchestra  
Pretty Kitty Kelly  
Sweetheart Darlin'  
20-4024—(47-4024)\*
- BUDDY MORROW** and His Orchestra  
The Happiest Day of My Life  
In the Land of Make Believe  
20-4025—(47-4025)\*
- GENE KRUPA** and His Chicago Jazz  
Panhandle Rag  
Blues My Naughty Sweetie Gives to Me  
20-4026—(20-4026)\*

**COUNTRY**

- TEXAS JIM ROBERTSON** and His Panhandle Punchers  
You Can't Do Nothin' With a Woman  
Don't Angel Me (You Little Devil)  
21-0427—(48-0427)\*
- CHEF ATKINS** and His Guitar Pickers  
Indian Love Call  
Music In My Heart  
21-4028—(48-0428)\*
- PEE WEE KING** and His Golden West Cowboys  
No One But You  
Within My Heart (La Colondrina)  
21-0429—(48-0429)\*

**POP-SPECIALTY**

- JOHNNY VADNAL** and His Orchestra  
Clap Hands Polka  
Blame It on the Waltz  
25-1186—(51-1186)\*

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



**\$** . . . indicates records which according to actual sales, are recognized hits. The trade is urged to keep to reorder promptly when current stocks begin to approach the "sold out" stage.

- Tennessee Waltz**  
Spike Jones . . . . .20-4011—(47-4011)\*
- Be My Love**  
Mario Lanza . . . . .10-1561—(49-1353)\*
- The Thing**  
Phil Harris and His Orchestra . . . . .20-3968—(47-3968)\*
- Zing Zing—Zoom Zoom / IF**  
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)\*
- A Bushel and a Peck**  
Perry Como and Betty Hutton . . . . .20-3930—(47-3930)\*
- You're Just in Love**  
Perry Como with the Fontane Sisters . . . . .20-3945—(47-3945)\*
- There's Been a Change in Me**  
Eddy Arnold . . . . .21-0412—(48-0412)\*
- My Heart Cries for You / Nobody's Chasing Me**  
Dinah Shore . . . . .20-3978—(47-3978)\*
- The Golden Rocket**  
Hank Snow . . . . .21-0400—(48-0400)\*
- Thinking of You**  
Eddie Fisher with Hugo Winterhalter's Ork . . . . .20-3901—(47-3901)\*
- I'm Moving On**  
Hank Snow . . . . .21-0328—(48-0328)\*
- Patricia**  
Perry Como . . . . .20-3905—(47-3905)\*
- Tennessee Waltz**  
The Fontane Sisters . . . . .20-3979—(47-3979)\*
- Who Kicked the Light Plug?**  
Betty Hutton . . . . .20-4000—(47-4000)\*



**★** . . . 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.

- All My Love**  
Dennis Day 20-3870—(47-3870)\*  
Best Selling Pop Singles, No. 30, Billboard, December 23.
- Sea of the Moon**  
Tony Martin 20-3987—(47-3987)\*  
Retailers Pick, Billboard; Operators Pick, Billboard, January 13.
- Down in Nashville, Tennessee**  
Dinah Shore 20-4015—(47-4015)\*  
The Billboard Picks, January 13.
- Teardrops From My Eyes**  
Fran Warren 20-3995—(47-3995)\*  
Disk Jockeys Pick, Billboard, January 13.

**TIPS** **ACROSS THE WIDE MISSOURI**  
**Seven Wonders of the World**  
Hugo Winterhalter and His Orchestra . . . . .20-4017—(47-4017)\*



Last  
Friday  
More  
Orders  
Came In  
For RCA  
Victor  
Pops  
Than On  
Any Other  
Single  
Day  
In RCA  
Victor's  
53-Year  
History!

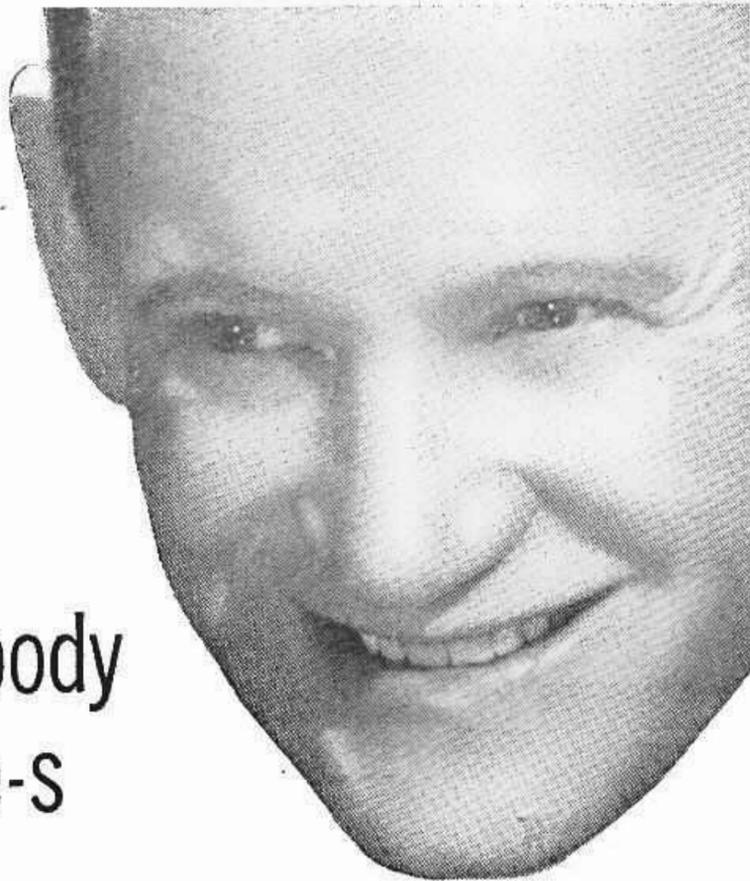
The stars who make the hits  
are on

**RCA VICTOR Records**



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



everybody  
l-o-v-e-s

# Sammy Kaye's

BIG NEW SUCCESS

# "Tell me you love me"



Paired with "MY DEAR LITTLE GIRL OF THETA CHI"

78 rpm 39140

33 1/3 rpm 3-39140

45 rpm 4-39140

Don't Delay—Display It, Install It, Sell It Today!

# Columbia Records

First, Finest, Foremost in Recorded Music

## THE BILLBOARD Music Popularity Charts

### • Most Played Juke Box Records

... Based on reports received January 10, 11 and 12

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 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]	TITLE	Artist	Label
9 1	1	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
9 2	2	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI
6 3	3	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)6-918; (33)1-918—ASCAP
20 4	4	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784; (45)6-784—ASCAP
11 5	5	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP
6 10	6	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
2 13	7	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
5 9	8	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
15 11	9	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP
2 6	10	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
11 7	11	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930—ASCAP
12 12	11	BUSHEL AND A PECK	M. Whiting-J. Wakely	Cap(78)1234; (45)F-1234—ASCAP
2 30	13	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)6-918; (33)1-918—BMI
3 19	14	TENNESSEE WALTZ	J. Stafford	Col(78)39065; (45)6-916; (33)1-916—BMI
12 20	14	HARBOR LIGHTS	B. Crosby	Dec(78)27219; (45)9-27219—ASCAP
1 —	16	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP (J. Stafford-P. Weston, Col 39082; Ink Spots, Dec 27391; V. Damone, Mer 5565; J. Garber, Cap 1351; D. Vaughan, Coral 60355; J. James, London 833)
1 —	16	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
21 13	18	ALL MY LOVE	P. Page	(R. Case Ork, MGM 10792; E. Grant, Cap 1183) Mercury(78)5455; (45)5455X45—ASCAP
13 16	18	NEVERTHELESS	P. Weston	Col(78)38982; (33)1-813—ASCAP
16 26	18	HARBOR LIGHTS	K. Griffin	Col(78)38889; (33)1-710; (45)6-710—ASCAP
3 —	18	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V(78)20-3945; (45)47-3945—ASCAP
2 —	18	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
2 20	23	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
11 16	24	TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury(78)5517; (45)5517X45—ASCAP (S. Kaye Ork, Col 39036; A. Mooney Ork-B. Manning-Skylarks, MGM 10839; S. Oliver Ork-R. Young, Dec 27262; J. Stafford-Gordon Mac-Rae Cap 3307; Three Suns, V 20-3976; Henry Jerome, London 849)
8 26	24	NEVERTHELESS	F. Laine	Mercury(78)5495; (45)5495X45—ASCAP
2 —	24	BUSHEL AND A PECK	Andrews Sisters	Dec(78)27252; (45)9-27252—ASCAP
10 16	27	THINKING OF YOU	H. Winterhalter & E. Fisher	V(78)20-3901; (45)47-3901—ASCAP
8 —	27	NEVERTHELESS	R. Anthony	Cap(78)1190; (45)F-1190—ASCAP
8 20	29	OH, BABE	K. Starr	Cap(78)1278; (45)F-1278—ASCAP (Kay Brown, Mer 5538; R. Flanagan, V 20-3954; Leroy Holmes, MGM 10858; B. Goodman, Col 39045; Homer & Jethro, V 21-0404; L. Hampton Ork, Dec 27305; Jack Hardy, Tennessee 728; W. Harris-L. Millinder Ork, King 4418; J. Preston-B. Evans, Derby 748; K. Starr-F. DeVol Ork, Cap 1278; R. Milton, Specialty 381; Louis Innis, Mer 4293; B. Williams, Rainbow 30033)
2 26	29	ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP (T. Puente, V 28-3586; D. Martin-P. Weston Ork, Cap 937; E. Ros Ork, London 425; E. Smith-G. Lombardo, Dec 24957; G. Moore-Moore Men, MGM 10653)
2 30	29	I STILL FEEL THE SAME ABOUT YOU	Her Nibs & Georgia Gibbs	Coral(78)60353; (45)9-60353—BMI (Dick & Don, Rainbow 4444; E. Young, London 874; E. Fitzgerald-Ink Spots, Dec 27419; E. Howard, Mer 5567; Three Suns, V 20-4021)
2 30	29	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	J. Stafford	Col(78)39065; (45)6-916; (33)1-916—BMI (June Hutton-Lee Gordon Singers, Dec 27329; H. Dalton-Buckeye Boys, London 16050; L. Frizzell, Col 20739; Joan Shaw, MGM 10866; P. Gayten, Regal 3302; K. Roberts, Coral 64064; E. Lee, Mer 6289; Wayne Roney, King 914; Texas Jim Robertson, V 21-0398; M. Shiner, Dec 46274; John Talley, Jamboree 514; Statesmen Quartet, Cap(78)40289, (45)F-40289)
13 15	29	THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128—ASCAP

*Magnificent!*

**VIC  
DAMONE**



sings

# Tell Me You Love Me

adapted from Leoncavallo's

## PAGLIACCI

orchestra conducted by

GEORGE SIRAVO

MERCURY 5572 • 5572X45

PACKAGED IN BEAUTIFUL THREE COLOR SLEEVE

### CURRENTLY

MERCURY 5565 • 5565X45

**IF • YOU AND YOUR BEAUTIFUL EYES**

MERCURY 5563 • 5563X45

**MY HEART CRIES FOR YOU • MUSIC BY THE ANGELS**

MERCURY 5555 • 5555X45

**POSSIBILITIES • USE YOUR IMAGINATION**

MERCURY 5566 • 5566X45

**THE NIGHT IS YOUNG • JUST FOR TONIGHT**

ONLY

*Mercury*

HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received January 10, 11 and 12

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
8	1	1	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
9	2	2	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
16	3	3	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
13	4	4	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
2	5	5	LITTLE JOE'S BOOGIE	J. Liggins	Specialty 379
4	5	6	OH BABE	R. Milton	Specialty 361-ASCAP
9	8	7	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237-BMI
4	8	8	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766-BMI
1	—	9	MOTHER EARTH	Memphis Slim	Premium 867
2	7	10	STRANGE THINGS HAPPENING	P. Mayfield	Specialty 375

## • Advance Rhythm & Blues Record Releases

Alligator Meat—C. Singleton Ork (Elephant Rock) Dec 46193	Lovesick Blues—June Barton (Hullabaloo) Modern 20-792
Big Mouth Gal—Eddie Vinson (I Trusted) King 4426	No Crying Blues—A. Greene (Once There Lived) Merc 8213
Elephant Rock—C. Singleton Ork (Alligator Meat) Dec 48193	Once There Lived a Fool—A. Greene (No Crying) Merc 8213
False Friend Blues—Ivory Joe Hunter (Send) King 4424	Once There Lived a Fool—Savannah Churchill (When) Regal 3309
Harlem Drag—N. Alexander Ork (Rockinhead) International 801	Once There Lived a Fool—Big John Greer (I Want) V, 22-0108
How High the Moon?—C. Brown (Texas Blues) Aladdin 3071	Rompin' and Stompin'—N. Alexander Ork (Wild, Wicked) International 800
I Trusted You, Baby (But You Double Crossed Me)—Eddie Vinson (Big) King 4426	Send Me Pretty Mama—Ivory Joe Hunter (False) King 4424
I'm So Crazy for Love—P. Gayten (If You're) Regal 3302	Stinkin' from Drinkin'—C. Bose (Look Out) Aladdin 3072
It Hadda Be Brooks—Hadda Brooks (Vanity) London 895	Teen Age Jamboree—Roy Brown (Double) DeLuxe 3311
Look Out for Tomorrow Today—C. Bose (Stinkin' From) Aladdin 3072	Texas Blues—C. Brown (How High) Aladdin 3071
Love Will Break Your Heart—Johnny Otis-Little Esther-Mel Walker (I Don't) Savoy 775	Without Your Love—B. M. Jackson (Have) King 4422
	Wrong Yoyo, The—Piano Red (My Gal) V(78) 22-0106

## RHYTHM AND BLUES NOTES

Louis Armstrong returns to the Oasis, April 4. He will be followed by Louis Jordan. . . . Big Jay McNeely in town from an eastern tour. . . . Johnny Otis is expected to etch a theme for Hunter Hancock's afternoon "Harlem Matinee" on KFVD. . . . Modern Records cut four sides with Willie Rockwell. . . . Aladdin Records' Eddie Mesner left Sunday (14) on a talent hunt thru the South and East. . . . Kansas City Gospels (5) will cut for Swing Time Records. Diskery also is waxing Ray Charles and Jimmy McCracklin. . . . Mercury's initial releases with Lee Graves are "Poppa Said Yes and Mamma Said No, No, No" and "Cloudy Weather Blues." Label is also releasing "Emaline," and "What She's Got Is Mine," by Peppy Prince.

Balladier Dan Grissom and Eddie Johnson, blues warbler, were signed to term disking contracts last week by Lou Chudd, of Imperial Records. Diskery will record the artists within the next 10 days. Grissom was formerly with the Jimmy Lunceford outfit. Deal was worked thru the Harold Oxley Agency. Imperial also inked a new four-year pact with Fats Domino.

Regal Records has signed thrush Mary Lou Green. . . . Same diskery will record veteran Cab Calloway. . . . Regal execs Jules Braun and Fred Mendelsohn took off last week for a six-week tour of the country; they will visit distrib points and hit the deejay routes as well. . . . Atlantic Records has cut a tune tagged "I'm So Grateful to the NAACP," with the Otis Jackson Quartet. Part of the proceeds will go to the NAACP membership drive; negotiations are under way to make the song the official tune of the organization's drive.

Record Distributors, Inc., the co-operative distriberry operated by Monroe Passis in Chicago, in partnership with the Regal, Atlantic, Jubilee and National diskeries, is functioning in the black to the satisfaction of each of the parties concerned; the jobbing outlet now is adding outside lines. First new lines to be taken on are Tempo and Seeco. . . . Atlantic Records is going into the 45 r.p.m. field; label's current pair of hits, Ruth Brown's "Teardrops From My Heart" and the Joe Morris-Laurie Tate "Anytime, Anyplace, Anywhere," will be the diskery's first doughnut platter releases.

Decca recording group, The Blenders, opens at the Piccadilly nitery in Newark, N. J., next week for an indefinite engagement. . . . The Orioles' first disking following the tragic auto accident in which group's guitarist Tommy Gaither was killed will be "I Miss You So"; disk is dedicated to the late guitarist and royalties for the waxing will be turned over to his family. . . . Earl Warren, former lead alto with the Count Basie ork, now is working as road manager for the Little Esther-Johnny Otis band unit.

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received January 10, 11 and 12

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
13	1	1	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
10	3	2	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
13	2	3	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
16	4	4	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
3	5	5	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766-BMI
2	6	6	LEMONADE	L. Jordan	Dec(78)27324; (45)9-27324
3	—	6	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
4	—	6	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237-BMI
1	—	9	TELEPHONE BLUES	F. Dixon	Aladdin 3075
2	—	10	I'LL NEVER BE FREE	Lucky Millinder	V(78)20-3622; (45)47-3128-ASCAP

## • Rhythm & Blues Record Reviews

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

LABEL AND NO.	ARTIST	COMMENT TUNES	OVER-ALL	DISK QUALITY	RETIER	OPINION
NELSON ALEXANDER	Rompin' and Stompin'	INTERNATIONAL 800—Shout blues rocker is earthbound. Combo is murky, warbler lacks presence, both faults largely due to poor recording.	43--41--43--45			
	Wild, Wicked Woman	Same recording flaws on this slow blues make a very dull side.	35--35--35--35			
NELSON ALEXANDER	Harlem Drag	INTERNATIONAL 801—Slow-drag instrumental blues featuring piano and guitar is blurry—too many overtones in the recording.	36--36--38--40			
	Rockinhead	Weak tenor sax, chugging combo and poor recording make a dull side.	32--32--32--32			
JUNE BARTON	Hullabaloo	MODERN 20-790—Medium jump Southern blues has J. L. chanting a can with a heavy-footed combo chugging along spiritlessly. Weak side facing heavy competition.	51--51--48--54			
	Lovesick Blues	Thrush does a Kay Starr on this fine pop-blues oldie. Combo gets with it here. Good juke side.	71--70--70--74			
JOHN LEE HOOKER	Let Your Daddy Ride	MODERN 20-790—Medium jump Southern blues has J. L. chanting a hard-hitting style, with his guitar and a piano laying down a percussive, staccato beat.	75--75--75--75			
	One More Time	Slow blues moves to an insistent solo guitar and rhythm combo accompanying Hooker's effective, sobbing chant.	72--72--71--73			
MAXWELL DAVIS ORK	Boogie Cocktails	MODERN 20-791—Combo of Coast jazz men put down a medium boogie blues instrumental. Adequate but uninspired performance.	53--53--51--55			
	Belmont Special	Slow blues instrumental features a walking bass figure under unison riffs and solos. Okay but unexceptional blues side.	63--63--61--65			
THREE FLAMES (Benny Carter Ork)	Succotash Baby	COLUMBIA 39078—Lead chanter in the trio does a dynamite vocal on a neat double-entendre hunk of material, while the others and the ork raise a wild commotion in back. Could score via juke.	83--NS--82--84			
	Sky Full of Sunshine	Novelty is strictly floor-type material, falls flat on wax here.	52--54--52--50			
ROY BROWN (Mighty-Mighty Men)	Double Crossin' Woman	DeLuxe 3311—Brown rises to superb heights in his wonderful, soulful evocation of the blues. Side deserves and figures to get top action across the board.	86--86--86--86			
	Teen-Age Jamboree	This hunk of fluff is a case of going from the sublime to the ridiculous. Brown is a mighty man; this kind of silly novelty stuff is far beneath him.	62--62--60--64			
GRANT JONES (Brown's Blues Blowers)	When the Deal Goes Down	DECCA 48192—Old-fashioned blues treatment of a lyric version of "Tin Roof Blues." Nothing special.	60--60--60--60			
	I'd Rather Drink Muddy Water	The lyric content here is an improvement over the flip, tho treatment is somewhat casual and without punch.	63--63--63--63			
BIG JOHN GREER (Rhythm Rockers)	I Want Ya', I Need Ya'	VICTOR 22-0108—Uninspired jump blues rocker.	50--50--50--50			
	Once There Lived a Fool	Greer does a creditable interpretation of this distinguished blues ballad. Not much prospect of this side crowding the original Jimmy Grissom waxing on the Hollywood label.	70--70--70--70			
THE DOMINOES	Do Something for Me	FEDERAL 12001—A new group, spotting a wheezing, note-bending lead voice who phrases a la Ruth Brown, hands a winning performance to a rather fetching blues.	76--76--74--78			
	Chicken Blues	Raven's type approach to a medium blues falls short on material; the bass-bary lead is no Ricky. Good beat, enthusiastic group work could draw some coin.	75--76--73--77			

## SAVOY'S HIT PARADERS

Savoy #766

### "ROCKIN' BLUES"

### "My Heart Tells Me"

JOHNNY OTIS ORCH.

with Mel Walker

ORDER THEM NOW!

Savoy #769

### "I WILL WAIT"

### "JUST TO SEE YOU SMILE AGAIN"

with

THE FOUR BUDDIES

# Savoy RECORD CO., INC.

58 Market St., Newark 1, N. J.

## Modern's SPECIAL RELEASE

# "ONCE THERE LIVED A FOOL"

by JIMMY WITHERSPOON, Mod. 793

# "BOOGIE COCKTAIL"

by MAXWELL DAVIS, Mod. 791

# Modern RECORDS

hollywood

## A NATIONAL HIT!

# "IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME"

by DUSTY FLETCHER

National 9142

## NATIONAL RECORDS

1841 Broadway New York, N. Y.

## MAXINE'S BACK

... and so great!!

singing

# 'CRY, BUTTERCUP, CRY'

and

# "RESTLESS"

Maxine Sullivan

on Apollo #1178

## APOLLO RECORDS, INC.

457 West 45th St., New York 19, N. Y.

Mercury



RECORD HITS

PATTI PAGE

The Billboard Picks

WOULD I LOVE YOU (LOVE YOU, LOVE YOU)

SENTIMENTAL MUSIC . . . . Patti Page . . . . MERCURY 5571

The "Tennessee Waltz" thrush appears ready to continue her hot wax streak with a high-powered coupling. "Love You," treated as a tango, is a strong virtuosic warble by the thrush, while "Music," a beat ballad with highly retentive qualities, is sold potently with accent on melody and dance tempo.

. . . and of course "TENNESSEE WALTZ", MERCURY 5534 • 5534X45

EDDY HOWARD

AND HIS ORCHESTRA WITH TRIO

"PENNY A KISS, PENNY A HUG"

"I STILL FEEL THE SAME ABOUT YOU"

MERCURY 5567 • 5567X45

. . . AND HIS LATEST

"LITTLE SMALL TOWN GIRL"

"WHEN YOU RETURN"

MERCURY 5576 • 5576X45

FRANKIE LAINE

"MAY THE GOOD LORD BLESS AND KEEP YOU"

FLIP SIDE

"DEAR, DEAR, DEAR"

MERCURY 5580 • 5580X45

REX ALLEN

"THE ROVING KIND"

FLIP SIDE

"WRECK OF THE JOHN B"

MERCURY 5573

Dinah Washington

"I APOLOGIZE"

FLIP SIDE

"MY HEART CRIES FOR YOU"

MERCURY 8209

HIT OF THE WEEK



TONY FONTAINE

"BRING BACK THE THRILL"

Flip Side

"Vision Of Bernadette"

MERCURY 5575 • 5575X45

and two more hits

"TO LOVE YOU IS MADNESS"

"A FRIEND OF JOHNNYS"

MERCURY 5574 • 5574X45

RALPH MARTERIE

AND HIS ORCHESTRA

"SO LONG"

VOCAL BY SKIP FARRELL • ANN ANDREWS

FLIP SIDE

"HERE'S TO HAPPINESS"

MERCURY 5570 • 5570X45

TINY HILL

AND HIS ORCHESTRA

"STINGY"

FLIP SIDE

"OLD FASHIONED LOVE"

MERCURY 5582 • 5582X45

. . . and his BIG hit "HOT ROD RACE"

RICHARD HAYES

KITTY KALLEN

"GET OUT THOSE OLD RECORDS"

FLIP SIDE

"IT'S NO SECRET"

MERCURY 5564 • 5564X45

COUNTRY AND WESTERN HITS

- 6301 GAMBLING FOOL . . . . . BUZ BUTLER
- TENNESSEE ROSEBUD . . . . .
- 6302 CORA IS GONE . . . . . LESTER FLATT, EARL SCRUGGS
- THAT LITTLE OLD COUNTRY . . . . . and the Foggy Mountain Boys
- CHURCH HOUSE . . . . . THE MASTERS FAMILY
- 6303 HE WILL SET YOUR FIELDS . . . . .
- ON FIRE . . . . . CARL STORY and his
- THAT DAY IS COMING SOON . . . . . Rambling Mountaineers
- 6304 SHENANDOAH WALTZ . . . . .
- MY HEART CRIES FOR YOU . . . . . LULU BELLE and SCOTTY
- 6305 EVERYBODY LOVES THAT . . . . .
- HADACOL . . . . .
- MOVE THE BODY OVER . . . . . BASIN STREET SIX



STANDARDS BY CARL STORY And His Rambling Mountaineers

- 6068 He's Waiting There . . . . . 6229 Why Don't You Haul Off And
- I've Found A Hiding Place . . . . . Get Religion
- 6106 I Heard My Name On The Radio . . . . . Will There Be a Traffic Light
- I'm Gonna Change My Way of . . . . . 6256 When He Reached Down His
- Living . . . . . Hand For Me
- 6154 My Lord Keeps A Record . . . . . New Jerusalem Way
- The Circle Was Broken . . . . . 6276 You Can't Believe Everything
- 6199 Heaven's My Home . . . . . You Hear
- Keep On The Firing Line . . . . . No End To Heaven
- 6220 Heaven's Inside . . . . . 6284 I Heard My Mother Weeping
- I'm Pressing On . . . . . I Watched You Walk Away
- 6292 Faded Love . . . . .
- Every Time Somebody Calls . . . . .
- Your Name . . . . .





*Eddy*  
**ARNOLD**



*Sings...*

*The Big Theme From THE BIG SHOW!*  
**"MAY THE GOOD LORD  
 BLESS AND KEEP YOU"**

*and...*

**"I'M WRITING A  
 LETTER TO THE LORD"**

**RCA VICTOR Records**

45 rpm—48-0425  
 78 rpm—21-0425

*Handwritten signatures and scribbles at the bottom of the page.*

# THE BILLBOARD Music Popularity Charts

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

Based on reports received January 10, 11 and 12

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	Record	Artist	Label
11	4	1	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Cap(78)20739; (33)2-770; (45)8-770—BMI
9	5	2	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400—BMI
30	1	3	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
2	10	4	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
3	9	5	HOT ROD RACE	A. Shibley	Gilt Edge 5021—BMI
10	3	6	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
4	6	7	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
11	2	8	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Cap(78)20739; (45)8-770; (33)2-770—BMI
25	8	9	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap(78)20714; (33)2-692; (45)9-692—BMI
1	—	9	POISON LOVE	Johnny & Jack	V(78)21-0377; (45)48-0377

## Advance Folk (Country & Western) Record Releases

Back Up and Push—G. Willis (Down Yonder) V 21-0420  
 Be Good to Your Father and Mother—E. Crosby (Poor Beggar) Dec 46287  
 Down Yonder—G. Willis (Back Up) V 21-0402  
 Cora Is Gone—L. Flatt-E. Scruggs (That Little) Mer 6302  
 End of the Rainbow—D. Hewitt Ork (You Gave) V 21-0416  
 I Walked Into the Garden—R. Smith (My Life) London B97  
 May the Good Lord Bless and Keep You—K. Roberts (Wide Is) Coral 64073  
 My Life With You—R. Smith (I Walked) London B97  
 Poor Beggar Boy—E. Crosby (Be Good) Dec 46287  
 That Little Old Country Church House—Masters Family (Cora Is) Mer 6302  
 Wide Is the Gate—K. Roberts (May the) Coral 64073  
 You Gave Me Back My Ring (Please Give Me Back My Heart)—D. Hewitt Ork (End of) V 21-0416

## FOLK TALENT AND TUNES

By JOHNNY SIPPEL

### Artists' Activities

Murray Nash, Mercury h. b. chief, has inked Lulu Belle and Scotty, perennial WLS, Chicago, favorites, to a waxing pact. The duo was last on London label. Lester Flatt and Earl Scruggs have switched from Mercury to Columbia. Now at WVLK, Versailles, Ky., the boys cut 12 sides for Mercury the past six weeks to complete their Mercury pact and gain their release. . . . Jim Bulleit, former record exec and music pubber, has left Nashville to take over the artists' booking department at KWKH, Shreveport, La. Bulleit took his new post Jan. 8 and will develop new talent for the "Louisiana Hayride" three-hour Saturday night show. . . . Danny Dedmon (Imperial) has returned to work with Bill Nettles (Mercury) at KMLB, Monroe, La. . . . Slim Watts, KTRM, Beaumont, Tex., cut his first session recently for 4 Star.

Kentucky Mountain Boys, WDWA, Danville, Va., have signed with Mutual Records of Bassett, Va. . . . Cousin Johnny Lyons, comedian and singer, will be inducted into the army Jan. 17 at Cincinnati. Lyons was managed by Bill Ellsworth of Chicago.

Bill and Ralph Church and their Blue Ridge Ramblers have signed with Rich-R-Tone diskery. They are heard on the "Carolina Barn Dance" from Spruce Pine, N. C. . . . Uncle Alex Campbell is doing a one-hour daily d. j. shot from his record shop in Havre de Grace, Md. He and band are working one-nighters for square dancing in that area. . . . Rosalie Allen (Victor) missed three nights of her two-hour d. j. work from WOV, New York, last week, when she and hubby, Mal McGlasson, suffered severe attacks of food poisoning. . . . Harmonica Bill Russell reports that Smiley Burnette is building an addition to (Continued on page 71)

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

Based on reports received January 10, 11 and 12

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	Record	Artist	Label
5	1	1	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
8	3	2	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
11	2	3	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Cap(78)20739; (33)2-770; (45)8-770—BMI
27	8	4	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
4	5	5	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)9-5534X45—BMI
6	4	6	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Cap(78)20739; (33)2-770; (45)8-770—BMI
9	9	7	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
16	7	8	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
2	6	9	HOT ROD RACE	A. Shibley	Gilt Edge 5021—BMI
7	—	10	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap(78)20714; (33)2-692; (45)9-692—BMI

## Best Selling Retail Folk (Country & Western) Records

Based on reports received January 10, 11 and 12

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	Record	Artist	Label
29	3	1	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
8	1	2	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
6	2	3	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
2	10	4	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—BMI
8	4	5	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
13	6	6	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell	Cap(78)20739; (33)2-770; (45)8-770—BMI
3	—	7	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Cap(78)20739; (33)2-770; (45)8-770—BMI
1	—	7	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F1328—ASCAP
2	5	9	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)9-5534X45—BMI
20	8	10	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap(78)20714; (33)2-692; (45)9-692—BMI

# GET THESE BIG HITS ON— DOT

Popular

"WITH ALL MY LOVE"  
by the CAP-TANS  
DOT 1018

Folk and Western

"THIS SIDE OF HEAVEN"  
Backed by  
"FADED LOVE"  
by ANDY WILSON  
DOT 1021

Blues and Rhythm

"LITTLE RED ROOSTER"  
Backed by  
"BLUES ALL ALONE"  
by MARGIE DAY  
with the GRIFFIN BROS.  
DOT 1019

### "CRYING TO MYSELF"

by CECIL GANT  
DOT 1016

### "BLUES WITH A BEAT"

Backed by  
"GRIFFS' BOOGIE"  
by the  
GRIFFIN BROS. OCH.  
DOT 1020

Spirituals

### "I DON'T KNOW WHY I HAVE TO CRY"

Backed by

"WHEN I MOVE IN THE ROOM"  
by the FAIRFIELD FOUR  
DOT 1022

Write, wire or phone

# DOT RECORDS

GALLATIN, TENNESSEE

### 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'll 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.....

The two that'll run thru '51

"COUNTING HOURS"  
"THE ANSWER TO IT ALL"  
(BMI)

Jos. E. Adams Publications  
Elmhurst 1, Ill.

The integrity and experience of

## A SOLID NAME

plus  
THE WORLD'S TOP ENGINEERS  
are

## BEHIND YOUR LABEL!

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Your idea . . .  
Your market . . .  
Your product—  
RCA's facilities . . .  
experience . . .  
dependability.

A complete service  
in the manufacture  
of every type  
(and speed) of record

... RECORDING  
... PRESSING  
... PROCESSING  
... SHIPPING & HANDLING

# "USE YOUR IMAGINATION"

Recorded by

- Capitol ..... Gordon MacRae with Frank Duvol
- Columbia ..... Jo Stafford
- Decca ..... Guy Lombardo
- London ..... Vera Lynn
- MGM ..... Ted Straeter
- Mercury ..... Vic Damone
- Victor ..... Vaughn Monroe

- Associated ..... Mindy Carson
- F. W. Ziv ..... Monica Lewis
- " " " ..... Guy Lombardo
- " " " ..... Russ Morgan
- Lang-Worth ..... Al D'Artega
- Muzak ..... William Taylor

# "I AM LOVED"

Recorded by

- Capitol .... Gordon MacRae with Frank Duvol
- Columbia .. Doris Day
- " .. Frank Sinatra
- Decca .... Evelyn Knight with Gordon Jenkins
- London ... Vera Lynn
- MGM .... Trudy Richards
- Victor .... Vaughn Monroe

- Associated . Mindy Carson
- F. W. Ziv .. Monica Lewis
- Lang-Worth . Al D'Artega
- Muzak .... William Taylor
- RCA
- Thesaurus . Fran Warren

# "NOBODY'S CHASING ME"

Recorded by

- Capitol ... Jan Garber
- Columbia .. Doris Day
- Coral ..... Martha Tilton and Connie Haines
- Decca .... Evelyn Knight with Gordon Jenkins
- Victor .... Dinah Shore

- Lang-Worth . Chuck Foster
- Muzak .... Earl Sheldon
- RCA
- Thesaurus . Betty Chappell

# "WHERE OH WHERE"

Recorded by

- Columbia ..... Jo Stafford
- MGM ..... Trudy Richards

# "FROM THIS MOMENT ON"

Recorded by

- Columbia ..... Doris Day
- Decca ..... Guy Lombardo
- King ..... Gene Williams
- Victor ..... Vaughn Monroe

- Associated ..... Mindy Carson
- F. W. Ziv ..... Bob Eberle
- F. W. Ziv ..... Guy Lombardo
- Muzak ..... Glenn Osser

## ORIGINAL CAST ALBUM

Cole Porter's new musical

## OUT OF THIS WORLD

with the original Broadway cast starring Charlotte Greenwood on

Columbia Records



HIT SONGS FROM  
COLE PORTER'S  
Great Musical...

# "OUT OF THIS WORLD"

# "YOU DON'T REMIND ME"

Recorded by

- Columbia ..... Frank Sinatra
- Columbia ..... Jo Stafford
- Victor ..... Vaughn Monroe

# "CHERRY PIES OUGHT TO BE YOU"

Recorded by

- Columbia .. Frank Sinatra and Rosemary Clooney

Associated . Frankie Masters

# "CLIMB UP THE MOUNTAIN"

Recorded by

- Capitol ..... Peggy Lee

Also Electrical Transcription

# "HARK TO THE SONG"

Lang-Worth ..... Al D'Artega

**BUXTON HILL MUSIC CORPORATION**  
R-K-O Building • Rockefeller Center • New York

Safe Selling Agent

**CHAPPELL & CO., INC.**



# 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.

- THE ABA DABA HONEYMOON**..... Carleton Carpenter-Debbie Reynolds  
MGM 30282  
From the soundtrack of "Two Weeks With Love," this slicing features two unheralded youngsters in an exuberant, zany production treatment of an aoidie that could make a real sleeper.
- BRING BACK THE THRILL**..... Eddie Fisher-Hugo Winterhalter Ork  
Victor 20-4016  
Romantic ballad adaptation is beautifully sold by the young warbler to a stirring ork-chorus arrangement.
- TELL ME YOU LOVE ME**..... Vic Damone  
Mercury 5572  
Combination of all-out English-Italian chanting and an imaginative setting makes a potent version of the "Pagliacci" adaptation.
- IN YOUR ARMS  
A PENNY A KISS**..... Dinah Shore-Tony Martin  
Victor 20-4019  
First teaming of these talents results in a sock double-header, with yeoman support from Henri Rene Ork and chorus. "Arms" is a pash adaptation of the Offenbach "Barcarolle." "Penny" is a bright and pert novelty.
- MAY THE GOOD LORD BLESS AND KEEP YOU**..... Frankie Laine  
Mercury 5580  
Laine is in top form for a strong sales job of the devotional pop.

## • 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. DEAR, DEAR, DEAR..... Champ Butler..... Columbia 39123
2. WHO KICKED THE LIGHT PLUG?..... Betty Hutton..... Victor 20-4000
3. I LOVE THE WAY YOU SAY GOODNIGHT..... Dean Martin..... Capitol 1342
4. MUSIC BY THE ANGELS..... Vic Damone..... Mercury 5563
5. TELL ME TONIGHT..... Tony Martin..... Victor 20-3987
6. I STILL FEEL THE SAME ABOUT YOU..... Georgia Gibbs..... Coral 60353
7. MAY THE GOOD LORD BLESS AND KEEP YOU..... Bing Crosby..... Decca 27404
8. IF..... Dean Martin..... Capitol 1342
9. THE MOON WAS YELLOW..... Margaret Whiting..... Capitol 1343
10. TATER PIE..... Red Foley-Evelyn Knight..... Decca 27378

## • 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. ZING ZING-ZOOM ZOOM..... Perry Como..... Victor 20-3997
2. MAY THE GOOD LORD BLESS AND KEEP YOU..... Bing Crosby..... Decca 27404
3. THE CHICKEN SONG..... Guy Lombardo Ork..... Decca 27393
4. HOT ROD RACE..... Red Foley..... Decca 46286
5. I LOVE THE WAY YOU SAY GOODNIGHT..... Dean Martin..... Capitol 1342
6. OVER AND OVER AND OVER..... Margaret Whiting..... Capitol 1343
7. I STILL FEEL THE SAME ABOUT YOU..... Georgia Gibbs..... Coral 60353
8. FROM THIS MOMENT ON..... Vaughn Monroe..... Victor 20-4007
9. IT IS NO SECRET..... Jo Stafford..... Columbia 39082
10. THE MOON WAS YELLOW..... Margaret Whiting..... Capitol 1343

## • 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. ZING ZING-ZOOM ZOOM..... Perry Como..... Victor 20-3997
2. IF..... Jo Stafford..... Columbia 39082
3. IF..... Dean Martin..... Capitol 1342
4. VELVET LIPS..... Guy Lombardo Ork..... Decca 27393
5. IF..... Vic Damone..... Mercury 5563
6. FROM THIS MOMENT ON..... Guy Lombardo Ork..... Decca 27351
7. AFTER YOU'VE GONE..... Three Suns..... Victor 20-4010
8. HOT ROD RACE..... Tiny Hill..... Mercury 5547
9. IT IS NO SECRET..... Bill Kenny..... Decca 27326
10. NOBODY'S CHASING ME..... Dinah Shore..... Victor 20-3978

## • The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I WAS SORTA WONDERIN'..... Moon Mullican..... King 917
2. DON'T MAKE LOVE TO MARY..... Tex Williams..... Capitol 1345
3. MY HEART CRIES FOR YOU..... Jimmy Wakely..... Capitol 1329
4. FADED LOVE..... Carl Story..... Mercury 6269

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## BREAKING WIDE OPEN...

DEBBIE REYNOLDS-CARPENTER

CARLETON ABA DABA HONEYMOON

ROW, ROW, ROW

(Both from the MGM Technicolor Picture "Two Weeks With Love")

Available 2 Record Speeds  
78 RPM—MGM 30282 • 45 RPM—MGM K30282



SOON TO EXPLODE...

FRED ASTAIRE and JANE POWELL

"HOW COULD YOU BELIEVE ME WHEN I SAID I LOVED YOU WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE"

JANE POWELL TOO LATE NOW

(Both from the MGM Technicolor picture "Royal Wedding")

Available 2 Record Speeds  
78 RPM—MGM 30316 • 45 RPM—MGM K30316



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# THE BILLBOARD Music Popularity Charts

## Advance Record Releases

### POPULAR

As Time Goes By—T. Dorsey Ork (Lullaby) Dec 27396  
 At a Perfume Counter—B. Barron ('Til the) MGM 10891  
 Autumn Leaves—D. LeWinter (My Funny) Mer 5568  
 Beamrag Song, The—J. Lester-Beanbaggers (Your Sister) Coral 60342  
 Candy Lips—Elmo Tanner (Whistlin' Paper) MGM 10886  
 Chicken Song, The (I Ain't Gonna Take It Still) Down—G. Lombardo Ork (Velvet) Dec 27393  
 Eili-Eili—Gene Marvey (Kol-Nidre) Vita Tone A-9-10  
 Galloping Comedians—P. Spitalny (It's You) V 20-4020

Here's to Happiness—R. Marterie Ork (So Long) Mer 5570  
 Hokey Pokey, The—Three Suns (I Still) V 20-4021  
 Honey Hush—B. Greco (Keepin' Out) London 894  
 How About That—E. Wilcox (If You) Abbey 3021  
 How Could You Believe Me When I Said I Loved You When You Know I've Been a Liar All My Life—Fried Astaire-J. Powell (Too Late) MGM 30316  
 How Many C's in Peggy, Paw?—L. Cook (I Wish) Abbey 15034  
 How Near to My Heart—S. Lanson (Rosie) London 893

'Till the End of the World With You—B. Barron (At a) MGM 10891  
 To Hear You Laugh—E. Knight (I Remember) Dec 27395  
 Tonda Wanda Hoy—Polly Bergen (Out of) V 20-4022  
 Too Late Now—Jane Powell (How Could) MGM 30316  
 Use Your Imagination—Ted Straeter (Take Off) MGM 10889  
 Velvet Lips—G. Lombardo Ork (The Chicken) Dec 27393

Esto es Amor—Rosita Serrano (Cenicienta) V 23-5191  
 Fulgida Luna—P. Vargas (Mujer) V 23-5307  
 Mujer—P. Vargas (Fulgida) V 23-5307  
 Querido Compadre—A. Pineda (El Gavilan) V 23-5310  
 San Fernando—Beny More (Donde Estabas) V 23-5308  
 Sonar es Desear—Rosita Serrano (Bibbidi) V 23-5292  
 Tu Lianto Beberas—M. Mejia (Desenganado Estoy) V 23-5309

### CHILDREN'S

Busy Timmy—Anne Lloyd-Dick Byron (The Three) Golden R 52  
 Emperor's New Clothes, The—R. White-R. Hallee-E. Light Ork (Little Boy) Lincoln 517  
 Jing-a-Ling—Anne Lloyd-Sandpipers (March From) Golden Record R 65  
 Little Boy Blue and Where Has My Little Dog Gone?—R. White-R. Hallee-E. Light Ork (Emperor's New) Lincoln 517  
 March From Peter and the Wolf—Anne Lloyd-Sandpipers (Jing-a-Ling) Golden R 65  
 My Bonnie Lies Over the Ocean—Mike Stewart-Gilbert Mack (Scully the) Golden R 55  
 Scully the Tugboat—Mike Stewart-Gilbert Mack (My Bonnie) Golden R 55  
 Three Bears, The—Anne Lloyd-Dick Byron (Busy Timmy) Golden R-52  
 Who's Afraid of the Big Bad Wolf (Parts 1 and 2)—Anne Lloyd-Sandpipers . . . Golden RD 15

### INTERNATIONAL

Little Darling—E. Habat Polka Ork (Twilight) Dec 45126  
 Twilight Polka—E. Habat Polka Ork (Little) Dec 45126

### HOT JAZZ

Always—D. Brubeck Trio (I Didn't) Fantasy 514  
 Avalon—D. Brubeck Trio (Perfidia) Fantasy 513  
 I Didn't Know What Time It Was—D. Brubeck Trio (Always) Fantasy 514  
 I'll Be Seeing You—E. Garner (Trees) Atlantic 674  
 Trees—E. Garner (I'll Be) Atlantic 674  
 Jazz Session Album—Bobby Hackett (1-10") Col (33) CL-6156; Struttin' With Some Barbecue; I've Got the World on a String; What a Difference a Day Makes; Oh, Baby; A Room With a View; Fidgety Feet; Tin Roof Blues; Royal Garden Blues

### Phono Total

Continued from page 11

—the highest total since 1947 and the third highest in history. Production last year was 296,967. The introduction of a three-speed standard is given most of the credit for boosting player output.

The estimated 1950 production of table and console radio-phono combos by RTMA members is approximately 1,000,000 as compared with 608,351 in 1949. Output of phonographs only is an estimated 200,000, while the 1949 output was 175,421.

### Phonos Produced by RTMA Members

1940	1,427,253
1941	1,874,500
1942*	1,029,800
1946	4,993,300
1947	3,311,876
1948	2,675,000
1949	1,262,090
1950 (Est.)	1,600,000

\*Production Suspended, April, 1942

## BEST SELLERS

### POPULAR

- ★ **ANDY IONA**  
15086 HAWAIIAN INTERLUDE (I LOST MY IRISH HEART (IN HAWAII))
- ★ **MARGARET PHELAN**  
15089 HALF AS MUCH FLIRTIN' THINKING OF YOU
- ★ **GENE WILLIAMS**  
15090 MARGOT FROM THIS MOMENT ON
- ★ **JOHNNY LONG**  
15081 ONCE YOU FIND YOUR GUY I DON'T CARE
- ★ **PEE WEE ERWIN**  
15075 WHEN THE SAINTS GO MARCHING IN TIN ROOF BLUES
- 15076 TIGER RAG WOLVERINE BLUES

### FOLK-WESTERN

- ★ **MOON MULLICAN**  
917 THE LEAVES MUSTN'T FALL I WAS SORTA WONDERIN'
- ★ **HAWSHAW HAWKINS**  
918 TEARDROPS FROM MY EYES I LOVE YOU A THOUSAND WAYS
- ★ **AL DEXTER**  
913 DIDDY WAH BOOGIE YOU'VE BEEN CHEATING, BABY
- ★ **RED PERKINS**  
920 A LONG-NECKED BOTTLE (AND A BIG WATER GLASS) I'M GONNA RUSH RIGHT DOWN TO MACON
- ★ **WAYNE RANEY**  
914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME REAL HOT BOOGIE
- 910 PARDON MY WHISKERS OLD FASHIONED MATHY-MONY IN MIND
- ★ **BOB NEWMAN**  
916 ONE AND ONE IS TWO, BABY CRY BABY BLUES
- ★ **COWBOY COPAS AND RUBY WRIGHT**  
919 TENNESSEE WALTZ
- ★ **COWBOY COPAS**  
919 I'LL NEVER MORE BE SHACKLED IN A FOOL'S PARADISE

### SEPIA-BLUES

- ★ **WYNONIE HARRIS**  
4415 PUT IT BACK TRIFLIN' WOMAN
- ★ **IVORY JOE HUNTER**  
4424 FALSE FRIEND BLUES SEND ME, PRETTY MAMA
- ★ **BULL MOOSE JACKSON**  
4422 WITHOUT YOUR LOVE HAVE YOU NO MERCY
- ★ **JOE THOMAS**  
4421 GOT TO HAVE HER LOVIN' BIG FOOT
- ★ **LONNIE JOHNSON**  
4423 WHEN I'M GONE (WILL IT STILL BE ME?) LITTLE ROCKIN' CHAIR



- ★ **THE DOMINOES**  
12001 DO SOMETHING FOR ME CHICKEN BLUES
- 12010 HARBOR LIGHTS "NO!" SAYS MY HEART

### DELUXE

- ★ **ROY BROWN**  
3311 DOUBLE CROSSING WOMAN TEEN AGE JAMBOREE

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1540 BREWSTER AVE., CINCINNATI 7, OHIO

Remember the Cornfields—E. Knight-G. Jenkins Ork (To Hear) Dec 27395  
 I Remember the Cornfields—A. Shelton (Once in) London 832  
 I Still Feel the Same About You—E. Fitzgerald-Ink Spots (Little Small) Dec 27419  
 I Still Feel the Same About You—E. Howard (A Penny) Mer 5567  
 I Still Feel the Same About You—Three Suns (The Hokey) V 20-4021  
 I Wish I Had a Sweetheart—L. (Piano Roll) Cook (How Many) Abbey 15034  
 If—D. Janies (How Long) London 833  
 If You Were Only Mine—E. Wilcox (How About) Abbey 3021  
 I'm Gonna Sit Right Down and Write Myself a Letter—S. Vaughan (I'm Through) MGM 10890  
 I'm Through With Love—S. Vaughan (I'm Gonna) MGM 10890  
 In Your Arms—Leroy Holmes (Lying in) MGM 10892  
 In Your Arms—T. Martin-D. Shore (A Penny) V 20-4019  
 It's You, No One But You—P. Spitalny-E. Fisher (Galloping) V 20-4020  
 Jet—B. Johnson Ork (No More) Dec 27416  
 Just for Tonight—V. Damone-H. Geller Ork (Night Is) Mer 5566  
 Keepin' Out of Mischief Now—B. Greco (Honey Hush) London 894  
 Kol-Nidre—Gene Marvey (Eili-Eili) Vita Tone A 9-10  
 Little Small Town Girl—E. Fitzgerald-Ink Spots (I Still) Dec 27419  
 Little Small Town Girl—Buddy Weed Trio (Road Closed) MGM 10895  
 Long, Long Ago—D. James (If) London 833  
 Lovesick Blues—A. O'Day-J. Pleis (Once There) London 958  
 Lullaby of Broadway—T. Dorsey Ork (As Time) Dec 27396  
 Lying in the Hay—Leroy Holmes (In Your) MGM 10892  
 May the Good Lord Bless and Keep You—L. Murray (My Twilight) Coral 60359  
 My Dear Little Girl of Theta Chi—S. Kaye (Tell Me) Col 39140  
 My Funny Valentine—D. LeWinter Ork (Autumn) Mer 5568  
 My Twilight Prayer—L. Murray (May the) Coral 60359  
 Night Is Young and You're So Beautiful, The—V. Damone-H. Geller Ork (Just for) Mer 5566  
 No More Love—B. Johnson Ork (Jet) Dec 27416  
 Once in a While—A. Shelton (I Remember) London 832  
 Once There Lived a Fool—A. O'Day (Lovesick Blues) London 958  
 Out of Sight, Out of Mind—Polly Bergen (Tonda Wanda) V 20-4022  
 Penny a Kiss, a Penny a Hug, A—E. Howard (I Still) Mer 5567  
 Penny a Kiss, A—T. Martin-D. Shore (In Your) V 20-4019  
 Road Closed, Bridge Out, Detour—Buddy Weed Trio (Little Small) MGM 10895  
 Rosie—S. Lanson (How Near) London 893  
 Roving Kind, The—R. Allen (Wreck of) Mer 5573  
 Sempre—P. Brito (I Don't) MGM 10893  
 So Long (It's Good To Know Yuh) R. Marterie Ork (Here's to) Mer 5570  
 Take Off the Coat—Ted Straeter (Use Your) MGM 10889  
 Tell Me You Love Me—S. Kaye (My Dear) Col 39140  
 Tennessee Rhumba—Daryl Harpa (Waiting for) Bullet 1096

Wait for Me—D. Shore (Down) V 20-4015  
 Wait for Me—Denny Vaughan (If) Coral 60355  
 Waiting for the Robert E. Lee—Daryl Harpa (Tenn. Rhumba) Bullet 1096  
 Walking on the Green Grass—Terry Shand (Sea) King 15091  
 When You Return—M. Carson (Boutaniere) V 20-4018  
 When You Return—Roy Ross (I Remember) Coral 60357  
 When You're Smiling—Bernie Mann (A Toast) Tower 1493  
 Whirling—Hope Parcell (The Majorette) Gypsy (45) F 101  
 Whistlin' Paper Boy—Elmo Tanner (Candy) MGM 10886  
 Winter Waltz, The—Mitch Miller (Keep) Col 39111  
 Wreck of the John B.—R. Allen (The Roving) Mer 5573  
 You and Your Beautiful Eyes—Vic Damone (If) Mer 5565  
 You and Your Beautiful Eyes—Dean Martin (Tonda) Cap 1358  
 Your Sister Knocks Me Out!—J. Lester (Beanbag Song) Coral 60342

### RELIGIOUS

David and Goliath—Jordanaires (My) Cap 1363  
 Don't You See?—Trumpeteers (Gideon and) Score 5024  
 Every Day—N. McKissick (I Call) Apollo 236  
 Ezekiel and the Bones—Four Chimes (Swing Low) Boney 1004  
 Forks in the Road—Four Chimes (Joshua) Boney 1001  
 Gideon and the Sword—Trumpeteers (Don't You) Score 5024  
 He Will Set Your Fields on Fire—C. Story (That Day) Mer: 6303  
 I Call Jesus My Rock—Bess Folk (Every Day) Apollo 236  
 I'm a Bible-Lovin' Man—Wally Fowler-Oak Ridge Quartet (I'm Free) Bullet 116  
 I'm Free Again—Wally Fowler-Oak Ridge Quartet (I'm a) Bullet 116  
 James 4:2—The Harmonizers Quartet (Singing) V(45)48-0422  
 Jesus—Myrtle Jackson (Keep) Coral 65042  
 Joshua—Four Chimes (Forks in) Boney 1001  
 Keep Me Every Day—Myrtle Jackson (Jesus) Coral 65042  
 My Journey to the Sky—Jordanaires (David) Cap 1363  
 On the Jericho Road—Speer Family (Turn on) Col 20762  
 Singing Through Life—The Harmonizers Quartet (James) V(45)48-0422  
 Swing Low—Four Chimes (Ezekiel and) Boney 1004  
 That Day Is Coming Soon—C. Story (He Will) Mer: 6303  
 Turn On Your Light—Speer Family (On the) Col 20762  
 Welcome Home—Pilgrim Travelers (I'll Be) Specialty SP 393  
 What a Blessing in Jesus I've Found—Pilgrim Travelers (I Was) Specialty SP 382

### LATIN AMERICAN

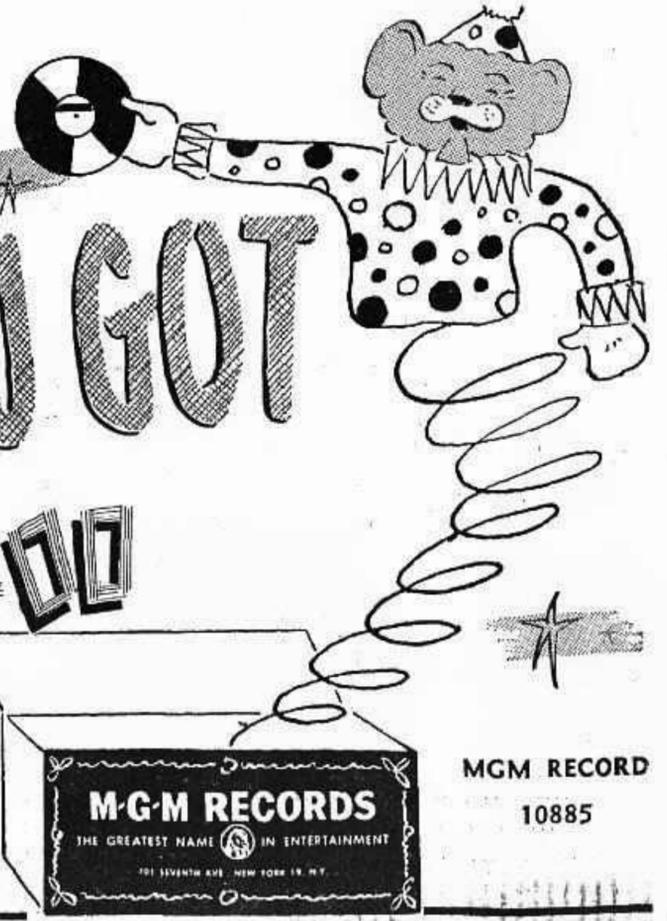
Bibbidi Bobbidi Boo—Rosita Serrano (Sonar) V 23-5292  
 Cenicienta—Rosita Serrano (Esto es) V 23-5291  
 Desenganado Estoy—Calaveras Trio (Tu Lianto) V 23-5309  
 Donde Estabas Tu—Beny More (San Fernando) V 23-5308  
 El Gavilan Pollero—A. Pineda (Querido Compadre) V 23-5310



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THE BILLBOARD

Music Popularity Charts

Album and LP Reviews

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

which should please those who are purveyors of the keyboard either privately or across the disk counter.
JUKES Not suitable.
JOCKS For those with time for the 15-minute medleys, there's a lot of fine modern 88-ing here.

POPULAR

DIZZY GILLESPIE PLAYS—JOHNNY RICHARDS CONDUCTS (1-10") 74

Swing Low, Sweet Christ; Lullaby of the Leaves; Million Dollar Baby; What Is There To Say; Alone Together; The Things I Love; On the Alma; Interlude in C.

An elaborate extension of the "Charlie Parker and Strims" idea, this set should find sturdy support from the jazz market, possibly not quite as brisk as did the original but certainly enough to bless the idea as a successful enterprise.

JUKES Where they'll buy jazz, all sides are suitable.
JOCKS Must stuff for jazzsters; sound change of pace for pop whirlers.

PAUL SMITH QUARTET ALBUM— (1-10") 67

Discovery (33) DL 3009

Wandering; Out of Nowhere; Over the Rainbow; S'Wonderful; Cupid Took Me for a Ride; The Great Lie; The Way You Look Tonight; By the Fireside

JUKES Not suitable.
JOCKS Fine for jazz segs.

THE MAN I LOVE—Connie Haines (3-7") 65

Coral (45) 9-8006

Can't Help Lovin' Dat Man; Why Do I Love You; Lover Man; Bill. Miss Haines is given a tough chore here—doing six gilt-edged standards, some with verse—with only trio accompaniment.

PIANO MOODS—EDDIE HEYWOOD (1-10") 68

Columbia (33) CL-6157

Without a Song, All the Things You Are; St. Louis Blues; A Pretty Girl is Like a Melody; Mighty Lak' a Rose; Try a Little Tenderness; The Birth of the Blues; When Your Lover Has Gone.

PIANO MOODS—STAN FREEMAN (1-10") 68

Columbia (33) CL-6158

Fascinatin' Rhythm; Cabin in the Sky; What Is This Thing Called Love; Dancing on the Ceiling; I'll Take Romance; Flamenco; Carola. Freeman, within music circles noted as one of the most versatile and competent ivory ticklers in the business, comes into his own on this latest addition to the rapidly growing Columbia LP "Piano Moods" series.

DIXIELAND FROM NEW ORLEANS—The Basin Street Six (1-10") 68

Circle (33) L-4903

South Rampart Street Parade; High Society; Margie; That's a Plenty; Jazz Me Blues; Lazy River; I Am Going Home; Farewell Blues. Here's a fine, relaxed Dixie album played by a group of native New Orleans men, some young and some vets.

VOICE OF MARTHA RAYE (1-10") 63

Martha Raye-Phil Moore Ork

Discovery (33) DL 3010
The Boy Next Door; After You're Gone; Lotus Land; Miss Otis Regrets; Life's Only Joy; Oah Dr. Kinsey. Miss Raye and the newwave chamber jazz of Phil Moore make an interesting combination, but it could have been much more intriguing with a better selection of material.

JUKES Not suitable.
JOCKS Okay except the too blue "Kinsey"

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78 RPM—45-33 1/2 L.P.

DIXIELAND TODAY—Conrad Janis & His Tailgate Jazz Band (1-10") 56
Circle (33) L-404
Tiger Rag; Yellow Dog Blues; Kansas City Stumps; Bunkie Boy March; Gettysburg March; 1949 March; Oriental Man; Original Dixieland Two-Step.

JOHN PHILIP SOUSA MARCHES IN DIXIELAND STYLE—Bob Crosby & His Bob Cats (1-10") 75
Coral (33) CRL-5601B
King Cotton; Hands Across the Sea; High School Cadet; The Thunderer; Washington Post March; Stars and Stripes Forever; El Capitan; Semper Fidelis March.

JOHNNY LONG does it again with "Who-zits From Massachusetts" backed by ANYTIME IS SWEETHEART TIME
KING 15092
WRITE WIRE PHONE
RECORDS INC.
1540 BREWSTER AVE., CINCINNATI 7, OHIO

Warren Fold-Up
Continued from page 10
company, an American Society of Composers, Authors and Publishers' (ASCAP) affiliate since its inception five years ago, will still retain all interests in songs already published by them.

King Signs Esther
Continued from page 10
execs to go 45, said he was starting six presses of the Royal Plastics Corporation, King subsid which handles all pressing, King catalog items and hits are being pressed first.

The Waltz King's Greatest!
"SO GOES MY HEART"
by WAYNE KING and His Orchestra
RCA VICTOR RECORDS
45 rpm—47-3998 78 rpm—20-3998

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SLICK SLAVIN (Rhymes With Everybody's Ravin')
Sings "WHAT GOOD IS MONEY?"
PICTURE RECORDS
Hollywood Chicago

# THE BILLBOARD Music Popularity Charts

## MCA Steps Up

Continued from page 10

new band inkings by the Midwest MCA office here.

Latest to join MCA is Bobby Beers, for six years vocalist with Lawrence Welk and for the past three years with Blue Barron. Beers is rehearsing a 10-piece, which will feature his lyricizing and that of Sue Maro, currently with Joe Reichman's ork. Richman will fold his crew within a fortnight, after which Miss Maro joins Beers. Cliff Parman, Chi scorer, is building the Beers library, which will be styled after Blue Barron. Beers, it is understood, is working under the tutelage of Barron.

In the past six weeks, the local MCA office has inked the following orksters: Johnny Palmer; Tommy Reed, ex-GAC, and Tex Cromer, formerly bassman-vocalist with Welk.

General Artists' Corporation last week inked the Larry Faith aggregation, an outfit made up of most of the sidemen who worked for six to eight years with Tommy Carlyn, MCA maestro. In a recent split, 10 of the Carlyn sidemen left him to form a new ork, under the baton of Faith. Faith is working Pittsburgh territory, but will probably come into the Midwest before March.

## 250G to Laine

Continued from page 10

with Mercury Records, where he skyrocketed to disk popularity. He was label's top seller, last year earning \$140,000 in royalties and \$93,000 during 1949. Laine's deal with Mercury gave him a \$37,500 annual guarantee. Harry Geller, who arranged and conducted Laine's Mercury sessions, is expected to continue to arrange for him despite the switch to Columbia. Rumors that Geller will go with Laine weren't confirmed.

Of 29 Laine disks released by Mercury the past five years, 26 are still on active sales list. *That's My Desire*, his first hit, has sold 1,300,000 copies, but has been nosed out by the more recent *Mule Train* which, according to Mercury's latest sales charts, has sold 1,380,000. Laine got his first wax break on Atlas Records, a Coast indie label, and then signed with Mercury in August 1946. For over a year after his initial Mercury pact, Laine continued to record for the indie label until his Atlas contract expired.

## 'Nature Boy' Suit

Continued from page 10

H. Morris Music, Crestview Music, Burke & Van Heusen Music and Eden Ahbez. The suit was brought in Southern District Court, New York, in 1948, charging that the *Nature Boy* tune was an infringement on a song called *Schweig Mein Hartz*, written by Yablokoff and published by Kammen, copyrighted in 1935.

*Nature Boy* was written by Ahbez and published by Crestview, a Carlos Castel holding. Burke & Van Heusen and subsequently E. H. Morris were selling agents for the tune, which hit the top via Nat Cole's Capitol recording.

In return for the cash consideration, Yablokoff and Kammen waive all claims in *Nature Boy*. Conversely, all rights in *Schweig Mein Hartz* continue their property. Plaintiffs were represented by Edward A. Masters and the firm of Abeles & Bernstein; Spring & Eastman were counsel for the defendants.

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## 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'ts—promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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### POPULAR

<b>GUY LOMBARDO ORK</b> <b>Velvet Lips</b> DECCA 27393—Kenny Gardner and the Lombardo ork give a bright and bouncy new ditty a rhythmic, danceable go. A likely platter.		86--86--85--86			
<b>The Chicken Song (I Ain't Gonna Take It Settin' Down)</b> Novelty based on folk material results in another happy Lombardo dishing as Cliff Grass and the ork handle the hand-clapping, gang-sing vocal. A prize Lombardo coupling.		85--86--85--85			
<b>TOMMY DORSEY</b> <b>Lullaby of Broadway</b> DECCA 27396—The Warren-Dubin oldie, being revived via a new flick, is handed a fine dance reading by the Dorsey ork's biting brass, rocking reeds and rhythm. Frances Irwin supplies a neat vocal chorus.		84--85--84--83			
<b>As Time Goes By</b> A mood instrumental etching by Dorsey's ork and tram—all in a smooth dance tempo.		80--82--78--80			
<b>LYN MURRAY</b> <b>May the Good Lord Bless and Keep You</b> CORAL 60359—The Meredith Wilson theme for the "Big Show" is served up in a meaningful manner by the Murray ork and chorus with Ruth Martin as an impressive lead singer.		81--84--82--78			
<b>My Twilight Prayer</b> Martin gal, male chorus and religio-style backing hand the rich ballad a reverent reading.		79--82--80--76			
<b>EDDY HOWARD</b> <b>I Still Feel the Same About You</b> MERCURY 5567—With Howard's distinctive voice leading, he and male trio deliver a typical slow, hushed rendition of this romantic ballad, winging via the Georgia Gibbs job.		83--83--82--84			
<b>A Penny a Kiss—A Penny a Hug</b> Howard and group turn to an easy bounce rendition of an engaging little novelty tune that has a disarming and childlike simplicity and appeal.		83--83--82--84			
<b>ANITA O'DAY</b> <b>Once There Lived a Fool</b> LONDON 958—First pop disk of a current clicking r & b ballad gets a warm, sensitive job from thrush, with a generous mood orking scripted by Ben Homer.		83--84--82--82			
<b>Lovesick Blues</b> Miss O'Day's attempt to dress up the oldie with hotcha, red-hot mama effects doesn't quite come off.		72--72--71--73			
<b>SNOOKY LANSON</b> <b>Rosie</b> LONDON 893—Competent but unexceptional rendition of a routine sweetheart song at up tempo.		67--67--67--67			
<b>How Near to My Heart?</b> Snooky and ork pace thru a slow nostalgia ballad themed on the delights of childhood.		68--68--68--68			
<b>JERRY LESTER</b> <b>The Beanbag Song</b> CORAL 60342—The TV comic sells this blithe novelty engagingly. Ditty by himself and Milton De Lugg, is the outgrowth of a running gag on Lester's show and will delight his fans.		75--76--75--74			
<b>Your Sister Knocks Me Out!</b> This one, cuffed by Lester and Jack Adrian, one of his writers, is a fly bit of material on the "hip" side. Not much wax potential.		60--63--60--57			
<b>REGGIE GOFF</b> <b>Serenata</b> LONDON 840—Goff turns in an unimpressive effort on this Leroy Anderson melody recently fitted with lyrics.		58--60--57--57			
<b>One, Two, Three, A-Lairah</b> The English counterpart of Vaughn Monroe is considerably more successful in this fluffy slicing of a light and not unattractive bouncer.		68--70--65--68			
<b>ANNE SHELTON</b> <b>Once in a While</b> LONDON 832—The warm-voiced Miss Shelton projects as she sings the oldie with feeling.		72--73--72--71			
<b>I Remember the Cornfields</b> The handsome new ballad import from England is tenderly warbled by the accomplished singer.		79--81--78--78			

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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<b>TERESA BREWER-SNOOKY LANSON</b> <b>A Penny a Kiss—A Penny a Hug</b> LONDON 878—The vocal blend isn't particularly pleasing, the individual efforts are okay on this cute and catchy new bouncer. Should grab a share if the song scores.		80--80--80--80			
<b>Hello</b> Another neat pair of performances crops up on this airy slicing of a comedy duet from the "Baby, It's Cold Outside" school. Should attract spins.		74--78--72--72			
<b>THE STARGAZERS-STANLEY BLACK (&amp; His Blacksmiths)</b> <b>Me and My Imagination</b> LONDON 903—Completely pleasing slicing of an attractive bouncer which was around recently without any noticeable effect.		71--74--70--70			
<b>The Trouble With Love, Is Love</b> Competent performance of a slight ditty.		58--60--55--60			
<b>CHAMP BUTLER</b> <b>Dear! Dear! Dear!</b> COLUMBIA 39123—Talented new warbler turns in a fly try with a light new rhythm item; the fine Skippy Martin orking aids immeasurably. Spinners should find values here.		74--79--68--74			
<b>Dry Land</b> The singer shows off a strong tenor in tangling with a dramatic opus; the Martin orking again contributes heavy aid. Trick in cleffing will help attract. An impressive go of questionable commercial values.		69--75--68--65			
<b>LAWRENCE (PIANO ROLL) COOK (Jim Dandies)</b> <b>I Wish I Had a Sweetheart</b> ABBEY 15034—Male team makes with a real razzamatazz vocal as Cook and rhythm section come up with another hunk of honky-tonk. Good tavern juke bit.		75--74--72--80			
<b>How Many G's in Peggy, Paw?</b> Cook and the boys try just as hard on this side but the material is weak.		60--59--57--65			
<b>DICK JAMES</b> <b>Long Long Ago</b> LONDON 833—James sings effectively on the old American folk tune with a new love lyric. Stanley Black ork and George Mitchell choir supply a lush backing.		78--79--78--76			
<b>If</b> As a coverage disk, this version of the lovely new ballad is an okay disk. The competish is mighty heavy, tho.		69--70--68--68			
<b>MINDY CARSON</b> <b>Boutonniere</b> VICTOR 20-4018—A frothy little bouncer is done with a winning quality by Mindy; Andy Ackers' orking matches the generally happy picture. Could crop up a "sleeper."		82--85--81--82			
<b>When You Return</b> Mindy turns in a sensitive vocal effort on this attractive Benjamin-Weiss item. But over-all effectiveness is lacking.		70--70--70--70			
<b>DINAH SHORE</b> <b>Wait for Me</b> VICTOR 20-4015—Dinah's in top form as she delivers a persuasive, shaded interpretation of a lovely new waltz. Wonderful mood of the etching could attract attention.		84--85--84--83			
<b>Down in Nashville, Tennessee</b> A catchy repeated jingle figures to be the attraction to make this an important disk; it's done up brown by Dinah with tasty ork-group backing.		88--88--87--89			
<b>EDDIE FISHER-H. WINTERHALTER'S ORK</b> <b>Bring Back the Thrill</b> VICTOR 20-4016—The young warbler impresses with one of his finest waxed vocals on a richly melodic Italian adaptation; Winterhalter's backing is rich and likewise impressive. The retentive melody and strong performance make this a potent contender.		87--88--87--87			
<b>If It Hadn't Been for You</b> A neat performance of a pleasant light ballad.		75--75--75--75			
<b>HUGO WINTERHALTER'S ORK</b> <b>The Seven Wonders of the World</b> VICTOR 20-4017—A pretty new ballad is skillfully executed by the lush Winterhalter ork-chorus; Stuart Foster impresses in the solo chore. A likely item.		83--85--82--82			
<b>Across the Wide Missouri</b> Superb mood disk of a polished pseudo-folk item makes fine use of harpsichord and spots a big-voiced go by Foster. Deejays sure to like and could develop into a strong "sleeper" bet.		86--87--86--85			
<b>REX ALLEN</b> <b>Wreck of the John B</b> MERCURY 5573—Allen, a cowboy warbler, makes a fine impression as he tries in the pop-folk vein with this Weavers item. A pleasing coverage etching.		75--78--72--75			
<b>The Roving Kind</b> Allen, with Lew Douglas' ork-chorus, turns in another good go on another Weavers originated folk ditty which is accruing some current attention.		77--80--73--77			
<b>RALPH MARGERIE ORK</b> <b>Here's to Happiness</b> MERCURY 5570—The air which served to make the Bernie Mann "Toast to Happiness" crops up here as a lyric-less ork-choral deal which spots a pair of battling trumpeters.		74--77--70--74			
<b>So Long (It's Been Good to Know Yuh)</b> Lively, bright coverage etching on this fast-breaking brisk folk-waltz item kicked off by the Weavers-Gordon Jenkins slicing. Should catch a share.		79--79--79--79			
<b>VIC DAMONE</b> <b>The Night Is Young and You're So Beautiful</b> MERCURY 5566—Vic turns in a glowing job on this lovely oldie, now on a revival push.		81--82--80--80			
<b>Just for Tonight</b> The warbler does handsomely with a Benjamin-Weiss love ballad; somewhat a lesser effort for everyone concerned.		73--76--72--72			
<b>FRANK DE VOL</b> <b>Seven Wonders of the World</b> CAPITOL 1359—Pleasant dance dishing of a pretty new plug ballad spots Bill Hamilton and vocal group warble.		75--76--75--74			
<b>Lullaby of Broadway</b> Diverling orking of this fine old rhythm fave, now being revived as a flicker title, features a bright Helen O'Connell vocal; she shares singing honors with the maestro and his group. A good deejay bet.		79--82--77--77			
<b>KAY STARR</b> <b>Evenin'</b> CAPITOL 1357—Miss Starr sings from her toes as she spins a magical mood on this fine, bluesy torcher by "T-Bone" Walker. Her fans will want.		76--79--75--75			
<b>Lovesick Blues</b> Thrush turns on her powerhouse rhythm styling in handling this catchy country hit for pop consumption. Sounds like a potent item for the chirp.		87--87--86--87			
<b>EVELYN KNIGHT (Gordon Jenkins Ork)</b> <b>I Remember the Cornfields</b> DECCA 27395—Rich but sensitive reading of a pretty new plug ballad with a retentive front strain; thrush sings it with warmth while Jenkins ork-chorus backing enhances. If song is accepted, this will be a leading record of it.		85--86--85--84			
<b>To Hear You Laugh</b> Jenkins turns in an ork-chorus setting on this tune which is reminiscent of his "Maybe You'll Be There." Miss Knight sings the pretty tune convincingly. Could have sleeper potential tho song's not as strong as "Maybe."		84--85--83--83			

(Continued on page 65)

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## N. Y. LIQUOR BD. RULING AIDS OPS

State Authority Holds Up New Licenses; Present Cafes See Boost

NEW YORK, Jan. 13.—Cafe ops received a healthy assist from the New York State Liquor Authority last week when it announced a moratorium on all new liquor licenses to take effect January 23 and, pending a new survey, continue to March 31.

The moratorium is part of the procedure toward aligning liquor board activities with the New York State civilian defense program. The board also hinted a possible cut-back, when it stated "Liquor Authority (will) determine whether public convenience . . . will be promoted by . . . the increase or decrease of the number (licenses) in existence."

The help to those ops now in business lies in the probability that competition may be cut by this move, so those now in action will be in a better position to profit from any further upturn in business.

### Cafes Boom

Meanwhile, cafe biz in New York is definitely booming. The Copa, with Danny Thomas on top, is doing a sensational business.

La Martinique, with a Ben Blue package, is running like in the old days. The Latin Quarter with Ben Lessy and Patti Moore is still the ace Broadway spot.

The Blue Angel, using semi-names, if any, and with a tiny advertising budget, keeps jamming 'em in as if it were New Year's Eve. The current draw is Pearl Bailey.

Even the hotel rooms, the Plaza, Pierre and Waldorf, are beginning to feel the upped tempo.

Nobody seems to know where the increased business is coming from. Names like Danny Thomas are obviously a draw. But the lesser lights are also doing business.

## TOLEDO PUTS BITE ON ACTS

NEW YORK, Jan. 13.—Performers working in Toledo have to pay 1 per cent of their net salary to the city council as a special tax.

To add insult to the bite, the local Paramount, playing split weeks, has an envelope placed in each performer's box informing them of the tax and adding that a collector will be around at the end of the week to make the collection.

The collector is Hal Carr, drummer in the house band.

## Canada Club, Often on Spot, Changes Hands

TORONTO, Jan. 13.—Scene of many labor difficulties during the past year, the Club Norman moved into new ownership this week. Formerly under the direction of Norm Cornell and his mother, the club this week passed into the hands of Lou Chessler, part-owner of the Paddock Tavern here, and Mrs. Nat Sandler. Nat Sandler will manage the club.

Sale of the club for a reported \$250,000 will put an end to the hassle which Musicians' Union here has had in addition to a picket line thrown up by the Beverage Dispensers' Union. Club was also closed for a week last summer by the liquor board because of overcrowding.

Trouble with the musicians arose when Cornell refused to pay full fees to a trio and put in a

## USO Jobs May Roll In Next Few Weeks

Plan Perfected, Fund-Raising on Agenda; Agents' % To Be Lowered

Continued from page 2

drives start rolling acts will be hired.

Before this can be done, however, a number of steps will have to be taken. An over-all budget will be determined by USO and ASAF and each org will then furnish its individual budget. Latter will be determined by the number of shows to be decided upon, how many performers will be required and where they'll work.

The chief difference between the projected USO and the one in force during World War II is that Camp Shows, formerly an adjunct of USO, will now be an integral part of the entire set-up. Orgs in the new outfit will be, in addition to Camp Shows, YMCA, National Catholic Community Service, Jewish Welfare Board, YWCA, Salvation Army, and Traveler's Aid.

While there has not yet been any talks between Camp Show officials and agents for performers, or with performers directly, at least one insider claimed that when, as and if acts were needed, "agents will be limited to 2½ per cent commission." During the last war, agents collected 5 per

cent, tho at least one talent agency didn't charge anything.

It is estimated that by the end of February or early in March performers will get their long awaited calls.

## ARA & EMA In 1st Talks On Merger

AGVA the Hoss Left at the Gate; 4A's To Fight?

NEW YORK, Jan. 13.—A merger between the Artists Representatives Association (ARA) and the Entertainment Managers Association (EMA) is now in the exploratory stage. First talks held last week between Jack Katz acting for the ARA and Nat Abramson for the EMA.

Both sides agreed on general terms and further talks are scheduled, with the membership of both orgs to see what the final set-up will be. If the plan works out, there will probably be autonomy for both orgs under a single over-all head. The EMA would continue as club agents and the ARA as general agents.

Behind this merger is a series of maneuvers that found the American Guild of Variety Artists (AGVA) as the horse that was left at the gate.

At the last AGVA convention a resolution was passed which forbade the administrator to negotiate with agents orgs for a renewal of franchises. All franchises were to be issued individually. When the ARA-AGVA deal came up for negotiation, AGVA refused to negotiate, tho later it agreed to "talk" but ruled out negotiations.

### AGVA-EMA Deal

Meanwhile, AGVA thought up some strategy to put the ARA in the middle and made a deal with the EMA whereby the latter put up a blanket bond and signed a national club date code. As part of its contract AGVA agreed that it would not give similar terms to any other agents org.

At least one other agents org, the Associated Agents of America

(Continued on page 35)

## RED, WHITE & BLUE

### Legion Show To Fold After \$750,000 Loss

Continued from page 1

etc. The estimated weekly net was \$30,000.

When show started out it was to play biggest houses in major cities, including the Met in New York; would then be split into two units, one to play Europe and the other to stay here, and later the whole thing was to be filmed.

Originally package was to be under American Guild of Variety Artists jurisdiction. But later Equity took over. All performers had run of the play contracts.

## Stem Combos In Sharp Dip After Holidays

NEW YORK, Jan. 13.—The normal reaction from a big New Year's Eve week set in last week with grosses for the six combo houses down to \$351,000 against the previous frame's \$494,000.

Radio City Music Hall (6,200 seats; average \$136,000) went off to \$115,000 for its annual Christmas show and Kim. New show premiering Thursday (18) will have Ben Wrigley, Margaret Sande, Peter Hamilton and Magnificent Yankee.

Roxy (6,000 seats; average \$71,000) drew \$100,000 for its first week with *Halls of Montezuma*, plus Al Bernie, Dot and Dick Remy and Robert Maxwell.

Capitol (4,627 seats; average \$25,000) wound up with \$40,000 for a 10-day stand with Shep Fields ork, Ink Spots and *Pagan Love Song*. New show (reviewed this issue) has Phil Silvers, Where Brothers, Ted Straeter ork and *Grounds for Marriage*.

Paramount (3,654 seats; average \$63,000) went off to \$52,000 for

(Continued on page 35)

## UNION OK'S ACTS ON DIME DRIVE

NEW YORK, Jan. 13.—The March of Dimes made its peace with the American Guild of Variety Artists (AGVA) after paying up \$300.

It started last week when the org asked AGVA's permission to have names make a pitch for funds in cafes and perhaps do a song or tell a joke.

Henry Dunn, AGVA head, brought up the case of Estelle Moss, singer, who was hired for a certain number of shows by Ike Gold, head of the Miami March of Dimes chapter. The gal wasn't used for all the shows pacted for and claimed \$300. When Dunn brought up the complaint, the org paid off, and AGVA gave its okay for acts to go on for quickie bits in cafes in connection with the fund drive.

## IT'S A ROCKY ROAD IN AGVA

### 1% Assessment Howled Down At Stormy New York Meeting

Continued from page 1

Swann, not so much for his charges but for its objection to the 1 per cent.

Vic Connor, Dunn's assistant, in well modulated tones, described the need for the tax. He was followed by Jerry Wayne, board member, who admitted he fought against the tax in the board meetings but was over-ruled. In order to sweeten the blow, he submitted a plan to limit the take to a predetermined figure.

## Philly AGVA Posts Notice

PHILADELPHIA, Jan. 13.—Money increases, better working conditions and other welfare benefits for performers have been scheduled by the American Guild of Variety Artists (AGVA) here. The local union gave all nitery owners 30 days' notice that their present contracts are null and void as of February 10. Negotiations on the new contracts are slated for the first week in February.

AGVA here is also devising a new scale for television performances which will be patterned somewhat after the arrangements now in effect in New York. At present, the union calls for a \$25 minimum on all solo appearances, the money deposited with the union. However, the \$25 minimum has become the maximum in more ways than one, and the understanding is that the TV scale will be hiked considerably.

Still another AGVA move has been to call in all booking agents, bringing in about 10 a day, and serving official notice to them that they have to be franchised by the actors' union or else do without union talent. The notice includes those who hold only band booking franchises but do a lively-act business as well.

The actors, however, would have none of it. Bedlam occurred time and again. It reached its highest peak during a vote on a resolution submitted by Victor Lamonte, read by Russell Swann, recommending that the national board hold up the 1 per cent until a nationwide referendum be held as part of the coming elections.

### Only 90 Vote

But despite the more than 200 present, only about 90 were paid up, had their cards and were entitled to vote. While this vote was being tallied, Dunn demanded the floor and Russell charged at him screaming, "You're not gonna pull here what you pulled in Chicago."

The next ruction occurred after the vote, unanimous for the holding up of the tax, when Dunn finally got the floor and explained the administration's reason for the tax and warned that the members were playing right into the hands of agents by their tactics.

At this point, Swann belliciously announced he wouldn't pay, and a number of others yelled the same thing. Dunn reminded Swann and the others that Cecil B. DeMille also objected to paying a \$1 bite levied years ago by the American Federation of Radio Actors (AFRA); the issue went to the courts, and AFRA was upheld. The implication was clear and more

and louder charges were shouted at Dunn.

The resolution voted upon by the AGVA New York branch, and argued at length and at random, will actually have little force. Branch members may recommend and board members may take such recommendations under advisement. But there's nothing in the constitution, according to AGVA informants, that can force the board to act.

It is a virtual certainty, however, that the 1 per cent will be a major issue at the June convention of AGVA, set for Hollywood.

## SERVICE CALL:

### There's Work for Emsees With U. S. Army in Europe

NEW YORK, Jan. 13.—Comedy and singing emsees can pick up a couple of hundred dollars weekly working for the U. S. Army in the American Zone of Germany, according to Arthur Lincoln, just returned from Europe.

Lincoln went abroad with a Ben Yost group in 1948 to work at the Lido, Paris. A year later the group broke up and Lincoln decided to stay put. He's planning to return to Paris in February to study opera.

"The army's special service is always looking for English speaking emsees," said Lincoln. "They pay good ones up to \$25 a show and one can get four or so jobs a night, particularly over weekends."

The army acts as a booker for package shows consisting of French or other foreign-language performers. These packages are usually formed by one of two agents in Germany, Betty Kaye, Wiesbaden, or Don Angel, Frankfurt. But with these packages, an American (or English) emsee is chosen.

The two agents, having formed their units, make arrangements

with the special service officer, who then sets up auditions which nitery ops in the American zone attend. Because the area is under technical U. S. Army rule, all cafes are under its theoretical jurisdiction, even tho privately run. The op pays the special services 5 per cent of his budget. The agent collects 10 per cent from the acts.

In addition to these privately owned clubs, there are also numerous officers' clubs which also use the packages. All in all, said Lincoln, there's about six weeks' work in Germany. And if the package is any good and has the kind of an act that can repeat, it can get another six weeks over the same territory.

Living expenses, said Lincoln, are comparatively cheap. Performers eat at officers' commissaries or similar places and food seldom runs to more than \$2-\$3 a day.

"The need for shows in Germany," said Lincoln, "isn't as great as it is in other army posts—for example, the Azores, Tripoli or Saudi Arabia." Any acts who want to work there get free transporta-

(Continued on page 35)

## Package Faces Peck of Grief

NEW YORK, Jan. 13.—The Arden and Fletcher package which started out of New York with 16 weeks' work in its pockets, ran up against an obstacle that may cost the producers a bundle.

Unit of six acts plus a line, went into the Lookout House, Covington, Ky., for a four-week closing

(Continued on page 35)

## Blue Angel, New York

(Thursday, January 11)

Capacity, 150. Price policy, \$4-\$4.50 minimum. Operators, Herbert Jacoby, Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated budget, \$2,500.

This is probably one of the best shows this room has put together in its many years of existence. Not only is it entertaining, but more important, it's doing business. On night caught (not an opening) it was New Year's Eve all night, with even the outside room jammed.

Show, consisting of Pearl Bailey, Paula Drake, Wally Cox and the Page Cavanaugh musical-singing group (doubling as show backers), was as full of nuggets as a prewar Hershey bar. Pearl Bailey, at ease and relaxed, threw lines and sang; even did a mad chatter stroller thru the jammed tables that was convulsing. Gal worked like she had fun and the mob had fun with her.

Paula Drake, with a new routine, was better than ever. Her smart material was provocative and full of little nuances that seemed made to order for this chi-chi mob. Her poke at *Private Eyes* was hilarious; her comments on *Intimate Friend* were biting as they were piquant. Accompanied by Bud McCreery, pianist, and the boy responsible for her material, Miss Drake did a splendid job. Her yocks were outstanding.

## Cox a Holdover

Wally Cox, the only holdover, was equally wonderful with his deadpan, shy approach to comedy. Despite the fact that Cox has been here for some time he apparently hasn't worn out his welcome. The crowd loved him.

The Page Cavanaugh Trio (piano, bass, guitar), augmented with the wives of two of the boys, Gail Allan and Alice Morgan, were right on the button as show backers. In their own spot they shone with voice and music on various standards. Their best was a hillbilly arrangement on *Except for Loving You*. Latter style might be broadened to include other numbers. Their one hillbilly song was all too short.

Harold Cooke emceed in proper unobtrusive fashion; Stuart Ross did intermission pia o pleasantly.

The outside room was jammed to the doors. It is apparent that Eadie and Rack's twin piano work is responsible for much of the bar business. All in all the Blue Angel is a hot room today, as hot as almost any room in town.

Bill Smith.

## Night Club-Vaude Reviews

## Palace, New York

(Thursday, January 11)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Blines. Show played by Don Albert's house ork.

This is a fairly good show that should jell into a playable package once the rough spots are ironed out.

Geraldine and Joe, openers, a cute pair, work very well together and make a pleasant appearance. The couple do a series of acros and bits, with the boy, comparatively short, doing a standout series of butterflies, flips and head spins, finishing to big hands. C. Ray Smith's puppets started too slowly to make much of an impression. His record playing to dummy's handling was outstanding on the piano player bit. It missed on the prima donna because the music was legit, and the dummy was not. The contrast was too confusing.

## Gags and Songs

Joe Phillips working with Beth Powell, a tall, stacked blonde, hit 'em hard with old gags. His dapperness and dead pan grabbing of the straight lines fed expertly by Chic (Miss Powell) were good for extra yocks. Hannon and Ryan are right in there when they stick to straight voice. The tenor-bary combo blend nicely for effective hands. It's their comedy that doesn't stand up. It even detracts from their singing.

Herman Hyde's standard act was as mirth provoking as ever. Working as usual with his wife, Jean Marker, Hyde's bits and business registered all the way. The Kurt Jons Dancers (five girls plus Jons), make a good looking act, with flashy costumes and good choreography. Their East Indian terps got them on in nice fashion, and their Latin closer made an equally deft finish.

Roger Ray's xylophone-chatter act, ending with the Guzzler's Gin bit, hit the laughmeter. The St. Leon Troupe (six boys) did their double teeterboard and catapult act to enthusiastic hands.

Pic, *Short Grass*.

Bill Smith.

## Cafe Society, New York

(Wednesday, January 10)

Capacity, 210. Price policy, \$3.50 minimum. Shows at 10, 12 and 2:30. Operator, Lou Lewis. Booking, non-exclusive. Estimated talent budget, \$1,500.

Spot has a real live package in the two acts, Josephine Premice and Arthur Blake, backed by the Phil Napoleon Dixieland band. Of the two, Blake is the freshest because he hasn't worked in town for the past few years.

Since last caught, Blake has acquired a lot of new material, most of it solidly commercial, and sells with tremendous results. His mimicry has always been of a high order. On the current job, however, his ability to caricature names has reached a new high. His blend of satire, pointed up with biting lines and delivered with acid-etched physical pantomimicry, is yock stuff from beginning to end. But tho it hits, it would have a still better impact in a class uptown room or in a hotel. Some of his material would have to be cleaned up for TV or theaters. Basically, however, it's good enough to warrant a look by any potential buyer.

Josephine Premice, who closes, is in a tough spot but manages to hold it. Like Blake, she too has come in with a lot of new material, tho it is her calypso stuff that registers best. Miss Premice, working with her own trio (bongo, piano, bass), sells a group of blueish calypsos and for a change of pace threw in the oldie, *One for My Baby*. But if she can do calypsos, what she did with the torcheroo was magnificent. She throbbed out each phrase and finally shed tears. Sure it was all contrived. But the impact wasn't. Her major mistake was another oldie, *Call Me Darling*. She started it okay then went into a jazz kick, note bending, etc. The contrast was so sharp, the result was confusing and meaningless.

The Phil Napoleon Original Memphis Five may not fit the title, tho there's nothing wrong with its music. They showed a penetrating drive, a solid beat and clean instrumentation. Their two-four stuff opener set a hot

## Capitol, New York

(Thursday, January 11)

Capacity, 3,627. Prices, 55 cents-\$1.50. Four shows weekdays; five week-ends. Loew chain booker, Sidney Piermont. Show played by Ted Straeter's ork.

Teen-age movie fans are having a field day at the Capitol with Van Johnson on the screen in *Grounds for Marriage* and MGM's new young musical comedy team, Debbie Reynolds and Carleton Carpenter, on stage, along with Phil Silvers, the Wiere Brothers and Paul Sydel. The bill ranks with the best. It has a lively pace, superior comedy and all around sock showmanship.

Headliner Phil Silvers, making his first Stem vaude appearance in a long time, is an ingratiating comedian with an excellent batch of subtle gags. In fact, many of them were apparently too subtle for the afternoon crowd, which snickered when it should have howled, and evidently suspected that Silver's hilarious temperamental artist act was for real. Actually, his material is too sharp. It's to be hoped the evening house was less square. Silvers's opening routine about show people was great, but the crowd preferred his frustrated clarinet player bit.

Applause-wise Debbie Reynolds and Carleton Carpenter were the hit of the bill. The vivacious teenagers clicked big in a couple of MGM musicals, and their current road stint is a shrewd move. The kids have the poise of a pair of old troupers, plus plenty of youthful bounce, good looks and talent. The gal is little and cute, and the boy is tall and appealingly gawky. They extract a maximum of sock audience reaction from this Mutt-and-Jeff incongruity, playing it up for all it's worth, via clever staging of their duets and terp routines. Both youngsters scored on the vocal stunts, but Miss Reynolds sparked the biggest hand with her nostalgic mimicry of Helen (Boop-Boop-a-Doop) Kane, a part she did in MGM's *Three Little Words*. The crowd loved them and they could easily have taken two or three encores.

Billed as an extra, the Wiere Brothers actually deserved the tag. The three comedians are of headliner caliber, and their continental-styled comedy antics and kidding of the classics, via trick fiddling, went over big as usual. The trio flit about the stage like frisky kittens and their tongue-in-cheek terping at the finish pulled a solid round of applause.

In the opening spot, Paul Sydel, a standard dog act, again proved an able stooge for his cute canines. Ted Straeter and his society ork turned in a competent backing job and gave Silvers a good-natured assist on the clarinet number. Pianist Straeter shone briefly on a tuneful medley of Vincent Youman's music.

June Bundy.

## Mocambo, Hollywood

(Tuesday, January 9)

Capacity, 220. Price, \$1.50 cover. Shows at 8:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$5,000. Estimated budget last show, \$3,500.

Kay Thompson has returned to the Strip and, altho the Williams Brothers' contingent has been replaced with a new dancing trio, the act still has the same gloss. Material is new and considerably smarter than her previous offerings. As before, each routine resembles a miniature production number from a musical comedy. Comedy in precision has a terrific initial impact, but is too cold to have a lasting effect. However, biz should boom, for Miss Thompson has a great local following.

Best of her offerings was a repeat of *Suzette*, a holdover from her debut show, but favored by the audience. Others get big hands but are a bit too sleek and subtle. These include *Madeline*, *Morocco*, *Rejoice*, *Birds Are Talking* and a slow blues chant. Blues number, at first effective, dragged too much toward the end.

Eddie Oliver's ork provided flawless support for an act difficult to back. Music makers also set tempting dance tempi.

Lee Zhitto.

pace for an equally hot show. Blake, accompanied by Eddie Jackson, also carries his own light man, who does occasional lines.

Cliff Jackson did the interlude piano music.

Bill Smith.

## Cotillion Room, Hotel Pierre, New York

(Tuesday, January 9)

Capacity, 265. Price policy, \$3-\$4 cover. Owners, Pierre Hotel. Booking, non-exclusive; Stanley Melba buying. Publicity, Noia Luxford. Estimated budget this show, \$2,100.

The first show of the new year, headlining Denise Darcel with the dance team of Fosse and Niles, jammed the room to the velvet curtain. Whether Miss Darcel was the draw is hard to estimate. By this time, the room has a natural draw, a good deal of it due to Stanley Melba, band front-runner-greeter and general factotum. It was noticeable, however, from the many French-speaking people present that Miss Darcel did help to bring them in.

Looking provocative in a form-clinging gown, Miss Darcel did better on eye than voice appeal. The well-stacked blonde did a series of French songs, plus a couple of American standards and one American special. But since the voice isn't too pleasant, she'd do better to cut the act to a minimum.

## Dancers Stand Out

The standout of the show was Bob Fosse and Mary Ann Niles, an interpretive dance team. Since last caught the kids have improved so much here's hardly any comparison. Today they are one of the freshest acts to hit the class room circuit in many a long month. The tow-headed, boyish Fosse is more than a hooper, tho he's excellent in that department; he's now a comedian with a sly approach that builds, if not for yocks, then certainly for healthy enough laughs. The gal, Mary Ann Niles, a light brunette with a pixyish, light bubbling delivery, was every bit as effective as her partner. Her panto dance routines showed skill of a high order and an imagination that is unique among dance teams.

## Slow Build

But despite the excellence of the team, it can increase its audience reaction with better orchestral arrangements. In one number, all they use is a rhythm, dominated by the piano. The number cries for solid beats to help generate enthusiasm quicker. As it is, it builds too slowly, even tho it finishes wonderfully well. The kids' walk-off, a straw-hatted old vaude exit, complete with sand steps and deliberately corny chatter, almost stopped the show.

At present the team is doubling from the TV'er *Lucky Strike Hit Parade*. But if they keep on working as they are, they'll be in greater demand than ever.

The Stanley Melba band cut an excellent show. Chico-Relli did the intermission Latin sessions.

Bill Smith.

## Chicago, Chicago

Capacity, 4,200. Price policy, 50 to 98 cents. Six shows daily. House booker, Harry Levine. Show played by Louis Basil's house band.

Patti Page has not only multiplied her disk following many times since her last Chi stint five months ago but she's gained the aplomb that goes with stardom. She's become a polished entertainer and has learned to set a mood, with her rhythm numbers getting an entirely different treatment from the extra saccharine job she gave *Tennessee Waltz*. Miss Page got fine hands for four of her Mercury hits.

Anthony, Allyn and Hodges, two men and a gal, have a different twist on ballroomology. They mix straight terping with some different adagio and plenty of comedy to pace a smooth 12 minutes. Both boys are terrific handlers of the gal, who epitomizes grace. Team has too much on the ball to leave in that hackneyed two minutes in which their hands and feet get mixed up.

The Arnaut Brothers have de-emphasized their bird love-making closer, adding a lot of good new fiddle gimmicks. Opened with one boy at stage mike, playing fiddle novelties, while off-stage frater did cute echoes. The next, some terrific violin while they are waltzing together, was a high point.

Allen King has the makings of a good comic—an extroverted presentation and good animation—but his stuff needs going over. His punch lines are poor at times.

Johnny Sippel.

## Chez Paree, Chicago

(Thursday, January 11)

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 last show, \$5,300. Estimated budget this show, \$6,000.

This Midwest showcase has a well-rounded three-acter, with headliner Al Morgan spearheading a competent cast. Warbler-pianist started slowly, doing two brand new, unrecorded songs. Use of one of his London recordings to warm up the audience would improve his opening. A string of top pops and great revival tunes pulled top interest. Working on a dais, Morgan's warbling and elevator-style keyboarding repeatedly caught mits from a packed house. Morgan has added Deke Moffett, the ex-Cincinnati nitery maestro, as his musical director.

Comic Joey Bishop has worked up an act that fits his unhappy personality presentation like a glove. His routine is built on all the bad luck he's had, with this gimmick tying it all together into a great package. His closing 10 minutes, built around a new life in the army bit could, with a little more work, become a classic.

Rita and Allan Farrell, young dance team, go well with this homey package. They pack a lot of enthusiasm and sincerity in their ballroom terping and are extremely versatile, doing well a heavy terp bit, a lighter polka, and close with some bygone dance stylings such as the bunny hug and the Texas trot. The boy tends to grimace during difficult lifts, where a smile would add smoothness.

Dorothy Dorben again came up with two excellently costumed numbers for the line, which starred Dick France and Elaine Bartos, a much better than average specialty team. The snowflake closer elicited a big hand.

Johnny Sippel.

## Paramount, New York

(Wednesday, January 10)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily; five, Saturdays. Chain booker, Harry Levine. Show played by Jerry Wald's ork.

The power of the phonograph record is in strong evidence on the Paramount boards for the current show. Kay Starr, one of our most fluent jazz thrushes, caught ablaze via a streak of hit Capitol slicings, caps the revue with a turn which—with the exception of her disk hits—is a virtual carbon copy of the act which fared indifferently here little over a year ago.

To boot, the grace and polish which are marked basics of showmanship are hardly self-evident in the gal's work. But with those hot platters spinning in her behalf, all she had to do was step out on the stage. This in itself apparently was enough to lock up the show with as spontaneous and gratifying an audience acceptance as could be imagined. The barrelhouse stylist apparently is box-office TNT at this point, so maybe it's best that she throw out the show business rule book.

## Remainder Routine

The remainder of the current spread makes for a fairly routine entertainment. Dick Brown, the *Stop the Music* warbler, proved an amiable performer with a graceful delivery and thin pipes. His finished use of hands, face and body in selling would probably prove excellent bait in the intimacy of a night club.

The opening dance act, the Clark Brothers, is a neat turn from the precision, fast-stepping taps school and provides sure-fire audience response. Comic Johnny Morgan added a lightly

(Continued on page 35)

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# Hocus-Pocus

of Magic and Magi  
By BILL SACHS

**DANNY O'DAY** and **Eva**, who for some months have been playing to good returns in the Kansas City, Mo., area, began a tour thru Nebraska, January 8, for the Ford Motor Company. In September they are carded to begin a trek for the University of Kansas Lecture Bureau. Danny and Eva use a number of live animals in their turn which they label "Magical Foolery." Danny was until last July manager of **Percy Abbott's** magic emporium in Chicago. . . . **Edmund Denis**, young Ottawa magician, is reported to have received a lucrative offer to appear on a weekly television show in the United States. . . . **Bob Nelson**, of the Nelson Enterprises, Columbus, O., reports that his recent Christmas business was the best in years. Sales of magic wasn't too heavy, Bob says, but they nearly cleaned him out of novelties, jokes and gags. Nelson reports that one of his new catalog items, Telepathic Perception Cards, are going great guns. The cards make possible a countless number of mental physic effects, Nelson says, and they bid fair to create a new era in mental magic. . . . **Mr. Lamarr** and Company, comprising Lamarr, six girls, a pianist and two clowns, have concluded their engagement at the Mark Twain Hotel, Hannibal, Mo., and have moved to the Belvidere night club, Oakwood, Mo., for a two-week stand. Lamarr says he has the unit set in Missouri for the next three months. . . . **John G. Lang**, 74, who passed away recently in Spartanburg, S. C., was one of the real old-timers in the magic game. Starting out in Cincinnati many years ago, Lang later organized his own full-evening mystery show which for many years toured a large area of the United States. After retiring from the road he settled in Asheville, N. C., where he worked his magic for many years. Several years ago he settled in

Spartanburg, where he opened a photo studio and still did an occasional magic show. . . . **Prof. J. Stonehurst**, who put in the fall season on New England fairs, winding up at the Hobby Show in Boston, is at his Milldale, Conn., quarters prepping a new six-people horror show which he plans to have ready for the road late this month.

**TILDEN THE MAGICIAN**, who was slated to spring soon with a new mystery unit carrying three assistants, has been forced by Uncle Sam to chuck the idea. Tilden has received Uncle's greetings and was carded to report for induction Tuesday (16). . . . **Tom Kinsky (Tom the Magician)**, Washington, Pa., has put aside his bag of tricks to join the navy. He's now at boot camp at the Great Lakes Training Station. Tom's good friend, **Johnny Lyons**, comic, reports for induction into the army Wednesday (17). . . . **Prince Julian** has taken his nifties into **Helene Polka's** Jungle Club, Miami, for an indefinite stand. . . . **Dr. Harlan Tarbell** presented his lecture course at Hall's Magic Shop, Detroit, last Friday night (12) and the following night appeared with his lecture-demonstration at the Institute of Art in the Motor City. . . . **Harry E. Cecil**, the "world's worst magician," last Sunday (14) celebrated his birthday and the beginning of his 47th year of dabbling with magic. . . . **Doc Weiss**, New York escape artist, last week donned high hat and grabbed a wand to pose for a kine short for television advertising Kleinert's under-arm shields for women's attire. Stills for newspaper and mag advertising were shot at the same time. . . . **Larry Weeks**, juggling magician, writes from Pittsburgh: "While doubling recently out of the Vogue Terrace here, I found myself on the same bill with **Nardini and Nadyne** at the Chartiers Country Club, Crafton, Pa. They do a swell job on a drink-mixing act and have been keeping busy in this section for some time, with one of the fullest date books of any magic act working the territory. When my car became mired in a snow bank as I was preparing to leave Crafton for my date at the Vogue Terrace, **Bob Nardini** bundled me up, bag and baggage, in his station wagon so that I could make the show on time, going many miles out of my way to accommodate me." . . . **Dick Hughes**, magical emcee, is currently in the Pittsburgh territory. . . . **Mrs. Al Page**, still at Livingston County Sanitarium, Pontiac, Ill., mending from serious injuries

# ARA & EMA

Continued from page 33

(AAA), fighting for parity and is threatening court action.

When the ARA was turned down it seemingly was satisfied to go on as it had. Later AGVA invited the ARA to come back and talk.

Now if the ARA-EMA merger goes thru, there'll be no technical violation of the EMA-AGVA agreement. Henry Dunn, AGVA head, said that as part of this merger, all ARA agents will be required to pay a service charge when renewing their franchises.

The advantage of a merger to the agents will be in the setting up of a series of branch offices where local matters involving agents and performers, or agents and AGVA will be handled on a local level.

# Service Call

Continued from page 33

tion, tho no salary, except a token one.

## Free Ride Home

Acts who want to return to the U. S. cuff can get free plane passage via Military Air Transport (MAT) provided they do shows at such outlying posts like Azores, Tripoli or Saudi, Arabia. "That's where the guys really appreciate entertainment," said Lincoln. "The fellows in Germany have enough shows."

The U. S. Air Force is now looking for names and semi-names around which it can build units. The dough seldom amounts to more than \$50 each, but all expenses are paid. Transportation is arranged thru U. S. Air Force Europe (USAFE). Stop-overs include England and Germany.

USAFE trips are arranged thru Lt. Col. Austin Bishop, of the Office of Special Services, Washington. MAT trips from Europe to the U. S. are usually thru Dick Hanahan, HQ, OCS, Entertainment Branch, Celebrity Division.

# Paramount, N. Y.

Continued from page 34

amusing session but could certainly stand an injection of stronger material and gags. Jerry Wald's ork cuts a neat show and has little to do except for the typical up-tempo opener and an instrumental specialty built around the leader's clary, **Clarinet Hijinks**. What the band 'ad to do, it did well enough.  
Pic, Branded. Hal Webman.

sustained in an auto accident nearly six months ago, reports that she hopes to be able to return to her home in Cincinnati before spring rolls around.

# Burlesque Bits

By UNO

**PRIMROSE SEMON** is angling for a part in **Harry Delmar's** "So This Is Brooklyn" musical, due to start rehearsals next month. . . . **Charles H. Allen**, booker, is now associated with Allstate Theatrical Enterprises, Inc., New York. . . . **Margaret (Panama Hattie) Hastings** has been laid up the last three months in her New York home with an eye infection. . . . **Stanley Montfort** returned to the Rialto, Chicago, after an engagement at **Wilbur Clark's** Desert Inn, Las Vegas, Nev., where he had charge of stage production. Also at the Rialto starting January 4 are **Joe DeRita, Sammy Smith, Dolly Dawson, Waunita Bates, Peaches, Kay Reia, Gordon McDermot** and **Beverly Lane**. . . . **Jean Lee** opened with the **Rosen-Levine** unit in Philadelphia January 1 and will continue thru Baltimore, Newark and the Casino, Boston. . . . **Hughie Mack**, altho in poor health, continues as manager of the Fox, Indianapolis. He and **Mrs. Mack** threw a New Year's party for the entire house staff and current unit, numbering 40 people in all, at their home. . . . **Bob Shepard**, former house singer and husband of **Stella Mills**, strip feature, is working in a TV program headed by **Leo Carillo**, on the Coast.

being readied in Indianapolis, was visited by **Red Skelton** backstage at the Chicago Theater during latter's engagement there. Bourne and Skelton were neighbors a few years ago in Vincennes, Ind. . . . **Mona Rydeen** is back home in New York after a long hospital siege of paralysis. . . . **John S. Scope**, manager, and **Charles Emerson**, projectionist of the Manor, Wilmington, Del., were placed under bail for hearings when gendarmes objected to the showing of "Hollywood Peep Show" and nabbed the film and advertising as "immoral, indecent and lewd." . . . **Frank Scannell** is doing a vaude act with **Hugh Herbert**, pic funster. . . . **Elmer Langmaid**, stage manager of **Eddie Skolak's** President-Follies, San Francisco, presented his usual long New Year's Day show made up of every performer in town for the benefit of the inmates of San Quentin. . . . **Winnie Garrett** followed her two weeks at the Casino, Boston, with another fortnight at the Gayety, Baltimore, starting January 11. . . . **Sam Cohn** planned from his new Encino, Calif., home January 3 for a visit to the Hudson, Union City, N. J., which he formerly managed, and back again on January 10. A fellow passenger on the trip East was **Edward G. Robinson**, pic star, who came in for a personal appearance in the Tullulah Bankhead radio show.

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# Extra Added

Brief but important night club-vaudeville news

## New York:

**Patti Pickens** is auditioning for her return to the biz. . . . **Emil Boreo's** been put into the Home of Old Israel by the American Guild of Variety Artists (AGVA). Visitors permitted Wednesdays and Thursdays, can bring fruit and reading matter. . . . **Jimmy Hollywood**, working with the Radio Rogues in Tucson, Ariz., was conked on the head with a glass thrown by a drunk. Blow was so severe that Hollywood became paralyzed and was taken to the hospital. The drunk is now being sued for 20G. . . . **Kurt Unkelback** has become chief press agent for the Schine Hotels, and **Doris Vinton** has taken over his job at the Hotel New Yorker.

**Danny Kaye** comes into the Roxy again sometime in February. Last time in, two years ago, he got 25G plus a percentage. . . . **Buddy Granoff** and **Al Friedman** are now part of the Click, Philly operation. . . . **Chris Cross** will become the richest actor in showbiz if his skid-proof tire passes inspection. The army tested it last week. . . . **Connie Haines** and **Sharkey Bonano** set for the Waldorf April 6. . . . **Alice Pearce** and **Marion Morgan** get the Blue Angel next month. . . . Roxy-AGVA dickering on new contract. . . . And AGVA has a contract with Music Hall in the works even if none of the east knows what's in it. . . . Boston RKO reopens February 1.

## Hollywood:

Three Stooges in town following a 14-week tour, to make "Gold Raiders" for **Bernard Glasser** Productions. . . . **Billy Gray's** Band Box released comic **Don Tannen** from his present contract so that he could fulfill a three-week engagement in Miami. Tannen will do a repeat at the Band Box next summer.  
**Jacqueline Fontaine**, currently vocalizing at **Billy Gray's** Band Box, was signed by MGM to appear in the **Mickey Rooney** starrer, "The Strip." . . . **Lynne Clark** and **Herm Hines** have formed the Clark-Hines Agency. Pair, who are artists' reps, will be in business formally Monday (15).

## Philadelphia:

Latin Casino's productions will be handled by **Lee Henderson**. . . . **Chubby's**, Collingswood, N. J., brings in **Ken Barry** to make for the first comic ever booked for the musical room. . . . **Josh White** is making his first local nitery pitch at **Lee Guber's** Rendezvous.

## SELLING A PLAY? GET AN AGENT!

### BB Survey Shows Writing Tyros Get Fair Break Thru 10-Percenters

NEW YORK, Jan. 13.—In answer to beefs from embryonic playwrights to the effect that producers will do business with only a few authors' agents, and that those will not give a hearing to untried authors, a survey completed by *The Billboard* this week

shows that no less than 26 play agents were involved in getting American plays produced over the past three seasons by authors who had never been represented on Broadway before. And no single agency handled more than four plays. (See author-agent chart on this page.)

Out of 47 straight plays produced on Broadway from May 1, 1947, to April 30, 1950, the tabulation shows that 11 of these productions passed the 100-performance mark, putting them in *The Billboard's* hit category.

Musicals have not been included in making the tabulation, since almost without exception some author with previous Stem background has a hand in the score, lyric, sketch or book departments of a song-and-dancer.

Of the total number of non-musical productions in the three-season period covered by the survey, approximately 33 per cent were "first" plays. The majority of the new playwrights, however, had off-Broadway or previous professional writing experience.

Ten of the shows in the category covered by the survey were direct author-producer deals involving no author's agent. In the main, the authors' formula for such deals seemed to be either to have a story idea already known in another medium or to get the play produced by a friend or relative.

#### Agents Welcome Scripts

All agents queried indicated that the welcome mat was out for all scripts. William Talbot, an editor at Samuel French, Inc., said "Every one is read page for page." He estimated that the French organization receives approximately 1,100 scripts a year. And, while

(Continued on page 37)

### NEWS REVIEW

## '20th Century' B.-O. Hit for ANTA Sponsor

NEW YORK, Jan. 13. — The pleasantest words in any language are "I told you so." Last Christmas *The Billboard* predicted that *Twentieth Century*, as revived at ANTA playhouse, was set for subsequent commercial success. As of Monday (8), *Century* moved into the Fulton Theater and more than justified its pre-Stem auguries.

It has been pointed out elsewhere that the American National Theater and Academy (ANTA) stepped out of character with a revival of a farce comedy on its subscription series. However, while a revival of *Century* may add nothing to the uplift of the theater, it contributes a helluva lot to a season's amusement—not to mention cash in hand for all concerned.

It could be, of course, that co-stars Jose Ferrer and Gloria Swanson are currently hot enough to carry anything. Be that as it may, *Century* reopened last Monday (8) to the tune of \$175,000 advance, plus 20 full theater parties and several partial ditto—enough to set it on easy street until well into March.

This is very nice for ANTA, which participates to the extent of 12½ per cent of the net profits, on the basis of having provided 15G plus \$4,000 in bonds for the original production. The step-up to put it into commercial competition has brought the production nut up to only \$40,000, an extremely low figure at current production costs.

#### Low Operating Costs

Since over-all operating costs are estimated at between \$16,000 to \$17,000 weekly, and capacity of the Fulton at 24½G, *Century* looks like a tidy return to ANTA on its original investment. Nor will Ferrer exactly suffer financially, as triple-threat co-producer, director and co-star.

Aside from the fact that its Stem advent was a capacity sellout, *Century's* bow-in was a gala event. At the close of the festivities Mrs. Vincent (or should it be Mayor-ess?) Impellitteri unveiled the official emblem of the bi-centennial celebration of the American Theater, sponsored by the League of New York Theaters, which will run thruout the year. Even if slightly a bit climactic, by reason of the fact that his breath went weak on him, was a subsequent presentation to Ferrer of a birthday cake by the cast. Thirty-eight candles is a tough assignment to make on one exhale.

All of the above is only to the effect that ANTA is smart to sandwich b.-o. appeal with art—and that Ferrer, Swanson, et al., are smart, too. They've got a great show.

Bob Francis

### Kettering Resigns Mgr. Post at Pitts' Nixon

PITTSBURGH, Jan. 13.—Ralph Kettering, vet theater manager resigned this week from his post with the Nixon Theater. His replacement has not been named. Kettering came here as manager a night before the new legit house opened.

No reason for his resignation was given, but it was known for some time that Kettering wanted to return to his native Chicago.

## Dramatic & Musical Routes

Apple of His Eye, The (American) St. Louis. As You Like It, with Katherine Hepburn (Mayfair) Portland, Ore. Ballets de Paris (Curran) San Francisco. Blossoms Time (Shubert) Philadelphia. Brigadoon (Robinson Memorial Aud.) Little Rock, Ark., 17-18; (Aud.) Memphis 19-20. Carte, D'Oyly, Opera Co. (Blackstone) Chicago. Comb Back, Little Sheba (Gayety) Washington. Death of a Salesman (Shubert) New Haven, Conn. Diamond Lil, with Mae West (Murat) Indianapolis 16-20. I Know My Love, with the Lunts (Hanna) Cleveland. Innocents, The (Erlanger) Philadelphia. Kiss Me, Kate (Billmore) Los Angeles. Mr. Roberts (Fonda Company) (Quimby Aud.) Port Wayne, Ind., 15-17; (Hall of Music) Lafayette 18-20. Mr. Roberts (Road Company) (Avon) Utica, N. Y., 15-18; (Aud.) Rochester 17-20. Oklahoma (Lyceum) Minneapolis. Rose Tattoo (Erlanger) Chicago. South Pacific (Shubert) Chicago. Street Car Named Desire, A (Shubert-Lafayette) Detroit. Ti-Coq (Harris) Chicago, starts 17th. Well's, Sadler, Ballet (Royal Alexandra) Toronto, 16-20. Where's Charley? (Shubert) Boston.

## "Lear" Train Plans Special Student Tix

BRIDGEPORT, Conn., Jan. 13.—*King Lear* at the National Theater will be the objective of the New York, New Haven & Hartford's monthly "show train" Friday (19). Several members of the cast, including Arnold Moss, Norman Lloyd, Wesley Addy and Nina Foch, will ride the train and be introduced in each car.

The railroad has announced, because of interest shown in the Shakespearean revival by the English and drama departments of the high schools thruout the territory, that the usual low round-trip fare will be further reduced by instituting the road's "educational fares" for high school groups for this trip.

## Sides and Asides

### Seek Name Star

#### For New Musical . . .

Standish O'Neill will produce a new musical, "Red Hot and Roman," with book by Morton Sarett, lyrics by Lou Shelly and music by Ben Jaffe. O'Neill is looking for a name star.

### Production Notes &

#### Personal Intelligence . . .

Frederic Worlock will have the role of John of Gaunt in the City Center production of "Richard II." Also signed for the Margaret Webster production are Louis Hector and Betsy Blair. Maurice Evans and Kent Smith will be co-starred. . . . On the sick list this week: Richard Whorf, suffering from a virus, missed performances of "Season in the Sun." Joe Allen Jr. subbed. As noted in the review of "The Royal Family," first night injury to John Emory's ankle proved serious. John Baragrey took over for him. Frank Maxwell, last seen in "Death of a Salesman," underwent an appendectomy at Mt. Sinai Hospital. Rise Stevens got a splinter in her eye while breaking a glass in the

second act of "Der Rosenkavalier" at the Metopera.

Cheryl Crawford was asked by E. Y. (Yip) Harburg, Fred Saidu and Sammy Fain to act in an advisory capacity on their production, "Flahooley." . . . Max Gordon's production, "Still Small Hours," by Leueen MacGrat and George S. Kaufman, may open at the National February 28 or March 1. . . . Tom Helmore will appear in "Strange Sanctuary," which began rehearsals last week. . . . Sherry Britton will be in the cast of "Peer Gynt," the ANTA production. . . . Lena Horne arrived in New York to start rehearsals in Arthur Lesser's "Two on the Aisle." . . . Nat Wolff reported writing a play in which actress-wife Edna Best might star next fall. . . . Una O'Connor will have a lead role in "The King" (Continued on page 37)

## Court Rules In Favor of Drama Guild

NEW YORK, Jan. 13. — The Dramatists Guild's minimum basic agreement (MBA) was taken out of cold storage this week when the U. S. Circuit Court reversed a year-and-a-half old decision of Federal Judge Simon Rifkind, declaring it in violation of the antitrust laws.

Moss Hart, president of the Guild, announced that steps are being instituted to negotiate a new agreement, inasmuch as the present one is running out of its five-year term.

The Circuit Court affirmed a previous ruling that Carl E. Ring, who started the case against the Guild and the authors of his flop, *Stovepipe Hat*, back in 1944 actually had not suffered his loss as a result of the MBA. The court therefore lifted the injunction on the MBA, since to continue it would amount to declaring it a violation, whereas such a decision could not be reached in the present case.

The authors of *Stovepipe Hat* were Harold Spina, Edward Heyman and Walter Hannan.

## Equity Group Elects Slate

NEW YORK, Jan. 13.—Equity Library Theater, at a meeting Tuesday (9) at the Lenox Hill Playhouse, elected 30 members to its executive committee of 44.

Newly elected for one year were Casey Allen, Joseph Anthony, Joan Boruff, Peggy Pass, Leora Dana, Jack Effrat, Rita Fredericks, Herbert Gellendre, Ella Gerber, Joan Gerstad, Wynne Gibson, Sally Haring, Marjorie Hidreth, Ben Kranz, Rusty Lane, Phoebe Mackay, Carmen Mathews, Elizabeth Perrie, Walter Reimar, Beverly Roberts, Pat Roger, Bill Ross, Fay Sappington, George Schaeffer, Ted Tiller, William Tregoe, Dick Via, Jeffrey Warren and Mary B. Winslow.

Continuing to serve unexpired terms are Clinton Anderson, Bruce Conning, Morton De Costa, Florida Friebus, Anita Granni, Elizabeth McCormick, Edith Meiser, Linda Carlson Reid, Philip Robinson, Romola Robb, Merian Scott, James Saymour and Jane White.

## Toronto Hotel Eyes Arena Theater Plan

TORONTO, Jan. 13.—Plans for a theater-in-the-round are being discussed with two groups by the Barclay Hotel here.

The most important of the groups, a New York outfit, has looked over the room and as yet is undecided about whether it will use the Indigo Room for its six-week plan. If all goes well; this group will use such names as Basil Rathbone and Talullah Bankhead.

The other group, a local one, is headed by Jack Blacklock. Blacklock has been formerly mainly interested in summer stock.

## Reps on New Authors; 1947-'50

Agent	Author	Play	Producer	Opened	Run
Curtis Brown	Mignon & Robert McLaughlin	"Gayden"	Gant Gailther	5-10-'49	7
Brandt & Brandt	Jean Kerr	"Jenny Kissed Me"	James Russo Michael Ellis Alex Cohen Clarence Shapiro	12-23-'48	20
	Bessie Breuer	"Sundown Beach"	Louis J. Singer Actors' Studio	8-7-'48	7
	Elaine Ryan	"Now I Lay Me Down To Sleep"	Nancy Stern George Nichols III	3-2-'50	44
Carl Cowl and Claire Leonard Goldstone-Winer	Robert McEnroe	"The Silver Whistle"	Theater Guild	11-24-'48	215
	Arnold Manoff	"All You Need Is One Good Break"	Monte Prosser and Joseph Kipness	2-9-'50	35
Abner Greshler Sam Jaffee Lucy Kroil	Mervyn Nelson Michael Sayers Sarett & Herbert Rudley	"The Ivy Green" "Kathleen" "How Long Till Summer"	Hall Shelton Bea Lawrence Leon Bronesky Edward Gilbert	4-5-'49 2-3-'48 12-27-'49	7 3 7
Samuel French Olga Lee	Rodney Ackland Bernard Reines	"Crime and Punishment" "Forward the Heart"	Whitehead and Rea Leon Bronesky Theater Enterprises	12-22-'47 1-26-'49	64 19
A. & S. Lyons	Thomas Coley Arthur Goodman	"The Happiest Years" "Seeds in the Wind"	Gertrude Macy Eunice Healey Harold Bromley	4-25-'49 5-25-'48	8 7
Harold Matson MCA	Herman Wouk Alexander Knox Samuel Taylor James Allardice	"The Traitor" "The Closing Door" "The Happy Time" "At War With the Army"	Jed Harris Cheryl Crawford Rodgers & Hammerstein Henry May Jerome Rosenfeld Charles Ray McAllum	3-31-'49 12-1-'49 1-24-'50 3-8-'49	68 20 407 151
Elsie McKeogh Wm. Murriss Ag.	Dorothy Gardner Dalton Trumbo Will Glickman & Joseph Stein Fay Kanin	"Eastward in Eden" "The Biggest Thief in Town" "Mrs. Gibbon's Boys" "Goodbye, My Fancy"	Nancy Stern Lee Sabinson George Abbott Michael Kanin Aldrich & Myers	11-18-'47 3-30-'49 5-4-'49 11-17-'48	15 13 5 454
Harold Ober	William Haines Walter Bullock & Daniel Archer William Walden Kate O'Brien Ronald Telfer & Pauline Jamerson Michael C. Hutton	"Command Decision" "Mr. Barry's Etchings" "Metropole" "That Lady" "Oh, Mr. Meadowbrook" "Power Without Glory"	Kermit Bloomgarden Broek Pemberton Max Gordon Katharine Cornell John Yorke John C. Wilson Shubert	10-3-'47 1-31-'50 12-6-'49 11-22-'49 12-26-'48 1-13-'48	407 31 2 79 41 31
Henry Schiffer	Jan de Hartog Charles Raddock & Charles Sherman Rosemary Casey	"This Time Tomorrow" "The Magic Touch" "The Velvet Glove"	Theater Guild John Morris Chanin Guthrie McClintic	11-3-'47 9-3-'47 12-20-'49	32 13 152
Paul Small Artists, Ltd., with Miriam Howell Jesse Skolkin Tom Strassman Laura Wilek Audry Wood	William Archibald Joseph Hayes DeWitt Bodden Mel Dinelli William Inge Carson McCuller	"The Innocents" "Leaf and Bough" "Harvest of Years" "The Man" "Come Back, Little Sheba" "The Member of the Wedding"	Peter Cookson Charles P. Heldt Arthur Beckhard Kermit Bloomgarden Theater Guild Whitehead & Rea Stanley Martineau	2-1-'50 1-21-'49 1-12-'48 1-16-'50 2-15-'50 1-5-'50	141 3 16 82 189 428
Writers' Literary Direct	Theodore Ward Gertrude Berg Julie Berns Joseph L. Estray Richard Harrity Thomas Heggen & Joshua Logan Michael Myerberg Louis Paul Robert Fyzel Conrad Smith Harry Young	"Our Lan" "Me and Molly" "For Heaven's Sake, Mother" "Doctor Social" "Hoe's the Thing" "Mr. Roberts" "Dear Judas" "Cup of Trembling" "Anybody Home?" "Trial Honeymoon" "Open House"	Eddie Dowling Smith & Pigay Herbert Kenworth David Cummings David Kay Harold Bernard Eddie Dowling & ANTA Leland Hayward Michael Myerberg Paul Csinner and C. P. Jaeger Phyllis Holden Trary Rosen Rex Carlton	9-27-'47 2-26-'48 11-16-'48 2-11-'48 5-11-'48 2-18-'48 10-5-'47 4-20-'48 2-25-'49 11-3-'47 6-3-'47	41 156 7 6 7 1,157 16 31 5 8 7

# Broadway Openings

## THE HOUSE OF BERNARDA ALBA

(Opened Sunday, January 7)  
ANTA Playhouse

A poetic drama by Federico Garcia Lorca. Staged by Boris Tumarin. Set and costumes by Stewart Chaney. Incidental music, Vitorio Rieti. Stage manager, Jerry Fritz. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Presented by Stewart Chaney in association with Tumarin and Lily Turner for ANTA play series.

Servant ..... Marian Copp  
Poncia ..... Ruth Saville  
Beggars Woman ..... Betty Morrow  
Beggars Child ..... Jada Rowland  
Bernarda ..... Katina Paxinou  
Angustias ..... Helen Craig  
Magdalena ..... Sarah Cunningham  
Amelia ..... Mary Welch  
Martirio ..... Ruth Ford  
Adela ..... Kim Stanley  
Little Girl ..... Florence Lurie  
Maria Josefa ..... Tamara Daykharanova  
Prudencia ..... Zeida Benjamin  
Mourning Women: Esther Baum, Mariana Brudno, Claire Edmonds, Adie Fortin, Tia Gilston, Virginia Gregori, Tillie Lesser, Louise Richards, Toni Ritter, Lilyan Wilder.

If the American National Theater and Academy (ANTA) is more concerned with the artistic quality rather than the commercial possibilities of a given drama, they have a good choice in Federico Garcia Lorca's *The House of Bernarda Alba*. The intrinsic value of the play and the artistry in its handling are unquestioned. It is a strong, bitter script, and the playing gives it full scope. However, its drawing power is doubtful—it is too heavy for average digestion.

*Alba* deals forcibly with the widow Bernarda and the frustrations of the five daughters she has secluded in her household. She rules with an iron hand and demands that her daughters respect their father's death with eight years' mourning. However, her sternness, her arrogant pride, her fetish for respectability and honor in the village are swept under by the tide of growing frustrations and hatred in her daughters.

The eldest child, a half-sister to the rest, has been allowed betrothal, but her spouse-to-be has a roving eye. The youngest sister is agonized with love for him, and a third seethes with envy at the baby's love trysts. A roll in the hay brings all the pent-up emotions to a climax. Mama *Alba* confronts her youngest just as she returns from her fast affair, grabs a gun and takes a potshot at the fleeing seducer (which shot unfortunately on opening night sounded like a canon blast). The envious sister's false report of her lover's death drives the girl to her room and a quick suicide via hanging.

This melo climax is touchy indeed and will take some more careful handling in future playing. Lorca, the Spanish poet who was killed in 1936 by the Fascists, wrote his fine, poetic drama for a more emotional clan, and the full scope of power he gives to his final scenes seems a little too much for a more stoical American audience to bear.

Directorially speaking, Boris Tumarin has approached *Alba* with great care, and for the most part held his cast in check, allowing them full dramatic range without overstepping. Stewart Chaney's set and costumes give not only the right Spanish flavor but lend valuable assistance to the starkness of the drama, and Vitorio Rieti's incidental music does much to enhance its moods.

In the casting, Tumarin further points up his ability. The excellence of his players is uniformly high. Katina Paxinou brings great strength and ferocity to Bernarda, tho at times she seems to be reaching for the level at which to play. The sisters are all superior, and tho Mary Welch and Sara Cunningham have less to do, they play with definite precision. The real substance in the sisters' roles revolves around Helen Craig, Ruth Ford and Kim Stanley. Miss Craig gives a fine reading to the pathetic eldest sister, Ruth Ford is high perfection as the envious one, and Kim Stanley almost steals the show with the single sympathetic role among them all. Tamara Daykharanova's return to the New York stage is heralded by a carefully delineated performance of the pathetic, crazed grandmother.

In sum, ANTA rates plaudits for a fine production. But if b. o. is an objective (and they are beginning a fund-raising campaign), *Alba* won't foot many bills. Too many such matters as *Alba* could spell financial disaster.

Dennis McDonald.

## THE ROYAL FAMILY

(Opened Wednesday, January 10)  
City Center

A comedy by George S. Kaufman and Edna Ferber. Staged by Richard Whorf. Setting by Ben Edwards. Costume director, Emeline Roche. Artistic supervisor, Maurice Evans. Executive producer, George Schaefer. Company manager, Ben Ketcham. Stage manager, William Johnson. Press representatives, Jean Dairymple and Marian Graham. Presented by the New York City Theater Company.

Della ..... Evelyn Ellis  
Jo ..... Ossie Davis  
Hallboy ..... Wendell Whitten  
McDermott ..... Morris Miller  
Herbert Dean ..... Bernard Nedell  
Kitty Dean ..... Olive Blakeney  
Gwen ..... Peggy Ann Garner  
Perry Stewart ..... Robert Webber  
Fanny Cavendish ..... Ethel Griffies  
Oscar Wolfe ..... J. Edward Bromberg  
Julie Cavendish ..... Ruth Hussey  
Anthony Cavendish ..... John Emory  
Another Hallboy ..... Walt Witcover  
Gilbert Marshall ..... Theodore Newton  
Gunga ..... Chris Gampel  
Miss Feake ..... Marjorie Redmond  
Chauffeur ..... Tom Hughes Sand

Even a quintet of excellent players starred in the top roles can't save the New York Theater Company's second revival from a severe let-down. Twenty-three years ago, *The Royal Family* was making hit history on the Stem. Burns Mantle listed it in his *Best Plays of 1927-1928*. But despite a few interpolations by the authors to bring the script up to date, *Family* offers a present day hurdle which neither actors nor projection, no matter how good, can overcome.

Back in the Turbulent '20's, before the stock market went on its nose and the last things on anybody's mind were war and depression, a play about a fabulous theatrical family and its fantastic doings was vastly amusing. At least, it seems so in retrospect.

But in a day when such fabulous families no longer exist, when the road has shrunk to a point of financial menace and everybody, big and little, has to scratch for a living in the theater, the doings of the Cavendish clan seem fantastically silly—and a tedious sort of silliness, at that. Such attempts at modernization by authors George Kaufman and Edna Ferber as dragging in references to ANTA, theater-in-the-round, television, etc., only serve to point-up the script's deficiencies. In short, *Family* belongs back in the '20's. It is out of tempo and feeling for the theater as it is today.

The New York City Theater Company has given the revival all possible advantages—an excellent cast, fluent direction and a handsome framing. It gives Ethel Griffies a chance to turn in another fine stage portrait as the indomitable dowager of the Cavendish menage. J. Edward Bromberg is splendid as the family's manager and friend. Young Peggy Ann Garner does extremely well by the youngest of the clan, and John Emory adds the right lusty touch to the madcap didoes of brot'er Anthony. Ruth Hussey is, as usual, deft and appealing, but it seems to one reporter that her reading has been held to too soft a key for the volatile Julie Cavendish. Aside from that, all that can be done, has been done for *Family*.

What may be a further big handicap to *Family's* stay at the City Center is the unfortunate injury to John Emory on opening night. The actor slipped on a stairway in the first act and suffered a badly sprained ankle. The first intermission was stretched while doctors worked on the injured foot and Emory gamely finished out the show. The injury, however, is reported as so severe, that a replacement may be necessary. Since Emory's characterization furnishes 50 per cent of what amusement the play still contains, his loss would be badly felt.

It would be pleasant to be able to turn in a more favorable report on a matter which has evidently been produced with considerable care and affection. However, the Cavendishes just don't live here any more.

Bob Francis.

## Chorus Equity Skeds Meeting

NEW YORK, Jan. 13. — The next quarterly meeting of Chorus Equity is slated for Friday (19) at the Hotel Astor. Only routine matters are on the agenda, according to Willard Swire, executive secretary.

# U. S. Ballet Scores at Met Homecoming

NEW YORK, Jan. 13.—America's own terpers, the Ballet Theater, celebrated their return from a four-month good-will tour of Europe under the auspices of the State Department with a single gala performance at the Metopera Tuesday (9).

The Met, as usual, was jammed to the seams, but a particularly white-tie and tails congregation was on hand this time. The first lady and daughter, Margaret, were quite visible in a box and members of various Washington delegations, repping the countries in which the balleters have recently danced, were equally in evidence. It was all extremely plush.

Tuesday's local performance was the introduction to the Ballet Theater's 12th annual tour which teed off at the Academy of Music in Philadelphia, Wednesday (10). The tour will thereafter head deep south and then swing southwest, swinging up to Chicago in early March. Current listed tour wind-up is Charleston, W. Va., March 21. Stands run from one to eight performances and approximately 50 cities will be covered.

For its homecoming program, the troupe combined two classical items with two segs of modern Americana. First on the agenda were George Balanchine patterns for Tchaikovsky's *Theme and Variations*. Next came Agnes De Mille's *Fall River Legend*, then back to classical with the black swan pas-de-deux from *Swan Lake*, and finally to De Mille's satirical romp, *Rodeo*.

## Moylan Scores

Mary Ellen Moylan, making her New York bow with the company, acquitted herself splendidly in the *Variations*, ably partnered by Igor Youskevitch. In fact, the classic side of the program carried off the evening's honors, with Alicia Alonso and Youskevitch getting a royal ovation for the *Black Swan* interlude. *Legend*, for one reporter, begins to wear thin. It was danced with considerable brilliance by Nora Kaye, James Mitchell and Lucia Chase, but the macabre theme becomes tedious and over-long in the telling and its patterns repetitious. *Rodeo* is always happy, and this time particularly so with Allyn McLerie in the role of the love-sick cowgirl. John Kriza and Mitchell also contribute top-flight stepping chores.

While the more modern American approach has doubtless knocked them dead in Europe, it seems to one observer that the Ballet Theater would do well to refocus its attention on such matters as *Bluebeard* and *Aurora's Wedding*. Classic steps and color, plus a story line backed by melody, carry much more general appeal than an overdose of modernistic posturings rhythmized to dissonance. However, in any event, it is fine to have the Ballet Theaterites back. They are our own and our best—all superlatively on their toes, down to the last member of the ensemble.

Bob Francis.

# TBA Seeks Aid In Fee Boost

NEW YORK, Jan. 13. — Jesse Moss, attorney for the Ticket Brokers' Association (TBA), yesterday (12) requested support by the League of New York Theaters for his org's effort to obtain State legislation to raise ticket brokerage fees from the current 75 cents to \$1. The League took the matter under advisement until a poll of all members of the board of governors can be obtained. The council of Actor's Equity has already received a similar request and has set Tuesday (23) for its consideration.

Moss said this week, however, that regardless of what stand either body takes, he will apply to Albany, N. Y., for the presentation of such a bill as soon as possible. The reason for the proposed hike, of which few deny the justice, is the tremendous increase in brokerage overhead since 1939, when the current tariff was set. The change, including the increase in federal tax, would add \$1.20 to the price of a ticket, instead of the present 90 cents.

Continued from page 36

of Friday's Men." The Irish comedy, which will be authored M. J. Malloy's first on Broadway, is due to open at the Playhouse week of February 15. . . . With the moving of "Twentieth Century" to the Fulton, David Lipsky and Joseph Lustig have taken over the drumbeating chores. . . . "The Rose Tattoo" is set for the Martin Beck Saturday night, February 3.

A musical version of "Kitty Foyle," the Christopher Morley novel, is in the discussion stage. Leo Lieberman wants to do the libretto and get Cole Porter to write the music. . . . Joseph M. Hyman has optioned "The Brass Ring," a new play by Irving Elman. . . . "Where's Charley" with Ray Bolger will have its Stem reopening January 29 at the

# Grips, LNYT Still Apart

NEW YORK, Jan. 13. — The long-expected huddle between Local 1 of the stage hands' union and the League of New York Theaters anent wage hikes took place at the League offices Thursday (11). It was the first get together since October 22 when the grips passed a unanimous strike vote unless a pay hike of 10 per cent plus a 5 per cent donation to the org's welfare fund were forthcoming.

Meanwhile, settlements have been made in the TV and Metopera fields for increases to the tune of 8½ and 9 per cent, respectively. Against these gains, an offer of a flat 3 per cent retroactive boost by the League's bargaining committee left the stage hands completely burned up. An executive of the union described the offer as utterly ridiculous.

The executive committee of Local 1 unanimously turned down the proposition, and so notified the League Friday (12). On the same day, the League's board of governors approved the offer of its committee to the union. The union official would not commit himself on what settlement would be acceptable, but stated that Local 1 would hardly expect a greater increase from legit than had been obtained in the other fields.

## Selling a Play?

Continued from page 36

they have their own stable of producers, almost any one of them will invite a tyro over to discuss a script he might be interested in pushing.

Helen Harvey, of the play department at Music Corporation of America (MCA), said they were delighted to have new scripts. They handle about 250 a year. Miss Harvey said she felt MCA's function was "not simply to get the curtain up on a play, but to work with the author to get the script in shape for successful production."

"We read them as they come in," was the comment of Allan Collins, of Curtis Brown, Ltd. His advice to the new playwrights was that "they'd better have a large income on the side."

A spokesman for the Liebling-Wood Agency estimated that they read about 500 scripts a year. It was stated that since they were in business to find plays, they certainly didn't turn them away.

**Advise Agents' Service**  
All play agents queried were unanimous in the advice, "Get an agent." A few indicated they charged a reading fee of authors unknown to them, the fees ranging from \$2 to \$10.

MCA, with four "first" plays to its credit over the three seasons covered, had more on its list than any other agency. Two of its shows passed the 100-performance mark, *At War With the Army* and the currently successful *The Happy Time*.

Audrey Wood and Brandt & Brandt, with three "first" plays each, were tied for second. The Wood organization handled two hits, *Come Back, Little Sheba* and the current *The Member of the Wedding*, which has been pulling them in for over a year.

# Sides and Asides

Broadway Theater. . . . Cecil Beaton will design the costumes for Jeanette MacDonald for "The Guardsman." Herbert Berghof and Edith King have joined the cast. . . . Louis Lotito was elected to the board of directors of the Broadway Association, Inc., to serve a three-year term. . . . Murvyn Vye will play the prime minister in the Rodgers and Hammerstein production of "Anna and the King of Siam." He had previously been scheduled for "Messner Marco Polo." Little Johnny "The Happy Time" Stewart was also cast in the musical last week. . . . Rex Harrison got a release from his film commitment with Gabriel Pascal, enabling him to continue in "Bell, Book and Candle." The show is pulling in profits at the Barrymore Theater. . . . "Not for Children," Elmer Rice's new comedy, which is due at the Coronet February 8, began rehearsals last week. Recently added to the cast: Ann Thomas and Jean Aubuchon. The Playwrights' Company production will start tryouts at New Haven January 31. . . . Marc Blizstein has completed his new adaptation of "The Three Penny Opera," the Bert Brecht-Kurt Weill operetta. Efforts are being made to clear the rights with Brecht. Meanwhile, production arrangements are status quo.

## Publisher Mendola Takes a Turn Writing . . .

Lit Agent Ethel Waugh is handling a new two-act play by D. F. Mendola, publisher of the "Broadway Sign Post," a theatrical publication. Entitled "What About Us?" the show requires one set and a cast of five.

BROADWAY SHOWLOG		
Performances Thru January 13, 1951		
DRAMAS		
Affairs of State . . . . .	9-25, '50	127
(Music Box)		
An Enemy of the People . . . . .	12-28, '50	20
(Broadhurst)		
Arms and the Man . . . . .	10-19, '50	100
(Arena)		
Bell, Book and Candle . . . . .	11-14, '50	71
(Barrymore)		
Darkness at Noon . . . . .	1-13, '51	1
(Alvin)		
King Lear . . . . .	12-25, '50	24
(National)		
Ring Round the Moon . . . . .	11-23, '50	60
(Martin Beck)		
Season in the Sun . . . . .	9-28, '50	124
(Cort)		
Second Threshold . . . . .	1- 2, '51	15
(Morosco)		
The Country Girl . . . . .	11-10, '50	75
(Lyceum)		
The Happy Time . . . . .	1-24, '50	407
(Plymouth)		
The House of Bernarda Alba . . . . .	1- 7, '51	8
(ANTA Playhouse)		
The Lady's Not for Burning . . . . .	11- 8, '50	68
(Royale)		
The Member of the Wedding . . . . .	1- 5, '50	428
(Empire)		
The Royal Family . . . . .	1-10, '51	5
(City Center)		
20th Century . . . . .	12-24, '50	24
(Fulton)		
MUSICAL		
Bless You All . . . . .	12-14, '50	36
(Heller)		
Call Me Madam . . . . .	10-12, '50	108
(Imperial)		
Gentlemen Prefer Blondes . . . . .	12- 8, '49	460
(Ziegfeld)		
Guys and Dolls . . . . .	11-24, '50	59
(45th Street)		
Kiss Me, Kate . . . . .	12-30, '48	850
(Shubert)		
Michael Todd's Peep Show . . . . .	6-28, '50	229
(Winter Garden)		
Out of This World . . . . .	12-21, '50	28
(Century)		
Peter Pan . . . . .	4-24, '50	116
(St. James)		
South Pacific . . . . .	4- 7, '49	724
(Majestic)		
CLOSED		
Black Chiffon . . . . .	1-13, '51	109
(48th Street)		
Opened 9-27, '50		
Captain Brassbound's Conversion . . . . .	1- 7, '51	14
(City Center)		
Opened 12-27, '50		
The Cocktail Party . . . . .	1-13, '51	409
(Henry Miller)		
Opened 1-21, '50		
COMING UP		
(Week of January 15, 1951)		
Four Twelves Are 48 . . . . .	1-17, '51	
(48th Street Theater)		
Angel in the Pawnshop . . . . .	1-18, '51	
(Booth)		

# RINKS-ARENAS

38

THE BILLBOARD

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

JANUARY 20, 1951

## HEFTY SKATE SALES

### Stockton's Rollatorium Has Good Year in 1950

STOCKTON, Calif., Jan. 13.—Altho many California rink operators have complained to him about a business slump in 1950, Paul J. Gilbert, manager, reported excellent business for the Rollatorium here.

Gilbert attributes much of the Rollatorium's success to the fact that skating equipment was sold to give the rink a modest margin of profit, thus permitting the management to compete with other local skate dealers. He also believes the variety of events offered helped business. These included club shows, dance-of-the-month contests, a State meet, the national contests of the United States Amateur Roller Skating Association (USARSA), club contests and parties.

Each month some special type of skating entertainment was offered—all conducted by the club and not the rink management—thus giving skaters something to do. Each event was given plenty of advance publicity in the local press—both stories and pictures. This publicity emphasized the skaters, not the rink.

The Stockton and Fresno Rollatoriums recently joined the United Rink Operators. To celebrate the occasion Co-Owners Len Honey and Bill Hunefeld brought some of the Stockton Skating Club members to Fresno rink to skate exhibitions for the Fresno club, which will become a member of the USARSA.

February championship contests have been slated by the Stockton, Fresno, Salinas, Mer-

ced, Irvington, Franklin, Watsonville and Del Monte of Monterey skating clubs. The Franklin club of King's Roller Rink has applied for membership in the USARSA. Bruce Hannah, of the Stockton club, has been commissioned a silver dance judge by the USARSA.

### RSROA Empire State Meet to Hillside Drome

RICHMOND HILL, N. Y., Jan. 13.—New York State championships of the Roller Skating Rink Operators' Association (RSROA) were awarded to Hillside Roller-drome by the metropolitan operators' group, meeting Tuesday (9) at the Park Sheraton Hotel. Dates are March 26-28. The same body picked Eastern Parkway, Brooklyn, for the regional championship, with the decision contingent on future action by owners in Massachusetts.

The meeting named Frank Negri, Hillside operator, to replace Frank Gallagher as secretary of the local association.

Immediately following the meeting Eddie O'Neill, Hillside general manager, began preparations for the contests. Plans are being made to install bleacher seats, decorate the rink, hold a banquet for officials and put on an elaborate advertising and promotion campaign.

The meeting also discussed the speed league, for which plans have been in the making. It was decided that a final meeting on the subject should be held later in the week at New Dreamland Arena, Newark, N. J., and that every effort should be made to get the league started soon.

### KOREAN CRISIS CRIMPS JONES

PITTSBURGH, Jan. 13.—Impact of the Korean crisis is being felt by the Johnny Jones Jr. Company here, according to Milton Aranson, director of the Chicago Roller Skate Company distributors. Aranson says billing is three to four weeks behind. "We were hit all at once," he says. "Two key men in the billing department, reservists, were called to duty early in December. My invoice typist left December 18 to join her army officer husband. A girl who had been with the billing department since V-J Day was called by her former commanding officer to report to Washington. "We ask customers who have found billings slow to be patient. We're breaking in a new crew."

### 2 Damage Suits Hit N. H. Arena

HARTFORD, Conn., Jan. 13.—New Haven Arena Company has been named defendant in two civil suits brought in New Haven, Conn., Superior Court as a result of hockey games.

Mrs. Lucille Fisher, New Haven, seeks \$25,000, claiming that she was struck on the head last October 12 by a hockey stick wielded by a player while she was walking toward an exit.

She charges the Arena firm with failure to safeguard patrons, in that the mesh wire guard 26 inches high and fencing 53 inches high were not high enough to protect people walking in an aisle which had seats in front of it.

Mrs. Fisher claims she sustained a lacerated right eyebrow, which caused a permanent disfigurement and mental anguish.

A \$10,000 civil action was filed against the Arena and the Madison Square Garden Ramblers by Catherine Welch, New Haven, charging she was injured during a Ramblers-St. Louis hockey game on December 18, 1949.

## ARENAS AND AUDITORIA

### Divers, Skaters Replace Circus at Portland, Me.

By DAPHNE (DEE) POLI

PORTLAND, Me., Jan. 13.—After six consecutive years, Frank Wirth has lost the annual circus sponsored by the Portland Lodge of Elks at the Exposition Building here to Synder's Water Follies, January 20-21, and Skating Varieties of 1951, February 26-28. Both shows are sponsored by the Portland lodge.

The Exposition Building, seating 3,000, is run by the Exposition Association. Jack Conway, general agent, rents the building on straight rental plans.

Structure has had a busy season so far, with long dates hard to get due to various local basketball and track tournaments tying up most of the year. Ice Vogues played here the last week of November under Junior Chamber sponsorship and took \$20,000 gross in five days. Harlem Globetrotters had a sellout under Lions Club auspices for a one-night stand in December.

Maine is virtually virgin territory for skating shows. Skating Varieties of 1951 will play the new Community Center building in Waterville, February 21-25, then move here, after which it goes

into the Lewiston Armory March 2-4. It sails for Europe March 7, where on March 17 it begins a tour that will include Antwerp, Belgium; Zurich, Switzerland; Milan, Italy; London and Paris. Trek ends August 1.

Lynn Seeks Shows

LYNN, Mass., Jan. 13.—The local Arena, which seats 3,500, is available from April to November, 1951, for any roadshows interested in playing 10 miles out of Boston. Larz Anderson, building manager, is interested in stage or ice shows as the building is equipped with ice.

### Prize Awards At Mineola's Oldtimer Event

MINEOLA, N. Y., Jan. 13.—Mineola Rink Operators Earl Van Horn, Harry Bickmeyer and Inez Van Horn held an Oldtimers Jubilee on January 11, offering a flock of prizes and trophies for winning participants in contests. The night was dedicated to former regular skaters at Mineola who now are not able to come to the rink as much as formerly.

In the prize line-up were four Waltham watches awarded to two men and two women winners in a voodoo fours contest; six gold, six silver and six bronze medals presented to winners of Chicago hop, chicken scratch and straight waltz events, and a 10-day trip to Florida for two or a \$500 government savings bond awarded in a drawing.

The rink advertised the night in advance by mailing 3,500 brochures and a like number of reply postcards plus 350 engraved invitations and also invited many former employees of the rink, such as Charles Civiletti, Mal Tate, Everett Wishart, Mort Kessler, Ruth Smith and Paul Hope, organizers; Satchel and Milton Wilkens, Bill Holland, Jerry Ziegler, Artie Busk, Dot and Bill Opatny, Sonny and George Stern, Barney Fluke, Bill Hughes, Betty Lytle, Evelyn Lysaught and Elsie McBride.

### Meyer's Biz Up In Cincinnati

CINCINNATI, Jan. 13.—Recent business at Price Hill Roller Rink here, operated by Lou Meyer, has been excellent, and the outlook continues bright for January and February, said C. V. (Cap) Sefferino, manager. A skate sale campaign during December gave the rink its biggest month since its doors opened January 3, 1950.

For the current month and February Sefferino has booked enough parties, by personal and mail solicitation, to give the rink an average of three dates a week.

Sefferino also announced the acquisition of Shirley Schneider, former regional dance champion of the United States Amateur Roller Skating Association, as rink pro, teaching Tuesday and Thursday evenings. He reports she has had considerable success in getting potential rink customers on skates.

### Ziem Wins Coast Ice Pairs Title

BERKELEY, Calif., Jan. 13.—Barbara Ziem, of Stockton (Calif.) Rollatorium and a silver figure and dance judge of the United States Amateur Roller Skating Association, won the State senior pairs title on ice with Armando Rodrigues at Iceland here, January 5-6. Following the contests Miss Ziem went to San Francisco for an appearance over KGO-TV.

Miss Ziem also holds the senior ladies' pair and the junior ladies' figure titles in roller skating and the Barker trophy for artistic roller skating. A member of the Stockton Skating Club, her roller teacher is Paul J. Gilbert, manager of Stockton Rollatorium. She is expected to compete in Pacific Coast ice championships at Los Angeles.

### Stockton "Circus" For "Dimes" Drive

STOCKTON, Calif., Jan. 13.—Stockton Skating Club's show, Circus, has been chosen by the local March of Dimes committee as the chief attraction at its January 20 benefit in Civic Auditorium, reports Paul J. Gilbert, manager of the Stockton Rollatorium, who produced and directed the skating feature.

Except for a few minor changes the show goes into the auditorium with the same line-up that clicked with the press in a recent Rollatorium showing. The performance is sanctioned by the United States Amateur Roller Skating Association. All proceeds go to the March of Dimes drive. The show will be followed by a dance.

### MORE LOOT FOR QUEEN

### New York JA Skate Queen Contest Prizes Hit \$5,500

NEW YORK, Jan. 13.—Plans for the 1951 New York Skate Queen Contest were announced Sunday (7) in *The New York Journal American*, the daily that features Bill Love's skating column and conducts the Winged Skates Derby every autumn in Central Park.

This year's event will be a full-scale promotion of the paper with complete news and picture coverage and nine metropolitan rollerries holding preliminary events instead of, as in other years, the contest being a one-rink affair promoted solely by the skating column. Finals will be featured on television.

Prizes have been upped from \$1,000 worth in the last two con-

tests to \$5,500.

The winner will receive a \$1,500 diamond solitaire, a Longines watch and a Furness Line cruise to Bermuda with accommodations at Elbow Beach Surf Club there. For other girls are such items as nine Wittnauer watches, 40 Trifari necklaces and other jewelry, a dozen Coblenz faille barrel bags, 20 pairs of Chicago shoe skates and 20 Madame Renee Bovay skating skirts.

Rinks participating and dates of their contests follow: January 19, Empire Roller-drome, Brooklyn; January 24, Gay Blades Roller-drome, Manhattan; January 31, Park Circle, Brooklyn; February 2, Fordham Skating Palace, Bronx; February 7, Mineola Rink, Mineola; February 9, Eastern Parkway, Brooklyn; February 12, Hackensack (N. J.) Arena; February 14, Twin City Arena, Elizabeth, N. J., and February 16, Mount Vernon (N. Y.) Arena.

### New One in Santa Cruz

MONTEREY, Calif., Jan. 13.—The new Roller Palladium in Santa Cruz, Calif., is being operated by Denny and Heddy Sargeant and Louie and Barbara Margareich, reports Armand J. Schaub, a recent visitor. Operating seven nights a week, the 68½ by 125-foot floor is housed in a 70 by 150-foot building. Recorded music is used. The rink is operating independently of operator associations. Emphasis is placed on party bookings.

Jack Adams, Bronx, N. Y., skate merchant, has formed a partnership with French-born Jeanne Navarro to manufacture the Madame Renee skating skirt.

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**ROLLER SKATING RINK!**  
Beautiful new Building, including 5 acres of choice land. Skating Surface 70'x135', fully equipped throughout. Now operating in boom city of Midwest, population of over 200,000. Other business obligations forcing sale. Price \$125,000. 1/2 cash.  
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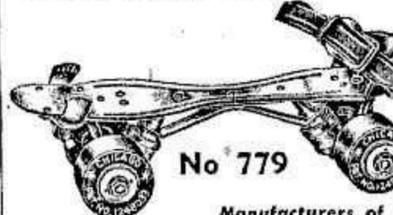
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**JOIN THE MARCH OF DIMES**



# Washington Once-Over

Continued from page 2

Latest official tally on amusement construction in the nation is less gloomy than dopesters expected. Bureau of Labor Statistics reported October value of amusement construction down 6.8 per cent from the previous month, but 56.1 per cent above October, 1949. Amusement construction amounted to \$8,408,000 last October, compared with \$9,018,000 the previous month and \$5,387,000 in October, 1949. The 181 amusement structures begun in October this year trailed the preceding October by 39. September starts totaled 217. Reports for last November and December are expected to show further dips, altho not severe despite NPA's amusement construction ban which got under way six weeks ago. NPA has been dealing leniently with hardship appeals from the ban.

## 100 Commerce Men Help Biz Get Into War Act . . .

Department of Commerce hopes to have 100 field offices operating thruout the nation by year's end to advise business on how to get into the war-act. Small business, which includes a lot of the amusement industry, will be chiefly served by the outposts, which are being geared to provide latest information on defense contract procedure. Opening of a new field office in Tulsa, Okla., this week brought the count to 60.

## Television to Rescue In Crowded Gallery . . .

TV sets in the Capitol's radio and press periodical galleries came in handy for several newsmen crowded out of the House during President Truman's state of the union talk this week. Standing in the galleries was banned for the first time since World War II. Seating accommodations in the press galleries are never adequate

## NCAA Ready

Continued from page 6

TV committee Chairman Tom Hamilton, University of Pittsburgh athletic director, said the ban would give colleges a chance to experiment in 1951 with Phonovision, Skiatron, theater TV and other methods which would not compete directly with scheduled games. Only few live contests would be permitted to be televised as part of experimentation.

The Big Ten already has experimented with theater TV and the Southwest Conference—one of few regions to show an attendance increase last year—permitted live telecasts only when a game was an assured sellout.

Hamilton said an independent research org carried out a survey which showed attendance fell 6 per cent in TV areas and increased 2.5 per cent outside the range of TV stations in 1950. He said the committee had the full co-operation of the TV industry in its 12-month study.

## Security Law

Continued from page 2

comes payable March 15, 1952, along with the final income tax payment for 1951. Nevertheless, entertainers without Social Security cards should get one. They can be obtained at any field office of the Social Security Administration (SSA) or by inquiring at any post office or other federal building.

Domestics also came into the system for the first time on the first of the year, so entertainers with maids, cooks and the like will have to take care of their Social Security. Even part-time maids are included if they are paid \$12 weekly. Forms can be obtained from the Internal Revenue Bureau, Washington, or at any local tax office.

## Ale and Cakes

Continued from page 6

peddled, you had either to buy a more expensive set to get foreign stations or take up water colors and brood in silence. Now that there is the possibility of a rival there has been a panic drive to improve the standard of TV productions, which BBC claims to be "technically" the best in the world but which critics pan as corny, unreliable and unimaginative.

during presidential visits to the chamber, and this time part of the overflow rushed to the TV receivers.

## Of FCC, and FTC, and Truman's Prognosis . . .

Oil tycoon Edwin Pauley renewed a petition this week to Federal Communications Commission (FCC) insisting on the right to contest disposition of TV Channel 2 in San Francisco. Pauley told FCC that he should have priority over "newcomer" General Tire & Rubber Company which, as purchaser of Thomas S. Lee Enterprises, Inc., wants the video frequency. . . . Federal Trade Commission (FTC) closed without prejudice this week a long-standing case in which United Artists Corporation was charged with misrepresentation in advertising the British movie, *The Life and Death of Colonel Blimp*. The movie company's ads claimed that revised versions of the film being distributed in U. S. were the original full-length, according to FTC, which added that the practice has been discontinued. . . . President Truman, in his budget message to Congress, forecasts a slight dip in business of theaters, outdoor shows and other amusements subject to the federal admissions tax. His calculations, based on official estimates by Bureau of Internal Revenue, foresee a boom in copyright registrations.

## Piccadilly Blooms

Continued from page 2

tacles? Critics were favorable to both and audiences are turning up so far in equally satisfying numbers. But it is in the next few weeks after the children go back to school that the real struggle will begin. In previous years London found its normal 12-odd special Christmas shows saturated the excess theater-going holiday public. By the second week in January the strain begins to tell and the weaker shows start to close down.

With the acute theater shortage many shows have to double up with existing long-running hits, playing noontime matinees and shifting whole sets between performances. And this in a city whose medium-sized playhouse theater had to be taken over by the BBC as a studio because the public found a jinx on it.

No wonder Arnold and Langdon, subject to the whim of such a public, are hoping the other is skating on thin ice. But at the moment there is no sign of a thaw at either Wembley or Earls Court.

## Pitchmen Solid

Continued from page 4

lar station announcing staff for some commercials, as well as hiring special presentation men and women with a special pitch appeal.

Active figure in Video Sales is Irving Katcher, owner of the Willis Theater here for several years, altho Katcher made clear that he is not the head of the enterprise. Another, semi-silent, partner is Morris A. Mallin.

## N. Y. Theater TV

Continued from page 3

to which the public is entitled." The corporation stated that consequently its own experimental tests are necessary.

"Theater television presents a novel and promising utilization of the television art which can only be developed by continued experimentation in relay techniques," stated the report signed by the firm of Arnold, Fortas & Porter, which includes former FCC Chairman Paul A. Porter.

## Wage Hearing Set

Continued from page 2

amusement parks, golf courses, coin-operated amusement device parlors, arenas, pools, beaches, carnivals, circuses, theatrical agencies, ticket brokerages and promoter offices. Radio and television stations are excluded, as well as "non-profit organizations."

Commissioner Corsi may either accept or reject the board's proposal, depending on evidence at the public hearing.

# Drivin' Round The Drive-Ins

PAUL W. AMADEO, general manager of the Pike Drive-In Theater, Newington, Conn., did something unique at his drive-in during the holidays. Altho the drive-in has closed for the winter, Amadeo has kept his theater marquee functioning, plugging various messages, such as the forthcoming spring season. . . . Joe Dolgin, of the Pine Drive-In Theater, Waterbury, Conn., served as a judge and his wife, Helene, aided on direction of a recent drama festival staged by Hartford Jewish Community Center Drama Group. Their daughter, Barbara, had a role in one of the plays.

GEORGE L. HUDAK, former relief manager of E. M. Loew's Hartford Drive-In Theater, Newington, Conn., has been named house manager of the Newington Theater, Newington, Conn., succeeding Joseph Vasco, resigned. The Newington is operated by the Kounaris-Tolis-Ulyssis Theaters, Meriden, Conn. No replacement for Hudak has been named. . . . The 600-car capacity drive-in theater being erected by Lockwood-Gordon-Rosen Theaters at Norwalk, Conn., will be ready for operation by early spring. Douglas Amos, Hartford division manager, said this week. Opening of the project will bring to six number of LGR theaters in Connecticut.

## Chicago Fire

Continued from page 6

ing and the 24th floor of The Daily News Building. Details were easily picked up. Station was caught short with no announcers, and Phil Patton, *Super Circus* producer, and Doug Gabrielle, floor manager for the Don McNeill show, narrated for 45 minutes until announcer Fred Kaspar showed.

WBKB, half a mile away in the Loop but with an unimpeded view from its 12th-floor studios, used two cameras and got on the air at 2:50 p.m., cutting into a commercial variety show and beating competition by 14 minutes.

Fire started about 2:30. CBS picked up from 4:15 to 4:30. WGN-TV was out of camera range. They sent a remote truck to the scene but got no picture because of lack of power. Ace WGN-TV newsreel crew had pix on air several hours after the fire, however, and were ready to feed newsreel shots to DuMont.

Announcers were taxed to keep up a running narration, but managed with details supplied by their own news staffs and wire services, and impromptu reporters hustled from desks to the scene.

Clifton Utley, chief news announcer at WNBQ, and Ulmer Turner, boss at WBKB, both were on duty when fire broke out and turned in outstanding jobs. Jack Mabley.

## GL&H Pacts Tex

Continued from page 10

such artists as Lawrence Welk, Frankie Lane, Dave LeWinter, Bobby Sherwood, Trenier Twins, Liberace, Everett West, Madeline Russell, John Connelly and the Bachelors Trio.

Beneke split with Don Haynes (*The Billboard*, December 16) at the same time he got his release from RCA Victor. Rift with Victor stemmed over diskery's promotion of the Ralph Flanagan band. Haynes will seek 50 per cent of the ork's take on all dates set by Master Music, which he and Beneke owned. Final date set by Master takes the band thru May 5.

## MPCE Sez TV

Continued from page 10

taking employment away from actors on various TV shows (*The Billboard*, January 13).

The letter, signed by MPCE Prexy Bob Miller, quotes from Dunn's letter to the contact union and iterates MPCE's concurrence with the AGVA stand. The effect will doubtless be the virtual elimination of pluggers appearances on video shows, since contact men and pubbers are hardly likely to spring for AGVA cards.

# Roadshow Rep

H. F. DENNISON reports from Alturis, Calif., that his solo lecture is clicking and that he's booked solid for three months in Oregon and Washington. . . . Dr. Ray Mulvehill has his solo show working around Livingston, Mont. He has some bookings set in Idaho that will carry him well into late winter. . . . Gilbert Baker, lecturer and solo show performer, is playing established territory in Western Kansas. He plans to work his way south into Mississippi and Louisiana for late-winter dates. . . . James Gale, manager and director of rep-tent shows, is ill at his home, 447 West 43d Street, New York, and would like to read letters from friends. . . . Al Clarity has been doing well with his wax and museum attrac-

tions in Southeast Texas. He has been playing halls and stores and is doing some merchandising.

DAVID COMERFORD writes from Springfield, Ill.: "I was pleased to read that roadshows and one-day-stand shows are doing well. Tent-rep and circle stock helped kill themselves. Seldom would they pay anything for plays. I was with Milo Bennett and others in Chicago years ago. They took what they could get their hands on and would pass it on from one to another until finally only a simpleton would turn out for their performance. One-day-stand shows should stay away from air shows and build up business such as old one-day roadshows had. Broadway bills don't go in small spots. Family roadshows should clean up because they have a wide field in which to work. As late as last summer I saw three platform shows getting good money."

BOLDUC BROTHERS are showing 16mm. film in the Colebrook, N. H., area to good returns. They presented a tent-pix and vaude show in Quebec most of last summer and report good business. . . . George Case recently purchased the film that Allan Hurley showed at various spots in Vermont and New Hampshire. He will take it to Ottawa, Ont., where he will ready it for sponsor dates. Case has had a feature pic show in Canada for several seasons. . . . Eddie Cornell, who has been playing vaude dates around Boston with his small animal act, has launched his hall and school show. His first date was in Belchertown, Mass., and he will move westward. "I have played small vaude time for years," Cornell writes, "and will continue to play such dates. I will, however, move out where I can make my own work instead of waiting on the whims of bookers." . . . J. A. Jackson, old-time repster, has a store show in Mississippi. Jackson does some merchandising and is plugging Americana pix of the West and South.

## CBS Adds Big Top

Continued from page 6

System (CBS)-TV this week wrapped up an hour-and-a-half segment of circus programing from 11:30-1 p.m. on the web. The Big Top is already on from Philadelphia 12-1 p.m. Saturdays for Sealtest on CBS-TV.

Beginning January 27 the new circus show will feature Gene Crain as barker. The program will be a talent quest for junior circus acts, to be judged by a panel of professional circus performers, for the first 10 weeks of the cycle. The 11th and 12th weeks the semi-finals will be held, with the finals on the 13th week. The winner will receive a week's engagement at Atlantic City Steel Pier. Ruthrauff & Ryan is the agency

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AT LOW COST  
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52nd St., New York 19.

## 35MM. Roadshow Films

Special Attractions: "Face on the Barroom Floor," \$75.00; "Paroled From Bighouse," \$75.00. Big list free. Holmes 35mm. Sound Projectors, pair for \$750.00, or single outfit for \$375.00. Webster Theatre Amplifier, \$75.00. Free list of supplies.  
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# The Final Curtain

**BARNSDALE**—Walter, 83, pioneer in the movie exhibition field, recently at his home in Plover, Wis. Barnsdale contributed several improvements to the original Edison machine, having devised the gear sprockets which reduced the flicker, and perfected the projection machine "take up" reel. Another advancement he is credited with is the discovery of the "loop" principle in the threading of film thru the machine. He traveled for 20 years with his movie show called "Barnsdale's Vivorama."

**BARRY**—Mrs. Minnie, 79, theatrical costumer for over 35 years, January 2 in Philadelphia General Hospital. She had designed costumes for Ann Pennington, Marilyn Miller, Jeanette MacDonald and others. Burial January 5 in Philadelphia.

**IN MEMORIAM**  
**J. C. (Jimmy) Allen**  
Who passed away  
January 8, 1950  
Sadly missed  
by all of your  
**SISTERS and BROTHERS**

**BRYANT**—Marguerite, former actress for 16 years thruout the Midwest and East Coast, recently at her home in Brooklyn. During her career, which began as a child entertainer in Eddie Foy productions, she was featured dancer with the Hippodrome Opera Company, appeared in New York with the "Sky Pilot" company, was a featured act on the Orpheum and Poli vaude circuits, starred in a series of silent comedy films, had a feature role in "It Can't Happen Here," and worked on a radio drama series in Cleveland. She toured with many road shows and appeared on Broadway in "These Charming People." Survived by her husband, a daughter, Patricia Bryant, and a sister.

**CAMPBELL**—May, stage and pie actress, January 6 in Los Angeles. Burial in Hollywood Mausoleum.

**DOYLE**—Mrs. Margaret, 33, partner with her husband, Charles (Buddy) Doyle, in the act billed as Smith and Doyle, recently in New Orleans. Besides her husband she leaves her mother, Mrs. Lillian Smith, Hamilton, O.; her father, Rev. W. W. Smith, Chicago, and two sisters, Mrs. S. Lewis, Toledo, and Molly Smith, Hamilton. Burial in Millville Cemetery, Hamilton.

**ELLIS**—Charles J., 73, kiddie ride foreman with Harry Craig's Heart of Texas Shows, recently in a Brownwood, Tex., hospital. Survived by a daughter, Madame Faye (Wright).

**GASTON**—Robert K., 41, for many years a director of the State Fair of Texas, Dallas, January 3 at his home in that city. Survived by his widow and two daughters.

**GODDARD**—Charles William, 71, who collaborated as a playwright on "The Ghost Breaker," "This Misleading Lady," "Miss Information," "The Last Laugh," "The Broken Wing" and "Silver Wings," January 11 at his home in Miami. He also wrote several movie serials, including "The Perils of Pauline," starring Pearl White. Survived by two sisters.

**GRANT**—John Alexander, 78, for many years a director of the Melfort (Sask.) Agricultural Society, recently at Melfort. Survived by a brother, three sons and two daughters.

**HATTLE**—Harold S., 34, president of the Craik (Sask.) Agricultural Society in 1946-47, recently in Regina, Sask. His widow and daughter survive.

**HOCKENBERRY**—John S., 60, founder and life-long member of Local No. 8, International Alliance of Theatrical Stage Employees, Philadelphia, January 4 in Temple University Hospital, Philadelphia. He was chief electrician at the Stanley Theater, Philadelphia, at the time of his death, and had worked in all the legitimate theaters in the city. Surviving are his widow, Elizabeth, a son and a daughter. Burial in Our Lady of Grace Cemetery, Pottsville, Pa., January 9.

**KENNEY**—William J., 87, member of the vaude team, Two American Macks, January 12 at his home in Winthrop, Mass. Survived by four children.

**LANG**—John G., 73, magician and photographer, recently in Spartanburg, S.C., of a heart attack. Born in Cincinnati, Lang at one time was a conductor with the Traction Company there. Later in life Lang traveled extensively with his magic show and a few years ago he settled in Spartanburg, where he opened a photo studio and gave magic shows in that area. He was a member of South Carolina Magic Ring No. 63. Burial in St. Joseph's Cemetery, Cincinnati.

**LEDERER**—Sam, 86, veteran newspaper and public relations man, December 30 in Chicago. He was recently with the Congress Hotel, Chicago, and had been press agent for many theatrical figures, including John Barrymore, Will Rogers, Sarah Bernhardt and Lillian Russell. Survived by a sister, Mrs. Anna Metz, Polo, Ill. Burial in Chicago.

**MARGWILL**—Willy, 69, former impersonator of composers, recently in Strausberg, Germany.

**MAURICE**—John A., 80, retired motion picture operator, re-

cently in a Savannah, Ga., hospital. Survived by his widow, Annie; two sons, James, Savannah; Charles, Rochester, N. Y., and a daughter, Mrs. Covena White.

**McVEY**—Grace E., 75, mother of Joy Myers Brown, former aerialist with the Sam E. Dill, Tom Mix and Russell Bros. circuses, and for the past 10 years with Royal American Shows, January 1 in Findlay, O. She also leaves her husband, J. N. McVey; three other daughters and two sons, all of Findlay.

**THANKS TO MY  
MANY FRIENDS**  
for flowers and sympathy  
in loss of my dear mother.  
**GRACE E. McVEY**  
**JOY BROWN**

**MILLER**—J. J., 90, first president and one of the founders of Vancouver's Pacific National Exhibition, in Vancouver, B. C., December 24.

**MORTON**—Donald R. Sr., 64, one of the organizers of the Shriners' annual circus in Philadelphia, January 2 in Osteopathic Hospital, Philadelphia. His widow, two sons, two sisters and two brothers survive.

**NELSON**—John Moffat, 68, former bareback rider and clown, January 2 at San Jose, Calif. He had been with Ringling, Hagenbeck-Wallace and Sells-Floto circuses. Surviving are his widow, Garnet; a daughter, two brothers and a sister. Burial in San Jose.

**NETHERSOLE**—Oiga Isabel, 80, British actress who played leading parts with Sir John Hare, Sir Johnston Forbes-Robertson and the Bancrofts and who created a sensation as Fanny Legrand in Clyde Fitch's play, "Sapho," in 1900, January 9 at Bournemouth, England. Her first stage appearance in Brighton, England, was prelude to 26 years in the theater during which she toured England and Australia. She made her London debut in 1888 in "The Union Jack." Her first American appearance was in Chicago in 1894 in A. W. Gantt's "The Transgressor," and on that tour she also was seen in "Camille," "Frou-Frou" and "Romeo and Juliet." She visited the United States again in 1895 as Emma in "The Wife of Scarril" and returned in 1899 as Paula in "The Second Mrs. Tanqueray." For the next six years she toured America with "Magda," "The Labyrinth," "Adrienne Lecouvreur," "The Awakening," "The Enigma," "The Writing on the Wall" and "The Luck of Wall Street." Her later successes were Maeterlinck's "Mary Magdalene" in New York, "The Redemption of Evelyn Vaudray" at Richmond, Va.; "Sister Beatrice" at San Francisco, and "Camille" and "Sapho" in Paris. Her last regular appearance was on an American vaudeville tour in 1913, playing the third act of "Sapho." Famous as a portrayal of courtisan roles, her part in "Sapho" in 1900 brought temporary police censure and created a public furor in London before the play continued a successful run. She appeared in numerous other plays and established the role of Janet Preece in Arthur Wing Pinero's first problem play "The Profligate," at the opening of the New Garrick Theater in London in 1899.

**OWENS**—Fred, 50, carnival trouper for 22 years, December 31 in Spartanburg, S. C. For the past 10 years Owens had been with cookhouses on various shows. Survived by a brother. Burial in Spartanburg January 1.

**PHILIPSON**—Mrs. Hilton (Mabel Russell), 84, former Gaiety girl, January 9 in Brighton, England. As Mabel Russell she made her first stage appearance in the chorus of George Edwards' company at the Gaiety Theater. She became associated with the Gaiety Theater in 1907 when she played in the "The Girls of Gothenburg" and was known as "The Girl With the Prehensile Eyes." Elected to Parliament in 1923, she retained her seat until 1929, when she retired. That year she returned to the theater as Miss Card in "Exiled." Her last part was in 1933 in "Other People's Lives."

**ROHL**—Richard, 59, magician, recently in Hamburg, Germany.

**ROSENBERG**—Zipporah B., 62, operatic and concert singer, suddenly January 1 at her home in Philadelphia. She had appeared with the Philadelphia Orchestra and during World War I she performed for troops. A brother and a sister survive. Burial in Mount Sinai Cemetery, Philadelphia, January 5.

**RUST**—Carl E., 46, owner-operator of the Trianon, Bridgeport, Conn., restaurant and night club, January 2 in that city. He formerly was waiter captain at the 21 Club, New York, and prior to that was assistant catering manager for Longchamps Restaurant there. Survived by his widow, Betty; four sons, Charles and Howard, New Jersey; John and Paul, Stratford, Conn.; a daughter, Mrs. Charles Sova, Bridgeport, and his mother, Maria, and a brother, Paul, of Germany. Burial in Lakeview Cemetery, Bridgeport, January 4.

**SHAPIRO**—Samuel, 50, former concessionaire and husband of Ethel Shapiro, president of the Ladies' Auxiliary of the National Showmen's Association, New York, January 8 at his home in New York. (Details in Carnival Department.)

**STEWARTSON**—Jerome H., 65, former musical director for George M. Cohan, Olsen and Johnson and the

Duncan Sisters, January 6 in Los Angeles. Recently he had been with various film companies and manager and copyist for Freddy Martin's orchestra. Two sons and a daughter survive.

**TEEPLE**—P. M., 73, mother of film director Mervyn LeRoy, December 31 in Beverly Hills, Calif. At one time she worked on The Los Angeles Examiner. She also leaves her husband, Perry Morgan. Burial in Forest Lawn Cemetery, Glendale, Calif.

**TRABER**—Selma, 80, high-wire artist, recently in Mannheim, Germany.

**URBACH**—Lawrence A., 57, pie trade writer since 1918, January 7 in Los Angeles. He came here in 1926. Survived by his widow, Lucille; father, Joseph; two sons, Everett and Leroy; two sisters and a brother.

**YOELSON**—Mrs. Ida, 80, stepmother of the late Al Jolson, January 8 in Washington.

## Marriages

**ADAMS-STERN**—Julia Adams, actress, and Leonard Stern, scenario writer, January 2 in Redlands, Calif.

**BACON-SIEBENTHALER**—Morris Bacon and Marilyn Siebenthaler, former carnival agent and cashier, in Vancouver, Wash., December 28.

**COLLIE-TILLMAN**—Bill Collie and Margie Tillman, both disk jockeys at Station KLEE, Houston, recently in San Antonio.

**DELLERSON-GRAY**—Jack Dellerson and Blanche Irene Gray, dancer, of Nichols, Conn., in Vailhalla, N. Y., December 31.

**DRIVER-WILLIAMS**—A. G. Driver Jr. and Bessie Williams in Emporia, Va., recently. Latter is the daughter of Rusty and Dot Williams, operators of Rusty Williams' Tent Show.

**FRIEDSON-STOCHEK**—Lieut. Samuel Raymond Friedson, former concert violinist of New York, and Bernice Stochek in New York December 21.

**GIRARD-DeKOHL**—Marvin E. (Slim) Girard and Virginia DeKohl, both jugglers, recently in Tampa.

**HORTON-TAPP**—Ronald J. Horton and Mrs. Wilma Williams Tapp, daughter of Rusty and Dot Williams, tent show operators, in Hagerstown, Md., December 12.

**KAYE-DAVIS**—Barry Kaye, WTVJ, Miami, disk jockey, and Ethel Davis, assistant on his radio and TV shows, January 3 in Miami.

**MASON-DONLAN**—Charles (Curly) Mason, former American United Shows' general agent, and Esther Donlan December 28 in Pittsburg, Calif.

**REYNOLDS-HELLER**—Billie Reynolds, secretary at Gabbe-Lutz & Heller, personal management firm, and Seymour Heller, partner in the firm, January 14 in Los Angeles.

**SANDER-HAPSBURG**—George Sander, Hungarian-born concert pianist, and Christine Maria Debalvanjos Hapsburg in Waterburg, Conn., December 20.

## Births

**CALDWELL**—Twin girls to Dr. and Mrs. William Caldwell January 5 in Los Angeles. Mother is Joan Leslie, actress.

**CHATFIELD**—A son, David Blake, to Mr. and Mrs. H. Blake Chatfield January 7 in Santa Monica, Calif. Mother, known as Roci Moschetti, was an American Broadcasting Company (ABC) flack; father is broadcast promotion supervisor for National Broadcasting Company's (NBC) Western Division.

**COMFORT**—A daughter, Carol Ann, to Ted and Jeanette Comfort recently in Miami.

**RAYNER**—A son, Mark Raymond, to Mr. and Mrs. Ray Rayner December 21 in Butterworth Hospital, Grand Rapids, Mich. Father is known as Rayner Shine, disk jockey at Station WOOD, Grand Rapids.

## AFM Crackdown

will be forthcoming, following a three-week investigation by Hooper and Hubbard, during which they interviewed hundreds of music buyers.

The James C. Petrillo, prexy of the AFM, could not be contacted for comment, it was learned that Hooper and Hubbard were dispatched at the prexy's personal order. Tho the AFM allows local autonomy for its branches, each branch is under the surveillance of the national executive board. It is understood that the national will look over the evidence uncovered by the two field reps at its next meeting and some national directives may be forthcoming.

# Conkling Replaces Wallerstein

Continued from page 10

denying he was switching to Columbia and has given no indication of any projected policy switches.

Wallerstein, the storm center of CRI during the past couple of years and about whom revolved a series of political maneuverings including the appointment of Goddard Lieberson to top supervisory a. and r., the switch of Ma'e Sacks to RCA Victor, etc., is being retained by CRI as a consultant. He has a five-year deal.

**Surprise Move**  
Various reasons are given for this latest of the CBS-CRI development. Wallerstein, it is known, wanted to leave the presidency and suggested a change to Stanton. The latter's acquisition of Conkling was a surprise move, somewhat reminiscent of CBS's acquisition of Hubbell Robinson as programming veepee several years ago.

With the departure of Paul Southard, Ken McAllister, Jeff Wilson and the realignments of district managers, the Wallerstein-Conkling switch means a virtually new upper echelon. This comes at a time when the record industry is expected to enter upon a prosperous era. Peace within the organization will be a sine qua non to prosperous times, and it is hoped by the CBS hierarchy that the recent moves clear the air and pave the way for necessary harmony.

**Big Take**  
Wallerstein, exiting from the presidency, leaves CRI in good condition. It is known that 1950 was the fourth best year in the diskery's history, exceeded only by 1936-7-8. Columbia in 1950 made over \$1,250,000 before taxes, or about \$800,000 after taxes. This is approximately what Columbia paid for the business in 1938. CRI today, it is estimated, is worth between 10 and 12 times as much as the purchase price. Reports that the diskery was left with a loss of \$1,000,000 in 33 r.p.m. changers are untrue. There is no substantial inventory left on these machines, the problem being how to get more of them.

**Delicate Spot**  
Conkling comes into Columbia with a delicate situation facing him. Also, the a. and r. execs at Columbia are in a similar spot. Goddard Lieberson, for instance, is known to have been suggested as Wallerstein's successor, but there were dissenters. Conkling, too, is an a. and r. man and would naturally have his own ideas about a. and r. operation. Just how much these would impinge on or conflict with the policies of Lieberson, or with pop a. and r. chief Mitch Miller, is a speculative point.

One major policy change which immediately suggests itself has to do with Columbia's policy on 45's. Conkling, formerly attached to Capitol, diskery which was the first to follow Victor on 45, very conceivably may place more emphasis on that speed than did his predecessor at Columbia.

The question of artists' relations has been the subject of much speculation. For instance Benny Goodman, Joe Stafford and Paul Weston were formerly with Capitol and switched—for various reasons—to Columbia. Such artists now find themselves under a management which could be similar to what they left.

## Petrillo Out for TV

lap over into sound track, covering all film, in a day when film will be made for use on both TV and/or theaters. Success in these negotiations thus could herald an even greater victory in the future.

The networks are apt to fight this principle to the last. They view TV as much more complex than the record business and feel that if they acquiesce to a royalty for the AFM they will leave themselves open to similar demands by actors, staghands, engineers, scenic designers and all unions involved in the making of a film.

It was this divergence that caused the collapse of TV film negotiations between the all-industry committee, representing the webs, film companies and indie packagers on the one hand and the AFM on the other. When talks collapsed, both the committee and the AFM admitted that an attempt would be made to include film in the AM-TV-FM pact now up for negotiation.

Some of these artists are currently much in the trade mind. Weston, for instance, has asked to be relieved of his a. and r. duties for Columbia on the West Coast. He prefers to retain his status as an artist and supervise recording dates and do arrangements on a fee basis.

The Coast a. and r. job late this week was still open. Weston had assured Columbia he was not returning to Capitol. The rumor of his return raised the possibility of Jo Stafford returning to that label. Miss Stafford, however, has more than four years to go on her Columbia pact.

One aspect of the Columbia story holds special interest. The upper CBS brass, which dabbles in the affairs of CRI only in time of crisis—as in the LP struggle—selected Conkling. To what extent CBS President Stanton will continue to take a direct hand in the conduct of CRI is a much-discussed matter.

## Air Checks

Brief but important radio news

Continued from page 9

Thursday (18). . . Evelyn Galanter replaces Marjorie Stearns as assistant to Pat Hurley, publicity director of WQXR, New York. . . Jud La Haye, station supervisor of WFUV, Fordham, will marry Mary Pansini of San Francisco shortly. . . Mrs. Franklin D. Roosevelt has recorded an exclusive series of 30-second spots plugging the March of Dimes for WFDR-FM, New York.

Announcer Carl Caruso, who celebrated his birthday last week, received a neat gift in the form of three new series to handle—the Eric Sevareid show (CBS), "The Shadow" (MBS) and the A. L. Alexander show (MBS).

## Smiley Burnette Tapes

156 Qtr.-Hour Shows . . . Cowboy comic Smiley Burnette is taping 156 15-minute shows, to be distributed on an open-end basis, by Radiozark, of Springfield, Mo. Teaming with the Capitol Records artist are the Whip-poorwills, Sweet Georgia Brown, Shorty Thompson and Joe Slattery.

## Merle Jones Named

Manager for KTSL . . . Merle Jones last week was appointed general manager of KTSL, CBS's newly acquired Los Angeles TV outlet. He will remain as general manager of KNX, Wilbur Edwards, the assistant general manager of WEEL, CBS-owned station in Boston will become director of KNX and CBS Pacific network operations.

## Lewis-Gering Form

Video Film Studio . . . Ed Lewis and Marion Gering have joined forces to set up a TV film production outfit, G-L Enterprises, Inc., in New York. The firm has completed a series of commercials for syndication by a group of brewers and is readying another half-hour series featuring Burl Ives. Lewis recently resigned as TV director for Hartley Productions to form the new company. Gering is a legit and film director.

## Bogart Programs

Sold in 92 Markets . . . Frederic W. Ziv Company, New York, sold its new transcribed radio series with Humphrey Bogart and Laurel Bacall in 92 markets within the first week of its offer. The series, "Bold Venture," scheduled to start March 26; is budgeted at about \$12,000 for each half hour ailer.

## Railroads Renew

Rural Web Show . . . Associated Railroads of New York State last week renewed its tri-weekly sponsorship of the half-hour farmer show on the Rural Radio Network. The New Idea Farm Equipment Company bankrolls the farm show once a week. Only a day a week on the show is left to sell.

## W. Coast Amusem't Device Makers Bid For War Contracts

### Customers Urged To Place Orders Soon as Firms Map Change-Over

LOS ANGELES, Jan. 13.—West Coast manufacturers of amusement devices, including rides, this week were reported dickering for war work.

Doug Wiser, of Electro Manufacturing Corporation here, said he is spending half of his time negotiating war contracts. He urged his customers and prospective ones to order their requirements of Lite-a-Line and Santa Anita Derby, electrical group games, as soon as possible.

Wiser emphasized that he does not want to create scare buying. Discussing his offer of several hundred Lite-a-Lines and about 75 Santa Anita Derby games, he said, "It makes little difference to us if they move fast or slow, as our factory will be working for Uncle Sam soon."

At Murdock Manufacturing Company, Venice, Charles Murdock, who owns the kiddie ride company with his brothers, Charles and Tolly, said that his firm was turning out as many rides as "material procurement would allow."

H. E. Ewart, of the H. E. Ewart Company, Compton, reported that he had recently doubled the size of his plant and now has 9,600 square feet. This firm is expecting to receive its orders for war work momentarily. While the government order is coming thru, the firm is putting the finishing touches on three Merry-Go-Rounds in its line

of kiddie rides. Ewart has 21 rides completed and these include kiddie Ferris Wheels, auto rides, street cars and airplane and rocket rides.

#### Calm About Future

Least worried over the future and facing it in his usual calmness was Louis Bacigalupi, of West Coast Organ Company. This firm recently came out with a portable organ for sound trucks, kiddie and small parks. The firm has manufactured less than 24 of these and all are sold. West Coast also has orders for several concert organs upon which work will be started soon.

Manufacturers in the field using wiring may have a slight advantage over those of heavier equipment. Government Order M-12 allows for the use of copper or copper alloy in devices used for electrical current conductivity. However, gaming devices, which may be interpreted to cover a wide range, are banned by the order.

## W. McIlwaine Takes Control Of Downie Bros.

LOS ANGELES, Jan. 13.—In a deal consummated this week, W. M. McIlwaine, of McIlwaine Canvas Company, San Pedro, took over the operation of the Downie Bros. Canvas Manufacturing Company here. Robert Downie will continue to head the Downie Bros., Inc., here, but the tent manufacturing will be handled by the McIlwaine firm, which continues under the original Downie title.

McIlwaine said that the tent manufacturing end of the business, for the present, will be conducted in San Pedro and later in Los Angeles.

## Carnival Op Signs To Run Permanent Spot

LAWTON, Okla., Jan. 13.—John L. Robinson, owner-manager of the Model Shows, has contracted to book and manage all entertainment at Doe Doe Park here in 1951. Rides and concessions will be brought in to supplement the swimming pool, ballroom and roller rink, Robinson said.

The park, which is located two miles from Fort Sill, a permanent army installation skedded for expansion, will open its ballroom February 1 with Frank Wilhelm and his combo furnishing music. The roller rink is in operation seven nights a week.

The new venture will not affect the tour of the Model Shows, for which Robinson is lining up dates.

## Sweeney-White Pact Tampa Auto Races

CHICAGO, Jan. 13.—National Speedways, Inc., has been awarded the contract for auto races at Florida State Fair, Tampa. Al Sweeney, who with Gaylord White heads the org, announced here this week.

The pact calls for three big-car meets and one stock-car event. Sweeney left for Tampa following the Missouri fair meeting in Jefferson City, while White was skedded to fly in from his La Crescenta, Calif., home.

The org also announced it signed to stage one big-car meet at the Austin, Minn., fair.

## U. S. Org Bids On B'mas Spot

LONDON, Jan. 13.—At a recent informal meeting of holders of preference shares in Butlin's (Bahamas), Ltd., whose big vacation resort spot in the Bahamas has been in dire financial straits for some time, a majority of the shareholders approved the granting of an option on the spot to an American group which has made an offer of \$4,060,000 for the resort's control.

Butlin's Vacation Village on the Grand Bahama Island, off the Florida coast, is an elaborate resort, with various forms of amusement and recreation, designed to attract American patronage. High cost of laying out the spot forced the Butlin interests to do some heavy borrowing and left them in urgent need of additional capital to complete the project.

## Hopalong Cassidy, Venice Lake Form New Operation Org

### 75G Expansion Program Skedded; Name To Be Changed to Hoppyland

VENICE, Calif., Jan. 13.—William (Hopalong Cassidy) Boyd has entered the picture here at Venice Lake Park, formerly Ocean View, with plans calling for immediate expenditure of approximately \$75,000 for expansion of the amusement area and addition of new features. The name will be

changed to Hoppyland. With an opening date tentatively set for sometime after Easter, a top-flight promotion campaign, featuring Boyd is being readied.

To throw the new set-up into gear, a new corporation is being formed. It will be headed by

(Continued on page 45)

## LEE TO RESIGN MINN. FAIR POST

### Will Retire to Farm After Serving As St. Paul Sec.-Mgr. Since 1929

ST. PAUL, Jan. 13.—Raymond A. Lee, secretary of the Minnesota State Fair since 1929, will resign from that post. The formal announcement will be made Tuesday (16) at the annual meeting of the State Agricultural Society at the St. Paul Hotel.

It will come at the conclusion of Lee's annual report, which will show that the Minnesota fair made a profit of \$252,796.38 in 1950, an amount exceeded only by the \$253,381.01 operating gain in 1947.

Lee also will report that in 1950 the fair scored a new attendance record of 905,563 and a new high of \$195,360.23 in receipts from space rentals and percentage concessions and attractions. The former high was \$177,170.35 set in 1949.

Consideration of a successor to Lee will be a major subject for discussion at the reorganization meeting of the board of managers Wednesday (17), following the election of a president, vice-presi-

(Continued on page 43)

## Pa. Farm Show Pulls Record 589,000 Gate

HARRISBURG, Pa., Jan. 13.—Pennsylvania's 1951 Farm Show, regarded as a gauge for fair attendance, set a new high record of 589,000 visitors in a five-day exhibition that closed here Friday (12).

The admission-free event, show officials said, drew daily estimated gates as follows: Monday, 95,000; Tuesday, 124,000; Wednesday, 165,000; Thursday, 145,000, and Friday, 60,000.

Show was open daily from 8 a.m. to 11 p.m. except Friday, when the doors closed at 6 p.m.

## Byers Heads Ohio Concession Men

COLUMBUS, O., Jan. 13.—Walter M. Byers, Columbus, was named president of the Ohio Concessionaires' Association at the org's annual meeting held Tuesday night (9) at the Deshler-Wallick Hotel here in conjunction with the 26th annual convention of the Ohio Fair Managers' Association.

Other officers chosen were James Gratziano, Buckeye Lake, vice-president; John Mere, Columbus, trustee for a three-year term, and N. H. Cohen, Columbus, executive secretary-treasurer.

In 1950 the OCA succeeded in releasing six games that had been on the barred list, Cohen said. Fourteen games that had been on the "non-suitable" list were given the green light in 1949 thru the efforts of the OCA.

The concession men's org, whose purpose is to work for better relations between concessionaires and fair managers and improved sanitary regulations on the grounds, now has a membership of more than 200, Cohen reports.

## Stone Continuing At Russell's Point

DETROIT, Jan. 13.—No changes in operating policy are in prospect for Russell's Point at Indian Lake, O., it was learned this week following the death December 30 of French Wilgus.

Jack Stone, a son-in-law, who has been active manager for about 15 years, will continue in a similar capacity.

## Melfort, Sask., Takes \$6,349 Loss

MELFORT, Sask., Jan. 13.—Pelted by rain on two of its three days, the 1950 Melfort Agricultural Fair wound up with a loss of \$6,349, C. G. Willis, president, announced at the event's annual meeting here.

Despite the weather, a total of \$2,441 was turned over to the fair by Wallace Bros.' Shows, which held down the midway. Fair's total assets were listed at \$30,162.

## Plan To Shelve Horan Thrill Title in East

ALLENTOWN, Pa., Jan. 13.—Discontinuance of Irish Horan's Lucky Hell Drivers thrill show title in the East appeared likely this week. Fair execs are being informed on stationary of the J. F. (Irish) Horan Corporation that there is little likelihood that an agreement will be reached with Horan for the 1951 season and that the title, which is owned by the corporation, will be shelved.

According to the letter, which is understood to be signed by the corporation's attorney, Horan was hired two years ago to operate a thrill show unit. Contract terms prohibit Horan from acting in any capacity in connection with a thrill show unit in the East for two years after the severing of his services with the corporation, it is stated.

When queried, Jack Kochman, who also operates a thrill show under his own name and is an officer of the Horan corporation, said that a second unit would probably be launched under another title. Kochman intimated that the number of dates available probably would necessitate the second outfit.

It is understood that contract terms do not exclude the Midwest territory. Also specifically excluded are Michigan and Ohio, both considered in Eastern territory.

The simulated shooting of an automobile from a cannon which Horan developed and presented last year for the first time is not involved, since this was a personal venture by him. Horan is actively

engaged in booking a thrill show unit and only last week was awarded dates at the 1951 Indiana State Fair, Indianapolis, a repeat engagement.

## NPA Grants 80% of Appeals; Okays \$18,000,000 in Bldgs.

• Continued from page 1

peal cases with an attitude that "the order is not intended to work as an undue hardship" to any amusement enterprise which has already "inextricably" committed to construction outlays in excess of \$5,000 at the time the NPA's crackdown order was issued a month and a half ago. In the period during which the ban has been operating, the NPA has handled 125 "undue hardship" appeals cases, and has granted appeals in four-fifths of them.

The grants were given to amusement enterprises covering a wide range from drive-in theaters and fair grandstands to park buildings, stadiums and auditoriums for use in concerts and legit theaters. Among the biggest single grants was one given to Rochester, N. Y., for a \$4,041,000 construction of a war memorial building which will house several amusement enterprises. Other grants included the following:

One for \$240,000 for a grand-

stand for the Agricultural and Mechanical Association, Washington County, Hagerstown, Md.; \$270,000, Veterans Memorial Building, Santa Rosa, Calif.; \$22,800, municipal park rifle range, San Mateo, Calif.; \$109,324 bathhouse, Chicago Park District; \$100,000, Community Theater Guild Playhouse, Springfield, Ill.; \$2,500,000, Student Memorial Building, University of Colorado at Boulder; \$12,000, addition to Shuffleboard and Bridge Club, San Diego, Calif.

Among grants made by NPA for work on drive-in theater construction were the following: Sunrise Auto Theater, Inc., Valley Stream, L. I., \$15,000, in additional construction; drive-in theater near Pell City, Ala., \$15,000; drive-in theater in Chickasaw, Ala., \$65,000; Great Plain Amusement Company, drive-in theater, Lincoln, Neb., \$105,000; Modern Theater, Inc., Tulsa, Okla., \$120,000.

Fewer than \$3,000,000 in proposed amusement construction was

involved in rejected appeals cases. An NPA spokesman warned against "undue optimism" as the result of the agency's top-heavy box score in favor of grants. "It may well be," said the spokesman, "that from now on we may find it tougher to go along with the appeals, inasmuch as most of the cases handled up to now have involved enterprises which were caught with heavy financial commitments when the order came."

The spokesman added that, from now on, fewer cases of that nature would be expected to turn up. The NPA's order prohibits all types of amusement construction not "directly" related to the defense effort to the extent of \$5,000 in any 12-month period. Remodeling and other construction beyond that amount in amusement enterprises requires specific authorization from NPA and, according to NPA, is authorized only when "undue hardship" under the order can be proven.

# The MIDGE-O-RACER

KIDDIE-KONTROLLED



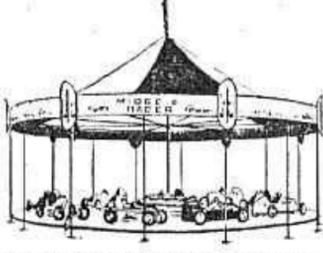
The BIG STORY in Kiddie Ride news is the high grossing performance of Eyerly's Sensational Midge-O-Racer—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Eyerly development—that is rapidly winning the top spot in Kiddie appeal and earnings.

A sturdy, flashy, authentic miniature race car—with a new exclusive steering feature attraction.

Phone, wire or write for additional details about this sensational money winning ride.



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Originators and manufacturers of the Octopus, Koloplane, Flyoplane, Rockoplane, Midge-a-Racer and Bulgy

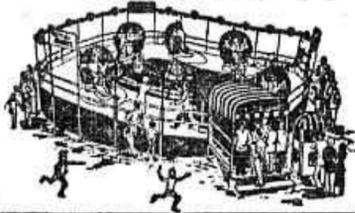
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Prominently  
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SPRINGVILLE, NEW YORK

### FOR SALE MERRY-GO-ROUND

30 ft. 2 abreast, with 20 jumping horses made of aluminum. Beautifully decorated, pulled by an Allis-Chalmers engine, with a Camel top and sidewall. Rides adults and children, brand new from top to bottom. Price is \$5500.

Material is short and gone up, but our price remains the same. We have enough material on hand to build 5 more Rides. If you want a Merry-Go-Round for spring delivery, you had better order it now, as we just took orders for seven Rides, and we deliver our Rides on time the day you need them.

Jay Warner, Box 181, Bay St. Louis, Miss. Phone 9121

### FOR SALE MERRY-GO-ROUND

3 abreast with 30 jumping horses. 36 ft. in diameter. Beautifully decorated, pulled by an Allis-Chalmers engine, with a Camel top and sidewall. Rides adults and children. Brand new from top to bottom. Price is \$7200.

Material is short and gone up, but our price remains the same. We have enough material on hand to build 5 more Rides. If you want a Merry-Go-Round for spring delivery, you had better order it now, as we just took orders for seven Rides, and we deliver our Rides on time the day you need them.

Jay Warner, Box 181, Bay St. Louis, Miss. Phone 9121

## LOOK! PARKER DOES IT AGAIN

Mr. Phil Daniello, of Syracuse, New York, writes: "The Merry-Go-Round has given us fine service, and is a very nice looking machine and I do like it very much." Note—Mr. Daniello's machine is a Teen Ager De Lux, delivered this spring. We will maintain last season's price if possible. Send your deposit today. Prices start from \$5,575.00 for a Teen Ager adult machine.

### C. W. PARKER AMUSEMENT CO.

Leavenworth, Kansas

## EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Bank terms.

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<b>STOCK TICKETS</b>	<b>ROLL TICKETS</b>	<b>PRINTED TICKETS</b>
10 ROLLS... \$ 5.00	Printed to Your Order	10,000.... \$ 8.50
50 ROLLS... 19.00		30,000.... 14.00
100 ROLLS... 37.00		50,000.... 17.00
		100,000.... 28.00
Rolls are 2,000 each Size 1" x 2" Double Coupons Double Prices	<b>ACE</b> Forms Mfg. Co., Inc. 65 Bleecker Street New York 12, N. Y.	

## CLOSE-UP: AUREL VASZIN

# Ride Vet Credits America, Hard Work for Climb to Top

By WILLIAM J. SACHS

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

AN OLD prescription concocted of sweat, hard work, rough knocks, and the fabulous opportunities offered by a friendly America, worked wonders with a frail immigrant lad of 19 who landed in New York in 1904, with his sole possessions a wicker keister, \$9 in his kick and a firm determination to succeed in the strange land of which he had been dreaming for years. That lad, who made the trip solo across the Atlantic in steerage from his native Roumania was Aurel Vaszin, president and sole owner of the National Amusement Device Company of Dayton, O., one of the nation's leading manufacturers of kiddie riding devices and sundry show equipment.

### Born in Roumania

Born in 1885 in Cernetiaz, Roumania, Vaszin, at the age of 13, was destined to follow in the footsteps of his father, a barber. Young Vaszin's mother, however, nixed the idea of her son becoming a tonsorial artist. Things weren't too flourishing for a barber in Cernetiaz. Too many people apparently were cutting their own hair. Her boy should learn a more flourishing trade. Young Vaszin himself, hankered to be a blacksmith or metal worker, but Mama Vaszin chilled that idea, too. Her son was too frail for such a rugged calling. It was finally determined that he become a cabinetmaker and the next four years found him mastering that trade in Timisara, Roumania, a short distance from his native Cernetiaz.

A full-fledged journeyman at 17, young Vaszin spent the next two years plying his trade thru Roumania and Germany, but during all that time visions of the opportunities in far-off America kept dancing thru his head. After much persuasion, he finally succeeded in selling his father on the idea of loaning him 150 kronen for a steamship ticket to New York, and soon thereafter he was bound for Hamburg, Germany, to board a ship bound for the promised land.

### Starts as Ditch Digger

Once in New York, his nine-buck surplus wouldn't last long and it was imperative that he latch onto a job, but quick. On his second day there he connected with a construction crew digging ditches. His talents with the tools of his own profession soon became apparent and shortly thereafter he was on the construction company's payroll as a carpenter. He worked in that capacity around the Big Town until the spring of 1913, when John Miller, chief engineer with the Ingersoll Engineering Company, offered him the opportunity to go to New Haven, Conn., where the firm was erecting a Racing Coaster. That marked Vaszin's first work on an amusement device and it also marked the beginning of a warm friendship with Miller, who later was destined to aid Vaszin in launching his own riding device and show equipment firm.

In the fall of 1913 Vaszin went to Lakeside Park, Dayton, O., to assist in the remodeling of the park then operated by Jim Kirk and acquired soon after by Ed Lauterbach. Early in 1914 Vaszin went to work for Fred W. Pierce, who then was erecting a Coaster on Jefferson Avenue in Detroit, and the following year went to Luna Park, Cleveland, to supervise the building of a Coaster, Merry-Go-Round and Funhouse for the Philadelphia Toboggan Company. It was in 1917, while working for Zarro & Unger, makers of Funhouses and illusion cabinets, in Beaver Falls, Pa., that Vaszin conceived the idea of going into business for himself.

"It was then that I first felt that the riding device and supply business was for me," Vaszin stated. "I was convinced that a man who worked hard to put out a quality product at a fair price and dealt squarely with his customers couldn't miss in this business. And I still feel that way about it." It was late in 1917 that Vaszin, aided by his good friend, John Miller, landed his first contract to build a Funhouse on his own for Otto Welsh at Ocean View Park, Norfolk, Va. Work began rolling in for the new firm. Early in 1918, Vaszin built his first Roller Coaster cars for Kennywood Park, Pittsburgh, and soon thereafter inked a contract to build a Funhouse for Henry A. Guenther at Olympia Park, Irvington, N. J.

### Locates in Dayton, O.

Late in 1919, Vaszin found it necessary to look around for a permanent quarters for his new-found venture. Armed with a grouch bag loaded with \$2,500, Vaszin hit out for Dayton, O., to scout for a location. After weeks of futile search for a building to rent, Vaszin gave up on the idea and decided to acquire a building of his own. He finally found some-

(Continued on page 44)



AUREL VASZIN

# N. J. Governor Wars on Billing

TRENTON, N. J., Jan. 13.—Of interest to outdoor showmen and promoters making use of billboards is the announcement of Gov. Alfred E. Driscoll that he will push New Jersey's program of eliminating advertising billboards from the State's highways.

He said the State is working on an agreement with outdoor advertisers under which the boards destroyed by last month's storms would not be rebuilt in "certain scenic areas." Driscoll expressed concern over "hot dog stands and some of the private enterprises that have sprung up along our highways."

He said the campaign to curb the boards would require new laws as well as the co-operation of municipalities. Recent conferences between State officials and outdoor advertising representatives were constructive, he said.

## Fairman Elected Mayor

WAYCROSS, Ga., Jan. 13.—Ralph Herrin, vice-president of Dixie Fair Association here and for the past three years a member of the city commission, has been elected mayor of Waycross.

## HOW ABOUT A NEW BIG ELI WHEEL FOR 1951?

Are you considering a new Wheel for your Park or Show next year? NOW is the time to be thinking about it.

Due to the present material shortage, only a limited number of BIG ELI Wheels will be available for 1951. Several orders are now on file and more are expected in the near future. Do not wait, make your plans NOW.

Write for Price List A-63, which lists prices and specifications of all standard model BIG ELI Wheels.  
**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
808 Case Ave., Jacksonville, Illinois

## WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES

In addition to our complete line of Popcorn Supplies and Peanuts, we are now West Coast distributor for GOLD MEDAL PRODUCTS CO. Now we have everything you need for:  
• SNOW CONES • COTTON CANDY  
• CANDY APPLES • POPCORN  
When you are west of the Rockies see us first. 24-Hour Service.

**A. UNGER CO., Inc.**  
105 Golden Gate Ave. at Jones St.  
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## FOR SALE

One 22 ft. Chairplane used only 13 weeks, fully equipped Fence, Ticket Box, LeROI Engine, new factory Paint Job, like new.

Price \$2,700.00  
**SMITH & SMITH, INC.**  
SPRINGVILLE, N. Y.

# BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin  
Amusement Industries, Box 2, Dayton 1, O.

## CONCESSION FRAMES

Of all kinds. Wooden Milk Bottles, pints, \$1.25 each; quarts, \$1.75 each. Hoop-La Blocks, \$1.00 each. Pitch-Till-You-Win Blocks, \$2.00 each. For Sale—Used complete Kiddie Whale Ride, \$800.00; Venetian Swines, complete, \$395.00; Pea Pool Table, complete, \$50.00.

**LEONARD'S CONCESSION CO.**  
164 Rockland St. New Bedford, Mass.

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• EVERY Week!  
**DIRECT TO YOU!**  
**ON TIME!!!**  
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The Billboard  
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Please enter my subscription to The NEW Billboard for 52 issues ONLY \$10.

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# Talent Topics

By CHARLES BYRNES and JIM McHUGH

Thomas E. Pearson, formerly with Pearson Brothers and Weaver Brothers and for a time with Earl Carroll's Vanities, is in University State Hospital, Iowa City, Ia., and would like to read letters from friends. . . . Acts appearing on the CBS-TV "Big Top" show January 6 included Howard and Wanda Bell, the Antaleks, the Cantons, Gautier's dogs and ponies and Valerie and Colman. . . . Carmen Lee, former Side Show annex attraction, who last season switched from outdoor showbiz to the night club circuit, recently concluded a series of successful engagements in Texas.

Peejay Ringens, bicycle dive, who was seriously injured in New Orleans during the outdoor season, letters from his Miami home that he is slowly on the mend. After being confined to a wheel chair for weeks, he is now able to move around with the aid of crutches. Ringens reports his

plans for the future are indefinite but if he is unable to perform himself, he will produce another act. . . . The Four Cathalas, novelty, opened on the stage bill of the Oriental Theater, Chicago, Thursday (11).

The Juggling Jewels were struck with misfortune while on a recent tour of Southern army camps. While playing Alexandria, Va., their trailer was demolished by a tornado. The girls escaped unharmed and headed back for New York, minus the trailer, which they had owned but several months. . . . Roth and Shay, comedy acros, have finished a long tour of Europe and expect to return to the United States Friday (19).

In recent weeks Joe Beach, of Chicopee Falls, Mass., visited Euster West and Lucille Page, Leni Lynn, Trampo Looneys, Clem Bellings, Buddy Walker, Gauthier's Bricklayers, Carroll Sisters, Billy Romano, Le Van and Lee and Bob and Diane all at the Court Square Theater. At Valley Arena Gardens, Beach called on the Oliver Sisters, Chester Dolphin, the Fontaines, Blue Barron, Hal Leroy and the Five Harstons.

The Los Aeros are at their home in Louvale, Ga., building a new apparatus for their jet airplane rig. . . . Joe Lemke, chimp act owner, recently took delivery on a new lightweight motorcycle to be ridden by his chimp, Susan, on their winter circus dates. . . . Jack Andrews, whip artist and Brahma bull trainer, infos from his Lake Butler, Fla., home that he recently added a small white mule to his act for a comedy touch. Jack also took delivery on a new track to transport his animals.

Following her tour in Argentina, Miss Gabrielle and her high school horse have returned to Montevideo for a two-month engagement with the Gran Circo Norte Americano. Also on the bill are Captain Kunzleman, seals, and the Flying Victors, flyers. . . . The Reddings, trampoline, are skedded for a stint on ABC-TV's "Super Circus" January 21. . . . Larry Griswold, comedy trampoline, has been commuting between his Cedar Rapids, Ia., home and Chicago where he has been playing club dates.

Con Colleano, wire walker, and his wife, Winnie, take off by plane from Los Angeles January 19 for Australia to open theater dates about February 14 in Brisbane. While here Mrs. Colleano will visit with her family, the Trevaills, whom she has not seen in 12 years.

## Lee To Resign

Continued from page 41

dent and three members of the board Wednesday morning.

Robert J. Lund, president of the fair, declined to say who might be named as successor to Lee. This, he said, was a matter for the board to decide.

Lee said he plans to retire to Long Prairie, Minn., his former home. His association with the fair began in 1901, when he worked as a clerk in the concession department. From 1903 until 1924 he was assistant superintendent of the machinery department. In 1924 he was elected to the State Fair Board of Managers from the Sixth Congressional District, and he served as superintendent of the concessions department until 1929.

### Filled Post Since '29

He was named secretary of the fair in 1929 and had served continuously since that time.

Lee graduated from Hamline University in 1904 and was associated with his father in the banking business at Long Prairie. He was a director and treasurer of the Todd County Fair for 35 years. Lee also was a trustee of Hamline University for 22 years, including 18 years as president of that board.

He is a past-president of the International Association of Fairs and Expositions, the International

Publicist Frank Marcheson is now connected with the Liberty Broadcasting Company, New York. . . . Johnny Grant, remembered as a top Thrill Show narrator and now a Hollywood radio-video announcer, spent the holidays at his home in Goldsboro, N. C. En route, he stopped off in New York where he visited the Irish Horans.

Affable Ed Kelmans, operator of Indian Point Park at Peekskill, N. Y., is deep in community service at present. Ed reports that he has been appointed civil defense director for New Rochelle, N. Y., and that he heads up a committee which provides entertainment at the Delano Roosevelt Veterans' Hospital in Crugers, N. Y. The committee presented all patients with Christmas gifts and staged a dance for them.

Ben McNamus has resigned as publicity director of Long Beach, N. J., to join the J. Robert Mendie ad agency here, which handles publicity for Riverview Beach Amusement Park.

Jimmie Van Cise, now booking the White Horse Troupe and Super Auto Thrill Circus, also owns an under water gal act, "Serena." Gal is Ann Jensen, for many years with Lottie Mayer's Disappearing Water Ballet. Van Cise is making fair conventions with his back in a cast while recovering from injuries sustained in an automobile accident. At the Indiana convention Van Cise and Sunny Bernet joined in pointing out that Bernet still retains the White Horse Troupe but that he has booked white horses in Van Cise's combination horse and auto unit for the season.

Dick Geist, flack chief at Rockaways' (N. Y.) Playland guested on the Zeke Manners WJZ-TV show Thursday afternoon, (11). Dick displayed a new miniature of the park built for the spot by the Lionel Corporation, makers of toy trains. . . . Leon N. St. Germain, Armando J. Baldelli and Frank F. Lewyant have been awarded a contract to operate the cafeteria at Ocean Beach Park, municipally owned and operated New London, Conn., funspot.

Bernie Mendelson, of O. Henry Tent & Awning Company, Chicago, was recently installed as senior warden of Kismet Lodge 1107, A.F.&A.M. . . . Helen Tiekens Geraghty, producer of pageants at the Chicago Fair of 1950 and the Railroad Fairs, was tendered a dinner by the Chicago College Club Friday (12).

Hank Shelby, refreshment manager at Flint (Mich.) Park Edge-water Beach, Detroit, for several seasons, is retiring from the park business to open the Century Bar and Hank and Carl's Barbecue in Kansas City, Mo.

James Paul, manager of the Edmonton (Alta.) Exhibition, has indicated interest in having the fair board sponsor a thrill show this year. A delegation of Edmonton directors will discuss the proposal with other Class "A" fair representatives at the meeting of the Western Canada Association of Exhibitions, in Winnipeg January 23-24.

An estimated 350 showfolk honored Carl J. Sedlmayr, outgoing president of the Miami Showmen's

Motor Contest Association and the Midway Club, a St. Paul group. He is a Rotarian and Shriner.

Lee's annual report to the board on Tuesday will show that the 1950 grandstand attendance of 323,625 was only slightly below the record 324,274 of 1947. He explained that rain on one day during the 1950 run prevented the setting of a new high.

### Building To Be Ready

Lee reported that construction is progressing well on the new \$1,200,000 Livestock Coliseum and that it is expected to be completed six weeks in advance of this year's fair, August 25 thru September 3.

The board has earmarked \$225,000 of the 1950 profit for construction of a new administration building and development of the surrounding area, it was reported by R. C. Sorenson, State fair treasurer. Construction will be delayed until conditions permit the work, he said in his report.

A balance of \$227,464.94 will be available for operation of the 1951 fair, Sorenson stated.

# Out in the Open

Association, Friday (5) at a party in the organization's clubrooms. Following a turkey dinner and songs by some of the lady guests, the evening was topped off with dancing.

E. W. (Deak) Williams, secretary of the Iowa Fair Managers' Association and Manchester (Ia.) Fair, is confined to a hospital in Manchester.

Joe Rinaldi, maintenance foreman at Palisades (N. J.) Park, has been forced off the job for two weeks by a stomach ailment. Joe McKee, park superintendent, reports that maintenance work is proceeding well. A German technician was expected in New York Monday (15) to begin work on the Rotor, German ride.

## Sally Rand To Head RAS Unit at Tampa

CHICAGO, Jan. 13.—Sally Rand will be back on the Royal American Shows for one stand—the Florida State Fair, Tampa, Carl Sedlmayr Sr., RAS owner, disclosed here today. No name star yet has been signed to head the Royal American's revue for its regular season. Negotiations are under way to secure one Sedlmayr said.

Sedlmayr stopped off here en route from Tampa to St. Paul, where he will attend the Minnesota Fair Convention before heading for Winnipeg and the Western Canadian Class A fair circuit meeting. Bob Lohmar, org's general agent, is accompanying Sedlmayr on the trip. At St. Paul they will be joined by C. J. Sedlmayr Jr., who will continue with them to the Winnipeg meeting.

## Foam Lake Nets 3G

FOAM LAKE, Sask., Jan. 13.—Foam Lake Agricultural Society's receipts for the year totaled \$18,519 and expenditures were \$14,626. H. J. Hegalson was elected president.

**"Big-Ride" Performance!**

**ALLAN HERSHELL KIDDIE RIDES**

Count on Allan Hershell to build the BEST in Kiddie Rides! Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

KIDDIE AUTO RIDE ★ LITTLE DIPPER  
SKY FIGHTER ★ KIDDIE BUGGY RIDE  
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Made by the makers of Carrousel, Whiz Bang, Caterpillar, Moon Rocket, Loop, Hurricane, Water Scooter and other famous riding devices.

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World's largest manufacturer of amusement rides

**MAKE \$100.00 A DAY**  
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Our new Super Deluxe new style head, bowl brushes, holders, spindle. Smooth running. Heater reheat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—send your machine in now for check-up

**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Avenue Nashville 4, Tenn.

**FOR SALE**

1 New General Motors Diesel Generator Set, 60 Kw., 220-440 3 Phase, A.C. Generator, Model 6016-E. \$4975.00  
1 New General Motors Diesel Generator Set, 30 Kw., 220-440 3 Phase, A.C. Generator, Model 3016-E. \$3250.00

**Alabama Machinery & Supply Co.**  
Montgomery, Alabama

**3000 BINGO**  
No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Five Calling Numbers, 75¢; Wood Calling Numbers, 51¢; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$5 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. 10¢ ea.

**3000 KENO**  
Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.

Set Numbered Ping Pong Balls . . . \$15.00  
Replacements, Numbered Balls, ea. . . . 40  
3,000 Jack Pot Silps (strips of 7 numbers), Per 1,000 . . . . . 1.25  
Midweight Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow . . . . . 2.00  
Per 100 . . . . . 2.00  
3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M . . . . . 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M . . . . . 2.50  
Scalloped Edge, Green only, M . . . . . 2.00  
Smaller Size, 3/8" diam. Red or Green Plastics, M . . . . . 1.50  
Adv. Display Posters, size 24x36, Ea. . . . . 15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3 pieces layout for M . . . . . 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. C a r d s o r a r d Markers, 2 sizes, 1/4 inch dia., 1800 to 1b.; larger size 3/4 dia., 1000 to 1b. Either size, 1b. . . . . 85  
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.  
Send for illustrated circular. For \$35.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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POPCORN KETTLES  
PORTABLE POPCORN STANDS  
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POPCORN . . . OILS . . . BOXES  
BAGS . . . COLORING . . .  
ALL TOP QUALITY MERCHANDISE  
AT MONEY SAVING PRICES

**KIDDIE RIDES**

Write for catalog . . . current prices  
**Concession Supply Co.**  
3916 SECOR RD., TOLEDO 13, OHIO

**New Chevrolet CARS AND TRUCKS**

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

**JOHN BUNDY**  
REPRESENTATIVE

**Haus-Standard Chevrolet**  
1325 STATE ST.  
EAST ST. LOUIS, ILL.

**FOR LEASE**

Luncheonette Stand with equipment—exclusive rights for Eats and Drinks on pier at Savannah Beach, Georgia. This is the only pier on beach over Atlantic Ocean. We have one pier roller skating rink, dancing, arcade, amusement rides, concessions and fishing facilities. Golden opportunity for right party.

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BOX 179, SAVANNAH BEACH, GA.

Multiplex Faucet Co. Serving the Trade 45 Years

a 3 1/2% Profit on a 5 Cent Sale!

**The Multiplex ROOT BEER BARREL**

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS.

Manufacturers: **MULTIPLEX FAUCET CO.**  
STURDY OAK STAINLESS STEEL HOOPS  
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**TRAILERS FOR ALL PURPOSES**

Fully equipped. Priced to suit your pocketbook.

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11575 S. Wabash Ave. Chicago 28, Ill. Phone: Waterfall 8-2212

**"GOOD NEWS!!!"**  
You Can Make More Money With "THE TURF"

All-Electric Race Horse Derby for Parks—Beaches—Carnivals. Bad news—because of Korean situation production will be limited and prices go up when present stocks are exhausted. SAVE MONEY—Write NOW for photo and information.

**ELECTRONIC GAMES, INC.**  
Greensburg, Pa.

**ORDER NOW FOR SPRING DELIVERY**  
CATS, DOLLS, TENTS AND BOTTLES.

Specializing in Queen A, Queen B, Lapland and Newman Dolls. Six Cats and complete outfit. Prices up Jan. 1, 1951. Send for Catalog.

**THE TAYLOR GAME SHOP**  
Columbia City, Indiana  
CARL H. SNEPP—MALON NORTH—Owners

**Concessionaires—Read, Think, Act!**

Due to Government restrictions on basic metals, concession equipment may become scarce—and definitely will increase in price. Why not save money—and avoid inconvenience—by anticipating your next season's needs? Poppers still have a full selection of new and used equipment for popcorn, floss, snowballs, etc., at reasonable prices. Write today for more information! WE CARRY A YEAR-ROUND INVENTORY OF SUPPLIES AND EQUIPMENT.

**POPPERS SUPPLY CO., INC., of Phila.**  
1211 N. 2nd St. GARfield 6-1616 Philadelphia 22, Pa.

**Flameproofed**  
**Flamefoil Tent Fabrics**



Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities have approved.

Flamefoil . . . flameproofed, resistant to water, weather and mildew.

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### Canadian Exec Lauds Shows As Ad Media

WINNIPEG, Man., Jan. 13.—The value of traveling carnivals as a medium of establishing personal contact with the public was pointed out here recently by an official of the Canadian government.

Fred G. McGuinness, public relations officer for the Unemployment Insurance Commission, in an address before the Manitoba Electrical Association, said that in paying out more than \$9,000,000 annually in unemployment benefits and finding jobs for 200,000 persons, the Commission is a big business and requires advertising.

"Ordinary advertising does not serve the purpose of explaining the various functions of unemployment insurance," McGuinness said. "Instead, personal contact is necessary."

By traveling with the Royal American Shows, and attending fairs across the country, the public relation department of the Commission has gained a total audience of 1,300,000 people, he said.

Pictorial displays and panels, literature and sound movies help to explain the functions of the various departments of the Commission to the people, McGuinness added.

McGuinness travels with the show for six weeks each summer.

### Ride Vet Credits America, Hard Work for Climb to Top

• Continued from page 42

thing to fit his pocketbook, a building, 24 by 120 feet, on the grounds of the Soldiers' Home in Dayton, which during the Civil War had served as a barracks for the Union soldiers.

Vaszin and his crew dismantled the old but sturdy structure piece by piece and transported it to a lot which he had leased. With his last remaining few dollars, Vaszin erected and remodeled the building to fit his needs. When he was criticized for erecting the structure without a foundation, Vaszin shushed his critics with, "Is it better to have a foundation or a roof? I've spent my last dime for a roof to keep the rain out, so the hell with a foundation." So the old building went up without a foundation and stood that way until torn down for a modernization program not too many years ago.

But Vaszin found himself confronted with still another major problem. With his stake eaten up by the building, remodeling and lease, Vaszin found himself without a power saw for proper operation. He finally promoted a portrait painter with \$200, cut him into the business as a partner, and bought the necessary saw. The partnership was short-lived, however, and before the year was out Vaszin bought out his partner's interest to go it on his own.

Today, Vaszin's National Amusement Device Company occupies 40,000 square feet on the site of the original building and employs some 60 people. In addition to amusement devices, such as Roller Coaster cars, illusion cabinets and such kiddie rides as Ferris Wheels, the Century Flyer Miniature Railroad, Old Mills, Buggy Ride, Chute the Chutes and the like, the firm is working two shifts a day knocking out such things as landing gears, brake drums, truck wheels, trailer jacks and sundry other defense items. The firm's rides and show equipment are shipped to all parts of the world.

**Took Hard Knocks in Stride**

Vaszin has come a long way in his more than 30 years in the business and his firm today is an important cog in the highly industrialized Dayton area, but it hasn't all been peaches and cream for the Roumanian immigrant. He faced numerous heart-breaking obstacles in his many years in the business and more than once, thru persistence and determination, beat down adversities that would have caused many a less-determined businessman to toss in the towel. Soon after the crash of 1929, he found himself with \$75,000 in bad accounts which he couldn't collect, while his own creditors had the hounds snapping at his heels trying to weede money out of him. But Vaszin battled it out and won.

Vaszin weathered still another major storm. In 1928 he had leased 50 acres in Dayton and built on it Forest Park, a combination amusement park and zoo, which Vaszin operated on his own, serving in virtually every capacity from manager to press agent. The funspot flourished for several seasons but after the crash of 1929 things dropped off and operation in the early '30s became increasingly rugged. Finally, in 1935 the roof fell in. The man who owned the grounds foreclosed, Vaszin lost everything he had stuck into the spot, and soon found himself devoting his full time to his ride and equipment business.

**Citizen of the Week**

Vaszin has never for a single instant regretted the day he set foot on American soil, and today he is one of the nation's top propogandists on Americanism. He takes an active part in Dayton's civic

affairs and late in December was honored by the Dayton Junior Chamber of Commerce as Citizen-of-the-Week for his philanthropy and activity in civic projects. Station WING, Dayton, on the occasion, dedicated a 15-minute program to his honor depicting his progress in the amusement device field. He was also lauded for his donation of a miniature train to the 400 underprivileged children at the American Legion's Past Commanders' Camp at Coloma, Wis. Representatives of the radio, television and press also honored Vaszin on the occasion at a luncheon arranged by the local Junior Chamber of Commerce.

Possessed of a sharp sense of humor, Vaszin is known to many intimates in showbiz as Dutch Vaszin, a monicker that stems from his pleasing dialect which is as affectuous as the perpetual twinkle in his eye. While he is comfortably fixed financially for retirement whenever he choses, he never gives it a thought. He's as hard a worker today as when he first started in the business.

**Credits His Wife**

He resides with his wife in a comfortable home that is completely surrounded by his present plant, and Vaszin is careful to stress that fact that much of his success can be attributed directly to the kindness and patience of his good wife. They have no children. Vaszin spends most of his time in his new and ornate offices or in meandering thru his factory to keep things humming. Vaszin is a master of four languages—English, German, Roumanian and Hungarian—and his 86-year-old mother and three sisters still reside in his native Cernetiaz. His father passed away there just before the outbreak of World War II.

Vaszin prides himself especially on two things—that he has never lost a customer in his many years in the business and the fact that no accident was ever attributed to the faulty workmanship of any of his rides or show equipment. And, when speaking with Aurel Vaszin, it isn't difficult to surmise that the luckiest day in his life, save for the day he married his wife, was when he stepped off the boat in New York harbor to become a part of this wondrous America.

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WINTER ADDRESS  
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 SARASOTA, FLA. TEL. 35-172

### Mahi Shrine Date to Endy

MIAMI, Jan. 13.—Endy Bros.' Shows have been awarded the contract for the Dade County Shrine Fair to be held here March 8-15, George W. Leonard, who recently was appointed shows' press agent for the winter, said this week. Ross Jordan is managing the fair for the Mahi Shrine Temple, Leonard said.

Leonard also reported that the shows recently concluded successful stands in the Coconut Grove sector and in North Miami. He added that an Endy Bros. unit has been issued a permit to play Key West, Fla., for about four weeks. Work is under way in local quarters for the 1951 season.

### Carano Elected

DETROIT, Jan. 13.—John Carano was re-elected president of the Billposters' Local 94. Other new officers are Norman Miller, vice-president; Michael Noch, business agent; Matt Kobe, secretary-treasurer; William Wilkinson, Andrew Konkoly, and Cass Frederick, trustees.

### Dallas Women Hold Memorial

DALLAS, Jan. 13.—Lone Star Show Women's Club of Texas honored its deceased members at memorial services in the Baker Hotel here Thursday (4).

Mrs. Phil G. Little and Mrs. Denny Pugh placed flowers on a replica of showmen's rest, erected in the hotel's main banquet room. Evelyn Harrell, chaplain, read the invocation and Rev. W. W. Phares delivered the principal address.

Members who died in 1950 were John Granger, M. Evelyn McKibban, Marietta (Honey) Vaughn, Rose Marie Ruback and Charles White.

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HARRY SOMMERVILLE

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### Gravelbourg Elects

GRAVELBOURG, Sask., Jan. 13.—Louis Braconnier was re-elected president of the Gravelbourg Agricultural Society. Annual fair will be held July 1. A calf club will be sponsored by the society.

### Carnival Routes

Stepheus, C. A.; Inverness, Fla.

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Stepheus, C. A.; Inverness, Fla.

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## GUENTHERS LAY PLANS

### Bad Omens Fail To Forestall Optimistic Outlook at Olympic

By TOM O'CONNELL

IRVINGTON, N. J., Jan. 13.—Robert Guenther, treasurer of Olympic Park here, envisions a season of solid grosses in 1951 and says so with full knowledge of an embroiled international situation, possible extension of government controls and the fact that park's Roller Coaster was severely damaged by a recent storm.

Stipulatory part of this optimistic outlook is that good operating help be available for the coming year. This may be the rub. Also there have been somewhat vague statements by government officials concerning increased production, which would mean reassignment of manpower, to date, the whopping defense contracts of World War II days have yet to be allocated.

Olympic depends for patronage upon Essex and Union Counties, an area which has a fair share of heavy industry and numerous light manufacturing plants. If an increased number of defense contracts are let, good operating help may be weaned to the higher wages usually prevailing in such situations. Another factor is the virtually assured faster pace of draft calls by the military. On the other side, Guenther sees a possible return of the free-money era of war years.

#### Family Trade Biz

Olympic is largely a park based on tradition and neighborliness, and under present plans of Henry Sr., and Robert and Henry Guenther Jr., the operation will continue in that vein. Accent is on attracting repeat family trade rather than on overwhelming publicity and promotion and one-shot biz. No new rides will be added next season, and Henry Sr. remarked that he cannot remember a change in concessionaires at the spot in the last 10 years.

Sturdy fixture Joe Basile and his Madison Square Garden Band again will furnish concert music and back free acts at the spot next year. The George A. Hamid Agency is park's talent supplier. The Guentheres were represented at the recent Chicago park convention and viewed the latest models, but the decision to add no new devices is based on the fact that no room is available. Rides of tested value will remain rather than be eliminated for devices the worth of which the Guentheres do not know first hand.

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Amusement and Fun for sale, plus 27% return on your money and by the route of popular demand. We offer modern Amusement Park consisting of 12 wooded acres. All equipment and buildings in A-1 condition. Located on 1,100 ft. frontage on Lake Ontario. Privately owned Pier accommodates American and Canadian yachts. Parking for 1,000 cars. Dining and Dancing facilities for 800, all overlooking the lake, 42 ft. octagon bar equipped with up-to-the-minute coolers, etc. Complete electric kitchen. Midway of 11 am. Boat swings. Merry-Go-Round with electric organ. Oceanwave Chair Plane. Large outdoor Pavilion, Picnic Tables and Benches for 700. 4 Cottages. At a time when amusement equipment has soared in price and become scarce this is a gold mine. Owner selling because of illness. All appointments must be made through exclusive broker.

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#### FOR SALE 30 Skee Ball Alleys

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#### MINIATURE TRAINS

The Custom Built to Order Line. Steam, Diesel, Gas, Amusement and Industrial Types. Track Gauge, 12" to 36"; portable, permanent. Up to 300 passenger cap. Light Rail. Trade-ins accepted. 8"x10" photos and details \$2.00 (refund first order).

#### IRON HORSE LINES

104 MAIN ST. WARREN, MASS.

Outings and picnics again will provide a solid chunk of Olympic's biz in 1951. These outings are more along the lines of special days since commercial firms and other organizations sell ticket strips to customers rather than having a company bring its employees to the park en masse. The Guentheres usually stage seven or eight of these special days, starting with the week-end after July 4 and ending the week-end before Labor Day.

Word-of-mouth advertising pays off. Robert said that last season a bus company transported one load of passengers from a comparatively distant Long Island community to Olympic. Before the season was over the same bus firm brought an additional 29 groups without any special effort by the park management. These groups get free admission and cut-rate ride prices, and the bus uses the spot's parking lot gratis. Many unsolicited picnics are held at the park in the same manner.

### Shopping Center May Lead Doolan To All-Day Sked

CHICAGO, Jan. 13.—Erection of a major shopping center near Greenoaks Kiddieland here probably will bring a change in the playing schedule for the funspot.

M. J. Doolan, owner of the Kiddieland, said in Los Angeles, where he is vacationing, that he plans to open his park at 9 a.m. and continue thruout the day. He said he may return to Chicago earlier than he had expected.

He purchased the 20-acre Kiddieland site eight years ago and has operated the spot for five years.

### Meeting Called To Discuss Book On Ride History

NEW YORK, Jan. 13.—Edward J. Carroll, president of the National Association of Amusement Parks, Pools and Beaches, has called a meeting here for January 24 to discuss possible publication of a history of the outdoor amusement ride business as compiled by W. F. Mangels, New York.

Those who have been asked to attend include A. B. McSwigan, N. S. Alexander, George A. Hamid, Paul H. Huedepohl and Mangels.

DETROIT, Jan. 13.—Chimpanzee trainers at the Detroit Zoo were given separate recognition on listings of city employees by city council. Heretofore the three men had been classified under the general title of animal trainers. The new title carries with it a pay scale of \$1.76 to \$1.81 per hour.

## HOPALONG, VENICE IN NEW PARK ORG

Bill Boyd To Appear at Opening; Hopyland Will Be Spot's New Tag

• Continued from page 41

Clifford Enger, formerly a member of the legal firm of Enger & Hiller. Enger was active in the park's transition from Ocean View to Venice Lake.

#### Valued at \$1 Million

As the park now stands, valuation upon it is estimated at \$1,000,000. This figure includes the land, which is under long-term lease; \$300,000 for development, and approximately \$250,000 for equipment. The park covers 80 acres, of which about 35 are devoted to a salt-water lake. Equipment includes buildings, 16 rides and 10 concessions.

Plans call for installation of a picnic area east of the lake, which will be improved with beaches. Two baseball diamonds, one regu-

Robert said. Most of this business is done in June, Henry Jr. added.

#### No Industrial Groups

Robert said that the park started the straight industrial outings in 1937 but cut them at the advent of World War II because war-pplant employees were working overtime and had few spare moments and little energy left for the affairs. Robert believes that the park did not feel the loss of such biz too keenly, and the family's general sentiment is that Olympic would rather do without it.

Altho park's business during World War II was big, Henry Jr. remarked that it consisted mainly of women and children. He underlined the thought that extra work left the men with little time or desire for play.

Robert feels that more athletic equipment might be added to the park's large swim-pool area, but here again space is at a premium. The pool and locker rooms make additions a problem. A sizable drop in pool business last season accounted for a 2 per cent loss in the over-all Olympic take.

#### Rides Listed

Ride line-up next year will include Whip, Aeroplane, Flying Scooter, Tumble Bug, Speedway, Ferris Wheel, Octopus, Auto Skooter, Twister, Motor Boat, Tilt-a-Whirl, Moon Rocket, Cuddle Up, Caterpillar, Looper, Railroad, Pretzel ride and Merry-Go-Round, an 85-horse five-abreast model. Reconstruction of the Roller Coaster will be held in abeyance until the matter is cleared with government boards dealing with amusement building.

In the kiddie department Olympic will offer a Whip, two auto rides, pony track, two boat rides, two Merry-Go-Rounds, an airplane ride, horse race, Chair Swing and Miniature Railway.

All part of Olympic's community position is the fact that a field which once had a 5,000-capacity grandstand and on which a series of events promoted by park man-

(Continued on page 57)

### Tax \$\$ Improve Atlantic City Units

ATLANTIC CITY, Jan. 13.—This resort spent \$1,202,202.20 on improvements during 1950 on luxury-tax financed projects, it was reported by Director of Public Works Casey. He also said that since the September, 1944, hurricane the resort has carried out 87 projects with a total expense of \$6,608,983.48. Fifteen projects were started during the past year.

Largest project was a \$390,636.50 contract awarded for building timber groins along the beach front. Other undertakings including the erection of comfort stations on the Boardwalk, Garden Pier substructure and decking, paving and beach bulkhead work.

## Rockaway Adds Western Town

NEW YORK, Jan. 13.—Goat ride at Rockaway Playland, oldest attraction at the spot, will be incorporated in a miniature Western town, to be called Big Horn Ranch, said President A. Joseph Geist.

The new attraction will also feature a pony ride, blacksmith shop, buckboard wagons, town hall, ranch house, etc. Edward J. Hayden, park art director, conceived the town and said it was brought on by the video-whetted appetites of children for cowboy-styled amusements.

## Bronx Op Buys Central Park's Damaged Ride

NEW YORK, Jan. 13.—Old Central Park carousel, damaged severely by fire last year, recently was purchased by Dr. Sarah E. Mossew, co-owner of Bronx Beach Park and Bronx Beach and Pool here.

Dr. Mossew said her workshop crew hoped to have the ride in operation for the coming season. She estimated repair costs at about \$10,000, but declined to say how much she paid for the ride, which had been owned and operated by Myron Lomberg since 1922.

With the addition of the carousel the Bronx spot will have three major devices. The accent is on kiddie trade, with eight moppet rides offered.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

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IT'S NOT A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

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### FOR SALE

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Material is scarce, but we can still supply a limited number of these games. If you want games, we urge that you phone your order to REpublic 3-3058.

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Apply HAMID AMUSEMENT CO., INC.

10 ROCKEFELLER PLAZA NEW YORK CITY 20

## Providence Kick-Off Fair for Biller Org

Handicapped by AGVA Hassle, Legal Difficulty, Mechanical Troubles

PROVIDENCE, R. I., Jan. 13.—Despite entanglement with the American Guild of Variety Artists (AGVA) over pay due performers for a shortened New York stand (*The Billboard*, January 13), Biller Bros.' Circus opened a Monday (8) thru Sunday (14) date to a fair-sized evening house at a local armory. The talent line-up for the stand here is the same as for the New York run.

The date here is being sponsored by the State-wide Knights of Columbus (K. of C.) organization. When the fuss over performers' pay started in New York last week, AGVA notified the K. of C. that the circus would not show here. K. of C. officials, headed by William J. Lynch, State deputy of the society and chairman of the committee for the local date, then wired \$2,000 to New York to provide transportation and expenses for performers and to make sure the show would arrive.

### Legal Plaster Threatened

When the show did arrive it was threatened with attachment. An

## Anderson Org May Reopen

EMPORIA, Kan., Jan. 13.—Possibility that Mrs. Laura Anderson, widow of the late Bud E. Anderson, and her son, Norman (Luke) Anderson will put Seal Bros.' Circus back on the road in 1951 has increased in the past few weeks but no final decision has been announced.

Show equipment has been stored on the West Coast since shortly after org closed following Anderson's death last July. Norman Anderson acquired the property in the settlement of his father's estate last summer. Recent negotiations failed to bring about a sale of the equipment to another circus operator.

Mrs. Anderson and Frank Ellis had the concessions last season with Cole & Walters Circus. Ellis has acquired the concessions for 1951.

## Golub, Alexander Named To Operate Beatty Side Show

LOS ANGELES, Jan. 13.—Side Show of the Clyde Beatty Circus in 1951 will be handled by Harry Golub and Sam Alexander. Deal calls for the use of Beatty equipment, with Golub and Alexander coming in for a percentage.

Golub will join the show in Shreveport, La., prior to its March opening.

Golub leaves here within the next few days to take a Pete Kortess freak show to Mexico City, where it will open early in February for 10 weeks. The show is also scheduled to play 11 days in Guatemala City, and a week each in Guadalajara, Agua Caliente, Torreón and Monterrey. Mexican dates were handled thru L. Bautista and Dave Zermeno. The Kortess show will have 15 attractions.

## Capell Bros.' Adds Animals and Trucks

McALISTER, Okla., Jan. 13.—Capell Bros.' Circus has purchased new cage and lead stock from Lincoln Zoo, Oklahoma City, and a Liberty act and pony drill from Howard Evans, of Centerville, Ia.

H. N. (Doc) Capell said the animals are in quarters and being worked daily. Included are a large polar bear, five lions, a llama and a water buffalo. There are eight horses in the Liberty act and six ponies in the drill.

A calliope wagon, in the shops here, will be used with an eight-pony hitch for downtown bally.

advertising concern wanted \$30,000 from the circus management and prepared to take all receipts. Following this turn, spokesmen for the show, AGVA and the K. of C. went before Presiding Justice Charles A. Walsh of Superior Court. The judge lent a sympathetic ear and placed the circus under a protective temporary receivership which restrained creditors from suing or attaching it.

Minor misfortune was added in the form of an electrical fuse that blew in the armory opening night, crippling the floodlight system. Portable spotlights were substituted. Another hitch cropped up when it was found necessary to build a ramp to bring the show animals from their basement quarters thru a side door into the armory. The ramp was not finished in time for the initial show, so the beasts remained in the basement.

### Two Special Shows Slated

The stand here includes daily matinees, with a special performance given Wednesday (10) for patients at the Veterans Hospital and another slated for today for children from various homes and institutions.

Circus has taken ample advertising space in *The Providence Journal*. In a tie-up with the *Journal*, the paper ran coupons at the bottom of the ads. The coupon and 50 cents admitted children to matinees, while the coupon and 60 cents entitled moppets under 12 to an evening show when accompanied by an adult. For general admission, straight adult ticket prices were \$1.20, and 60 cents for children at matinees.

## ORRIN DAVENPORT OPENS AT TOLEDO

Second Phase of Season Starts; Possible Delay of Acts Seen

TOLEDO, Jan. 13.—Orrin Davenport's Circus opens the second half of its 1950-'51 season here Sunday (14) with a one-week stand under Grobto auspices. The reopening follows the usual shut-down over the holidays.

Possibility that some acts might be delayed in arriving from Cuba,

## R-B, Billposters Sign New Contract

CHICAGO, Jan. 13.—Ringling Bros. and Barnum & Bailey Circus has reached a new agreement with the International Alliance of Billposters and Distributors, it was stated here this week by F. A. (Babe) Boudinot, Ringling assistant general agent and traffic manager.

He said that it provided for a slight increase in pay for billposters. The new one-year agreement follows a two-year contract which expired after the 1950 season.

Work also has been done on two new cage semi-trailers, and construction of two elephant semi-trailers has been started. Eighteen working men are checked in at the cookhouse.

Recent quarters visitors included Butch Cohn, H. N. (Foots) Reeves, Tobe McFarland, Howard Evans, C. T. Presskit, Red Rumble, Jack Delmar, Mr. and Mrs. Tom McLaughlin, Johnnie Woods, Neal and James Walters, Paul Osborn, Cal Hicks, Boots Coulter, Jack Knight, Joe Williams, Art Signor and Harry Rogers.

## RB, COLUMBIA DISCUSS DEAL ON SPEC THEME

Under consideration as a theme for the 1951 Ringling Bros. and Barnum & Bailey spec is Saint-Saen's *Carnival of Animals*. John Ringling North, president of the circus; Goddard Leiberson, Columbia Records exec, and John Murray Anderson, producer of circus specs, have been discussing a plan to use a Columbia recording of the piece.

The recording, currently being ballied by Columbia, has Andre Kostelanetz and his orchestra together with Noel Coward, the latter reciting verse by Ogden Nash. Final decisions for possible use by the circus have not been made.

## Polack Org's Eastern Unit To Give Spec

FLINT, Mich., Jan. 13.—Personnel of Polack Bros.' Eastern Unit will assemble here next week for the opening of the season Sunday (21) in IAM Auditorium. This will be the eighth annual appearance here under auspices of the Shrine. Stand runs seven days and will be followed by Lansing, Mich., and Erie, Pa.

New to the unit this year and not common among indoor shows will be a spec, entitled *Alice in Wonderland*.

Mrs. Bessie Polack, show partner, now in California, and Sam T. Polack, now booking in the East, will meet at Flint for conferences.

## Jake Mills Inspects Dailey Offerings

Show's Co-Owner on Buying Trip; Quarters, Promotion Work Hyped

COLUMBUS, O., Jan. 13.—Jake Mills, co-owner of Mills Bros.' Circus, is on a buying trip in the Southwest which will include a stop at Gonzales, Tex., quarters of the defunct Dailey show. This week in Arkansas he purchased three trucks to be added to the Mills fleet.

Mills has not indicated what type of circus paraphernalia he will shop for at Gonzales.

Drivers will be sent from the show's winter quarters here to pick up the additional trucks at Ocoola, Ark., and other equipment elsewhere.

### W. Q. Busy Spot

Paul Nelson has joined the winter quarters staff and is breaking a dozen matched sorrels purchased earlier this winter. Charley Brady's men are refurbishing trucks and have completed another sleeper. Lumber was trucked from Cleveland this week for new blues and bible backs. Purchasing agents are Kirk Taylor and Sammy Burnstein.

At Cleveland, home of the Mills brothers, Jack Mills has been conferring with new members of the enlarged promotion staff. Four promotion men have started work in Ohio spots.

General Agent H. W. Ahrhart is

## Spadoni Set To Book Acts In Hamburg

HAMBURG, Germany, Jan. 13.—Paul Spadoni, booker of circus and vaude acts, has opened an office here and will make a bid for placing big time acts. Hamburg, with the Hansa and Allotria using many circus acts, offers better market for talent than Berlin.

Spadoni, who represented the United Booking Office in Germany, is well known to American artists. Political chaos and lack of business forced Spadoni to close his Berlin office two years ago and temporarily shift to Rome.

## KM Draft Team Fed to Lions

HUGO, Okla., Jan. 13.—A shortage of long-string drivers has put one of the few teams of circus draft horses on the menu for eat animals of the Al G. Kelly & Miller Bros.' Circus. The six-horse hitch used on an uptown bally wagon during recent seasons has been slaughtered.

Obert Miller, show's general manager, said last season that while the team proved to be an attraction, it was increasingly difficult to locate capable drivers.

Other draft teams were used on calliope last season by the Dailey and Cole shows, but it was not known whether either would be used next season. Ringling-Barnum uses draft horses on some spec wagons.

## Strong's Org Signs Agent, Plans LA-Arena School Route

HOLLYWOOD, Jan. 13.—Getting set for early school dates, Strong's One-Ring Circus has added Mrs. Nikki James as agent and Hap Henry's dog, slack wire and juggling acts, John Strong Jr., owner, said. Show recently completed a string of dates sponsored by the Torrance Chamber of Commerce and Owl Rexall drugstores.

Strong declared that the organization will play two days a week until February 12, then four days a week until March 1. During March and April, the schedule will be upped to five days with the six-day routine following. About 95 per cent of the dates are repeats.

The circus has played solid,

booking Ohio stands after a series of conferences with Jack Mills. About 60 persons attended a New Year's party given at the home of Jake Mills.

## Circus Apollo Plays Italy To Big Takes

BERLIN, Jan. 13.—One of the first of the big German circuses to play in foreign territory since the war is that of Emil Wacker, whose Circus Apollo has been playing to big business in Rome and other cities of Italy.

This season Wacker will have two tent circuses in Germany, with a newly organized Circus Hansa playing smaller spots in the West German provinces and Circus Apollo making stands in larger cities.

Circus Hagenbeck, which chalked up a successful season last year on a tour thru West and South Germany, is preparing to hit the road in April. The new director, Erich Hagenbeck, will feature his trained seals.

Circus Franz Althoff, after a satisfactory season is in quarters at Mannheim. Althoff also has a

(Continued on page 47)

## Davenport's 1951 Plans Most Settled

GONZALES, Tex., Jan. 13.—Conflicting reports continue about whether Ben Davenport will get a motorized circus on the road this season. Meanwhile, a number of key men from the old Dailey Bros.' show remain here and welders and carpenters have been at work on the wagons. No decision has been announced by Davenport.

Sale of Dailey equipment has been confined largely to horses and ponies. One small mule elephant has been sold in addition to the camels which Kelly-Miller bought and the five-elephant act which Davenport gave to his daughter some time ago and which next season will be with King Bros.

Upward of 150 horses, in addition to five Liberty horses, were at quarters. There also were about 50 ponies which had been running wild over the quarters farm for the past several years. Most of this stock has been sold.

There has been no verification from Davenport of the reports he already has acquired 13 trucks for use with a Baker Bros.' Circus in 1951. It is known, however, that he does not plan to sell several of his animal acts because of plans for a future show.

Sundays excepted, since September 15. A three-day stand was sponsored by the Torrance Chamber of Commerce and Owl Rexall bought the performance outright as a feature for the opening of two of its stores.

Mrs. James, a former Parent-Teacher Association worker, stays two weeks ahead of the show, which plays only the local area. Tickets good for cotton candy are being sold along with admission ducats, with the student peddling them earning additional tickets.

John Strong Sr., clown and juggler with the show, is temporarily confined to his home by arthritis. He will rejoin the show within two weeks.

## Shrine Books Beatty Bulls

SHREVEPORT, La., Jan. 13.—Clyde Beatty elephants will be included in the independently produced Shrine Circus, which opens here January 24 for four days. Beatty's white ticket wagon has been spotted downtown as a ticket sales point for the show. Beatty's own show is scheduled to open here in March.

Birth of a llama at Beatty's quarters here drew a spread for the show in *The Times* recently.

Elsewhere in the State, West Bros.' Circus will play an indoor date under auspices at Monroe, La., January 26. Kelly & Morris Circus equipment is in quarters at Vinton, La., with the Pat Kellys in charge. A February 1 opening is planned. Kelly & Morris's permanent headquarters are at Havana, Ill.

# Under the Marquee

**Freddie Fredericks**, formerly with Bailey Bros. and until recently in show's quarters at Gonzales, Tex., has returned to his home in New York. . . . **Bert and Corine Dearo** spent a few days in Tulsa, Okla., before going on to Peru, Ind. . . . The **Joe Seigrists**, **Eldon Days**, **Arthur Henrys**, **Glen Henrys**, **Janet's** dogs and ponies, **Helen Huntley** and son and **Jack Banta** and family are at the Gainesville, Tex., fairgrounds.

**Jimmy Karro**, trainer for Diano Diamond-O Buffalo Ranch, has returned to Canton, O., quarters. He had the concert on King Bros.' Circus last season. . . . **Al Duncan**, drummer with Lockwood Lewis's Side Show band on Biller Bros. last season, is with a combat engineer battalion at Camp Roberts, Calif. . . . **Frank M. Farrell**, magic-vent, has left a Halifax, N. S., hospital and is recuperating at Ithaca, N. Y.

Manager announced that he was seeking new recreation facilities for the boys in quarters, which is the first news that the boys have tired of the old combination.

**Lt. James Taulbee** has been transferred from a naval base at Kodiak, Alaska, to Great Lakes Training School, near Chicago. He and his wife spent the holidays with his sister and brother-

in-law, Mr. and Mrs. Howard King, at Long Beach, Calif.

**Butch Cohen** and **Jean Allen** will not be with King Bros.' Circus next season. . . . **Neal Walters** and son, **Jimmie**, of Eureka Springs, Ark., visited Kelly-Miller and Cole & Walters winter quarters at Hugo, Okla., recently. . . . **Mr. and Mrs. Laurence Porter** bought a new truck on their way to Herndon, Ia., from Hugo, where they closed the season. . . . **Dick Scatterday**, of the Kelly-Miller show, is traveling to Chicago, New York, Baltimore and Louisville. He and **Art Miller**, KM general agent, recently directed a picture-taking session at KM quarters, the photos to be used for national advertising.

**Robert Snodgrass**, purchasing agent last season for Kelly-Miller, and his wife, the former **Evelini Rossi**, have gone to Baltimore; where he will enter the army as a reserve officer. . . . **Vernon Pratt** has returned with his act to his Hugo, Okla., home. **Mr. and Mrs. Ross McKay**, of Melvin, Kan., have been visiting Mr. and Mrs. **Herb Walters**, of Cole & Walters Circus, at Hugo, Okla. . . . **D. R. Miller**, **Frank Ellis** and **Jimmie Hamiter**, Hugo, visited Clyde Beatty quarters at Shreveport, La., and Barton Bros.' Circus at Alexandria, La., recently.

**Leo Cogozzo**, with Howard Ingram the past season, spent the holidays in Cincinnati with his daughter, **Jean Ann**. During a visit to The Billboard he advised that he would return to Sarasota, Fla., and rejoin Ingram for the 1951 tour. . . . **Vernon L. McReavy**, veteran promotional director for Hamid-Morton, will miss the Memphis stand for the first time in 10 years. He's recuperating at Mankato, Minn., from an infection which followed burns received when his home at Breeze Point, Minn., went up in flames in November. . . . **Bill Brinley**, Meriden, Conn., opened his miniature circus display January 2 at the Carson Pirie Scott department store in Chicago for a two-week run.

**George Phillips**, of Staten Island, N. Y., reports that he caught the final performance of Biller Bros.' Circus in New York New Year's Day. Biz was light, he says. . . . **Al G. Kelly & Miller Bros.**' Circus has published a 1950 route book prepared by **Art Miller**, general agent.

**Larry Lawrence**, now in Columbus, O., handling the promotion for Mills Bros.' Circus's season bow there April 14, spent his off hours last week mingling with the show fraternity at the Deshler-Wallick Hotel there during the 26th annual convention of the Ohio Fair Managers' Association. Larry was also lobby-spieling on the new Mills winter quarters at the State Fairgrounds, Columbus, and at every opportunity hustled guests out to the plant for a look-around. . . . **Ray B. Dean**, veteran press agent, last

two seasons with the Dailey Bros.' Circus, also spent much time around the Deshler-Wallick, Columbus, last week, cutting up jackies with the showmen in for the fair gathering. **Dean** is wintering at his home in Milford Center, O. . . . **Jack Lampton**, last season with the Mills org, is spending the winter in his new home on wheels in a Columbus trailer park. He also mingled with the showmen in for the fair meeting last week.

Acts making the annual show for employees of the Carbon & Carbide Corporation, Charleston, W. Va., recently included **Harry and Ruby Haag**, dogs and ponies; **George Hubler's** bar act; **Glenn Martin** and Company, trampoline; **Koko**, musical clown; **Johnny Lane**, musical puppets; **Lee Virtue**, **Ted Rae** and **Eddie Dullum**, clowns. **Walter Jennier** was forced to cancel because of the death of his seal. **Julia Kelly** and **Alma Blake**, Cincinnati, staged the show.

Polack people who caught the Charleston show included the **Pallenbergs**, **Billy Griffin**, **Bobby Kellogg**, several of **George Page's** concession crew, and **Soldier Longsdorf**, along with several of his prop boys. Polack elephants were quartered in Charleston, reports **George Hubler**. **Gus Bell** was in Columbus, O., framing a flying act for Mills Bros.' Circus.

Making the annual holidays circus at the St. Petersburg, Fla., veterans' hospital were the **Wallerendas**, **O'Donnell's Dogs**, the **Merrills**, **Paul Knight Trio**, **Dottie's Chimps**, **Billy and Rosalie Siegrist**, **Ernie Bursh**, **Duane Thorpe**, **Kenny Whitehead**, **Roy and Joy Thomas**, **Joe Lewis**, **Hip Raymond** and **Henry Kyes**, reports **Jack Leontini**. **Richard** and **Elsie Sidneys** and **Harold** and **Eileen Voise** have moved into their new homes at Sarasota. . . . **Frank Torrence** has added to the height and sway of the rigging for the high act with which he made his comeback last year. . . . The **Wallendas** are working on their two-unit set-up for the 1951 fair season. . . . **Edmondo Zucchini** family produced a New Year's benefit show at Tampa for the Tampa Showmen's Association.

**Herb Duval**, legal adjuster for Ringling-Barnum, and his wife have purchased a home on South Orange Avenue in Sarasota, Fla., the Big One's winter quarters. . . . **Fred Bradna** and **Pat Valdo**, both of R-B, expressed regret at the death of their friend, **Dr. Robert P. Harris**, one-time physi-

cian for the show. Fred said he had just sent a route book to the doctor, who was looking forward to returning to Sarasota at the end of this month.

**A. S. (Blackie) Holley** is in St. Joseph Sanatorium, El Paso, Tex., and would like to hear from friends. . . . The **Three Goethis**, cyclists; the **Four Charleys**, novelty acros, and the **Great Triska**, head balancing, are part of the new floorshow at the revamped Lido Beach Casino, Sarasota, Fla., which is operated by **Rudy Bundy** and **Art Concello**, R-B topper. Spot's policy is to feature circus acts.

**Billy Blencoe**, of Globe Poster Company, Chicago, is recuperating at his home following an extended illness. . . . **Alber** and **Judy Spiller**, who were injured in Rio de Janeiro when a circus burned, have recovered and are working their seal and penguin acts. **Spiller** said he expected to return to the States upon completion of his present contract.

Among circus people at Hot Springs are **Clint** and **Marion Shufford**, **Ione Stevens**, **Bill** and **Jakie Wilcox**, **Guy Smuck** and **Syd Stevenson**.

**Elmer Kaufman**, King Bros.' car manager, is wintering in Chicago. . . . **Paul Van Pool** and his wife, **Joplin, Mo.**, are planning a spring visit to several winter quarters, including King Bros. at Macon, Ga., and Ringling-Barnum at Sarasota, Fla.

**James A. Gephart**, general agent for Cole Bros., spent several days in Louisville recently. . . . **James** and **Marion Heron**, Wild Life Show ops, are wintering at Jacksonville, Fla. . . . **J. C. Rosenheim**, press man with King Bros. last season, was at home in Ogdensburg, N. Y. for the holidays. . . . **Charles Underwood**, circus agent wintering at Macon, Ga., recently spent several days at Tampa. . . . **Howard Richmond**, King Bros.' billposter, is wintering at Pontiac, Mich., and will be with King again in 1951.

**Ward Hall** opened at the Show-Bar in New Orleans recently, reports **Harry Leonard**. . . . **Proposed International Circus**, Washington, reportedly has been called off because the government will take over the armory there. . . . **Loren (Doc) Hall**, R-B 24-hour man, and his wife are wintering at the Orange Trailer Park, Sarasota. . . . **Emmett Sims** will help promote the Columbus Shrine

Circus date in April. . . . **Eddie Howe** and his wife, the former **Dolores Mummery**, return to New York from the West Coast this month. . . . **R. B. Dean**, press agent with Dailey Bros. last season, is wintering at Milford Center, O. . . . **Omar Kenyon**, promotional director for Hamid-Morton Circus, is working on show's Milwaukee date, February 19-24.

**Elmer Brown**, general agent for Jay Gould's Circus, has been making fair association meetings in Wisconsin, Indiana, Missouri, Minnesota and Illinois. He reports winter quarters work is under way at Ottawa, Ill., in preparation for a May opening.

**Wimpey**, clown, is playing a hotel date at Duluth, Minn., following engagements at the Houston and Fort Worth Shrine shows. He caught the Tom Packs Circus at New Orleans. Since closing with Mills Bros.' Circus he played 12 weeks at Cedar Point Park, Sandusky; four and a half weeks at the Alpine Village, Cleveland, and club dates.

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## Puerto Rican Opening Set

**EANTURCE**, P. R., Jan. 13.—Gran Circo Americano, in quarters at a park in Isle Verde since October, is preparing to open its 1951 season March 9. Animals are on display and lions are worked daily by **Capt. Enrique Demell**. **Mell Henry**, recently released from a Veterans' Hospital where he was treated for pneumonia, is winter quarters manager. **Eddie Pedrero** will return from the States soon to direct preparations for the road. **Pedro Stevanovich**, circus owner from Rio De Janeiro, was a recent visitor.

## Polack Date Canceled

**LA FAYETTE**, Ind., Jan. 13.—Polack Bros.' Circus canceled its February 7-9 date here under auspices of Merou Grotto when the fifth army district announced that the local armory would be used exclusively for drilling. The same ruling applied to Purdue University Armory here. **Dick Freeman**, representing the Grotto, and **Bill Kay**, of the Polack show, agreed to postpone the show and wait for a possible summer outdoor date.

## Circus Apollo

Continued from page 46

permanent indoor arena in Frankfurt which operates the year round, presenting operettas, vaude, illusionists and circuses. Business is uniformly good.

Circus Krone, which has regained its rank, is playing in its indoor arena at Munich. Programs are changed monthly. Krone's business in Munich, as well as on tour, has been excellent.

The former indoor arena of **Harry Barlay**, in the Soviet sector of Berlin, altho actually taken over by Soviet officials, continues to operate as Circus Barlay. After a two-week shut-down, the arena reopened on Christmas with a good circus bill presented by the Swedish National Circus, which is in reality a unit headed by **Michaela Busch** and **Hans Strassburger**, former German circus owners.

Animal acts featured include **Tarzan's (Gilbert Houcke)** Bengal tigers; **Frantz Adamski**, brown bears; **Teddy Holmsberg**, Polar bears; **Hans Strassburger**, Liberty horses, and the double high school horse number of **Jaedicke-Strassburger**. Among acts in the line-up are the **Frankardys**, flying trapeze; **Mait Berit**, tight wire; **Floretlys**, equilibrist; **Wilkos** and the **Barlay Quartet**, clowns, and the **Bruns**, comedy bike act.

To aid unemployed performers in the Western sector of Berlin, the burgomaster has arranged for shows in hospitals and refugee camps. Artists thus secure a month's work for which they receive 300 marks—approximately \$75. Programs are changed monthly and no artist is supposed to be given more than a month's engagement.

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## Georgia Reps Told To Look for Boom Conditions in 1951

### Floyd Heth Predicts Top Year; All Officers Are Re-Elected

By JIM McHUGH

ATLANTA, Jan. 13.—Floyd R. Heth, of the L. J. Heth Shows, struck an optimistic keynote at the 38th annual meeting of the Georgia Association of Agricultural Fairs when he told the 100-odd fair and carnival execs present that planning for 1951 should proceed on the assumption that boom conditions will prevail.

Fewer fair officials, carnival execs and representatives of allied firms were on hand than in other recent years. Slackening in attendance was attributed to the fact that the session held in the Piedmont Hotel here yesterday was

scheduled earlier than usual, with the result that many persons who might normally have attended cancelled rather than be faced with a four-day layover between the local event and the South Carolina meeting set for Wednesday (17) in Columbia. As a result of protests lodged by many in attendance, a resolution was adopted which calls for the meeting to be held annually on the Monday preceding the South Carolina meeting.

#### Re-Elect Officers

All officers were re-elected. They are R. T. Ragan, Eastman, president; Otis Hughes, Eastman, vice-president; Mrs. Bernie Shapiro, secretary-treasurer, and Mike Benton, Atlanta, chairman of the board. Mrs. Shapiro was prevailed upon to serve another year after declining the nomination.

In his scheduled talk, Heth likened 1951 to 1941, both emergency years. He said that the present crisis which may become worse, would likely result in boom con-

(Continued on page 59)

## Name Acts For Sunday At Allentown

ALLENTOWN, Pa., Jan. 13.—Attentive plans to schedule a name attraction and a top-bracket band as a Sunday (September 16) attraction at Allentown Fair were set here Tuesday (9) by George A. Hamid, talent agent. Hamid, who contracted the remainder of the grandstand show, said the top talent might be recruited from shows which will be set for his Steel Pier, Atlantic City.

Booking name talent, even on a one-nighter basis, will be a new departure for Allentown. Purpose behind the move is to take advantage of a potential capacity grandstand crowd, a possibility given big odds since huge crowds annually jam the grounds on Sunday because of the free gate and the opportunity to watch the final phases of preparation.

Otherwise the grandstand show format will be the same, with Hamid's top revue, *The Grandstand Follies of 1951*, featuring five scenes and a 20-girl line, set, plus a program of nine acts. Acts are the Flying Otaris, the Itons, Baudy's Greyhounds, Tscheng Dei Dasi Troupe, Bob Parry, Robinson's Baby Elephants, Mm. Claude Valois, Paul Kohler and Jini, and Bobby Whaling and Yvette.

Fair has moved its year-round executive offices from the association-owned building downtown to the fairgrounds.

## Dayton Annual Winds Up '50 With 6G Net

DAYTON, O., Jan. 13.—The Montgomery County Fair here wound up its '50 operations with a net profit of \$6,270, including earnings from both the fair and off-season activities. The profit was realized despite expenditures of \$17,256 on permanent improvements, the major project being complete rewiring of the plant.

Gate receipts the past year totaled \$34,082. Premium payments totaled \$23,330, compared with \$20,041 the previous year. Over-all bank balance at year's end was \$191,993.

Herbert K. Rainey was elected president of the board, and Clarence Miller, vice-president. J. B. Fleagle was renamed treasurer and Goldie Schieble office manager.

Edward Decker, Germantown, was named to the board of directors to replace Ralph C. Haines, resigned.

This year's annual is skedded for September 3-6.

## Winter Fairs

**ARIZONA**  
Mesa—Maricopa Co. Fair, Feb. 22-March 4. Marcel Delporte, Phoenix, Ariz.

**CALIFORNIA**  
Imperial—California Mid-Winter Fair, Feb. 24-March 4. D. V. Stewart.  
Indio—Riverside Co. Fair & Nat'l Date Festival, Feb. 18-22. R. M. C. Pullenwider.

**FLORIDA**  
Bowling Green—Hardee Co. Strawberry Festival, Jan. 15-20. J. A. Albritton Jr.  
Cocoa—Indian River Orange Jubilee, March 6-12. Mrs. Marion Oxford.  
Daytona Beach—Haltax Fair, First week in March. Turner Scott.  
Delray Beach—South Fla. Gladiola Festival, Feb. 19-24. Mike Machek.  
Eustis—Florida Sportsmen's Expo.-Lake Co. Fair, March 19-24. Karl Lehmann. Tavares.

Fort Lauderdale—Broward Co. Fair, Feb. 22-March 1. Lew Dunoon.  
Fort Myers—Southwest Fla. Fair, Feb. 5-10. R. V. Lee.  
Inverness—Citrus Co. Fair Assn. Jan. 16-20. Quentin Medlin.

Largo—Pinellas Co. Fair, Jan. 23-27. J. H. Logan.  
Miami—Dade Co. Fair, March 8-17. Robert C. Booth.  
Orlando—Central Fla. Expo, Feb. 19-24. Crawford T. Blackford.  
Plant City—Florida Strawberry Festival, March 5-10. G. R. Patten.  
Punta Gorda—Charlotte Co. Fair, Jan. 15-20. Harry H. Jack.  
Sarasota—Sarasota Co. Fair Assn. Jan. 23-27. Cal Rasor.  
Tampa—Florida State Fair, Jan. 30-Feb. 10. P. T. Strieder.  
West Palm Beach—Palm Beach Co. Expo, Feb. 16-25. W. Karl Lattons.  
Winter Haven—Florida Citrus Expo., Feb. 12-17. Phil E. Lucey.

**LOUISIANA**  
Lafayette—South La. Mid-Winter Fair, Jan. 20-21. Dean T. J. Arceneaux.  
St. Francisville—W. Feliciana Expo. Feb. 22-24. C. L. Flowers.

**TEXAS**  
Houston—Houston Fat Stock Show & Livestock Expo. Jan. 31-Feb. 11. Herman Engel.

## Oklahoma Annuals Organize Circuits For Package Buying

### Sooner Assn. Seeks Passage Of Uniform Legislative Code

OKLAHOMA CITY, Okla., Jan. 13.—The development of county fair circuits among Oklahoma annuals for package bookings of attractions and to eliminate overlapping dates was the chief development at the third annual convention of Oklahoma Association of Fairs in the Biltmore Hotel here Sunday thru Tuesday (7-9).

One circuit, which includes fairs at Shawnee, Wewoka, Chandler and Holdenville, contracted with Cherokee Amusement Company to provide midway attractions at the four stands. Stillwater and Perry annuals also combined their attraction buying and other agreements for small loops were in the making when the delegates adjourned.

Passage of uniform county fair legislation also was asked by the delegates from 35 annuals in a resolution which requested that the

Oklahoma Bar Association study existing county fair laws and offer a uniform code for introduction to the State Legislature.

#### Urges Uniform Law

"Passage of a uniform law would do more to help county fairs in Oklahoma than anything we would recommend," was the comment of George Freeman, Perry, who was elected association president. H. Dale Martin, Wewoka, was named vice-president, and Vera G. McQuiklin, Oklahoma City, was re-elected secretary.

Directors for 1951 are: Southeast, Robert Massengale, Houghton, and H. Dale Martin, Wewoka; Southwest, Wayne Liles, Frederick, and B. C. Sparks, Ardmore; Northeast, Claude Chessmore, Nowata, and A. A. Sewell, Pawhuska; Northwest, George Freeman, Perry, and Harry James, Oklahoma City.

The association voted to hold its 1952 convention in January at Stillwater, and it was recommended that the board of directors schedule a four-day session to permit an extra day for attraction purchasing.

#### Social High Spot

Social high spot of the meeting was the buffet supper opening day. Entertainment was contributed by (Continued on page 60)

## Pa. Meet Sets National Trot Org President

READING, Pa., Jan. 13.—Talks by State Department officials, a meeting of representatives of the United States Trotting Association and an illustrated lecture by a nationally known agricultural engineer are on the agenda of the Pennsylvania State Association of County Fairs' 39th annual meeting at Penn Harris Hotel, Harrisburg, Wednesday (24)-Friday (26).

Charles W. Swoyer, State association secretary, said that Pennsylvania's incoming governor, John S. Fine, is expected to address the convention at the annual banquet Thursday (25). The new governor will be inaugurated Tuesday (16).

Other speakers from the State Department will be Miles Horst, secretary of agriculture, and Col. C. M. Wilhelm, commissioner of (Continued on page 60)

## York Annual Renames Lewis

YORK, Pa., Jan. 13.—Samuel S. Lewis was re-elected president and general manager of York Inter-State Fair for his 22d year at the annual meeting of the board here Monday (9). John A. Dempwolf was named to the board to replace John H. Rutter, who resigned after serving since 1905.

Lewis said that 1951 dates are September 11-15 and 1952 dates have been set for September 9-13, so that contracts for the latter fair can be negotiated.

Other officers re-elected include Calvin Stauffer, vice-president; Clara Trager, secretary; I. D. Weiser, treasurer and manager of grandstand and annex seat sales, and Harry D. Immel, manager of concessions and machinery.

## Middletown, N. Y., Names Baird Prez

MIDDLETOWN, N. Y., Jan. 13.—Leonard Baird, Chester, N. Y., was elected president of Orange County Fair here recently.

Dr. M. A. Stivers was named vice-president; John J. Chambers, treasurer, and Robert R. Austell, secretary. Dates for 1951 are August 12-18.

## Kansas Convention Pulls Record Crowd

### John Morse Elected Association President; Virgil Miller, Vice-Prexy; Erhart, Secretary

By FRANK B. JOERLING

TOPEKA, Kan., Jan. 13.—With 71 out of a possible 75 fairs represented, all past attendance records were cracked at the 28th annual meeting of the Kansas Fairs Association, in Hotel Jayhawk here, Monday and Tuesday (9-10).

John H. Morse, Mound City, was elected association president for 1951. Virgil Miller, Hutchinson, was named vice-president, and Everett E. Erhart, Stafford, was re-elected secretary-treasurer for his second year.

Well attended business sessions went off in clock-like order with outgoing president, John C. Keas, Effingham, presiding. Mayor Frank Warren, Topeka, delivered the welcoming address, while John H. Morse, Mound City, responded.

#### Stress Co-Operation

A round-table discussion, which stressed fair and carnival co-operation, was moderated by Raymond Sawhill, Glasco, and Roy Freeland, secretary, Kansas State Board of Agriculture, addressed delegates on the *Relationship of State Board of Agriculture to Kansas Fairs*. Rollo E. Singleton, Jefferson City, Mo., president of the Federation of State and Provincial Association of Fairs, reported on fair association activities.

## Edmonton Assn. Renames Execs

EDMONTON, Alta., Jan. 13.—H. W. J. Maddison was re-elected to his second term as president of the Edmonton Exhibition Association at a directors' meeting here. Lawrence M. Rye was returned for a second term as vice-president. Life memberships for "long and faithful services" were awarded Fred Kemp and Robert Price.

In a plan to stimulate greater interest in this year's fair and to get ideas for improvements, shareholders will be invited to a meeting on the second last day of the exhibition and will be taken on a tour of the grounds.

Virgil Miller, secretary, Kansas State Fair, spoke on the *State Fair's Need of County Fairs*; Everett E. Erhart reported on the IAFE Chicago convention while question boxes were conducted by Emery Livers, Overbrook, and D. Linn Fager, Barnes.

Keynote speeches at Wednesday's session included those by Maurice W. Jencks, Kansas Free Fair, Topeka, whose topic was *Experience Speaks*, and Eugene Spratt, editor of publications for the Kansas State Board of Agriculture, who addressed the delegates on *Publicity and Manner of Obtaining*. Clarence Tangeman, Newton, spoke on tractor derbies.

#### Banquet Jammed

Close to 375 jammed their way into the hotel's ballroom at Tuesday night's banquet, with nearly 100 would-be ticket purchasers turned down. Newly elected Gov. Ed Arn was the banquet's principal speaker. Following dinner, (Continued on page 60)

## N. C. Starts Amphitheater

RALEIGH, N. C., Jan. 13.—Given the green light by Washington officials, North Carolina State Fair has started its improvement program by awarding a contract for a \$1,228,800 amphitheater, kick-off of an \$8,000,000 expansion project. The amphitheater is expected to be completed in time for the 1951 fair. National Production Authority (NPA) gave the go-ahead signal, ruling that all fair activities are educational.

The amphitheater will be the largest project of the program. Old livestock barns have been demolished. Contracts are to be let soon for new barns.

An appropriation of \$2,000,000 is available, and these funds are expected to be spent within two years. The Legislature is expected to appropriate the remainder of the needed money. Altho the bid was \$90,000 in excess of the appropriation, the needed money will be obtained from fair funds.

## Edmonton Ex Reaps 23G Net On '50 Season

EDMONTON, Alta., Jan. 13.—Making allowance of over \$110,000 for depreciation on buildings and equipment, the Edmonton Exhibition Association here showed a net profit of \$23,160 on its 1950 operations, James Paul, manager, announced at the annual meeting of shareholders.

The summer exhibition netted \$98,907 and the profit on the fall race meet was \$43,496. Report reversed a loss of \$3,759 on the light horse show and a \$434 loss on the cattle show, both held last spring.

The Edmonton Flyers, hockey team operated by the fair board, showed a surplus of \$11,768, taking in \$100,071 and spending \$88,203.

#### Profits Listed

Listed as profits under the exhibition association's agreement with the city was \$24,275 from concessions at the Gardens; \$10,378 from operation of the livestock pavilion, and \$8,435 from concessions at the pavilion. Over \$8,000 was realized from pavilion rentals and nearly \$2,000 from the sale of buildings.

Revenues listed for the stock pavilion were \$7,936 from wrestling shows, and \$1,850 from boxing and \$10,947 from other attractions. Operating expenses totaled \$105,039, total revenue, \$127,430, and a profit of \$22,391.

#### Cash Surplus

The association's accumulated cash surplus was reported to be \$48,117, made up of the balance October 31, 1949, of \$404,947, the profit for the year, and \$20,000 in federal grants toward capital extensions.

Fixed assets are \$253,905 for the pavilion; \$250,950 for the Gardens extension; \$388,050 for the grandstand, and \$11,114 for equipment.

Main revenue was realized from horse racing, H. W. J. Maddison, president reported. This income was \$147,323 higher than in 1950. The 1950 summer fair showed an increase of \$20,952 over the previous year, he said.

# Hike in State Aid to Missouri Annuals Looms

## Thornberg Tells Convention He'll Ask 30G Increase

JEFFERSON CITY, Mo., Jan. 13.—Increased State aid for Missouri's county fairs looms, it was disclosed at the sixth annual convention of the Missouri Association of Fairs and Agricultural Expositions here Thursday and Friday (11-12) at the Governor Hotel.

Robert T. Thornberg, Missouri commissioner of agriculture, told the convention he is making a request to the Legislature for an increase of \$30,000 in State aid. This would up the annual total to \$100,000. Consensus at the convention was that the request will be granted.

Jack Atkinson, Fulton, was elected president. Named as vice-presidents were Arla Hilgedick, Butler; Charles I. Krueger, Kirksville; Webb Embrey, St. Joseph; Elmer Lind, Cape Girardeau, and Bud Moore, La Mar. Rollo Singleton, Columbia, was renamed secretary-treasurer.

Turnout of fair men hit a new high, with delegates of 71 fairs on hand. Attendance was estimated at 50 per cent higher than at any of the five previous conventions of the organization.

# Knoxville '50 Annual Nets \$20,972

KNOXVILLE, Jan. 13.—Despite record expenditures the '50 edition of the Tennessee Valley Fair here racked up a profit of \$20,972. Secretary-Manager Pat W. Kerr, reported at the annual meeting of the board. All officers were re-elected.

Total expenses amounted to \$95,900.83, against receipts of \$116,873.81. Premium payments of \$31,653.08, also hit a new high.

Negotiations with the city for renewal of the lease on the fairgrounds will begin immediately. The association is attempting to obtain a 20-year lease to replace the five-year pact which expired December 31.

"That would allow us to invest in some real park improvements, new fair buildings and such," Kerr said.

Re-elected officers include A. Carter Myers, president; Kerr, secretary-manager; Jo H. Anderson, treasurer; Charles J. Brown, Sam Wilson and Wayne Longmire, vice-presidents.

# Mississippi Assn. Drops State Meet, Sets Dist. Confabs

JACKSON, Miss., Jan. 13.—Mississippi fair executives will discuss mutual problems at three district meetings this year instead of one State-wide convention, J. M. Dean, secretary, Mississippi Association of Fairs and Livestock Shows, announced.

Meets are skedged as follows: South, Laurel, February 14; Central, Greenwood, February 15, and North, Tupelo, February 16.

Programs of the confabs will be devoted to management problems with a panel of experienced fair reps. Attraction representatives have been invited.

# Chatham Board Elects

CHATHAM, N. Y., Jan. 13.—Annual meeting of the Columbia County Agricultural Society was held here Monday (1). The following officers were elected: President, Franklin B. Gould, Ghent, N. Y.; vice-president, Aaron C. Garner, Chatham; secretary, William A. Dardess, Chatham; treasurer, Ralph O. Hoffman, Chatham. Directors appointed for three years were Stanley N. Chittenden, New Lebanon, N. Y.; Ray Barden, Chatham; Walter C. Jensen, Copake, N. Y., and Richard E. Cummings, Hudson, N. Y. Named for a two-year term was Philip D. Mickle; for a one-year term, Nelson J. Berninger, both of Chatham. Date of the annual fair is September 1-3.



# Meetings of Fair Assns.

Oregon Fairs Association, Multnomah Hotel, Portland, January 18-20. H. G. Smith, secretary, Tillamook.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 19. Mrs. Clyde Kendall, Greensboro, secretary.

Association of Connecticut Fairs, Hotel Bond, Hartford, January 20. Emerson J. Leonard, Wallingford, secretary.

Louisiana Association of Fairs, Washington-Youree Hotel, Shreveport, January 21-23.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston, Staunton, secretary.

Massachusetts Agricultural Fair's Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St. Arlington, Mass., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, January 23-24. Mrs. Letta Walsh, Saskatoon, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles W. Swoyer, 522 Court St., Reading, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 25-27. R. G. Finke.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 29. Robert S. Turner, Horseheads, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock.

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, February 2. J. A. Theobald, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buf-

falo, February 3. Carlton J. Larson, Dunkirk, president.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 7-9. J. A. Carroll, Parliament Building, Toronto, secretary.

Louisiana Association of Fairs, Washington Youree Hotel, Shreveport, January 21-23.

# Trotters Hit Boom Pace in Ohio in 1950

COLUMBUS, O., Jan. 13.—Ohio maintained a boom pace in harness racing in 1950, along with the rest of the nation, according to figures released by Don Millar, executive vice-president of the United States Trotting Association, at the annual meeting and banquet of the Ohio division of the U. S. T. A. held in the Grand Ballroom of the Neil House here Wednesday night (10).

Millar told the 250 present that trot purses in the nation in 1950 totaled \$11,527,711, with 10,281 horses registered. In 1950, 78 tracks operated with trotting races in Ohio, with the number of horses running in each race during the year averaging 6.4 per cent. Colt races were especially successful in Ohio in 1950, Millar revealed, showing a healthy increase in number over previous years.

Joseph Neville, Mr. Brown Jug of Delaware, O., served as toastmaster at the banquet-meeting held in conjunction with the 26th annual gathering of the Ohio Fair Managers' Association. Mayor James B. Rhodes of Columbus welcomed the horsemen and their wives and spoke briefly on sports in general, closing with the comment that "trotting horse racing is the fastest growing sport in America today." Garrett Claypool, Chillicothe, O., member of the Ohio Racing Commission, stressed the gains made by harness racing in recent years and said that the State racing group and the U. S. T. A. were working hand in hand in the interest of the horsemen.

William Murray, Wellington, O., without opposition, was elected director of the Ohio division of the U. S. T. A. for a three-year term. T. A. Billingsly, Greenville, O., paid tribute to the memory of Dr. H. M. Parshall, Urbana, O., who passed away last November.

Plaques were awarded to the two top drivers in Ohio for 1950, William (Doc) McMillen, London, O., who had the highest number of wins in the State in 1950, 92, and Wayne Curley Smart, Delaware, top money winner, whose earnings for the year hit \$169,608. Floating Dream, owned by Kirk & Vallery, Washington C. H., O., was named the Horse of Ohio for 1950, with the scoring bases on popularity.

# Fair a Ganza Inks Kochman

ATLANTA, Jan. 13.—The Southeastern Fair a Ganza will present an auto thrill show on each of its 10 operating days for the first time in 1951, it was announced here at the annual meeting of the Georgia Association of Agricultural Fairs. Mike Benton, fair topper, awarded the contract, which calls for a total of 12 shows, including two matinees, to Jack Kochman, owner and operator of the thrill show bearing his name.

The dates of the 1951 event are September 28 thru October 7. The matinee performances will be staged on the two Sundays. Kochman has increased his play dates here each year since he first won the contract calling for two showings.

Prior to coming here Kochman contracted to show at Reading, Pa., on the opening Sunday of the annual there. There is the possibility that he may schedule another performance at that event.

# Harness Racing Big Issue at Ohio Meet; Saliva Test Opposed

## Attendance Tops 1,300; C. L. Hill New Prexy; Sandusky 'Fair of Year'

By WILLIAM J. SACHS

COLUMBUS, O., Jan. 13.—The 26th annual convention of the Ohio Fair Managers' Association was brought to a close Thursday night (11) with a gala banquet and ball which jammed the Desler-Wallick Hotel's spacious ballroom and adjoining rooms. It is estimated that some 1,200 fair men, showmen, bookers and supply house representatives and their wives and friends attended the affair.

According to those in charge, the two-day conclave attracted a registration of better than 1,300 practically on par with last year's 1,360, which established an all-time high attendance mark. With fair men again facing another possible wartime operation, more than average interest was shown in the various business sessions spread over Wednesday and Thursday. The various sessions, while cleaving closely to the usual stock problems faced by fairmen, attracted the best attendance in many years. As is usual with Ohio fair managers' conventions, the sessions started promptly, and were interestingly presented, and run off with dispatch.

A special gimmick to hypo attendance was instituted Wednesday night when 27 door prizes were awarded. The wrinkle worked so effectively that next year it is planned to have each of the State's 93 county and independent fairs donate a prize to be given away in similar fashion at the various sessions to stimulate attendance.

### Harness Racing Muled

Greatest excitement during the two-day meeting was created by front-page headlines in one of the local dailies, stating that the State's fair secretaries were threatening to abolish harness racing, due to rising costs. While no such actual threat was voiced on the convention floor, there was much discussion on the harness race question. It was stated by many fair men present that increased purses, added heats and the recent order of the Ohio Racing Commission calling for saliva tests if the daily pari-mutuel take is less than \$15,000 is placing a heavy burden on harness racing operation.

Under the racing commission order, that body would pay the veterinarian fee on all tracks where the pari-mutuel handle is at least \$15,000 a day. If the betting is under that figure, the track or fair must pay. Betting exceeded \$15,000 a day at only one harness event in Ohio last year, the Grand Circuit meeting at Delaware. The convention went on record as opposing the saliva-test order and asked that it be rescinded. Fair men present felt that the saliva test is an obligation of the United States Trotting Association or the Ohio Racing Commission rather than the fair management.

The fair men also recommended to the Ohio General Assembly re-enactment of the legislation calling for the allocation of \$500 yearly for country and independent junior fairs.

### New Plant Talk Revived

Inasmuch as no effort was made by the State during the year to acquire the site originally proposed for a new State fairgrounds, it was resolved by the convention that any moneys expended on the present Ohio State fairgrounds be of a stop-gap nature and that the

Ohio State Fair Grounds Relocation Commission be continued until a suitable site is selected and purchased.

The gathering also recommended that a present statute be amended to provide for a minimum annual appropriation of \$5,000 upon request of the fair board and the right to appropriate a maximum of \$20,000 to improve or erect buildings on any county-owned fairgrounds. Two years ago the legislature authorized expenditures up to \$20,000 by boards of commissioners for permanent improvements on fairgrounds. Increased costs, it was reported, have made it impossible for most county fairs to accumulate sufficient funds to improve and maintain buildings out of operating revenues.

### Hill New Prexy

At the final business session Thursday afternoon, Clair L. Hill, Wellington, O., was elected president of the Ohio Fair Managers' Association, succeeding Lawrence P. Lake, Cincinnati. Russell S. Hull, Fremont, O., was named vice-president, and Charles J. Betch, Chillicothe, O., second vice-president. Mrs. Don A. Detrick, Bellefontaine, was re-elected ex-

(Continued on page 59)

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## Cavalcade Invades Carolina Territory To Ink New Dates

Wagner Signs Wilson, N. C., and Orangeburg, S. C., in Route Switch

ATLANTA, Jan. 13.—Al Wagner, owner of the Cavalcade of Amusements, and his general agent, Louis Berger, announced here that they will furnish the 1951 midway attractions at the Wilson, N. C., and the Orangeburg, S. C., fairs. Cavalcade previously was awarded the midway contract by Southeastern Fair here.

The dates will be the first that Cavalcade has ever shown on Eastern routes. The invasion of new territory by Wagner is regarded as a preliminary move in an effort to compete for some of

the top-money October-November annuals normally shared by the World of Mirth, James E. Strates and Cetlin & Wilson shows.

Altho Wilson and Orangeburg have long rated railroad shows by virtue of their October scheduling, truck shows are usually in the bidding picture. Cetlin & Wilson Shows, which played Wilson last year, and Lawrence Greater Shows were reportedly interested in the date. The James E. Strates Shows played Orangeburg in 1950.

Wilson is scheduled for the week of October 8 and Orangeburg for the week of October 15, according to Wagner.

The move from Atlanta, which usually closes on a Sunday, to Wilson is regarded as a tough one. However, it is reported that the Wilson contract provides for a day of grace.

Wagner and Berger left for Detroit after attending the meeting here.

## 20th Century Signs Fairly For Back End

Inks Jesse Wrigley As Special Agent; Adds Two Annuals

JEFFERSON CITY, Mo., Jan. 13.—Noble C. Fairly, veteran show exec, will be with the 20th Century Exposition this season, it was announced during the annual convention of the Missouri Association of Fairs and Agricultural Expositions here this week. Fairly will be in charge of the back end.

Last year Fairly was with the William T. Collins Shows. The year previous he was with the Hennies Bros. Shows as manager.

H. W. McCrary, who with Al Martin owns 20th Century, will head up the org's front-end operations. Louis (Boots) Cutler, last year the shows' legal adjuster, will not be with it, nor will Frank Gaskill, last year the org's general agent.

Jesse Wrigley will be the shows' special agent.

Two more fairs were signed by the shows during the convention here, to strengthen its already strong route. Annuals contracted here were Rollo, Mo., and Blytheville, Ark.

## Hennies Sign Beaumont Fair

CHICAGO, Jan. 13.—The Hennies Bros. Shows have been contracted to supply the midway attractions at the South Texas Fair, Beaumont, this year. Announcement was made by J. C. McCaffery, one of the Hennies owners, upon his return here this week from a vacation in Miami.

The contract, a new addition to the Hennies route, was closed by Slim Wells on behalf of the shows, McCaffery said.

## Gooding's 50 Ohio Fairs Sets Record

COLUMBUS, O., Jan. 13.—With contracts signed to play more than 50 Ohio fairs and celebrations, Gooding Amusement Company has set a new record for fair bookings in the State, it was reported following the January 10-11 convention of the Ohio Fair Managers' Association in the Deshler-Wallick Hotel here. Included in the total is Ohio State Fair, Columbus.

Gooding also expects to set a new industry record for fair bookings in 1951 with more than 125 contracts. Last year his units played 115 fairs.

This year Gooding added to his list the fair at Marion, one of the

State's largest, and expects to sign two more Ohio annuals within two weeks. At the recent convention of Indiana fairmen in Indianapolis Gooding signed more than 20 Hoosier annuals, and the same week contracted Kentucky State Fair, Louisville. One and possibly two State fairs are pending, he said.

More than 1,000 visitors called at Gooding entertainment rooms during the Ohio meeting. On hand to greet them were Floyd E. Gooding, president; Hal Eifort, Randolph Andress, John Enright, Leota Frantz, Joe Gaskell and William Leisure.

## Stahl Named Michigan Club Prez 5th Time

Wife Is Elected Auxiliary Prexy For Third Year

DETROIT, Jan. 13.—Harry Stahl, manager of Edgewater and Jefferson Beach parks, was elected president of Michigan Showmen's Association (MSA) Monday (8) to succeed Robert Morrison. Stahl has served four terms as president.

Other new officers are Robert Templeton, manager of Walled Lake Park, first vice-president; Marvin Keyes, concessionaire, second vice-president; William Zakoor, Border Novelty Company, third vice-president; Louis Rosenthal, supply dealer, treasurer, and Paul (Jack) Greeley, secretary.

Directors are Charles (Joe) Bennett, Mack McMillen, John (Mike) Balog, George Harris, Oscar Margolis, Edward Gold, Edward Horwitz, Frank Blooming, Harry Lewiston, Edward Bennett, Stanford Baker, Harry Letzer, Fred Silber, Max Berkowitz, and Adam Spitzer.

### Auxiliary Officers

The Ladies' Auxiliary which also held its election Monday, named Bernice Stahl, wife of the MSA president, to the presidency, marking her third year in that post.

Other auxiliary officers are Grace Ziegler, first vice-president; Frances Moran, second; Maude Pence, third; Marion Dickstein, treasurer, and Dot Miller, secretary.

Directors are Peggy Cohen, Laura Baker, Charlotte Richardson, Betty Greeley, Ann Borker, Pat Crognale, Carrie Dear, Lottie Johnson, Leona Bennett and Clara Silber.

All officers were installed Wednesday night (10) in the Coral Room of the Fort Shelby Hotel.

## Show Reps Busy At Topeka Meet

TOPEKA, Kan., Jan. 13.—Taking advantage of a record turnout of fairmen at the Kansas Fairs Association meeting here this week, carnivals signed a number of midway pacts for the 1951 season.

W. W. (Scobey) and Malcolm Moser, owners of Central State Shows, announced signing to provide the fun zone at Wakeeney and Belleville, Kan., fairs.

Victory Exposition Shows, repped here by Alvin Vandike and Mr. and Mrs. W. H. (Red) Brunk, took Salina and Abilene. Jim Schenck, general agent for Alamo Exposition Shows, reported signing Iola, Kan., Fair and also annuals at Sidney, Ia.; Burwell, Neb., and Texas expos at Lufkin, Center and Denton. Jack Ruback also was on hand from the shows.

J. W. Mahaffey, Cherokee Amusement Company, said that his org had closed midway contracts for fairs in Chandler, Shawnee and Wewoka, Okla.

## Goree-Edwards Form New Org

TOPEKA, Kan., Jan. 13.—Cecil Goree and Jack Edwards have combined their equipment for 1951 and will go out under the banner of the State Fair Shows, they announced here at Kansas Fair meeting this week. Goree leased his equipment last season to Scott Lamb.

Under the new set-up, Edwards will serve as general agent. At the meeting here, the org announced signing Stockton, Kan., Fair with other annuals pending. Goree and Edwards left here after the confab for a Western booking trip.

## Booking Action Nil At Georgia Meeting

Pre-Confab Contracting Accounts For Most of the State's Annuals

ATLANTA, Jan. 13.—There was little carnival booking action at the 38th annual meeting of the Georgia Association of Agricultural Fairs staged at the Piedmont Hotel here yesterday. The State's top dates, as well as many of the lesser events, were allotted well in advance of meeting time, in keeping with the trend of recent years.

Carnival reps were on hand early, and there was considerable interest in dates known to be open. Several owners and agents were on hand merely to establish contacts, an attitude that was enforced rather than adopted.

Al Wagner and his agent, Louis Berger, were on hand to build future relations in the East. Wagner holds the 1951 contract for the Southeastern Fair a Ganza here. At this meeting he also announced the signing of the Wilson, N. C., and Orangeburg, S. C., annuals. Playing the 1951 dates will mark Wagner's first invasion of Eastern territory. He said that his plans are long range and that he hopes to continue to build his route in the new territory which he termed less competitive.

Bernard (Buckey) Allen represented the World of Mirth Shows, which hold the 1951 midway contracts for the Augusta and Savannah Fairs. Latter is a new date for the org. Ralph Lockett represented the Johnny J. Jones Exposition, which holds the contract for the Columbus fair.

The Interstate Shows, reputedly backed by Shan Wilcox who is now inactive as the result of a heart ailment, and operated by H. B. Rosen, will play the Elberton, Gainesville and Sandersville events.

Georgia annuals signed by the L. J. Heth Shows include Marietta, Cartersville, Carrollton, Monroe, Covington and Cordele.

Prell's Broadway Shows hold midway contracts at Athens and Valdosta, Ga. Johnny Keef's Capital City Shows will play Eastman. Johnny J. Denton has Winder and the Wallace & Murray Shows are set for Hawkinsville. Shows and other interests represented here included Lee Amusement Company, Southern Poster Printing Company, Robertson's Rides; Capital City Shows, J. L. Keef; Mighty Page, Johnny T. Tinsley, Mighty Hammontree, Wallace & Murray, Georgia Amusements, Shan Bros., L. J. Heth, World of Mirth, Lawrence Greater, Bradley Concessions, Cavalcade of Amusements, Interstate Shows, Willie Lewis

Concessions, Regalia Manufacturing Company, C. A. Stephens, Vivona Bros.; George A. Hamid & Son, Sam Nunis Speedways and the Jack Kochman and Joie Chitwood auto thrill shows.

## Heth Cards 15 Annuals For '51 Route

ATLANTA, Jan. 13.—Joe Fontana, general agent of the L. J. Heth Shows, announced the signing of 15 dates at the conclusion of the Georgia fairmen's association meeting here today.

Dates are the American Legion-sponsored Fourth of July Celebration, Connersville, Ind.; Union County Fair, Sturgis, Ky.; West Kentucky-Tennessee Fair, Fulton, Ky.; Mullenburg County Fair, Central City, Ky.; Graves County Fair, Mayfield, Ky.; Dickson (Tenn.) Fair; Scott County Fair, Oneida, Tenn.; Fentress County Fair, Jamestown, Tenn.; Wilson County Fair, Lebanon, Tenn.; Cobb County Fair, Marietta, Ga.; Bartow County Fair, Catersville, Ga.; West Georgia Fair, Carrollton; Walton County Fair, Monroe, Ga.; Newtown County Fair, Covington, Ga., and Central Georgia Fair, Cordele.

Fontana, and the show's owner, L. J. Heth, said they are anticipating a near-record season in 1951, but added the proviso that possible changes in the national picture could well cause a reversal of their outlook.

## Vomberg Org Set For 18th Season

MILWAUKEE, Jan. 13.—Badger State Shows, owned and operated by Mr. and Mrs. Jack Vomberg, will take to the road this spring for their 18th season. Shows' equipment is in the org's Red Granite, Wis., winter quarters where it is being prepped for a late April opening.

Org will confine its '51 operations to Minnesota and North Dakota, and will carry eight major, four kid rides, and about eight shows.

## Reg. Assoc. Troupers' Banquet-Ball Pulls 250

LOS ANGELES, Jan. 13.—About 250 attended Regular Associated Troupers' 10th annual banquet and ball at Larry Potter's Supper Club here Tuesday (9). Sam Dolman was chairman, with Eddie Harris and Fred Smith assisting.

Club excluded all speeches from the program. Virginia Kline emceed and limited her duties to introductions. Larry Potter, owner of the spot, which has been the scene of the last four annual events, was presented with an honorary membership in the club.

Reception committee included Rose Fitzgerald, Berdie Harris, Ethel Krug, Lucille Dolman, Sally Bracekerman, Doris Devine, Lillian Schue and Eve Scott. Helen Smith was the secretary, with Jerry Mackey and Al (Moxie) Miller sergeants at arms.

Harry Golub opened festivities by introducing Dolman, who turned the microphone over to Mrs. Kline. Congratulatory telegrams from Harry Seber, Show Folks of America, and Ida Chase were read.

At the speakers' table were Dave Friedenheim, Troupers' 1951 president, and Emily Friedenheim; Mrs.

Lillabelle Williams, first vice-president; Larry Nathan, second vice-president; Mabelle Bennett, third vice-president; Ray Marion, fourth vice-president; Florence Lusby, treasurer, and Philip Darling; Helen Smith, secretary, and Fred Smith and Nell Robideaux, retiring president.

Past presidents introduced were Lucille King, 1942; Estelle Hanscom, 1943; Babe Miller, 1944; Ethel Krug, 1945; Lucille Dolman, 1946; Jimmie Lynch, 1947; Marie Bailey, 1948; Clarence Allton, 1949, and Mrs. Robideaux.

Pacific Coast Showmen's Association was represented by M. J. (Mike) Doolan, 1951 president, and Mrs. Doolan, and Mrs. Opal Manly, Ladies' Auxiliary president, and Lou Manly, PCSA secretary. Fred Weidmann, Show Folks of America president, and William Kindel, SFA banquet and ball chairman, attended from San Francisco.

Shows represented included Crafts 20 Big, West Coast, California, Douglas Greater, Golden West and Frock & Meyer. Personnel from Sunland and Jantzen Beach parks were on hand.

# W. G. WADE

**SHOWS**  
 Now Contracting  
 Legitimate Merchandise  
 Concessions of All Kinds  
 For 1951 Season

**C. P. O. BOX 1488,  
 DETROIT 31**

## WANT OPERATOR

For Comic Photo Outfit on Royal American Show, opening Tampa Fair Jan. 29. Must be sober and fast worker.

Write—Wire

**C. T. (TREE TOP) BUCHANAN**  
 General Delivery Winter Haven, Fla.

## WANTED

### CARNIVAL OR RIDE UNIT

Week of July 4th. Sponsored by the American Legion. Community Program and Parade assures attendance. Contact.

**L. B. KNIGHT, 1ST V.C.**  
 41 Brook Road Fairborn, Ohio

## FOR SALE

Improved Spiffite with special built Trailer, good Rubber, Vacuum Brakes. Ride complete, new Paint. 40x40 Top and Walls, bargain, \$95.00. Book for March opening—Tilt, Shows, Cookhouse, Grab, Novelties, Group Concessions, Hunky Panks. Write **DYER'S GREATER SHOWS** Fairgrounds, Vicksburg, Miss.

## WANTED

### RELIABLE ARCADE HELP

APPLY TO JACK YOUNG

107 So. Willow St. Tampa 6, Fla.

## FOR SALE

### ELI NO. 12—\$4,000.00

1940 Model, Steel Mud Sill, V Belt Drive and a '47 LeROI power unit. General condition of ride is good.

**Strong's Amusement Co.**  
 2307 Benson Garden Blvd.  
 Omaha 4, Neb.

## FOR SALE

### CATERPILLAR

1948 MODEL  
 Excellent condition, with or without trailers. Contact

**A. SPHEERIS**  
**MAGIC EMPIRE SHOWS**  
 Andalusia, Alabama

## WORLD OF PLEASURE

### SHOWS

Now contracting for 1951 SHOWS—RIDES—CONCESSIONS  
 Opening in April. Vicinity of Detroit.  
**JOHN QUINN, Owner**  
 4923 Colthoun St. Dearborn, Mich.

## WANT

### Merry-Go-Round Horses

Small, medium or large; must be jumpers. State price and condition in first letter.  
**GRIFFEN AMUSEMENT COMPANY**  
 Jacksonville Beach, Florida

## FOR SALE

### 8 CAR WHIP

For full particulars write

**WM. J. GILLES**  
 6050 N. Dewey Rd. Amherst, Ohio

## WANT

Stock Concessions or what have you, \$10.00.

No racket. Out all winter.

**Curly Migrothy Shows**  
 Parks, La., January 15-21

## FRANK CARPENTER, JR.

Regarding Taxi Accident March 28, 1948. Please contact immediately Law Offices of **SAMPSON & DRYDEN**  
 210 W. 7th St., Los Angeles 14, Calif.  
 Phone: MUTual 2184

## FOR SALE

Indoor Carnival consisting of Bingo, 50 people capacity, 12 other Booths. All portable, haul on one truck, 2 people can handle. Will net \$6,000.00 to \$9,000.00 per year. Very low overhead, small investment, \$1,500.00 cash. Sickness cause of selling.

### SIM NORTHP

133 1st Ave., So. Glasgow, Montana

## Want—LEGAL ADJUSTER—Want

### FOR CARNIVAL—SEASON 1951

Must be capable. Also want Concession Help of all kinds. Can place a few Count and Peek Store Men. Also want Concession Help who drive Semis. Bingo Counter men who drive Semis.

All contact VINCE McCABE

BOX 197, EAST PRAIRIE, MO. (No phone calls, please)

## CITY LEGION PARK

Opening February 1, in heart of city, Dothan, Alabama, Camp Rucker. 40,000 soldiers, more coming every day. Office open now.

Will book Bingo, Penny Arcade, Skating Rink, Eating and Drinking Stands open. All Stock Games open, exclusive. Long and Short Range Gallery. Shows that are clean, Palmistry. Rides: Whip, Baby Dipper, Flyoplane, Tilt or any outstanding Ride. Also Kiddie Rides for Kiddieland, Musical Girl Revue.  
**FRANK ROSS**, Concession Mgr.; **MISS VIRGINIA POWELL**, Secretary; **RICHMOND M. FLOWERS**, Commander; **J. WILLIAMS**, Pub. Mgr.; **JOHN J. CARUSO**, Gen. Mgr.; **J. C. Penny Bldg., Dothan, Ala.** P.S.: Dan Donanni, Bingo, contact.

## BALLYHOO BROS.

# Rumor Spurs Romance; Romance Spikes Rumor

By STARR DeBELLE

TRIANGLE, N. C., Jan. 13.—When a rumor hit the lot last week that the show wouldn't stay out all winter as per promise by the bosses, who offer short money on long seasons, the panic was on. The rumor started when a has-got told a has-not that he got the info direct from a guy who sleeps under the office wagon with one ear to the floor.

The down-at-the-heeler had suffered bad breaks all season thru the dice being wrong, the lush lush and three town hashers that had been too smart for him. When the down-at-the-heeler, who is young and sound of wind and limb, took a powder for the South with his boss's night's receipts in his hip-kick the rest of the troupe knew the season's end was near.

When the big boss was asked, "Does it or don't it," he fired the rumor with, "For some reason or other there is a feeling among those who close broke that they who can live thru the hardships of winter and smile are much better showmen than are those who merely live thru the layoff with money."

Similar to the famed Sadie Hawkins' Day, tho not on the same date, following closing days in the past we held auctions of left-behind women and dogs. As misery loves company, our boys and girls decided to beat the auction to the punch thru matrimony and set up a heart throb bureau, which was headed by Violet-Ray, annex attraction. It was agreed that all names be kept anonymous and all questions be dropped in a box near the blowoff curtain during the hours when the midway was dark.

The mating season started with such questions as, "I am young

and healthy. My boy friend tells me two can live as cheap as one. Do you think his proposition worthy?" The answer, posted in the cookhouse, read, "Most assuredly if both live in a berth. The bonds of matrimony cut down the price of two berth rents to the price of one. He is sincere."

From one of the midway swains came, "Have been courting the girl of my dreams for 20 years on 56 different shows. Wheresoever she went I followed. Without letting my love falter, I saw here change from a beautiful blond dancer to a greying mitt reader. She asked me to ask you if my love was a true one."

### Fixer "Speaks Now"

The results of the heart throb department were so terrific—over 350 engagements—that the boss decided to go along with the play by announcing that he would foot the bill. He ordered his advance department to advertise the biggest public wedding in history to be held here this week. The grooms-to-be rushed the slum spindle for hoops, but the booth's operator refused straight sales and held the play at two bits per turn. That burned up our legal adjuster who claimed any wedding was worth six bits a spin on any spindle and he sloughed the store.

Last night, at 50 cents per copy, our gales showed an attendance of 27,000 paid admissions with a nut of \$6 to the j.p. who married 'em all at once for the price of one couple. With loud speakers turned up, 350 couples told the world, "I do." Pete Ballyhoo, who has always been lucky in love, presented the couples wedding gifts by giving General Agent Lem Trucklow enough dough to book three more dates so they can honeymoon en route.

# Winter Quarters

## G. & B. Rides

PARKERSBURG, W. Va., Jan. 13.—Work is in progress in preparation for the 32-week season opening in April and embracing dates in industrial and mining spots in West Virginia, Ohio and Pennsylvania.

Five new tractors and trailers, Ford sound truck, ponies and Merry-Go-Round top have been delivered. Owner George Broas also has taken delivery on a 30-foot horse trailer and panel truck. Gerard Normadin has two new trucks and trailers to haul concessions which are now being built. He also will act as show electrician. Ted Cole has a crew painting and repairing his bingo, concessions and rolling equipment.

J. C. Ward and wife left for a two-month vacation in Florida. Mr. and Mrs. R. C. Jackson leave soon for Florida fairs and to buy show equipment. Beulah Broas and Glenna Hinzen are in charge of the cookhouse.

## Virginia Greater

SUFFOLK, Va., Jan. 13.—Plans are set for a thoro refurbishing of equipment. Quarters are at the fairgrounds.

Two new rides are expected here in time for this year's opening. Manager Rocco Masucci has returned to quarters after spending a few days at his New Jersey home. He conferred with General Agent William C. Murray and then continued on to Southern fair meetings.

## Heart of Texas

BROWNWOOD, Tex., Jan. 13.—Harry Craig has been relaxing a bit before getting into harness. Mrs. Craig is busy with social activities and Bucky Craig is back in school. The latter, age 12, closed the old year and the deer season with two specimens.

In the winter quarters barracks are George Passler, Jack Barons, Cowboy Pearson and Solomon Ruyle, who presides over the commissary. B. C. McDonald divides his time between quarters and the Main Hotel, where he operates an income tax office.

Visitors have included Eddie and Imogene Lynch, Mr. and Mrs. J. H. Nichols, Barney Allen, Blackie Leek, the Jack Owens family, and T. J. Evelyn, Patsy and Buddy Tidwell.

## MIDLAND EXPOSITION

### Wants Wants Wants

For Reserve, Louisiana, week of Jan. 15, Norco to follow with east of Mississippi going up.

Will book Hunky Panks of all kinds. Good opening for Pop Corn and Mug joints. Will book three Grind Stores. White Campbell and Mac Hodges, get in touch with adjuster. For Sale—14x20 Cook House Top.

**ODELL MIDDLETON, Manager**

## FOR SALE

Smith & Smith Chairplane, Kiddie Airplane, Pony and Cart; Train, gasoline driven; Long Range and Short Range Galleries, mounted; Electro Freeze Custard, mounted, or sell separate without truck; one Semi with van body; two Semis with rack body.  
**JOE E. KAUS, Wrightsville Beach, N. C.**

## L. J. HETH SHOWS

NOW BOOKING 1951 SEASON

Shows, Rides, Concessions,  
 North Birmingham, Alabama.

## LESLIE'S TRAILER PARTS & ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

## RIDES FOR SALE

1947 Allan Herschell Looper, 24-Car Caterpillar. These rides are in good mechanical condition and can be seen here in our park. They are priced to sell.  
**GRIFFEN AMUSEMENT COMPANY**  
 Jacksonville Beach, Florida

# Morris Hannum Shows

One of the Great Eastern Shows

## Opening Eastern Pennsylvania Middle of April

**RIDES**—Tilt, Caterpillar or any good Flat Ride.  
**SHOWS**—Monkey, Snake, Mechanical, Arcades and Fun House. Good route for a Motordrome.  
**CONCESSIONS**—First-class Cook House, Legitimate Game Concessions of all kinds.  
**RIDE HELP**—Ferris Wheel Foreman, also Foreman and Second Men on all rides. Prefer drivers.  
 Will be at the Pennsylvania and New York Fair meetings. Address replies to

## MORRIS HANNUM

334 Murdoch Road Philadelphia, Pa.  
 Phone: WIssahickon 7-8176

## FOR SALE

# Monkey Motor Drome

With K. S. 10 International Tractor, 22 Ft. Fruehauf Van.

Drome is ready to go. Not junk. New Banners, used one spot. 6 Monkeys, 2 Cars with 2 extra Motors, lots of Spare Parts. Tape Recorder, 2 P.-A. Sets. Drome was in top money at Billings, Great Falls, Milwaukee, Detroit, Nashville.

## W. P. STEPHENSON

Box 1003 Lincoln, Nebr.

## NOTICE TO

**FAIR SECRETARIES AND CELEBRATIONS COMMITTEES** of the Middle West: If you want one of the cleanest shows on the road carrying no grift of any kind and a free gate, contact us before signing your midway attractions. References will be on request. We solicit your inquiry.

**WILL BE AT THE ILLINOIS FAIR MEETING JANUARY 20 TO 23.**

**CONCESSIONS**—Want Stock Concessions of all kinds that work for stock; must be neat and clean. Will sell X on Custard and Novelties. Want Arcade.

**RIDES**—Spiffite, Octopus, Leoper or any Flat or High Ride not conflicting. Reasonable percentage. Ride owners, contact us for a good route.

**SHOWS**—Will book on small percentage Motordrome, Fun House or any Show with own outfits. **FRENCHIE**, answer Would like to have **MONKEY MECHANICAL CITY**.

**HELP—FOREMAN AND SECOND MEN ON ALL RIDES**; must drive semi trucks. Top salary to sober and reliable men. We pay every week. **EDDIE (SMITHY) BROWN**, answer Bingo Help. Agents for office-owned Concessions, party for Popcorn Trailer; experienced Carnival Secretary, man preferred with Concessions.

**FOR SALE**—Grauer Chairplane, electric motor, good shape, \$400.00; Popcorn Trailer, \$300.00. Want to buy for cash 32 or 36 ft. two abreast Merry-Go-Round. Must be in good shape. Wire—Phone—Write **NESSLER GREATER SHOWS, SANDOVAL, ILL.**

## FOR SALE—COMPLETE UNIT

No. 12 Eli Wheel, V-Belt drive, with 24 ft. Lupper Van Semi 2 Ton Tractor, new 900 Firestone Tires; Smith & Smith 18 ft. Chairplane with 20 ft. open Semi Trailer and 1 1/2 Ton Chevrolet Tractor, new Tires; Kiddie Auto Ride and Kiddie Chairplane, both electric driven, 1 1/2 Ton Dodge Stake Truck hauls both; 2 50 kw. Transformers complete with Switchboards and Cables mounted on 1 1/2 Ton International Truck; Popcorn and Candy Apples (nicely framed), Jumbo Popper and Apple Kettles in 1 1/2 Ton Chevrolet, open Sides and End Counters; 10x10 Grab, Top, Frame and Equipment; Evans Jumbo Big Six Dice Wheel, new blue Top and Frame with 3 way Counters; 12x12 blue Top, Frame and Penny Pitch Board complete; Rat Race Table with glass, 12x12 Top and Frame; Evans automatic 14 ft. Bowling Alley, like new. Jackpot Gallery Trailer complete with Cards, Winchester and Remington Rifles; 30x40 Bingo seats 150, built-in portable Benches and Tables, Blower, Cards, fire proof canvas like new; High Striker, 27 ft. high, complete with Mallets; new blue 20x20 Marquee never put up. Equipment in excellent condition. sell all or any part.

## BERKELEY AMUSEMENT CO.

116 Hess Avenue Phone 9268 Martinsburg, W. Va.

## WANT—J. and B. Shows—WANT

### Opening First of April in Virginia

Can place Concessions of all kinds that work for stock. Will book or lease Ferris Wheel for the season. Can also place Kiddie Rides or Kiddieland.

This is our fifth (5) year playing Fireman and Legion Celebrations around Washington, D. C., and Va. We carry a free act and a free gate. All those who contracted last fall please answer. All replies to

**JOHN HAYES, J. & B. SHOWS**  
 2021 Chamberlayne Ave. Richmond, Va.

## Opening Feb. 23—PALMETTO EXPOSITION SHOWS—Opening Feb. 23

Concessions—Can place Fish Pond, Bowling Alley, Clothes Pitch, Bingo, Grab, Cigaret Gallery, Long or Short Range Gallery, Fan Game and other Percentage, Hoop-La, Jingle Board, Penny Pitch, Photo or any Show, Outfit; also Six Cat and Swingers Rides—Can place one more Major Ride and Kiddie Rides. Want Second Man for Eli Wheel, also want Ride Help for Merry-Go-Round and Swings. Shows—Can place any Grind Show with own equipment. No Girl Shows. This show opening early in South Georgia, then followed by a string of proven still dates in Georgia, North Carolina and South Carolina. Those who already made arrangements with us for this season contact for route. All replies to

**MILTON N. McNEACE, BOX 117, CHESNEE, S. C. PHONE 2141.**

P.S.: Have the following for sale: 4 Concession Tots and Frames, 10x14; 3 Tots and Frames, 10x12; one Bingo Top and Frame with new blower, 14x24; also Show Ball, complete with Top and Frame.

## EDDIE'S EXPO SHOWS

### Booking for 1951

SHOWS RIDES CONCESSIONS

OPENING APRIL 28

EDDIE DIETZ

165 N. Monroe St. Telephone 3-8792 Butler, Pa.

## AMERICAN MIDWAY SHOWS

### WANT WANT

Charro Days Fiesta, Brownsville, Texas, Downtown Parade Grounds, Jan. 27 to Feb. 5. We have space for ten or twelve Merchandise Concessions (must work for stock only), nothing over 25¢. Location for Kitchen Gadgets, Coil Workers, etc.

Address **DON M. BRASHEAR, Harlingen, Texas**

## ROYAL BLUE SHOWS

### NOW BOOKING FOR 1951—OPENING IN APRIL

Want CONCESSIONS—Everything open except Bingo and Popcorn. Need small Cookhouse, clean and that will cater; Novelties, Fishpond, Pitch Tilt Win, Cork Gallery, Jewelry, Photo, Hit-Striker, Glass Pitch, Bumper, Milk Bottles, Watch-La, Long or Short Range, any type Hunky Pank. SHOWS—Monkey, Ten-In-One, Snake, Can use good Girl Show. RIDES—Any Major Ride or Kiddie Ride that does not conflict with the rides we have. Ride Help who can drive, must have license. Have a good route in the Coalfields and six good Fairs.

**D. W. CARTER, General Mgr., Box 1663, Charleston, W. Va.**

The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

# STAR ATTRACTION of the NAAPPB SHOW! Evans' New Cigarette Wheel

**NEW FLASH! TOP EARNINGS!**

Great new fast playing cigarette store! Plenty of punchy appeal! 40" wheel operates an excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action bally! Beautifully colored, mounted on nickel plated stand at about 45 degree angle. Evans quality built to give you many seasons of big earnings. This is the right one! Don't wait!

**IDEAL FOR FAIRS, HOMECOMINGS, REUNIONS, BAZAARS, ETC.**

Write for information and latest catalog  
**H. C. EVANS & CO.**  
1556 W. Carroll Ave.  
Chicago 7, Ill.

# PRELL'S BROADWAY SHOWS

BROADWAY AT YOUR DOOR  
GET WELL WITH PRELL

**WANTED**

Saratoga, Fla., Fair Week of January 22-27  
8 More Florida Fairs To Follow

**RIDES—SHOWS—CONCESSIONS**

Eat and Drink Stands, Novelties, Photo, Mitt Camp, Glass Pitch, Hanky Panks of all kinds.

Harry Le-Roi wants Monkey Show Help. Prof. Ritz, got in touch. Ride Help: Drivers preferably, Ticket Sellers, Grinders, Talkers.

All address:

**SAM E. PRELL, Tropical Hotel, Kissimmee, Florida**

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8 More Florida Fairs To Follow

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All address:

**SAM E. PRELL, Tropical Hotel, Kissimmee, Florida**

# GLADSTONE EXPOSITION SHOWS

16 FAIRS - - - 16 FAIRS

Blue Grass Fair, Harrodsburg, Ky.  
Taylor Co. Fair, Campbellsville, Ky.  
Barren Co. Fair, Glasgow, Ky.  
Marshall Co. Fair, Benton, Ky.  
Adair Co. Fair, Columbia, Ky.  
Larue Co. Fair, Hodgenville, Ky.  
Cumberland Co. Fair, Burkesville, Ky.  
Logan Co. Fair, Russellville, Ky.  
To be announced later: Eminence, Ky., 4th Celebration, Oldest 4th in Kentucky.

**WANT**  
CONCESSIONS—Fish Pond, Pitch Till U Win, Basket Ball, Coca-Cola, Photo, String, Bumper, Custard, Grab, Cook House, Snow, Floss, Apples, Popcorn, Jewelry, Short Range, Cork Gallery, Nickel Pitch, Penny Pitch, Rat Game, Pan Game, Swinger, Six Cat, Bucket Razzle, Pin Store, Roll Down, Mitt Camp, (Bingo, Diggers, Lead sold.)  
**WANT**  
RIDE HELP on all Rides: Wheel, new '51 Tilt, Jenny, Swings. RIDES—Will book one Major Ride, Kid Ride, Kid Autos sold. SHOWS—First-class Girl Show, Snake, Monkey, Ten-in-One, etc.

**OPENING APRIL 2 IN KENTUCKY**

WIRE OR WRITE—NO PHONE CALLS

**JACK OLIVER**

Edwards Hotel, Jackson, Miss.

**FORREST POOLE**

Box 255, Ruskin, Fla., until Feb. 1; then Jackson, Miss.

# WOLFE Amusement

OPENING EARLY MARCH IN SOUTH CAROLINA. PLAYING INDUSTRIAL CENTERS IN SOUTH CAROLINA, NORTH CAROLINA, VIRGINIA, MARYLAND AND PENNSYLVANIA.

7 RIDES—4 SHOWS—LIGHT TOWERS—40 CONCESSIONS

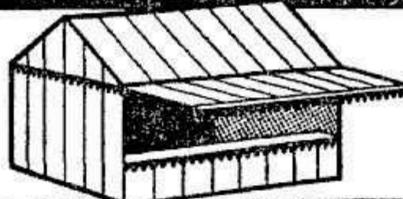
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SHOWS—Have complete panel front Girl Show, want Manager with 2 or more Girls with Sound and Wardrobe, Snake Show, Monkey Show, Side Shows, Fun House, Illusion or any Walk Thru Show. Will give entire back end to reliable showman.  
RIDES—Have opening for Flat Ride and set of Kiddie Rides or any Ride that does not conflict. Winter quarters open. Plenty room for all to repair and paint. Jimmy Cyr and Congo get in touch with me. All wires or mail.

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## TICKETS

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Toledo (Ticket City) 2, Ohio

# Midway Confab

Charlie McCarthy, last year with the Capell Circus, is recovering from a major operation in Aransas Pass (Tex.) Hospital and would like to hear from friends. . . . M. R. Levy, Pittsburgh, is recovering from recent illness. . . . W. L. Borrer, cookhouse operator, is wintering on the Laurel (Miss.) Fairgrounds. . . . Ginger and Pat Patterson spent New Year's Eve in Mexico City, stopping there on their return from Acapulco, Mex. . . . Sandra Berkeley has rejoined Clarence and Madge Thames, of Prell's Broadway Shows, in winter quarters at Kissimmee, Fla. They open January 22 at Sarasota, Fla.

Mrs. Eli N. Lagasse, owner, Lagasse Amusement Company, and daughters, Marie Irene and Alice Elaine, attended a New Year's Day performance of the Bertram Mills Circus at the Olympia in London. They were the guests of Bernard M. Mills and Mr. Curtis. Visit was arranged by Al Martin, Boston. Mrs. Lagasse has returned from the European trip, which included stops in Italy, France and Switzerland, with Alice, while Marie remained in Florence, Italy, to study fine arts.

This year will mark the 49th in show business for Charles S. Reed, general agent, who is wintering in Springfield, Mo. . . . Strong Amusement Company, owned by T. H. Strong, recently established new quarters on U. S. Highway 70, west of Hugo, Okla. . . . Sebastian (Babe) Vivona, of Vivona Bros.' Shows, and Adeline Biuno were married at St. Rocco's Church, Newark, N. J., Sunday (7). Event was followed by a reception at the Military Park Hotel with 300 in attendance. After a month's honeymoon in Miami and Havana, they will head for shows' Goldsboro, N. C., quarters.

Al P. Hill, former concessionaire and owner of the Hill Hotel, Mobile, Ala., reports that he received numerous cards and letters during his recent illness. Recent visitors to his apartment included Al Wagner, Jim Robinson, Walter B. Fox and Bennie Johnson. . . . Mr. and Mrs. Mitchell Lovell, parents of Mrs. Joseph E. Karr, held open house at their home in Plateau, Ala., during the holidays and served a turkey dinner Christmas Day to 15 relatives and friends. Guests included Mrs. Karr and family, Jack and Buddy Lovell and Walter B. Fox.

James Cephus, assistant boss canvassman with Biller Bros.' Circus last season, spent the holidays in Mobile, Ala., with relatives and friends. . . . E. J. Barry, well known in outdoor show business, celebrated his 95th birthday January 6 at his home in Joliet, Ill., with relatives and friends. . . . Mr. and Mrs. Oscar Bloom, of Columbus and Amory, Miss., spent three days in Mobile, Ala., during the holidays on a combined business and shopping trip. They also visited winter quarters of Gem City Shows in Theodore, Ala. . . . Mr. and Mrs. Jimmy David-

son, concessionaires, spent Christmas Day in Mobile, Ala., with Mrs. Davidson's parents.

F. O. (Tarzan) Banks, who has operated reptile shows on carnivals for 20 years, was the subject of a biographical sketch by Leonard Kimsey in the January 7 issue of The Daily Times Herald, Dallas. Banks, who had units with Imperial Exposition Shows and Crescent Amusement Company last season, is wintering near Dallas where he is employed as a painter in an airplane factory. . . . Jean Mercer is featuring her Boogie and the Beast at the Dog House, Oklahoma City, following six weeks in Miami.

Before heading for fair association meetings at Columbia, S. C., and Raleigh, N. C., Sam E. Prell, of Prell's Broadway Shows, carded that he feels that the war situation may put something of a crimp in business in 1951.

Concessionaire Eddie Elkins is out of the hospital after a recent illness and around New York clubrooms of the National Showmen's Association.

Mr. and Mrs. Louis Keller have left Chicago for Hot Springs where they plan to vacation until late in February. . . . Billie Wasserman is in the Chicago Fresh Air Sanitarium and expects to remain there for six months. She'd like to read letters from friends. . . . Phoebe Carsky, past president of the Ladies' League of America, and her daughter, Lynn, are motoring to Miami.

E. J. Casey, owner of the shows bearing his name, info from his Winnipeg winter base that work is proceeding at a good rate. Jack Baillie, Art Curtis, Ray Jewsbury and Charlie Farrel are working a 40-hour week, overhauling the wiring, ticket boxes and Merry-Go-Round horses. In about a month the crew will start building new show fronts.

Billie Lou Bunyard is hospitalized in Little Rock with virus pneumonia. . . . Edna O'Shea plans to enter Mayo Bros.' Clinic, Rochester, Minn., for a physical check-up. . . . Sophia Gleason is wintering in Miami. . . . Louise Donahue is aboard the S. S. Brazel on a 38-day cruise to South America.

Max Cohen, general counsel of the American Carnivals Association, info that his fair meeting schedule this year will be confined to the New York State convention at Albany, February 5-6.

Jack Gallagher, owner of Playland Shows, who has been convalescing, recently suffered a relapse in the Fort Wayne Hotel, Detroit, and is again confined to his room there.

Leo Lippa, former carnival owner, has entered Mount Carmel Hospital, Detroit, for observation and possible surgery in connection with his illness of several years' standing.

# BILL HAMES SHOWS

**WANT WANT**

**FOR FORT WORTH FAT STOCK SHOW—JAN. 26 TO FEB. 4—10 DAYS**

**AND HOUSTON FAT STOCK SHOW—JAN. 30 TO FEB. 12—12 DAYS**

WANT TO BOOK RIDES THAT DO NOT CONFLICT. ALSO SHOWS OF ALL KINDS NOT CONFLICTING. LEGITIMATE CONCESSIONS OF ALL KINDS. (MUST BE STRICTLY LEGITIMATE.) CAN PLACE RIDE HELP FOR ALL RIDES. ADDRESS:

**BILL HAMES SHOWS, BOX 1377, FT. WORTH, TEXAS.**

All Wires: c/o Western Union. Phone: N.O. 5512.

# RIDES FOR SALE

32-Ft. Little Beauty Merry-Go-Round, 1947 #5 Eli Wheel, 1947 Smith & Smith Chairplane, 1947 Comet Ride, 1949 Roll-o-Whirl, 1950 20-Passenger Fire Engine Kiddie Ride, two 50 KVA Transformers mounted in Van, Junction Boxes, etc. Over 2000 feet practically new 1-0 Rubber Cable; 16x32 Bingo, complete, ready to operate; Ton Panel Sound Truck, completely equipped. All rides are loaded on trucks ready to open. These rides have had good care and are in good condition. All trucks are equipped with practically new tires, also about 20 extra tires. Show staged in Lynchburg, Virginia. \$30,000.00; will finance to reliable party. Also Chevrolet Tractor and 24-Ft. Fruehauf Low Body Semi Van with 5 Tops and Frames. Tops used 3 weeks, \$2,500.00.  
**HARRY BOYLES, 1839 West 14th St., Bradenton, Fla.**

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**OPENING 1951 SEASON MIDDLE OF APRIL IN NEW JERSEY PLAYING NEW JERSEY AND PENNSYLVANIA—ALL SHORT MOVES**

Now booking Concessions and Grind Shows with own equipment. Grab, Popcorn and Candy Apples sold. Will buy or book Kiddie Ride. Will carry about 15 Concessions, one of a kind. Want Ferris Wheel Foreman for #5, also Help on other Rides. Man to set up and take care of Concessions. Address:  
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80' Round Top, 3-40' Middies, 50' Round Top, 2-30' Middies, 40'x100' Square Hip Ends, all 10' Wall, 20'x30' Hip Roof, 8' Wall. Bernie Mendelson—Charles Driver



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# WHEELS OF ALL KINDS



HORSE RACE, B'G S X MONEY, MERCHANT'S SE, PENNY PITCH BOARDS, OVER-UNDER, LAY DOWN'S CLOTS, CHUCK-A-LUCK.

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Opening PAVO, GA.,

January 25-February 3—10 Days

Will book Candy Floss, Custard, French Fries, Taffy, Popcorn, Mug Outfit, Diggers, Rotaries, Bingo, Cookhouse, Jewelry, Novelties, Hanky Panks of all kinds. Reasonable privilege. Rides not conflicting. Shows with own equipment. No flats.

**WHITEY CALER**  
OWNER-MANAGER

# WANTED

Freeman to handle 5 Rides. Must come well recommended. Write only and give all information as to what you can do.

**ENSHOFF SHOWS**  
Box 145, Richland Center, Wis.

# WANTED TO BUY

## CABLE

O and OO, new or used, any quantity, priced right. Write or wire

BOX D-481  
c/o The Billboard Cincinnati 22, Ohio

# WANT TO BUY

Good Allan Herschell 8 or 10 Car Kiddie Ride. Also good Popcorn Trailer.

**FOR SALE OR TRADE**

20 Unit Metro Derby Racer with good Seats, in perfect condition. Cost \$6,000.00. Will sacrifice for \$3,000.00. Small Cook House, complete with all equipment and very good. Truck and everything goes at the Bargain Price of \$600.00.

**CARL HARLAN**  
ARMA, KAN.  
Box 81

# NOW BOOKING

1951 SEASON

Concessions of All Kinds

OPENING MARCH 10

Contact Winter Quarters  
**Magic Empire Shows**  
Andalusia, Ala.

# ROYAL MID-WEST

OPEN IN APRIL

Booking Concessions of all kinds. Sell X on Grab, Popcorn, Bingo, Mitt. Rides—will book one more Major.

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45-gal. barrel, double draught arms, liquid carbonator, built in 25-ft. Alma House Trailer, living quarters year around, used one season. A-1 condition, ready to go.

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**HEART OF TEXAS SHOWS**

9TH-ANNUAL TOUR-9TH WANT EARLY MARCH OPENING

SHOWS—Book reliable organized Side Show with Equipment and People or capable Manager who can get and hold People. Want a Musical Comedy Type Show to feature with or without Octopus, Athletic Show or manager, who can produce. Book Fat Show, Midgets, Atomic Display, Big Snake or Snake Show, Monkey or Wild Life, Iron Lung, Motor or Silo Drome, Glass or Funhouse, Mechanical, Girl or Posing Show with 2 or more Girls. RIDE—Will book Dipper, Octopus, Caterpillar, Pretzel, Hoop-La, Boat, Train, any Major or Kiddie Ride not duplicating ours. Want Foremen and Ride Help who drive. Wives on Concessions or Tickets. CONCESSIONS—Book Arcade, Bingo, Diggers, Derby, Photos, Long or Short Range Gallery, Scales, Fish, Jewelry, Novelties, Glass Pitch, Pig or Duck Pond, Bumper, String, Coke Bottles, Custard, Ball Games. Especially want a dependable Cookhouse that caters to showfolk as well as the public. Book Cigarette Gallery. AGENTS—Ball Game, Hoop-La, Penny Pitch, Fan Game. Man to take charge of Bowling Texas, Photo Booth, P.C., Deane Locke, Blackie Yard (Sound Car), all who have been here before, contact us.

**Eastern Amusement Co.**

BOX 483 FARMINGTON, MAINE

Now Booking for 1951

**WANTS WANTS WANTS**

Concessions—Bottles, Cat Rack, Bowling Alley, Darts, String, Bumper, Over 12, Cork Gallery, Scales, Hi-Striker, Slum Spindle, Cane Rack, Basket Ball, Penny Pitch, Jingle Board, Novelty, Mug, Fish or Duck Pond, Pop Corn, Floss, Candy Apples, French Fries or any other Hunky Pank. Will sell X on above. X sold on Cookhouse, Watch-La and all P.C. Shows—Hillbilly, Geek, Mechanical, What is It, Animal, Monkey, Midget, Want Operator and Foreman for All Show, Talkers for other Shows. Rides—One Flat Ride. Need Ride Help on all Rides; prefer married men with wives to work Concessions. Must be Truck Drivers. Contact M. S. EARL, Pine Haven Trailer Court, South Portland, Maine, or R. ROSS, R. 3, Box 104, Fort Lauderdale, Fla.

**THE NEW ROMAN TARGET**

One of the Greatest Stock Concessions Ever Built

A new Stock Concession, a game of skill. Uses cork guns, thoroughly tried through the entire 1950 season and proved to be one of the greatest Stock Concessions ever built. Write for new literature and prices.

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**OPENING SAT., APRIL 28**

New York-Penn. territory all season. Conventions, Celebrations, Fairs. WANT to book Concessions of all kinds except Food, Bingo and P.C. WANT Ball Games, Darts, Fish Pond, Bowling Alley, Short Range, Long Range, Photos, Coke Bottles, Hoop-La, Slum Shows. Will book Side Shows with own outfits. Six-ride show for the still dates, ten for the fairs.

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Large Train. Jeep powered gasoline engine. 4 cars, capacity 48 to 60 children or 32 adults. Sealed grease roller bearings all wheels, 28 1/2 feet 20-inch gauge new track. A-1 condition. Gruner 24-Chair, 18-ft. tower Circle Swing, Le Roi gasoline engine, used 10 weeks. Popcorn Trailer, 6x9 ft. Jumbo Star Popper, complete. Transportation for both Rides.

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**KIDDIE RIDES**

Wanted to buy in the East; good, used.

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**WANTED**

Good all around Ride Man to work in Winter Quarters. Starting January 22. Now booking Concessions of all kinds.

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FOR ALL THE GOOD WISHES FROM ALL OUR FRIENDS FOR THE YEAR 1951 AND MORE TO FOLLOW. IN RETURN WE WISH THEM THE SAME.

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OPENING IN MARCH

WANT TILT-A-WHIRL FOREMAN. Must be sober, drive semi, know Tilt, to keep in condition and how to operate when doing business. Address:

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**Club Activities**

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, Jan. 13. — Sam Shapiro, husband of Ethel Shapiro, president of the Ladies' Auxiliary, died Monday (8). Funeral services were held the following day, with burial in the family plot at Farmingdale, Long Island. Many members of the club and auxiliary attended.

Eligibility committee at the Wednesday (10) meeting approved the following applicants for membership: Charles McIsaac and Mitchell Malette, sponsored by William Lish; George F. Hoar and George M. Smith, sponsored by Frank Rappaport; Thomas C. O'Connell, sponsored by James McHugh, and Max Seskin, sponsored by Harry Horner. Working hard for life membership cards are Irving Sherman, Phil Cook, William Lish, Morris Brown and Frank Rappaport. Gerald Snellens, already a life member, promises 50 members this year.

On the sick list are Joe Rinaldi; William (Bibs) Malanga, recovering from an eye operation at Kingsbridge Veterans' Hospital, Bronx, N. Y., and Henry Fein at City Hospital, Welfare Island, N. Y., in for a check-up.

Gerald Snellens, chairman of the ways and means committee, called a special meeting of his group to formulate fund-raising plans. Max Gruberg, with the assistance of Raymond S. Blumberg, expects to bring in quite a sum of money for the club this year.

Regular meetings of the board of governors and general assembly were held Wednesday night (10), with President Emeritus George A. Hamid conducting both meetings. Also present were Harry Rosen, treasurer; John S. Weisman, assistant treasurer; Dan Thaler, secretary; Max Hofmann, counselor; Dr. Jacob Cohen, and Fred Murray, chaplain.

Recent visitors included William Harrison Jr., Morris Gurtov, Murray Rich, John De Marco and Glenn B. Payne. Edwin Goldman and Ben Levine send greetings from Miami. Next regular meeting will be held Wednesday (24).

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, Jan. 13.—Year's first meeting was well attended, with President Bessie Mossman presiding. Also on the rostrum were Claire Sopenar, first vice-president; Lillian Lawrence, second vice-president; Mae Taylor, third vice-president pro tem; Irene Coffey, financial secretary, and Wanda Derpa, treasurer. Silent prayer was held for the mothers of Emma Atzel and Betty Shea.

Corresponding Secretary Jeanette Wall read cards and letters from Esther Sholtzberger, Billie Billiken, Jeanette Hart, Ann Roth, Bee Tennyson, Mary Beckett, Jeanette Wall, Winona Woodward, Bess Hamid, Alma Richard, Ann Lee Wilkins, Emily Baily, Anna Jane Bunting, Rev. Marcel LaVoy, Dorothee Bates, and the auxiliaries of Miami Showmen's Association, National Showmen's Association, Michigan Showmen's Association, and Heart of America Showmen's Club. Showmen's League of America thanked members for volunteering their services to assist them at the annual Christmas Party for underprivileged children.

On the sick list are Daisy Davis, Peggy Davies, Estelle Swaider, Mabel Davis and Lillian Minke. Billie Billiken is en route to Houston. Josephine Glickman's son is with the U. S. Marines and stationed in South Carolina. Lucille Hirsch motored to Phoenix, Ariz., with friends.

**Heart of America Showmen's Club**

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 13.—The regular meeting was well attended and opened by Capt. E. H. Hugo, president. Al C. Wilson, secretary, and George Carpenter, treasurer, assisted.

The banquet and ball committee's report was satisfactory and arrangements were made to hold the '51 event in the same hotel. George Carpenter was named club treasurer, to replace L. K. Carter, who resigned. All officers were installed at the meeting, mostly by proxy.

**Showmen's League of America**

400 S. State St., Chicago

CHICAGO, Jan. 13.—Morris A. Haft presided at the regular meeting in the absence of President Lou Keller, who is vacationing in Hot Springs.

Move to the 7th floor of the present building was approved by trustees and a one-year lease will be signed. The board of governors also approved the investment of \$3,500 in Canadian government securities.

Mr. and Mrs. Jack Weiner stopped over in Chicago en route to join Proll's Broadway Shows. Carl J. Sedlmayr stopped on his way to the Minneapolis and Winnipeg fair meetings. George R. Jordan and Richard Reuland were callers.

Tom Sharkey is on the mend following a week's hospitalization. Nothing new regarding the health of Ainslie Lambert, Jack Gallagher, W. C. Deneke and W. O. Perrot.

Jack Benjamin left recently for Florida, as did Mel Harris, who has returned.

Mail is being held by the secretary for the following: Phil Waddle, James Moeller, James H. Miller, Tommy Martin, Dale Pasley, Fred Reed, Jack Temkin, Max Green, Art Warning, Harry Thomas, Col. Harry Thomas, William J. Stephens, John Hardman, W. S. Robertson, Lawrence P. Rieder and Robert Marcus.

**Pacific Coast Showmen's Association**

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 13.—All officers, slated for 1951, were on the rostrum at the regular Monday night (8) meeting. They included M. J. Doolan, president; Jerry Mackey, first vice-president; Charles Walpert, second vice-president; Frank Warren, third vice-president; Al (Moxie) Miller, fourth vice-president; Al Weber, treasurer, and Lou Manly, secretary. Doolan and Mackey presided.

The session was brief and followed a three-hour session of the board of governors held in the afternoon.

Carl Kristensen and Charles F. McDonald were voted into membership. A communication was read from the Ladies' Auxiliary in which Al Flint, executive secretary, was instructed to obtain bids for renovation of the clubrooms.

Bud White was reported ill and Al Rodin was said to have been discharged from the San Francisco hospital where he underwent surgery. John Boyle also was reported hospitalized and Fred Donnelly, of the sick and relief committee, said he was scheduled for check-up examinations at General Hospital.

Members were informed that for 1951 the initiation fee would be reduced from \$25 to \$10 and dues from \$12 to \$10. There will be no pro-rating of dues. Doolan offered a life membership to the committeeman getting the most members. Sam Dolman, chairman, who already is a life member, advised that the committeeman getting the second highest number, in the event Dolman leads, will be given the coveted card.

Members taking bows were Benny Butler, W. M. McIlwaine, Bob Matthews, Harry Golub, Frenchie LeDeaux, and A. J. Marshall.

**Arizona Showmen's Association**

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Jan. 13. — A near-capacity crowd attended the January 8 meeting, the last one presided over by President Lloyd Wilson. Assisting him was retiring First Vice-President J. M. Stone. Treasurer Don Hanna read the financial report. Final reports from the banquet and ball committee chairman, Mrs. H. S. Siebrand, showed a profit and all bills paid.

Club voted to buy the television set displayed by William Siebrand. Betty Wilson brought to the meeting's attention the need for a blood bank and it was voted to establish one thru the local Red Cross. Mrs. Lillian Freeman was elected to membership. Visitors included Thomas (Fuzzy) Hughes and Frank Ryan. P. W. Siebrand won the pot of gold.

**THOMAS Land JOY SHOWS**

**SEASON 1951**

CAN PLACE SHOWS OF MERIT—Snake, Fun House, Glass House, Arcade, Illusion, Mechanical City, Monkey Show or Speedway, Animal Circus, Colored Revue. (Bob Tolliver, write.) CAN PLACE LITTLE DIPPER RIDE. CAN PLACE RIDE FOREMAN AND RIDE HELP IN ALL DEPARTMENTS. Semi Drivers given preference. Good salary. WANT MAN TO TAKE CARE OF FRONT AND LIGHT TOWERS. CAN PLACE CONCESSION AGENTS. Agents of all kinds, P.C. Dealers, Agents for Water Games, Six Cats, Ball Games. Will place Single People and Married Couples in Concessions. Very Good Proposition in Very Good Concession Territory.

CAN PLACE SHOW PAINTER TO START MARCH 1. ALSO CARPENTER AND BUILDER. All People connected with us in previous years, write. Can place you. All Ride Help who worked before, contact at once. Good salary.

CAN PLACE FOLLOWING CONCESSIONS—High Striker, Jewelry, Hoop-La, Huckley Buck, Frozen Custard, Novelty, Penny Pitch, Bumper, Long and Short Range Galleries, Derby, Rotaries, Merchandise.

We have 12 Fair Dates and 16 Still Dates. All proven territory.

W. E. JACK, PLEASE WRITE.

**OPENING IN APRIL IN VERY GOOD SHOW AND CONCESSION TERRITORY**

**All replies to L. I. THOMAS**

Box 1593, Riverside Station, Miami, Florida

**DON FRANKLIN SHOWS**

WANT SHOWS AND CONCESSIONS FOR SAN ANTONIO LIVESTOCK EXPOSITION, 10 DAYS, FEBRUARY 16 THRU 25; FOLLOWED BY ALICE, TEXAS, FAIR AND STOCK SHOW, MARCH 1-2-3; THEN CUERO STOCK SHOW.

Entire Midway at San Antonio on hard surface.

Want legitimate Concessions of all kinds. "X" on Bingo, Novelties, and Hats has been sold.

Want Shows—Will place Monkey, Big Snakes, Freak Animals, Mechanical, Wax, Glass House and others. Arch McAskill, Bill Dusin, Adam Teska, please contact. No Rides wanted. Have sixteen.

Want experienced GMC Diesel Electrician capable of handling three large plants and a 15-Ride Show.

All replies to

**DON FRANKLIN, Mgr., Don Franklin Shows, Boerne, Tex.**

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For March 1st Opening

**DOE DOE AMUSEMENT PARK**

LAWTON, OKLAHOMA—HOME OF FORT SILL.

Largest Permanent Training Center in U. S. 100,000 Soldiers—45,000 Population in Town.

CONCESSIONS—Legitimate of all types, including BINGO, POPCORN, CANDY FLOSS, JEWELRY, ETC. May stay in park all year or follow show on proven route of top fairs.

RIDES for permanent park or tour. FERRIS WHEEL, LITTLE DIPPER, MINIATURE TRAIN, BOATS, or WHAT HAVE YOU? SHOWS—What can you offer in a money-making show for permanent set-up or travel. Must be well framed, well flashed, PENNY ARCADE OWNER—Here is a spot you can make money in. Want Operator for MOTODROME. FLASH WHITE, get in touch. Drome to tour fair route. Must be able to take complete charge. Bob Robinson, contact at once.

**JOHN L. ROBINSON'S MODEL SHOWS**

BONHAM, TEXAS

**ALAMO EXPOSITION SHOWS**

Want for 1951 Season—Opening Last Week in March

32 Weeks of Fairs, Celebrations and Good Still Dates.

Circus Side Show, Illusion Show, Mechanical Show and any Shows of merit not conflicting. Cook House (this is a very good Cookhouse Show), Frozen Custard and all kinds of Merchandise Hunky Panks. Now booking also for the biggest spring celebration in the U. S., "The Battle of Flowers," San Antonio, Texas, April 16-21. Concessions of all kinds. Have for Sale—12-Car Ride-O and 35x70 Scooter Building without top.

**Address JACK RUBACK**

2240 E. HOUSTON STREET SAN ANTONIO, TEXAS

**WANT for TEXAS STOCK SHOWS**

FORT WORTH, HOUSTON AND SAN ANTONIO, JANUARY 26 TO FEBRUARY 27

Illusion Show Help, Ticket Sellers who can drive large semi. Also Talkers and Lecturer. Can place Girls with neat appearance to work Illusions and Bally.

**A. W. McASKILL**

Care Hale's Trailer Camp, 2203 South Wayside Drive, Houston, Texas, until January 23; then care Bill Hames Shows, Fort Worth.

**FOR SALE—QUICK—FOR SALE**

**COMPLETE CARNIVAL OR ANY PART**

WITH OR WITHOUT TRANSPORTATION

1948 #5 Ell Wheel, 32 ft. Little Beauty Merry-Go-Round, 1948 Octopus, 1948 Fly-O-Plane, 8 Car Kid Auto Ride (Allan Herschell), electric Kid Train, 1948 Tilt, Transformer Wagon, 7 Shows, complete 120 foot Main Entrance Front. Entire show ready to operate. Nothing to buy or build. Nicely painted, complete from front to back.

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We offer for sale—lock, stock and barrel—one of the country's best known eight-ride Truck Shows, including all equipment, route, winter quarters and name. Fully organized and ready to roll, with a fine route of fairs and celebrations definitely signed for 1951. Owner has other interests but will stay sixty or ninety days of coming season with new owner to establish him with route. This transaction can be handled for \$25,000.00 cash and positively no other arrangement will be considered. Address:

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Ride Help for all Rides, must drive. Report to Galveston, Texas, at once—not later than January 20—as we leave quarters January 21.

For Brownsville, Texas—opening there. Can place Hunky Panks of all kind.

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Long Range, Short Range, Derby, Novelty, Glass Pitch, Hoop-La, Slum Bowling Alley, Balloon Darts, String Game, Coke Bottles, Milk Bottles and Punk Rack. All Percentage open, one to each party with 2 Hunky Panks in line-up. No Iowa.

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In spite of rising markets, we will not raise prices while our stocks on hand lasts!!

Popular Styled LIGHTERS



Best Quality CAMERA STYLE LIGHTER With Compass



Camera style with compass on front. Tripod and release can be removed for use as a pocket lighter. Each in box.

PISTOL LIGHTERS

Small size. Imitation mother-of-pearl insert on handle. Highly polished chrome. 2 1/4 inches, including base. Each in box.

NO. BB83J61 Dozen \$5.00

Small size. Highly polished chrome plated with black trim on handle. 3 1/4 x 2 1/4 inches overall. Individually boxed.

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Large size. Highly polished, chrome plated with black trim on handle. 3 1/4 x 2 1/4 inches overall. Individually boxed.

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PEARL HANDLE PISTOL LIGHTER

Highly polished chrome plate with mother-of-pearl handle. 3 1/4 x 2 1/4 inches overall. Individually boxed.

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Aladdin's Lamp Lighter

Table Lighter in a classic design. Silver finish. 4 1/4 x 2 1/4 inches. Each in box.

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Bright polished or oxidized silver finish. 3 1/2 x 3 1/2 inches. Each in box.

Bright polished. DOZEN NO. BB83J65 \$7.20

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FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES. SPECIAL SONGS Material for any act; 1951 catalog free. Kleinman, 11202 Oxford St., North Hollywood, Calif. mh10

ARRANGING FOR BAND, ORCHESTRA—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate. Arranged by Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. f63

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P.O. Box 983, Chicago 90.

LAUGH LINES—5 READY; ALSO NOS. 1-3-4 at \$1 each; bits, comedy, patter, gags, radio, M.C. bits, hecklers answered. Mail money to Jimmy Miller, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. Ja27

"MY MILLION DOLLAR SONG" PLUS DETAILS of simple selling idea I used to sell two of my songs, postpaid, \$1. Lynn, Box 4688, Kansas City, Mo.

RING'S COMEDY SONG GUIDE—CONTAINING 1600 of the world's best known comedy song titles. Listing Publishers, Types, Composers, Periods. Send postpaid for \$2. Ring's, 1654 Cherokee, Hollywood 38, Calif.

STAGE PLAYS!—SHERMAN, WEISE, Maxwell, Feagin, Lynn, others; reasonable. Standard Play Service, Box 590, Kearney, Neb.

AGENTS & DISTRIBUTORS

AAA—GUARANTEED FULL FASHIONED Nylons; direct from manufacturer; write for distributors' prices. Alan-Gale Hosiery Co., 409 S. 5th St., Philadelphia, Pa. Ja20

ABALONE PEARL SEA SHELL JEWELRY. Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. Ja27

ARCO BARGAINS—ORIGINAL FATIMA, \$30 gross; 12 original Wolf Decks, \$8.95. Box 45, Marlboro, Md. Ja20

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AMAZING NEW TALKING VALENTINE Card; Terrific, mystifying! Says "Hello, Sweetheart" in loud, clear voice; 1/2 second demonstration sells like wildfire. "Happy Birthday" and "Get Well Quick" also available. Sample, 25c; gross, \$1.20; gross, \$12. Allied Sales, 311 N. Desplaines, Chicago 6. f63

AMAZING NEW WAY TO EARN MONEY quickly and easily with Gifts, Stationery, Cards; no experience necessary; send now for Free Home Demonstrator and All Else Needed; 2 best sellers on approval. Terry Studios, 500 Westfield, Mass.

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BETTY BUBBLES—RISQUE CARD BOARD Novelty, \$1; no samples. Agents wanted. Tupter Bros., 216 W. Jackson, Chicago.

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DEMONSTRATORS WITH LOCATIONS—Sell Mechanical Toys, 69¢ retailers; Daniel Boone Hats, \$1 retailers. Charles Brand Novelty Corp., 154 West 27 St., N. Y. CH 3-2628.

DO YOU NEED MONEY? \$40 IS YOURS for selling only 50 boxes of our 200 Greeting Card line; and this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples Personalized Stationery, Napkins. Write today; it costs nothing to try. Cheerful Card Co., 23 White Plains, N. Y. Ja27

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GIRL PICTURES—BEAUTIFUL POSES; 25 assorted, \$1. Byed G. Hin, 1314 Douglas St., Dept. NML, Omaha, Neb. f63

GIRLS! GIRLS! GIRLS! GET YOURS NOW. Good assortment, good profit; samples and list \$1 postpaid. P. Krebs, Box 147, Port Washington, O.

GORGEOUS GLAMOUR GIRLS, 12 TO A set, each 7" x 9"; send 50¢ coin or stamps for complete set of \$1 for 3 sets. Comet Novelties, 16 American Ave., Long Beach 2, Calif.

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GREETING CARD SALESPERSON—\$50 without risk; sell America's leading #1 card everyday boxes; samples on approval; amazing newest gift items; free samples, 150 for \$1 Personalized Stationery; write today. Louman Art Studios, Dept. J-38, Vermillion, O.

LADIES' FULL FASHIONED NYLONS—Converters #1 grade, \$6.50 per dozen; #2's, \$5.50; #3's, \$1.50 per dozen; #1's and #2's imported and packed 3 pairs to 1 box; #3's banded 12 pair to the box; sample of 3 pair #1's, 3 pair #2's and 12 pair #3's for \$1 postpaid; satisfaction guaranteed. United Sales Co., 110 Main St., Chattanooga, Tenn.

LET "PORT OF OPPORTUNITIES" SHOW you the most profitable things to sell! Hundred new products monthly. Publishers, Gardenville 12, N. Y. Ja27

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 232 North Jefferson St., Chicago 6. mh31

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PITCHMEN—2 FULLY EQUIPPED 1941 Pontiac Coil Cars for sale; ready to Bally with Test Cases, Umbrella and Sound System. Mrs. Rose Spencer, United Automotive Manufacturing, General Motors Building, NYC.

POCKET COMBS, 12 ON CARD, 100 CARDS, \$20; Clip Combs, 12 on card, 100 cards, \$25; also drug, tavern and variety merchandise. Carleton House Distributors, Texas City, Tex. Ja27

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WIN REAL CASH—EVEN BEGINNERS make handsome profit selling new \$1 for \$1. 3-dimension Everyday Greeting Card assortments; novelties, gift wraps, household items; free samples Imprinted Stationery, Napkins, Notes; deluxe all-occasion samples on approval; bonus; special offers. Write Higgins Greetings, 411 Summer, Dept. R-9, Boston, Mass. mh31

YOUR CIRCULARS MAILED FOR YOU—Big list of opportunity seekers; try us for bigger returns; send 100 circulars and 25c coin for sample mailing. Orvyn Robinson, Dept. A-1, P. O. Box 1032, Memphis 1, Tenn. mh31

YOURS FOR FREE TRIAL—EVERYTHING you need to make extra money! Experience unnecessary; big profits; bonus; request feature all-occasion greeting card assortments on approval; free samples Name Imprinted Stationery, Napkins, Towels, free Catalog, Selling Guide and Surprise Gift Offer. New England Art Publishers, North Abington, 416-B, Mass.

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BACK SOMERSAULT DOG FOR SALE OR trade; willing worker. George Flager, 5517 Grand Place, West New York, N. J.

BEAUTIFUL WHITE DOG—CLIMBS double ladders up and down, rolls hoop, other tricks; reasonable. Bob Harris, 1413 Euclid St., Philadelphia, Pa.

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DOG-PONY MONKEY ACT—MACAW BIRD for lady dancer; White Fantail Pigeons, Deacon Bells for pony. Prof. Pamahaska, 3504 N. 8th St., Philadelphia, Pa. Ja20

FOR SALE—FOOTED BLACK HORSE, excellent show horse; price, \$300. S. Perryman, c/o Cross Bar Ranch, Brookville, Fla.

FOR SALE—BEAR CUB, TAME, BOTTLE raised, with collar and chain, now performing Adams Department Store, Buffalo; price \$125. Write Box 178, Milford, Pa.

KEEP REPTILES ALIVE! NEW PUBLICATION giving complete instructions, \$1 postpaid. Ross Allen's Reptile Institute, Silver Springs, Fla. Ja20

NICE YOUNG HEALTHY DEODORIZED Skunks; \$15 each or two for \$22.50; four \$40. Charles Coon, Star Route, Gulf Breeze, Fla.

TWO TRAINED FEMALE CHIMPANZEES, very gentle, work for anyone. Fred Mann, R. 1, Box 880, Miami, Fla.

WANTED TO BUY—SMALL TYPE MONKEYS. Write to Autens, Rt. 2, North Little Rock, Ark.

BUSINESS OPPORTUNITIES

AAA—GUARANTEED FULL FASHIONED Nylons; be a distributor; write for price lists. Alan-Gale Hosiery Co., 409 S. 5th St., Philadelphia, Pa. Ja20

ADVERTISE IN 40 WEEKLY NEWSPAPERS, 24 words, \$3.50; Texas or elsewhere. M. R. Pennebaker, Advertising, Kerrville, Tex. Ja20

AMUSEMENT ROAD TO RICHES—AUTO-matic Miniature Bowling Alley (13 1/2 ft. 18 1/2 ft., 23 1/2 ft.); can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$850 starts you; indoors-outdoors. Kinpin, 128 North Court Square, Memphis 3, Tenn.

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FOR SALE—ROLLER HINK, 100 FT. square, volcanic ash, beautiful snack bar, Wisconsin hard maple floor, overhead natural gas and heaters. For Collins Amusement Co., Dba, Long Pond Roller Hink, 1009 Laporte Ave., Fort Collins, Colo. Ja27

CLOSE-OUTS!

Be prepared! Goods are getting hard to get! Prices are going up. It's now or never at these low prices! Lg. Clever Walking Bear, Dz. \$6.00 Tumbling Fido, Dz. 4.00 Walking Lovely Bear, Dz. 6.00 Playful Poodle, Dz. 3.00 Big Puppy, Dz. 3.50 Hopping Dog, Dz. 3.00 Squirrels, Dz. 4.50 Sparking Airplanes, Dz. 3.50 Small Size Bears, Dz. 3.00 Chrome Aladdin Lighters, Dz. 6.75 Lg. Pearl Pistol Lighters, Dz. 9.00 Imp. Atomizers, Ass'd Colors, Dz. 3.00 Opera Glasses, Dz. 3.50 Telescopes, Dz. 3.50 Table Lighter, 3 Pc. Set, Dz. 6.00 Metal Animal Lighters, Imported, Gr. 18.00 Miniature Porcelain Tea Set, Boxed, Gr. 12.00 3 Pc. Pen Set, Dz. 4.00 4 Pc. Lighter or Knife Set, Dz. 5.50 Lg. Ass'd Glass Animals, Imported, Gr. 12.00 Small Glass Animals, Ass'd, Gr. 6.00 Imported Novelties, Ass'd Porcelain, Vases, etc. Gr. 4.75 Smoking Pipes, Dz. Ass'd \$1.00 Ass'd #2 3.00 Bankrupt Jewelry Stock, all boxed, Pin, Earrings, Necklaces, Beads, etc. 100 Pcs. Ass'd 25.00 Perfume, 25c Charm fragrances of a favorite perfume, attractively bottled, labeled and capped, Ass'd orders. For resale only, Gr. 6.00 Popeye Soap, Each bar shaped to resemble "Popeye". Fish-colored soap suitable as a giveaway, prize or counter service. Case of 500 bars. 5.00 Stuffed Plush Animals & Dolls, Ass'd, Special Closeout! Originally sold up to \$2.98. Scotties, C l o w n s, Majorettes, Pekas, etc. Dz. 7.50 Movable Eye Glamour Dolls, 11" high, each in cellophane box, Dz. 12.00 Lg. Plastic Inflatable Pinto Pony, Dz. 16.50 Slum (Giveaways), Novelties, Toys, Gifts, Good for grab bags, giveaways for all kinds of games. 3000 Pc. Lot 25.00 Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D. Mide, Distributing Co. 19 E. 16th St., Dept. BB, N. Y. City 3

Valentine KIPP BROTHERS 6x11" Comic Sheets, Gr. \$ .85 2 for 1c Valentines, Gr. .45 1c Valentines, Gr. .90 3 for 5c Valentines, Gr. 1.25 5c Mechanical Valentines, Box of 50 1.25 25c Make Your Own Valentines" Box, Doz. 2.00 VALENTINE GREETING CARDS 5c Assortment, Box of 50 \$2.50 5c "For Teacher," Box of 50 2.50 25c Deluxe Assortment, Box of 20 2.50 Valentine's Day Napkins, Pkd. 32, Doz. Pkgs. \$1.50 9" Valentine Balloons, Gr. 6.75 Prices do not include shipping charges. Include postage with order. 25% deposit required on C. O. D. orders.

The Laugh Gag of 1951 THREE OF A KIND STALIN and 2 Other A... CASH IN on the popular American feeling about Soviet aggression! Everyone will want one of these statuettes. Gets laughs wherever shown. These unbreakable plastic statuettes can be hung on wall as plaques or stood on table, bar or mantel piece. Hot! Timely sellers! YOUR COST \$3.00 DOZ. ONLY 3 Individually Boxed Sample 50c Order From Your Jobber or Direct From EXCLUSIVE PLAYING CARD CO. Mfrs. 1139 S. Wabash, Chicago 5, Ill.

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Quick Photo Invention! PDQ CHAMPION PHOTOMASTER Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate. Write quick, get details about the great PHOTOMASTER. Dept. BB 1161 N. Cleveland Ave. Chicago 10, Ill.

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The Eyes Light as You Touch It. Standard Flashlight Bulbs and Batteries—Eyes Replaced in a Jiffy.

## NO. 801E ELECTRIC EYE BEGGAR

All high lustre plush, 13" high, in assorted Easter colors.

\$18.00 Doz.

Samples, \$2.00 Ea.

## NO. 801M MUSICAL BUNNY

Beautiful plush bunny, same as above, with Swiss music box. Guaranteed to captivate the hearts of young and old.



\$36.00 Doz. Samples, \$3.50 Ea.

Full line of Easter and all-year-round sales winners. New Easter merchandise catalog now ready. Write for yours today!

25% Deposit, Balance C. O. D. Telephone: ORegon 3-6330

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928 Broadway, New York 10, N. Y.

### GREATEST FUR VALUE EVER OFFERED!

Brand New Luxurious Mink-Dyed Coney Cape Stole (each sample) \$24.50



Send \$2—Balance \$22.50 C.O.D. Mink-Dyed Coney Stole. All year 'round wear. Write for FREE Wholesale Catalog of Complete Line.

ROSE FUR CO., DEPT. 23 20 W. 27th Street New York 1

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She bumps, she wiggles, she nods her head. Just turn the crank and this little nudie comes to life. Made of soft flesh-like plastic in clear plastic "fish-bowl" box. Looks equally lifelike from front or back. \$5.40 DZ., \$54.00 GROSS Immediate Shipment. Jobbers, Write for Prices, 25% with ord.—Bal. C. O. D. THE STANDWELL COMPANY 2709 So. Hill St., Los Angeles 7, Calif.

### Sell Ultra-Blue Stock Signs

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs! COST 6c—SELL 35c

TERRIFIC SELLING TRICK! 4 NICKELS TO 4 DIMES Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50. SAMPLE, \$1.00 Postpaid. DEALER'S PRICE—\$10 for 2 Doz., postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. D. ROBBINS & CO. 131-B W. 42nd St. New York 18, N. Y.

DELICIOUS CHOCOLATE EASTER EGGS Direct From Factory. Jobbers' Prices. Luscious Coconut Fruit Cream Center. Hand Made. Hand Dipped. Each in Fancy Box. 1 Lbs., \$5 Doz. 24 to Case. Case Lots Only. Sample \$1. 25% Cash C. O. D.'s. BARBARA FRITCHE CHOCOLATES Frederick, Maryland

FOR SALE—7 1/2 ACRES, 472 FT. ON BUSY highway; modern C. B. home and office; 6 rental units, tavern, service station, rest rooms and metered outlets for 40 trailers. Additional development unlimited; ideal winter h. q. for sizable show; sacrifice at \$30,000, 1/2 down, balance terms. Owner recalled to service. E. K. Ellis, Broadway Tourist and Trailer Park, 5250 E. Broadway, Tampa 5, Fla.

FOR SALE—80x110 PERMANENT ROLLER Rink in heart of Tri Cities, in South East Oklahoma. Reason: ill health. Price for quick sale, \$7,500. Write 400 West 1st, Lou Laubinger, Wewoka, Okla. Phone 9530F14.

FREE PUBLICITY! MAGAZINES, RADIO! \$10,000 profits! Exciting details, 50¢; satisfaction guaranteed. Idea Treasury, 149 Storer, New Rochelle 21, N. Y.

HOME MAIL ORDER BUSINESS FOR SALE! Suitable for disabled person. Taylor, 4015 N. Oketo, Chicago 34, Ill. ja27

LETTERS, PRICE LISTS, CIRCULARS—Multith, 500 copies, \$3; on your stock. Frank Costello Press, 767 Milwaukee Ave., Chicago. MO 6-1267.

SAVE MONEY! WHERE TO BUY ALMOST any product, material or equipment; 50¢ each, 3 for \$1. Satisfaction guaranteed. Alrmaid relay service, Donald Kelly (since 1937), B-9544 Whitcomb, Detroit 27, Mich. fe3.51

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TEXAS'S FOURTH LARGEST BOWLING Alley; due to having a business in Dallas, have decided to sell all of Bowling Alley; 24 perfect Brunswick lanes and air condition. Opened new 1947-48, \$15,000 down, balance \$50,146 payable \$5,500 a year and rent you pay. Turnpike intersection. Cheap at \$35,000. Tom D. Berry, Hill & Main Sts., West Newton, Pa.

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COIN-OPERATED MACHINES, SECONDHAND A Large List of Secondhand Coin Machine Bargains will be found on p. 60 in this issue.

COSTUMES, UNIFORMS WARDROBES

BAND LEADER'S BARGAIN—13 BEAUTIFUL Coats and Ties, used only twice, \$14.95 each. Frank Kusch, 426 Minor St., Reading, Pa.

MINSTREL WIGS, \$2; FIFTEEN WHITE Coats, \$20; beautiful Silk Velvet Curtain (7x32), \$50; Red Velvet Curtain (12x22), \$75; Christmas Costumes, Gowns, Orchestral Coats, Tuxedos, Wallace, 2416 N-Halsted, Chicago.

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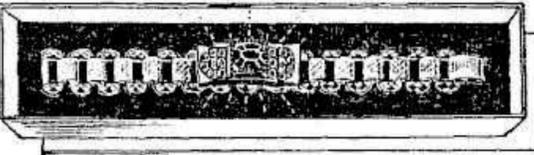
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**GIRL WANTED TO JOIN ACROBATIC ACT,** will teach; not over 5.4 ft., 120 lbs.; send photo. E. Snyder, LaTone, Trailer Villa, Fruitville Rd., Sarasota, Fla. fe3

**LADIES TO TRAVEL—MUST BE NEAT AP-** pearing, no age limit; to talk to customers in chain stores. Fred "Sizz" Cummings, 3123 Boardman, St. Louis 9, Mo. ja27

**LEAD ALTO AND TROMBONE—STEADY,** sleeper bus; two heat band; others write. Buddy Bair, Box 113, Ph. 7272, Colome, S. D. ja27

**MIDGET—PERMANENT POSITION; NEAT** appearance, personable, as office boy and also reception room activities. Apply Room 1303, Empire State Bldg., New York.

**MUSICIANS—REPLACEMENTS FOR OR-** ganized territory band; steady employment, salary, some location. Box C-292, Billboard, Cincinnati, O.

**WANTED—BLACKFACE, MAGICIAN,** Hibbly Singer, Musical Team; join on wire. Zarlinton Tent Medicine Show, Bloomington, Tex.

**10 PHONEMEN WANTED—YEAR ROUND** work in Florida; high commissions; daily pay; renewal taps; don't phone; come ready to work. Lyncker, 1831 Perry, Jacksonville, Fla. ja20

**AT LIBERTY—ADVERTISEMENTS**  
5c a Word, Minimum \$1  
Remittance in full must accompany all ads for publication in this column. No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**AGENTS & MANAGERS**

**THEATRE MANAGER AT LIBERTY—FIRST** time in years; best of references; married; sober; go anywhere; prefer Ohio, New York or Pennsylvania; can start at once; have no strings to hold me. Tommy Tompkins, Box 266, Lorain, O. ja27

**BANDS & ORCHESTRAS**

**AVAILABLE NOW—SMALL UNIT FOR** cocktail lounge and night clubs; consisting of three men and a girl; sax, drums, bass, piano, male and female vocalists; neat appearing, good equipment and transportation; union; ending seven months' engagement Palomino Supper Club in Cheyenne; open for good booker. Write or wire. Tommy Thomas, 2334 Seymour Ave., Cheyenne, Wyo.

**ENTERTAINING TRIO OR FOURSOME—** Piano, trumpet, drums, doubles, comedy acts, vocals, pantomime, good dance music, comedy wardrobe, plenty material; union, dependable. "Toby Brown" and His Little Brown Jugs," Box 75-B, Rt. 2, Phone 9453, Biloxi, Miss.

**CIRCUS & CARNIVAL**

**AT LIBERTY FOR SUMMER SEASON—** Banner Man; I get them for cash; plenty of references; a hard worker, experienced. Tommy Hayes, 456 S. 21st, Saginaw, Mich. fe10

**TICKET SELLER, GRINDER, MENTALIST,** Music Lecturer; state all letters only; prefer small Side Show. Box 283, Ashland, O. fe3

**TRICK ROPING, TRICK TALKING, MIN-** iature rodeo; they are performing without the use of ropes; will work circus or rodeo. Suitable any entertainment. Horse for sale, suitable for rodeo or circus. Rose Washington, 3003 West St., Sarasota, Fla. ja20

**MISCELLANEOUS**

**MECHANIC—20 YEARS' EXPERIENCE** ALL types of coin operated equipment; can also make your Aircons as dependable as any other photograph on the market; would like work as service and repair in Chicago. Box #C-287, c/o Billboard, Cincinnati, O. fe3

**SITUATION WANTED AS PARTNER TO** lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City. ja20

**MUSICIANS**

**ACCORDIONIST DESIRES CHANGE IN LO-** cation; reads, fakes and has an open mind for music. Write to Bruce Costa, Box 53, Kelchum (in Sun Valley), Idaho.

**ALTO SAX DOUBLING CLARINET—** Union Leo Johnson, 944 N. 20th St., Milwaukee, Wis.

**AT LIBERTY—ALTO SAX DOUBLING** tenor and clarinet; fast reader, good tone; fake anything, transpose at sight on all. Paul Donnelly, Anamosa, Iowa.

**AT LIBERTY THIS "COMING SEASON—** A-1 double BB bass player; sober and reliable; circus band leader, take notice. Alfred DePascale, General Delivery, Gonzales, Tex.

**AT LIBERTY FOR 1951 SEASON—BARI-** tone Player; professional musician of many years standing; sober and reliable. Alfred DePascale, General Delivery, Gonzales, Tex.

**LEAD TENOR—NAME EXPERIENCE, VO-** cals; arranging any style; Latin, shows, jazz; conversatory man; legitimate; always in tune; experienced on radio and television bands; want some locations; no panics or jokers; all considered; 4-F status; disappointment caused this ad. Ed Arnold, 101 Union, Doylestown, Pa. Phone 4717. ja27

**LEAD TRUMPET—EXPERIENCED TENOR** and alto bands; cut shows. Ronnie Hethings, 229 N. Edison, Royal Oak, Mich. Lincoln 2-0592.

**MUSIC COPYIST—COPY READY FOR** printer; chords added; title printed; lyrics typed. Delpha Foster, Box 1323, Central Station, Tulsa 1, Okla.

**ORGANIST—25 YEARS' EXPERIENCE ON** Hammond and pipe organ; 10 years on radio; arranging, directing and playing over 3,500 programs; cocktail lounge or dining room, especially with radio tie-in desired; also want permanent location in South or Southwest, especially Arizona or New Mexico; all inquiries will be answered; completely reliable, not a comic, and plays an organ like an organ. Box 417, Billboard, Chicago. ja27

**PIANIST—CUT OR NOTICE; DON'T MIS-** represent; young, sober, draft exempt. Wire Musician, 4975 Miles Drive, New Orleans.

**PIANIST—YOUNG, MALE ENTERTAINER** available soon; 6 seasons Florida; all styles; vocals; no cities; car. Pianist, Box 742, Foulke Station, Richmond, Ind.

**PIANIST—SOCIETY AND COMMERCIAL;** read and fake, experienced for shows; draft exempt; sober and reliable. Will travel. Horace W. Lasper, 622 McCall Drive, Corpus Christi, Tex. Phone 4-1474.

**PIANO ACCOMPANIST (CAN TRANS-** pose)—Available for auditions, rehearsals, lounge single dates, New York and vicinity. John Code, 54 West 68th St., N.Y.C. ja20  
N.Y. 7-7825

**PIANO—READ, FAKE, ARRANGE, CUT** and arrange; prefer combo or show work; some magic novelties if can use them. Bob Fisher, Route 1, Wayzata, Minn. ja20

**PIANO—PLAY ANY STYLE, SEMI-** name experience, no one nighters, location preferred; not married. Marc Fraley, 202 Jackson St., Winchester, Ky.

**PIANO MAN—SEMI-NAME EXPERIENCE;** dependable; will travel; short notice. Phone Ontario 5943, Ken Anderson, 1318 North Ave., Waukegan, Ill.

**PIANO—ARRANGER; UNION; READ,** fake; available Feb. 1. Bernie Bell, 4222 N. Mozart Ave., Chicago, Ill. fe10

**TENOR, ALTO CLARINET, VOCALS—** Available Jan. 7th; draft exempt; neat, dependable; desire location; prefer location; consider anything reasonable. Box 291, care Billboard, Cincinnati, O. ja20

**WESTERN SWING FIDDLE—UNION,** young, reliable, prefer well established Western bands or radio staff position; travel anywhere; 10 years' experience radio and recordings; panics, do not answer; state all in first letter. A. Paris, 1608 Robb Ave., Woodlawn Trailer Court, Lima, O. ja20

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE** jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Deunison, Indianapolis 21, Ind. fe10

**"ENGAGE" CHARLES LA CROIX, OUT-** standing trapeze act, for outdoor and indoor events; platform required outdoors. For full particulars address: Charles La Croix, 1304 S. Anthony, Fort Wayne 4, Ind.

**SENSATIONAL CONCORDIANS—125 FT.** Mid-Air Duo; America's most daring, death defying thrillers; booking March thru November; one price only, \$450 for one day or full week; no fractional or split-week pro-rata deals; free lithographs, newspaper mats furnished; inquire, using your own letterhead. Box C-290, care Billboard, 2160 Patterson St., Cincinnati, O. fe3

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For BIGGEST PROFITS

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**CHRONOGRAPH**  
**\$4.15**

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101 CEDAR ST., N. Y. 6, N. Y.

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**OAK-RYTEX**  
**FLYING SAUCER BALLOON**  
*... Red Hot Pitch Item*  
*Action! Noise! order from your jobber*  
**The OAK RUBBER CO.**  
 RAVENNA, OHIO

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 EXQUISITE OF FAMOUS BARONESS PARIS PEARLS  
**GUARANTEED** • Unbreakable • Not To Peel • Not To Discolor  
 3 Strand • Neat Rhinestone Clasp. Beautiful Lustre • Impressive Pkg. LOOK LIKE GENUINE ORIENTALS. Each Labeled Gen. Baroness—Alphabetical Quality. Pkgd. With Written Guarantee & \$27.50 Price Certificate.  
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**IMMEDIATE DELIVERY!**  
 Electric Flash Boards  
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 In Case Lots of 40 Doz.  
 Large Walking Bear w/fish ..... \$7.20  
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 Hula Hula Dancer ..... 5.50  
 Fur Jumping Rabbit ..... 5.50  
 Fur Jumping Dog ..... 5.50  
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 Walking Wire Dog ..... 5.50  
 25% deposit with order, balance of order sent C.O.D.  
 Rated accounts sent open.  
**WHOLESALE OUTLET CO.**  
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**NO. 1—LOW PRICED MEN'S WATCH.** Shock and water resistant, chrome case, sweep second hand, radium dial and hands, metal stretch band. Each \$3.25, in lots of 6, each ..... \$3.00  
**NO. 7—15-JEWEL MILITARY WATCH** Water resistant and shock resistant, radium dial, each, \$10.25. In lots of 3, each ..... \$9.75  
 Order by number 25% with order, balance C.O.D. (F.O.B. St. Louis) WRITE FOR OUR NEW WHOLESALE CATALOG.

**MARVEL WHOLESALE WATCH CO.**  
 211 N. 7th St. St. Louis 1, Mo.

**Television Lamps, \$3.50 ea.**  
 In lots of 6 or more, Sample \$4.00.  
 For television, desk or bedroom. Cast bronze Indian has sharp features and high polish. Shade and base are of solid copper-satin finished and lacquered. Lamp stands 12" high with 6" diameter shade. 25% deposit with order, balance C.O.D., F.O.B. Cincinnati. **HOUSE OF KIRK** Box 1472, Cincinnati 1, Ohio

**Pitchmen-Demonstrators**  
 Have Department Store in heart of Augusta, Ga. Want Straight Sales and Demonstrators' Kitchen Gadgets, Jewelry, Penworkers. Wire or call  
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 Due to scarcity of zinc, Metal Horses, Lamps, Horse Clocks and other Novelties will be temporarily curtailed. Consequently, to keep the novelty and carnival field supplied with premiums, we are now manufacturing CERAMIC Clocks, Horses, Lamps, Ash Trays and other Novelties. Write for catalog or sample order to acquaint yourself.  
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 55 EDDY ST. PROVIDENCE 3, R. I.

# Pipes for Pitchmen

By BILL BAKER

**FRANK KELLY . . .** is at his home in Pittsburgh, planning a utensil layout which he will work at Florida fairs.

**Jerry the Jammer Says:** "Business is always good for go-getters."

**HAVING TIRED . . .** of California's sunshine, James (Kid) Carrigan rambled into Houston where he celebrated his 66th birthday January 4. He says that if the Great Master is still willing he'll continue to break chains, balance step ladders and spin ropes as well as he did on the old 101 Ranch and Buffalo shows years ago.

**TEX COOPER . . .** widely known in pitchdom, recently celebrated his 84th birthday. He's still in Hollywood working in pictures.

*You may be guilty of the very same practices for which you criticize your fellow workers.*

**DR. ROBERT HALLIE . . .** continues to ply his wares at his spot in Los Angeles.

**"WHILE ON A TOUR . . .** of Florida I stopped off in Port Orange and in a trailer camp there found Mae Clark," letters C. B. Smith. "She is paralyzed and in dire need of medical care."

Ideas are mental stimulants. There's no reason to fear them.

**BILL BUTTONS . . .** is working combs in the H. L. Green store in Oklahoma City to good results.

**GEORGE ROBERTS . . .** well known among pitch stalwarts, is operating the Idle Hour Bar, Oklahoma City.

Deliver the goods and your success is assured.

**"I'M STILL HERE . . ."** waiting for contracts on some Western spots," letters Big Al Wilson from Oklahoma City. "Mike Kennedy, of Station KOCY, is a frequent visitor and one of radio's best pitchmen. This fellow will go places. Cecil Thompson is in town and doing a good job of talking. Sergeant McDuff is here and looking well. He's vacationing after a good season. Little Jean Stufflefield also is doing well. Pipe in Glen Hosberg. George Simpson also is here and looking well."

**BILL SNOW . . .** is in Detroit vacationing after making fairs in Indiana and Ohio with mechanical toys to better-than-average results. Snow worked Toledo over the holidays and did well, altho he says he had to do business with a local fixer. Snow writes that "I ran into my old friend and pal, Al H. Herman, with whom I worked in the early 20's. We really cut them up. What has become of Paul Kramer and Jimmy (Pete) Slone. Haven't seen a pipe from either of them in many moons. Plan to work sports shows with sheet beginning next month."

A pitchman is about the only individual we know who can work as fast as he talks.

**E. R. WILSON . . .** who broke into the pitch business with the old Blackhawk Indian Remedies outfit, out of Philadelphia, is in Quebec, following a successful 1950 tour with med. Wilson for many years worked corn punk and oil in Canada and for one season was with Chief Little Bear and his son. He says that he'd like to read pipes here

from Arthur O. Nelson and Chet Nairne, who Wilson refers to as one of the strongest med workers he has ever met. Wilson says he ran up some good dollar counts with snake oil last year and plans to go out with the same pitch again this spring.

**ANNA MAE NOELL . . .** who with her husband, Robert, operates Noell's Ark Gorilla Show, pipes the following from Clearwater, Fla.: "Business on the 1950 tour was satisfactory, despite the

fact that the show encountered spotty weather all season. Cliff Faust, magician on the show, has been making regular trips to his doctor for treatment of a bruised thigh bone. Our friend, G. S. Eagleson, of Allendale, S. C., was injured recently when one of his rhesus monkeys attacked him. He sustained numerous bites, torn ligaments in his leg and a broken ankle. Jimmie Ray is visiting here. If the weather continues poor here, we'll probably head for Miami."

"I know he's a self-made man. But does he have to worship his maker continually?"

**MYRTLE HUTT . . .** is in San Francisco preparing her needle layout for opening in the Newberry store there.

## Merchandise Topics

### New York:

Merchandisers ponder the Japanese import situation for 1951. Such imports sold well during 1950, arriving here by ships that carried military loads to the Orient and returned with Japanese produce. However, there are two possibilities that this import supply may be cut off: (1) If the United Nations withdraw from Korea, there may be a lack of shipping facilities to and from Japan as the cargo carriers shift to trade with European ports, and (2) if we stay in Korea, or if the Japanese army is reinstated as a defense measure, it appears that Japanese industry will be converted to war production. It's anyone's guess as to what will happen, and wholesalers continue to watch the daily newspapers for clues.

**Salient** has a new memo purse with a thin pencil. Selling for \$1, the women's plastic item contains a memo pad, coin purse, mechanical pencil and extra pocket. **Pearlcraft** offers a boxed jewelry "make or mend" kit that sells for \$2.50. It's reported easy to use with everything needed to assemble necklaces, bracelets, earrings and scatter pins. . . . As an Easter seller, there's **Barnyard Betsy** by **Ranger Steel Products**. Betsy is a metal hen that sits on her nest. When a side crank is turned, Betsy cackles and lays an egg. The nest is roomy enough to store a supply of candy eggs for plenty of action—\$1.50 retailer. . . . **Alladin Plastics** has introduced **Peckin' Chickens**. Three colored chicks are mounted on a paddle. When the paddle is shaken, the chicks peck and cluck in barnyard fashion—98-cent seller. . . . **Sylvania Pens** has issued a new catalog describing its line of pens, pencils and novelty combinations.

**Plant-a-Plate** is an adjustable plate hanger-planter sold by **Sun Glo Studios**. Guaranteed leak-proof, the picture plate hangs with a shadow-box effect accommodating philodendron, ivy or flowers. The item sells for about \$1.25. . . . **Foam latex coasters** for glassware are called **Ghosts**. By **Aviation Distributors**, the coasters are said to stretch to fit and cling tightly to any glass. Also, they absorb moisture and eliminate scratching or clattering. Since the coasters come in assorted colors, everyone knows their glass for a second drink. A set of eight retails for \$1.98. . . . **Tell Chocolate Novelties** is exhibiting its plastic vending machine, **Vend-o-Mat**, a 59-cent seller. When a penny is inserted, the machine vends a chocolate cigarette for the youngster. . . . Another item for the youngsters is **Transogram's** TV chairs with Hopalong Cassidy designs on them. Junior size,

the child's name can be printed on the back rest—complete for \$3.98. **Arthur Godfrey's Uke Player**, by **Emenee Industries**, now sells for \$1. The uke player with push buttons is a plastic attachment that fits over the strings of the ukulele, thereby eliminating complicated fingering.

### Los Angeles:

A new perfume in a line of cosmetics being made by **Sweet Odor** here is called **Stalin Retreat**. . . . A new retail mail order organization, **Sunset House**, has been formed here. The company will specialize in novelty and houseware merchandise. **Leonard Carlson**, merchandising consultant heads the firm. . . . **Badger Sales Company's** merchandise department is expecting a large shipment of new and hot items within two weeks. . . . **M. (Whitey) Monette** has purchased the interests of his brothers in the San Francisco merchandise house and is now sole owner. . . . **William Kindel, of Kindel & Graham**, San Francisco, large premium merchandise house, was in Los Angeles on business.

### Here and There:

A new 39-cent **Magnus Junior Horn Harmonica**, has been announced by **Magnus Harmonica Corporation**, Newark, N. J. Made of Bakelite styrene plastic, the lightweight non-fragile rust-free instrument comes in bright durable colors and may be washed without harm. . . . **Authentic Miniatures, Inc.**, Chicago, is offering a \$3.95 retail combination ashtray and lighter. The rim of the tray holds a striker arm and fluid well with capacity to last eight months. Top of the tray is burn-proof laelite. Base is constructed of transparent lucite. . . . Inflatable **Hopalong Cassidy** horses made of tough vinylite resistant to abrasion are offered by **Fiber & Plastics Corporation**, Stirling, N. J. The beach item retailing at \$3.95 is large enough to support a child in water.

## Guenthers Plan

Continued from page 45

agement met with only luke warm success is now used by a local high school as an athletic practice ground. And when Henry Sr. begins his 35th year of operation next May the park's first-aid station will be manned by local members of the American Red Cross who volunteer their services.

#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. Has 3/4 frosted glass shade with clear crystal rimmed top. Height 15 1/4". Also available with Ruby and Ruby Prisms. Specify color desired.  
 25% deposit required on all orders, balance C.O.D.  
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 Good Profits to Distributors. Write for Catalogue  
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 303 5th Ave., N. Y. 16, N. Y.

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 3 inches long, 3/4 inch wide  
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H. EPSTEIN  
27 East 22nd St.  
New York 10, N. Y.

25% Deposit With Order. Send \$2.50 for Samples. ORDER NOW!

# Trots Big Issue at Ohio Meet

Continued from page 49

ective secretary-treasurer, and B. U. Bell, Xenia, treasurer.

Myers Y. Cooper, former governor of Ohio, was toastmaster at the banquet Thursday night, at which the principal speaker was Maj. Gen. Clift Andrus, Deputy Commanding General, 2d Army, Fort Meade, Md. Other featured speakers were T. Russ Hill, president of Rexair, Inc., Detroit, and Laurence Hall, philosopher and humorist.

### Sandusky Top Fair

The Myers Y. Cooper Trophy for the best Ohio fair of 1950 was won by the Sandusky County Fair, Fremont, of which Russell S. Hull is secretary. Sandusky won out in competition with 15 other annuals.

Acts in the banquet show, emceed by Bob Shaw, of the Gus Sun Booking Agency, Springfield, O., included Anne and Henry Balabanow, who appeared thru the courtesy of Barnes-Carruthers, Chicago; the Swanee River Boys, courtesy of WLW Promotions, Inc.; Bobby Jule, juggler, and the Bomb Busters, dancers, courtesy of Gus Sun, and Yu Has and Thomas, balancing turn, courtesy of Klein's Attractions, Inc.

Gooding Greater Shows, Floyd E. Gooding, manager, was again awarded the Ohio State Fair midway contract for 1951. Carl Klein, of Klein's Attractions, New Waterford, O., was again contracted to supply the chief grandstand attraction for the 1951 run of the Ohio State annual thru the Barnes-Carruthers office, Chicago. Ken Smith, of WLW Promotions, Inc., has set his Midwestern Hayride unit for a one-night stand at the State Fair, and Bob Shaw, of the Gun Sun office, has likewise signed to furnish a show for one night during the run of the state annual.

### Fair Men Cautious

The Ohio fair managers' convention, due to its huge annual turnout, has long been a fertile field for showmen, bookers and supply house men. With virtually all board members of the various fairs in attendance here, contracts and purchases are usually made on the spot. This year, however, found the delegates extremely cautious in their booking and purchases. Most showmen, bookers and supply men present reported a definite lull over last year and attributed it largely to unsettled world conditions and to the fact that many of the fairs just got in under the wire during the season just concluded, thus leaving them with little money to spend.

Among the show, booking and supply house contingent on hand for the meeting were Mr. and Mrs. Floyd E. Gooding, Hal Effort, Mr. and Mrs. John F. Bright, Mrs. Gerald Frantz, Mr. and Mrs. B. M. Andrus, Joe Gaskell and William Lelsure, Gooding Amusement Company; Mr. and Mrs. William B. Jacobs, W. B. J. Shows; Ray B. Howard and Chester D. Howard, Howard Bros. Shows; Roger M. Werk, Playland Amusements; Lee and Edna Becht, Lee Becht Shows; Jimmy Chanos, Jimmy Chanos Shows; Happy Powelson, Powelson Amusements and Happy Shows, and Curley Little, Queen City Shows.

Bob and Mayme Shaw, Glenn Jacobs, Gus Sun Jr. and Virginia Nagel, Gus Sun Booking Exchange; Ken Smith, Earl Haupt, Bob Williams and Julius Turner, WLW Promotions, Inc.; Bill Senior, Earl New-

berry, Sam Levy Jr., Barnes-Carruthers; Henry H. and Corren Lueders, United Booking Association; Leon Harvey, Associated Agencies; Chester Rotroff, Rotroff Attractions; Mr. and Mrs. Charles Zemater Jr. and Jack Zemater, Charles Zemater Agency; Pan American Booking Office, C. A. Klein, Margaret Klein, Jack Klein, Klein's Attractions; Jack Raum; George Bowers, Frank Wirth Enterprises, St. Louis; Jinx Hoagland, Boyle Woolfolk Agency; Paul Myers, Bob Corbin, Station WVVV.

Irish and Lorraine Horan, Earl Newberry, Bill Reed, Jimmy Van Cise, B. Ward Beam, Pete Smith, Jack Kochman, Raymond E. Jones and Robert O. Otto, Charley Pindlay, Earl Clay.

Mr. and Mrs. Loyd Schermerhorn, Indian Creek Ranch; Buck Steele, Steele's Attractions; Al Jones, Al Jones Rodeo & Circus; Mr. and Mrs. John Galligan, Galligan Concessions; Lipp's Pony Rides; Nelson Breeze and Howdy Reed, Nelson Breeze Rides; Carl Bradford Family, Bradford's Sheep Dogs; Cherokee Hammond, Cherokee Ranch; Al Haft and Ross Leader, wrestling promoters.

John Anderson and Mr. and Mrs. Earl J. Coburn, Enquirer Printing Company; R. B. Powers Company; Interstate Fireworks Display Company; Hudson Fireworks Display; H. H. (Hank) Butler; Paul Young's Starting Gate; Kirtley Sound & Photo; Pettibone Bros. Mfg. Company; Ernie Despieler, Despieler Bros.; Dave Rosenberg and George Gray, Triangle Poster Company; Milton E. Gaines, Gaines Tent & Awning Company; Mr. and Mrs. Joseph Caccavelli; Hagler Sound Equipment & Photo Finish; John H. Foster, Foster's Trophies; Station WRPD, Columbus, O.; V. S. Scott & Sons; Gaylord R. Lewis.

# Georgia Reps

Continued from page 48

ditions because of the vast sums slated to be spent on defense. The two classes which support carnivals and fairs, wage earners and farmers, are heading for higher incomes and lush spending is bound to result, he said. There will be more money available for entertainment since many luxury items will become unavailable. He said that operators who plan and act big are sure to reap sizable rewards. With few exceptions, fairmen reported good results in 1950, with several tagging it a record year. The outlook for 1951 is optimistic.

### Successful Operation

Ivan Allen, after dwelling on the history of Georgia fairs, related his experiences in connection with Southeastern Fair, Atlanta. He credited Mike Benton, incumbent president and general manager, with working off a debt of \$150,000 and completing more than \$400,000 worth of improvements.

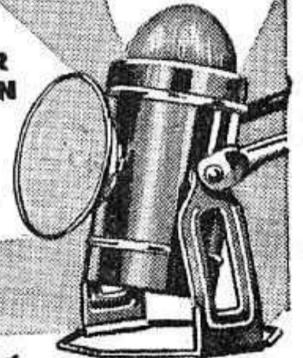
Mayor Hartsfield welcomed delegates and plugged fairs as combination educational-recreational endeavors essential in peace and war. W. A. Sutton promised the continued co-operation of the nearly 200,000 members of Georgia 4-H clubs.

Mike Benton and the Southeastern Fair organization were hosts at a cocktail party preceding the banquet which was well attended. Talent included Bill Peckham, local personality, as emcee; Betty Blue, vocalist and comedian; Senator Wheeler (Billy Beard), humorist; Joann Stuart, tap dancer; Boyce Smith, vocalist; Mrs. Mike Benton, imitation of Dagmar, video personality, and songs, and the Sentimental Gentlemen, barbershop quartet.

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**ON-OFF SAFETY FLASHER LANTERN**

SPECTACULAR MONEY MAKER ON 1-SECOND DEMONSTRATION



3 WAY ACTION

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RED FLASHER STEADY WHITE

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Revolutionary new invention brings new protection to motorists and money-making opportunity without parallel for live Agents—Salesmen—Distributors. HANDILITE... the flashing ON-OFF Safety Lantern ends danger of night accidents when car is parked for emergency repairs. Casts a powerful 1,000-foot beam... plus flashing red warning signal visible a mile away! 3-WAY ACTION. Red flasher light only—or both flasher and white beam—or beam light only at a turn of the switch.

MOTORISTS • FLEETS • SPORTSMEN • VACATIONISTS—ALL WANT THIS SAFETY LANTERN ON SIGHT

Millions of motorists need HANDILITE now. Saves lives—averts rear-end collisions. Every person owning a car or truck wants it on spectacular 1-second demonstration. Unequaled as utility, emergency or spot light in homes, on farms. Sportsmen—vacationers' fast buyers. Use as boat light, on fishing and hunting trips, camping, and in trailers. Huge profits in direct sales and sales to stores for resale. Get details and sample offer. Don't delay. Write or rush coupon!

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Sturgeon Bay, Wisconsin

I want to get in on HANDILITE. Rush me facts and sample offer at once.

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Full-size Shopping Bag  
Fits conveniently into ladies' purse  
Folds compactly into matching zippered case  
Made of washable Celanese Rayon  
Holds up to 100 lbs.  
Weights only 3 ozs.  
Assorted colors

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25% dep., bal. C.O.D., F.O.B. Chicago.

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HOT EASTER SELLERS

Order Now at These Special Low Prices

18" Plush BEGGING RABBIT

6 doz. case \$19.50  
lot \$18.00 doz. \$33.00  
30" Plush Begging Rabbit \$49.00  
Shipped in case lots of 1/2 doz. \$10.80  
13" Plush Begging Rabbit \$10.80  
11" x 8" Scotty in Assorted Colors \$10.80  
9 1/2" x 11" Rayon Plush Duck \$19.50

Prices sent on request for all types of Plush Dolls, Animals, Bears, etc. 25% with order, balance C.O.D., F.O.B. N. Y.

GEORGE WILSON  
1474 Broadway  
Box 494, New York 18, N. Y.

SWISS WATCHES

- Goldplated Top
- Fancy Radium Dial
- Antimagnetic; Pushpin Case
- Brand NEW & Guaranteed

\$3.55 each in dozen lots. Leather Straps 15¢ each. Catalog.

TRANSWORLD, 565 5TH AVE., N. Y. C.

EVERSHARP

PEN AND PENCIL, KEY CHAIN, CUFF LINKS, TIE CLIP COMBINATION

Beautifully Packaged

RETAIL PRICE, \$10—OUR PRICE \$3.75

5 Piece Choker and Compact Set, Reg. retail value \$24.95. You can sell for \$9.95. Sample on request, \$4.95.

MALWEN MANUFACTURING CO., 1433 Fairmount Ave., Dept. 8 Philadelphia, Pa.

2, 3, 4 PIECE COSTUME JEWELRY SETS

Original 1951 Creations

As New as Tomorrow—As Refreshing as the Morning Air.

The Shorbert Fashion line for new year is a combination of Necklace, Bracelet and Earring Sets, Ring and Earring Sets, Pin and Earring Sets offering eye appeal, sales appeal, profit appeal. Ours is a highly styled, quality line of gay, inspiring and exotic costume jewelry pieces that make selling easy and repeats regular. Gorgeous jewels, sparkling rhinestones all worked into fiery designs makes for the unusual in our offerings that are ideal for volume sales by the gift, premium, novelty jobbers and distributors. Popular in price, attractively gift boxed and styled in the modern manner, Shorbert Fashion Jewelry is the progressive jobbers choice. Special sets for Valentine Day and Easter.

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303 FIFTH AVE. NEW YORK CITY, N. Y.

MEXICAN

LADIES' HAND TOoled HAND BAGS, MEN'S BILLFOLDS AND BELTS, ARTISTIC POTTERY, NOVELTIES, CURIOS, ETC.

Miniature Leather Boxing Gloves \$27.00 per gr.  
Postal Card Feather Bird Cards 7.00 per gr.  
Mexican Heavy Rings, assorted 60.00 per gr.  
Embroidered Typical Jackets 7.50 each

25% with order, balance C.O.D. Request Price List No. 26.

F. L. DE ARKOS  
904 Scott St. Laredo, Texas

TELESCOPES

With Key Chains, with all the new and latest sensational pictures. All assorted beautiful models in EACH dozen with gorgeous looking girls.

\$10.00 Gross

3-Piece PEN SET

Consisting of ball point pen, fountain pen and pencil, in beautiful box. Assorted colors. Beautiful gold embossed \$7.50 tag comes with set.

\$4.00 per dz.  
\$45.00 per gr.

4 PIECE PEN SET

Consisting of Fountain Pen, Pencil, Ball Point Pen and Pen Knife. Doz. \$6.00

CONFETTI

50 lb. box, \$5.00 box.

SPECIAL Mechanical Jumping Fur Dogs, \$2.75 doz.; \$32.00 gr.

SMALLEST LIGHTER IN THE WORLD

For Ladies and Men. Beautiful Chrome Finish.

DOZ. \$4.00

CONTINENTAL PISTOL LIGHTERS

Large Chromium, black handle, 3x2 1/4, each in box. Dz. \$6.00.  
Large Opalescent Pearl Pistol Lighter, 3x2, Dz., boxed, \$9.00.  
Medium Size Pearl Pistol Lighter, each boxed. Dz. \$7.50.

FATIMA

Sensational Dancing Girl. What a Movement! Selling like wild fire all over the country. \$3.50 doz.

25% WITH ORDER, MONEY ORDER OR CASH. THIS IS OUR ONLY STORE

HARRIS NOVELTY CO.  
1102 ARCH ST. PHILADELPHIA 7, PA.  
PHONES: WA 2-6970—MA 7-9848

MECHANICAL TOYS

Mechanical Fur Walking Monkey with High Hat and Cane. Doz. \$4.00  
Medium Walking Bear. Doz. 4.00

BALLOONS

Dart Balloons, Gr. \$ .75  
#11 Circus Print, red box, Gr. 4.50  
#15 New Look Lee-TeX Balloons, Gr. 6.50  
Hopalong Cassidy Toss-Up Balloons with cardboard feet, Gr. 9.00  
Long Spiral Balloons, Gr. 4.50  
#9 Stars & Stripes Lee-TeX Balloons, Gr. 6.50  
Mickey Mouse Balloons, Gr. 4.50  
#12 Balloons, Gr. 2.50  
#35 Target Balloons, blows up 3 feet. Per 100 15.00  
Balloon Bellows, Ea. 5.00  
Fox Tails, asstd. Dz. 4.50  
High Hat Fur Monkey, Gr. 9.00  
Hawaiian Lei, Gr. 2.50  
Imported Blow-Outs, Gr. 1.75  
Jumping Fur Dogs with rubber ball. Dz. \$2.50; Gr. 24.00  
Rubber Half Masks with rubber string attached. Dz. 5.50  
12" Inflated Rubber Monkey. Dz. 3.50

Itchy Dogs, original, Gr. \$19.75  
Lash Whips, Gr. 12.00  
Flying Birds & Sticks, Gr. 10.00  
Red, White & Blue Lancaster Batons with silver top, Gr. 12.50  
Swagor Sticks, Gr. 8.00  
Cowboy Felt Hats, Gr. 36.00  
Assorted Felt Nov. sity Hats, Gr. 10.00  
Plastic Tri-Motor Bomber, Gr. 19.00  
Spanish Felt Hats, Gr. 30.00

WALLETS

Alligator & Picture Wallets, asstd. with zipper and card holders, Dz. \$ 5.00  
Gr. \$7.00  
Pass Case & Wallet with secret money compartment, Dz. 6.50  
Boxed, Dz. 6.50  
Ladies' Purse & Wallets, Dz. 5.00

SPECIAL ITEMS

Lucky Rabbit Feet and Key Chains, Per 100 \$ 4.00

8" Rubber Footballs, inflate, Gr. \$12.00  
9" Feather Doll with necklace & earrings, Dz. 2.00  
Gr. 21.00  
4" Feather Doll, Gr. 9.00  
Football Buttons, Per 100 2.00  
Per 1000 17.50  
Mr. Beak—Beagle Puss—rubber nose & frame, Dz. 2.00  
Rubber Monkey Ball that sticks its tongue out, Gr. 0.40  
Auto Bombs, best grade, Gr. 10.00  
Hand Buzzers, Dz. 3.00  
Fuzzy Fido, 2 dz. to box, Dz. 3.50  
Chicken & Duck that lay eggs, plastic, Dz. 2.00  
Comic Buttons, 46 ligne, Per 1000 10.00  
Comic Buttons, 50 ligne, Per 1000 12.50  
Jumping Beans, 21 packs on card 1.20  
Electric Bow Ties that light up, Dz. 6.50  
Plastic Trombones, Dz. 2.00

**EMPIRE**  
**HOLDS DOWN**  
**PUNCHBOARD**  
**PRICES**

WRITE TO EMPIRE TODAY  
 FOR PRICE LISTS AND  
 ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST  
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In regards to  
**SALESBOARDS**

R. C. WALTERS MFG. CO.  
 4201 Norfolk St. Louis 10, Mo.

ATTRACTIVE-UNUSUAL  
**PUSH**  
**CARDS**

We stock hundreds of different sizes  
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 Write for FREE catalog and confidential  
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Designed, Manufactured by  
**RAY MERTZ & CO.**  
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MAKE MORE MONEY IN '51 WITH ...  
**LITTLE CHIEF GAMES**

BLACK BEAUTY \*  
 TRIPLE PLAY \*  
 1,000 WINNERS \*  
 SILVER BELL \*  
 CHROME BELL \*  
 EXTRA SILVER \*  
 GOLD FRONT \*  
 BUZZ BOX \*  
 LUCKY STREAK \*  
 CHARLEY'S RICH UNCLE \*

Sold Only to Operator-Jobbers  
 Write to Dept. 5 for complete information or stop in to see them  
 on display in our sales rooms.

**RAKE COIN MACH. EXCH.** 609 Spring Garden Street  
 Philadelphia 23, Pa. Phone: LOmbard 3-2676

**SALESBOARDS—JAR TICKETS**  
**NEW LOW PRICE**

ALL ORDERS SHIPPED  
 SAME DAY RECEIVED

Holes	Play	Description	Profit	Net
300	25¢	QUARTER KOLORS, THICK	Def. \$15.00	\$ .80
400	5¢	LUCKY BUCKS, THICK	Def. 7.00	.90
1000	5¢	5¢ CHARLEY, THIN	Def. 17.00	1.10
1000	25¢	J.P. CHARLEY, THIN	Avg. 52.00	1.25
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	2.25
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg. 24.89	2.25
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.30	2.25
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 37.00	2.25
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	2.25
1000	25¢	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.**

**SALESBOARDS**

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"  
 NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS.  
 10th year giving immediate delivery on finest boards.

**LEGALSHARE SALES & INDUSTRIES**  
 222 2nd St.  
 P. O. Box 86-R Ph: Lexington 6-3218 HUNTINGTON BEACH, CALIF.

**PUNCHBOARDS**  
 DISTRIBUTORS AND OPERATORS  
 Immediate delivery at lowest market prices

**PEERLESS PRODUCTS, INC.**  
 Manufacturers  
 633 PLYMOUTH COURT CHICAGO 5, ILL.

**New Wash. Org  
 Plans National  
 Salesboard Op**

**AMVETS To Back  
 Free Punch Idea,  
 U. S. Bond Prizes**

CHICAGO, Jan. 13.—Edward P. Meserole, president of the newly formed American Trade Stimulator Company, Inc., Washington, announced with Superior Products officials here this week the early release of a new type of patented system punch board, backed nationally by the AMVETS. Called Punch-o-Free, the board is claimed by Meserole to have been okayed for placement by the New York State courts. Backbone of the idea is a free-punch plan, offering no-charge play with the purchase of a special AMVET booster tag to be available where the board is placed.

Winning punches would be awarded U. S. Savings Bonds, stamps or their equivalent in cash. Returns from AMVET tag purchases would not only provide funds for the prizes, but also furnish a profit for the AMVET organization, according to Meserole. The entire program will revolve around the I Am an American campaign sponsored by the AMVETS.

**Franchise Set-Up**  
 American Trade Stimulator, located at 1613 Harvard Street N.W., Washington, plans to set up franchises on a country-wide basis, and is now setting up an advertising program to introduce the idea to the trade. Meserole stated that following final signing of contracts between Superior Products and the AMVETS, initial operation of Punch-o-Free boards will get under way in Washington by Edward B. MacManus, game and juke box operator.

Denny Hughes, Washington attorney, will represent the firm.

**Blackhawk Boards  
 Jar Deals**

Write for list  
**Galentine Novelty Co.**  
 South Bend 24, Ind.

## Salesboard Sidelights

**Mort Secore, Secore & Secore,** Chicago, has been doing a double take on the potential order demand on the Double Take board since it was introduced as a dime or nickel play number recently. Mort says the dime punchcard, included with every Double Take sent out, gives the operator a chance to tailor his play to the location, and the heavy payout makes for greater repeat play and better earnings over the long run. The dime punch card can be slipped in place over the regular 5-cent play legend. Another number getting up in the order scale is Coin Harvest, available in either nickel or dime punch. **Irvn Secore** is winding up a tour thru Indiana and Ohio with Secore's representative for that area, **Lou Rotfeld.**

**Sam Feldman,** sales manager of Harlich Corporation, Chicago, announces that business is noticeably on the upgrade, and firm's coin boards are still out ahead of the order parade. Sam opines this is due to the pull-out coin compartment design on the coin numbers, which are offered in a series of 20 different boards. In addition to the coin numbers,

Harlich reports money boards are all showing up as top demand items. Sam adds that the 1951 board catalog is still available for the requesting, altho it has gone out in record quantities to date.

**Columbia Sales Company,** Wheeling, W. Va., is doing some extra cheering on reception of its line of pull ticket games. Officials say the variety and "ground level" prices on the games contribute to their popularity. . . . From **Legalshare Sales & Industries,** Huntington Beach, Calif., comes word of new heights in orders topping many of the previous 10 years activity. Firm's new bulletin is being mailed out with latest price, assortment information, featuring all types of boards.

**Worthmore Games,** Chicago, continues on the more sales track, lining up a larger staff of representatives to carry its ticket line. **Joseph Worth** is keeping an energetic finger on the sales pulse. . . . **Triangle Manufacturing Company,** Minneapolis, relays via General Manager **Jay Zelle** the news that both board and ticket activity is up. Prediction here is that the trend will continue during the months ahead.

## Kansas Pulls Record Crowd

Continued from page 48

a floorshow was presented and emceed by **Lew H. Galloway,** of Wakeney. Acts included **Tom Garey,** variety; **Lucille and Her Quiz Kids,** ventriloquism; **Foots Oliver,** dancing; **Rick and Katy,** dancing; **Long and Lee and Corky Edminster** and his **KANS Corral Gang.**

Show was presented thru the courtesy of **Truex-Drake Enterprises,** Wichita and Kansas City; **Wheeler Pittman Theatrical Agency,** Denver; **J. C. Michaels Attractions,** Kansas City; **Corky Edminster,** Wichita; **Barnes-Carruthers Theatrical Enterprises,** Chicago, and **Colonel Wilbur,** Omaha.

**Show Reps Present**  
 Attraction, carnival and show supply reps present included: **Rube Liebman** and **Bill Orman,** Barnes-Carruthers Theatrical Enterprises, Chicago; **Harold Braucht,** Colorcraft Corporation; **Alvin Vandike** and **Mr. and Mrs. W. H. (Red) Brunk,** Victory Exposition Shows; **Jack Ruback** and **Mr. and Mrs. J. A. (Jim) Schenck,** Alamo Exposition Shows; **Toney Martone,** Jayhawk Amusement Company; **Ted Webb,** Webb's Concessions; **Mr. and Mrs. Roy Frear,** Frear's United Shows; **Russell Green,** E. G. Staats & Company; **Frank Sharp,** Regalia Manufacturing Company; **J. C. Michaels Sr.** and **J. C. Michaels Jr.,** J. C. Michaels

Attractions: **Mike Rockwell,** Rockwell Shows; **Junior Schrader,** Brodbeck-Schrader Shows; **Mr. and Mrs. J. W. Mahaffey,** Cherokee Amusement Company; **Cecil Goree** and **Jack Edwards,** State Fair Shows; **Al Maylin** and **Jess Wrigley,** 20th Century Shows; **C. A. Vernon** and **George L. Smith,** United Exposition Shows; **R. (Bobby) Mack,** Royal Crown Shows; **Fred Herrin Jr.,** Paramount Fireworks Company; **Pete Bailey,** Bailey's Hollywood Thrill Show; **Paul Downs,** John Rodgers Producing Company; **Ben Truex** and **Tom Drake,** Truex-Drake Enterprises; **Mr. and Mrs. M. A. Schrader,** Patsy Schrader and **Jockey Jones,** M. A. Schrader Shows; **W. W. Moser** and **Malcolm Moser,** Central States Shows; **Mr. and Mrs. J. R. Leeright,** J. R. Leeright Shows; **Mr. and Mrs. Fred L. Bogle,** Fred L. Bogle Shows. **Mr. and Mrs. William (Bill) Wheeler,** Wheeler-Pittman Stage Shows; **Don Brashear** and **Art Hansen,** American Midway Shows; **Mrs. Ben Brodbeck** and **Ben Brodbeck Jr.,** Brodbeck Shows; **George Howk,** Fairland Park, Kansas City; **Sammy Anscher,** Siebrand Bros.' Shows; **Captain Hugo,** president, Heart of America Showmen's Club; **Ralph Wilkinson,** Haas-Wilkinson; **Paul Long,** Paul Long Rodeo; **W. A. Rich,** Rich Bros.' Display Fireworks; **Mr. and Mrs. Clay Evans** and **Whitey Ivan,** Evans United Shows; **Eugene Staples,** Staples Rodeo; **George Catlett,** Catlett Greater Shows; **Corky Edminster,** Bud and Oby Victory, Doris Buss, Mary Ann McNally, Corley Peavler, Red McKinney, Clarence Brown; **Claude Childers** and **Bill Boggs,** KANS Corral Gang, and **Hans W. Anderson** and **Carl Harlan,** Anderson-Harlan Enterprises.

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

**RATE—12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column.  
 No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 BARGAIN—CIGARETTE AND CANDY** Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago, Ill. fe10

**BARGAIN—5¢ SHOE SHINE MACHINES,** perfect, like new, priced one week collection, \$39.50. Berry Amusements, 353 Ocean St., Santa Cruz, Calif. Ja22

**CAST IRON STANDS—WEIGHT, 25 LBS.,** \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates, for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; ½ deposit, bal. c.o.d. King & Co., 2792 Lake St., Chicago, Ill. fe11

**DIGGERS—ERIES IN SETS OF 8 OR 12** for Carnivals, without coin chutes; Electro Hoists, Exhibit Rotary, Merchandisers, Digger Parts, National, 4243 Sansom, Philadelphia, Penna. Ja20

**ERIE DIGGERS—USED; NEW OAK CABINETS,** also parts; one 16 ft. Digger Trailer with 16 beautiful Eries; now is the time to act if you need anything. Frank Evans, Rt. 6, Box 715, Pine Bluff, Ark. Ja20

**EXCELLENT BUY—9 "POP CORN SEZ"** Machines; also many parts; price, \$350. H. & K. Coin Exchange, 42 Main St., Greenwich, O. fe10

**FOR SALE—50 USED 1¢ COLUMBIAS** Vendors, Model Z, ZM and G, @ \$6.50 each; cash with order. Birmingham Vending Co., 540 2d Ave. N., Birmingham 4, Ala. Ja27

**FOR SALE—USED CANASTA GAME;** ON location three months, now out of business; \$150, will trade for candy or cigarette vendors; late model. Write Box 38, Rising Sun, Ind. fe10

**FOR SALE—25 ANDREWS MANUFACTURING** Co. Variety Shops, 5 compartments, stands, scales and carrying case; 10 months old; will accept best offer. Jarvis Moyers, Box 127-E, R. D. #2, Wheeling, W. Va. NAVAJO SKILL COUNTER MACHINES, operated thru water. Price, \$8 each. John Alban, 5 N. Exeter St., Baltimore 2, Md. fe10

**POOL TABLES—BELGIUM TYPE, 3x5, RE-** conditioned at factory, like new; equipped with new score rack; bargain! Order your supplies from us. Fischer Mfg. Co., Tipton, Mo. Ja27

**FOR THE FINEST IN CIGARETTE AND** Candy Machines see Central; completely overhauled and refinished; buy now before further increase in prices; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. fe10

**FOR SALE—HIGH DIAL, TEN STRIKES,** \$29.50; also Low Dials, \$23.50; in first class condition; these Ten Strikes will make you just as much money as the expensive games. Why not try a few? We also have Skeo Ball Alloys, priced right. Reliable Skeeball Co., 2512 Irving Park, Chicago, Ill. fe10

**ROWE CIGARETTE MACHINES—FIRST** class operating; refinished; thoroughly overhauled, standard or quarter ejector; 8 col. Presidents, \$75; 10 col. Royals with 2 King size, \$55; 8 col. Royals, \$50; also 64 Bar Selecteria Candy Machine. 1/3 deposit. Walter's Vending, Old Crompond Rd., Peekskill, N. Y. fe10

**SPECIAL—25 1¢ OR 5¢ NUT MACHINES,** \$6 ea.; 25 5¢ Cebco Hot Nut, \$20; 25 5¢ Aseo Hot Nut, \$12.50. Wanted: Advance 2 1/2¢ Silver Kings, Hunters, Counter Games; we repair Advance, Northwestern, A.B.T. Guns, Masters, Cameo Vending, 432 W. 42nd, New York. fe10

**STAMP FOLDERS DIRECT FROM MANU-** facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. fe10

**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. fe10

**WANTED—LATE EXHIBIT DALE GUNS;** late Five Balls, state condition and best price in first letter. Winton Brown, McMinnville, Tenn. fe10

**8' KEENEY TEN PINS BOWLING MA-** chines, used 2 months, best offer. William Ambrum, 213 W. Passaic Ave., Bloomfield, N. J. Edison 8-9462. fe10

## Pa. Meet Sets

Continued from page 48

State police. Lawrence B. Shepard, newly elected president of the trotting association, and Jesse L. Crabbs, org's legal representative, also will speak.

**Larry F. Livingstone,** manager of the agricultural extension division of the public relations department of E. I. du Pont de Nemours Company, Wilmington, Del., will tell how products of modern industrial chemistry were created and who made them possible.

Altho the main convention sessions do not open until Thursday morning, meetings of the two harness racing groups are scheduled for Wednesday (24) afternoon and evening. First to convene will be the board of review of the United States Trotting Association, District 8. Also skedded is a meeting of District 8 members for the purpose of electing a new director.

Immediately after the trotting association sessions, the annual meeting of the Central Fair Circuit will be held to arrange 1951 harness racing dates and to elect officers and directors for the year.

## Oklahoma Annuals

Continued from page 48

Entertainers Unlimited, Jack Beasley's band and Seymour Davis Entertainment Producers, all of Oklahoma City.

Carnival, attraction and show supplier reps present included:

**Eleanor** and **Jimmy Vaughn,** Entertainers Unlimited, Jack Beasley, and Seymour Davis Entertainment Producers, all of Oklahoma City; **Claude Childers,** the Coral Gang, Wichita, Kan.; **T. H. Strong,** Silver City Shows and **Strong's Amusement Company;** **W. W. Moser,** Central States Shows.

**Eldred O. Stacy,** Music Corporation of America, Dallas; **Pete Bailey,** Hollywood Thrill Show; **Fred Herrin Jr.,** Paramount Fireworks; **Frank Sharp,** Regalia Manufacturing Company; **J. A. Schneck,** Alamo Exposition Shows; **Don M. Brashear,** American Midway Shows.

**Robert D. Curran** Colorcraft Poster Company, Oklahoma City; **J. W. Mahaffey,** Cherokee Amusement Company; **M. A. Strader** M. A. Strader Shows; **A. M. (Al) Cohen,** Alco Fireworks and Specialty Company.

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1800 25¢ Charley Board . . . Prof. \$50.00 \$ 75  
 1200 25¢ Tox. Charley, Seal. Prof. 102.28 1.39  
 1800 Lulu Board, X Thick . . . Prof. 18.00 1.49

1000 25¢ J.P. Charley, Thk. Prof. \$52.00 \$1.35  
 1000 25¢ J.P. Asstd. Bds. . . Prof. 28.00 1.75

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**DELUXE SALES CO., BLUE EARTH, MINN.**

## Bow Oversized Chi Coin Game On Dime Play

Trade Survey Key Aid in Devising New Game Design

CHICAGO, Jan. 13.—In what might be the forerunner of a new trend in the amusement field, Chicago Coin Machine Company this week announced production on Play Ball, an all-skill game with an oversized play area. It uses regulation baseball as a theme, is equipped with a dime slide chute and has playfield animation.

Play Ball has neither conventional bumpers nor flippers. Instead it accents the use of strategically placed plastic pins which are the key to the various baseball situations which arise as each ball is put into play. There is no limit to the number of balls a player may use in trying to score runs during an inning. However, when three outs are made the game is over. Thus this could result in a player using three balls, and making an out on each one, or several balls by making various combinations of hits, walks and runs before making the third out.

Major point is that there is no set baseball situation that will take place once a ball is in play. This not only adds to the patron's interest but introduces the uncertainty of actual baseball.

### Conduct Survey

Vying with the interest in the new Chicago Coin product was a comprehensive survey made by the firm on what the game trade needed most. The questions were asked of many distributors, plus a cross section of operators in all parts of the country. The survey concerned not only specific information on games but also general operating conditions. One of the questions concerned dime play possibilities and resulted in a wealth of information which should prove valuable to the trade as a whole.

On this question about 50 per cent of those answering stated that they thought dime play was worth trying. Tho the remaining 50 per cent gave a negative dime play answer, half of this group thought dime play could go if the manufacturers introduced games which had some distinctly new feature, oversized play-area, larger cabinet and were offered at the same list price as contemporary pin games. As a result, Ed Levin and Sam Lewis, (Continued on page 69)

## CHI PAY PHONES GO TO DIME OP

CHICAGO, Jan. 13.—After 50 years of holding the nickel line, Windy City pay phones went to a dime Thursday (11). Altho the okay to convert to 10-cent operation was received by Illinois Bell Telephone Company December 4 with the Illinois Commerce authorization of the 100 per cent hike, the changeover was held up because of time needed to change coin-box equipment. A dime or two nickels may be used.

The coin-box change involved 48,000 telephones in Chicago and 17,000 in suburban communities.

## United Intros Shuffle-Cade, 10-Cent Unit

CHICAGO, Jan. 13.—United Manufacturing next week will unveil its new two-player skee-type game, Shuffle-Cade, it was announced by Billy DeSelm, general sales manager, this week.

Shuffle-Cade will feature an entirely new cabinet design, streamlined in appearance and offering quiet 10-cent play, motor-driven puck return and the United drop-coin chute.

Game features competitive play with both players taking shot-for-shots 15 times. Unit will be on display at distrib headquarters and quantity shipments will start next week.

## Peak Demand Grips Trade; Materials New Problem

Game, Music Firms Hard Pressed As Mobilized Economy Takes Over

By TOM McDONOUGH

CHICAGO, Jan. 13. — Peak demand expected in the coin machine industry due to defense mobilization activities arrived this week with a bang and in doing so caught manufacturers at a low production ebb, caused primarily by limited essential materials. Whereas but a couple of weeks ago there was comparatively little interest in newly developed shuffle, novelty and five ball games, the situation is how much equipment and how soon can the plants channel thru their distributors to an eager waiting line of operators.

Vying with this emphasis on new games were two other major happenings: An all out demand for music machines, including 78 r.p.m. and 45 r.p.m. in standard size and counter models, and a National Production Authority (NPA) order amending a previous directive, M-12, on the use of copper in private industry.

Chicago manufacturers credited several developments with the rush demand for new games. However, the greatest single factor was the possibility that new equipment production, already a problem the past few weeks, might be interrupted entirely by the defense mobilization within a couple of months. Other dominating influences cited were the wave of exceptionally good games recently introduced and the seasonal influence of January game buying, generally one of the best

months of the year.

It also was pointed out that not only are the current games built around unusually interesting themes, easy to understand, but for the first time in two years there is a wide variety of games being turned out. These include Gottlieb's Knock Out, an animated boxing five ball; Chicago Coin's Play Ball, an oversized game on dime play with a regulation baseball theme (not a five ball); United's Shuffle-Cade, a new type shuffle game combining the high points of bowling, Skee Ball and shuffleboard; Genco's Tri Score, a new type five ball; Bally's Hook-Bowler, a shuffle game with the bowling theme which permits straight or hooked shots, and Turf King, a jumbo pin game; Universal's High Score Bowler, a two-player shuffle game using 15 simulated fly away pins, and Winner, a jumbo pin game.

### Parcel Orders

Virtually every Chicago plant reported this week that demand for new games reached such proportions that it became necessary to ship parts of some orders so that all distributors could be assured of a good part of the quantity they had ordered. Some firms well stocked with supplies found it necessary to hire over a hundred new line personnel. One firm in particular, noted for making a wide variety of amusement equipment, had to tell a distributor it was all sold out for the next two weeks. In this instance the

distributor ordered 25 units of a forthcoming game which is a couple of weeks away from the production line. He did not even ask what kind of a game it would be. A second firm, also sold out for the next few weeks, indicated it would make under contract equipment not related to the coin (Continued on page 69)

## Sked Agenda For NCMDA's Winter Meet

Distributors To Get Full Treatment On NPA Orders

CHICAGO, Jan. 13.—Virtually 100 per cent attendance was assured for the mid-winter meeting of the National Coin Machine Distributors' Association (NCMDA) to be held at the Martinique Hotel Monday thru Wednesday (15-17), it was announced this week from NCMDA headquarters here.

Billed as the most important meeting in the two-year history of the group because of the forthcoming mobilization economy, the agenda will be built around the following points:

1. NPA orders limiting the flow of materials essential to the industry.
2. An analysis of the distributor's position in defense production economy.
3. Preparation and maintenance of existing equipment in the face of curtailed or interrupted output of new coin machine equipment.
4. Legal interpretation of recently enacted federal legislation pertaining to the industry as well as an analysis of bills expected to be proposed in Legislatures now in session.

Key speaker at the sessions will be Lewis Bennett, Chicago, NCMDA's general counsel. Bennett is slated to give a comprehensive interpretation of the current legal problems in the industry and offer advice to attending members on pertinent problems they may face in their respective territories.

## WHO'S GOT A NEW PINBALL?

# Demand Outstrips Supply; Used-Game Prices Rise

By DICK SCHREIBER

Chicago, Jan. 13.—Shopping for a brand-new pinball in most territories this week was like trying to buy a new automobile in 1946.

Heavy demand, stemming largely from fears of new-machine shortages, cleaned out what little

inventory, if any, distributors had on their floors.

Manufacturers, who had pared production far under normal output the past few months, could not step up deliveries fast enough to satisfy their distributors or the operators.

### Coast-to-Coast Report

A spot check of distributors from coast to coast brought out this picture of the week's game business:

1. Demand for new machines exceeds supply. Some distributors said they could sell four to five times present volume if they had equipment.
2. Operators say collections have not increased noticeably in the

past three months. They are buying now in anticipation of at least a slow-up in production if not a complete halt.

3. The used-game market also is tight. Prices are higher, trade deals are improved. Some distributors are taking three or four old games as an even trade on one new pinball.

4. Operators are not trading (Continued on page 12)

## LEGISLATIVE ROUND-UP

# State Solons Prepare Bell, Other CM Bills

CHICAGO, Jan. 13.—Nebraska's Legislature received a bill this week proposing a \$10 annual license tax on pinballs, shuffleboard, juke boxes and "all other

coin-operated games of amusement or skill." The bill was introduced Tuesday (9) and referred to the Revenue Committee for deliberation.

Under provisions of the bill, the State's Department of Agriculture and Inspection would administer the tax, providing stickers for each machine to show the tax had been paid. These stickers would carry expiration dates, with licenses running a full year beginning July 1. Money derived from the licenses would go into the Treasury's general fund.

### Federal Law Reaction

Meanwhile other State legislatures and governors began reacting to the recently passed federal law to prohibit interstate shipment of gambling devices.

In Illinois Gov. Adlai Stevenson, addressing the opening session of the Legislature, suggested the State ought to consider passing a law to outlaw the manufacture of machines as defined in the federal act.

"The Congress," Stevenson said, "has recently prohibited the shipment of slot machines and similar gambling devices in interstate commerce. If Illinois effectively prohibited the manufacture of gambling devices, we would strike another mighty blow against or" (Continued on page 72)

## Precision To Keep Key Pucks on Line Despite Shortages

CHICAGO, Jan. 13.—Altho recent purchases of steel by Precision Puck Company have made it possible for the firm to fill current orders immediately, it may soon have to curtail production on some models, Nels Malmgren, co-owner, said this week. Precision recently doubled its production and warehouse facilities.

Malmgren stated that despite growing shortages of puck supplies, two of the highest demand models, the F-100, used for shuffle games, and D-200, for shuffleboards, will remain in production even tho some of the other models may have to be sacrificed. The only possible stumbling block for the two key models is the increased emphasis on defense orders. The firm soon expected to be in defense output on a 90 per cent basis, Malmgren added.

## Truman Budget Points Lower Showbiz Takes

• Continued from page 1

1952 fiscal year will see only a slight decline in the business of amusements which come under the admissions levy.

The outlook for nitery business continues on the gloomy side, with the total cabaret and roof garden tax figured to bring in \$39,000,000 in the coming fiscal year, a decline of \$2,000,000 from the current fiscal year which is estimated to wind up slightly lower than the preceding fiscal year.

### Coins To Click

Brightest picture, so far as amusements is concerned, is shown for coin machines. The tax from this source is expected to soar to \$25,000,000 in the upcoming fiscal year, as compared with an estimated \$21,000,000 in the current (Continued on page 69)

# SO. CAROLINA'S CM BIZ OUTLOOK

Ops See Bright Spots in Clouded Future; Soldiers May Up Grosses

COLUMBIA, S. C., Jan. 13.—Coin ops in this area foresee a bright future in the new year, even tho the long-range situation is darkened by world conditions.

Arcade ops expect biz hypothesis later this month when over 12,000 activated National Guardsmen of the 31st Infantry Division arrive

for training at near-by Fort Jackson. Three local arcades depend heavily on soldier trade.

Music machine operators expect increased returns in some locations due to soldier trade, but distributors are gloomy over the situation they fear may develop in the new machine market. They expect manufacturers to cut down drastically because of defense orders and they point out distributors and ops eventually will feel it too. Used machine biz should grow, distributors and dealers think.

### Game Biz Off

Pinball biz off, but may pick up when the soldiers arrive. Since shuffle games never did go to any extent here, the loss of this trade is negligible.

Vending machine ops are doing good business in most locations, with cigarettes, as usual, doing the lion's share. Fruit juice and soft drink (cup) machines are showing a slight gain, with best locations being at service installations. In Columbia most of these machines are currently in use at Fort Jackson. One orange juice vender is located at the University of South Carolina.

## CONVENTION TIME NEAR

# MOA Holds to March 19-21 Dates; Plan More Exhibits

By NORMAN WEISER

CHICAGO, Jan. 13. — Second annual national meeting and exhibit of the Music Operators of America, simultaneously termed "the most important gathering of music operators ever held," and "the final convention of the MOA for the duration of the emergency unless world conditions change for the better" will definitely take place as scheduled at the Palmer House here March 19-21, it was announced this week by George A. Miller, national chairman. It is because of the present world conditions that the meeting is deemed so important by MOA officials and members alike.

With the meeting only two months off, indications here were that the second national get-to-

gether would draw many more exhibitors than were in attendance last year. Reasons for this are varied. There is considerably more activity in the music field this year than there was last. And reports from those firms which were in attendance at the 1950 meet were all optimistic, revealing that operators had come to the convention prepared to buy merchandise.

In addition, a meeting between MOA execs and manufacturers which was held here at the October MOA board meeting is expected to result in the exhibiting of leading phonos at this year's show.

A general educational program is now being set up for each of the three mornings of the convention, Miller said. Speakers culled from manufacturer ranks, as well as those representing other national associations, will be heard during these get-togethers.

Exhibit hours will be confined to afternoons and evenings so that the visiting ops can attend the

morning meetings and still be able to cover the exhibit area during their stay here. The banquet will be held Tuesday (20) so that operators who wish to leave Chicago at the conclusion of the final day's sessions can do so without missing the social get-together.

### Name Culliffe

Ray Culliffe, an officer of MOA and head of the Chicago association, again has been named chairman and will act as national co-chairman of the convention along with George Miller.

A nominating committee will be appointed by Miller when the convention opens, and election of officers for 1951 will be held on the final day of the meet.

Report on legislation, and a resume of bills in Congress which may have an effect on music operators will be given by Sidney H. Levine, national counsel for the MOA.

Pre-convention registrations have been running considerably ahead of last year, MOA officials indicated this week. Reports from city and State op associations indicate turnouts will be much heavier than last year.

### Committee Line-Up

General Committee: George A. Miller, Oakland, Calif., general

(Continued on page 71)

## FRANCE KAYOS JUKE BOX TAX

PARIS, Jan. 13.—News of importance to juke box manufacturers, sales agents and distributors, is the announcement by the French government this week in *Journal Officiel* of the abolishment of taxes on juke boxes.

Total revenue by the French government during 1950 from juke boxes amounted to 2,240 francs which, translated into dollars, means approximately \$6.50.

## Cohn Back as Phono Distrib

NEW YORK, Jan. 13.—Modern Music Sales, a leading distributor of coin phonographs and games for more than 20 years before it was inactivated in 1948, has been revived by Nat Cohn here to handle the Williams Music Mite. Modern has been signed by Williams's executive vice-president, Sam Stern, to distribute the 45 r.p.m. selective machine in parts of New York and New Jersey.

Temporary headquarters are being maintained by Nat Cohn at 627 10th Avenue until he can find suitable office and showroom facilities.

Cohn also heads the Bowl-o-Matic Sales Company, recently formed here to market a new coin-operated game. He said the unit should be ready for introduction within a few weeks.

receivables and active inventories, were in excess of \$1,000,000. In addition, he said, fixed assets have been maintained and improved to meet the present-day needs of the business.

Principal liability at this time is a note for \$300,000 which is due January 22, 1952. The holder of the note, issued under authority of the court, has the right of conversion into common stock at the rate of \$6.67 per share.

### 1950 Top Year

Haddock said 1950 had been the best year in AMI's history. This, he said, was the result of management's efforts over the last five

## 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:

TRUMAN BUDGET A BOON TO COIN MACHINES? Tho most showbiz enterprises might suffer from tax move, coin machines would brighten (General Department).

BELGIUM NIXES 45 JUKES. Government refuses introduction of speed via juke boxes (Music Department).

COLUMBIA SHUFFLES C.&W. TALENT ROSTER. The diskery makes additions and deletions in realigning folk artists (Music Department).

ALL CAP ARTISTS FEATURED IN FILM. Capitol Records becomes the first to tie-in with films for complete tunes and artists (Music Department).

And other informative news stories, as well as the Honor Roll of Hits and pop charts.

# Ristaucrat To Bow 45 Selective Juke At MOA Convention

## Features 12 Tunes, Nickel Play; More New Phonos Due Out Shortly

APPLETON, Wis., Jan. 13. — Joe Cohen, president and general manager of Ristaucrat, this week revealed the firm will introduce a selective 45-r.p.m. phonograph during the Music Operators of America (MOA) convention at the Palmer House here March 19-21 (see separate story). The new counter-model juke will feature 12 selections and will operate on straight nickel play as opposed to the two-for-a-nickel price featured on the firm's non-selective unit.

While the price of the selective model was not set as of this week, it was indicated it will be in competition with at least two other such units either already on the market—or skedded to come in the next few weeks.

The Ristaucrat selective machine

has been completely redesigned, Cohen said, and operates mechanically rather than electrically, thus eliminating extra noise.

The new unit will be handled thru a distributor network, Cohen said, and will be available following the MOA unveiling.

Cohen stressed the firm's non-selective unit will continue in production, and will also continue on the two-for-a-nickel play.

### Other Action

With Williams Manufacturing already in the music field with its Music Mite unit, and with Chicago Coin coming in the next week with its entry into the 45-r.p.m. juke picture, the music business seems headed for its most competitive year since the pre-World War II days.

## TEN-CENT TEST

# Colorado Op's Planned Program Spells Profit

GREELEY, Colo., Jan. 13.—Phonograph operators who say that "10 cent play hasn't a chance in my territory" may be making a mistake by not getting out and making a serious "merchandising effort," according to Jack Wycaver, operator here.

Located in a Northern Colorado town of 20,000, Wycaver has, during the past year, converted almost all of his locations to 10 cent music, with excellent results. Long associated with Jim Blackwell, Wycaver follows Blackwell's experience in meeting most problems, and has definitely proven that "good salesmanship can offset the objections to the 10-cent chute."

### Changeover

"Changing over from 5 to 10 cent play was a selling job all the way," Wycaver said. "First, as a selling point, I convinced my top locations that the 100-record

Seeburg, with its greater choice, fine reproduction tones, and general high fidelity, offered the customer a better buy for 10 cents than a limited number of records at 5 cents. Next, I pointed out that 10-cent play on a 50-50 location split basis would actually net each location owner far more return—and offered to keep a separate set of books to prove it. "The most effective clincher I developed along these lines was to point out that even such an insignificant-appearing change as converting over to three-for-a-quarter play would cut the take around 45 per cent in every case. Figures presented in this way have been impressive to most location owners, and have gotten results."

A typical example of Wycaver's selling ability is Carl Albert, owner of the White Horse Inn, cocktail lounge south of Greeley. Here, phonograph collections on the 10-cent basis have been uniformly 40 per cent to 60 per cent higher each month, than was possible with 5-cent play in the past.

Wycaver makes it routine policy to visit his location owners

(Continued on page 65)

## New Disk Distrib

LOS ANGELES, Jan. 13. — A new firm, California Record Distributors, specializing in the distribution of independent labels, has been opened here by Lester Koeniz, owner, with Jack Lewerke, manager. The company is serving Southern California primarily, with an extension of its territory to be made in the indefinite future. At the present time the company is handling the following lines: Discovery, Down Home, Jump, Commodore and Alco, the latter a classical label. California has two salesmen making the territory. They are Ray Avery and Ray Boardman.

## Music Mite Output Up; Add Distribs

CHICAGO, Jan. 13. — Williams Manufacturing Company thru Vice-President Sam Stern this week announced production on the Music Mite, 45 r.p.m. juke box, has been increased. Seven additional firms have been appointed to handle the product.

Stern explained the output hike resulted from sustained interest generated by distributor showings in all sections of the country the past two weeks. He added that orders will continue to be filled in the order in which they are received.

The distributor appointments include:

Knudsen Music Company, Salt Lake City.

Mayflower Distributing Company, St. Paul.

B. D. Lazar & Company, Pittsburgh.

Modern Music, New York.

P & S Distributing Company, Des Moines.

Paul Hawkins, Tucson, Ariz.

Paster Distributing Company, Milwaukee.

## Cincy Ops Air Record Costs At Jan. Meet

CINCINNATI, Jan. 13.—Automatic Phonograph Owners' Association (APOA) held its regular monthly meeting Tuesday (9) at the Hotel Sheraton Gibson here. A discussion of the upcoming Music Operators of America (MOA) meeting (see separate story in this issue) and the recent price hike in records headed the agenda.

The rising cost of records brought on a lengthy debate among the APOA members, and it was decided to set up a committee to visit local platter distribbers to follow up the subject.

In attendance were Charles Kanter, president; Philip Ostand, Sam Chester, Sam Gerros, Ray Bigner, Fred Engel, William Strout, John Toney, Abe Villinsky, Bill Harris, Paul Puseteri, Max Moeckel, Norton Robinson and Nat Bartfield.

## Re-Elect Waldor MGNJ Prexy; Plan PR Drive

NEWARK, N. J., Jan. 13.—Sam Waldor was elected to his fourth consecutive term as president of the Music Guild of New Jersey (MGNJ) at the annual election meeting of the operators' organization here Thursday (11) at the Essex House.

The operators, representing 60 automatic phonograph firms in Northern New Jersey, also heard reports summarizing operating conditions during 1950 and a review of legislative activities affecting the industry.

An expanded budget to provide increased services for members during 1951 was approved at the meet. Part of the stepped-up appropriations will go to implement public relations plans now being blueprinted.

Other members elected to MGNJ executive posts were Humbert Betti, of H. Betti & Sons, Union City, vice-president; Jules Rusoff, of Mello Music, Newark, secretary, and Edward Burg, of Royal Music, Newark, treasurer. (Continued on page 71)

## Set Promosh For Band Box

CHICAGO, Jan. 13.—Coven Distributing will tee-off a major State-wide promotion for the Chicago Coin Band Box unit next week in Rockford, Ill., Ben Coven, firm head, announced this week. Showing of the juke play stimulator will be held in the Rockford Diner restaurant, which will be the site of a meeting of the Rockford operator org at the same time.

Following the Rockford intro, Coven said, a series of unveilings will be held in locations in Chicago in co-operation with local operators. One location each on the North and South Side, and a third in the Loop will be used in the promotion.

# U. S. Court Returns Control To AMI Officers, Directors

GRAND RAPIDS, Mich., Jan. 13.—U. S. District Court here has returned control of AMI, Inc., to the firm's officers and directors, John W. Haddock, president, announced this week. Firm went under court control April 7, 1947.

Haddock, in a message to the firm's stockholders, said the court action had been made possible by payment of all allowed claims which totaled \$1,473,300. This included \$1,191,868 in principal payments, \$85,052 in interest payments and \$196,379 in fees and expenses.

Haddock said the company's current assets, consisting of cash,

receivables and active inventories, were in excess of \$1,000,000. In addition, he said, fixed assets have been maintained and improved to meet the present-day needs of the business.

Principal liability at this time is a note for \$300,000 which is due January 22, 1952. The holder of the note, issued under authority of the court, has the right of conversion into common stock at the rate of \$6.67 per share.

### 1950 Top Year

Haddock said 1950 had been the best year in AMI's history. This, he said, was the result of management's efforts over the last five

and one-half years to "build an effective organization, to create improved products, to reduce costs, and to develop distributing channels and marketing acceptance."

While the outlook for 1951 is clouded, because of the international situation, Haddock said AMI would use its facilities to the utmost to make up for any curtailment of production of peacetime products.

Frank J. Quinn, New York, has been elected to the AMI board of directors, joining H. J. Dowd and E. R. Farny, both of New York; S. J. Allie, Chicago, and Haddock.



## In a whirl?

Are you dizzy trying to figure what record speed and size to hold to?

Small wonder, for the problem of what operators should do about records is today a matter of some concern.

It need not be, however, for the man who operates

AMI Model "C" juke boxes (or Models "B" or "A").

He owns equipment that is readily converted to 45 r.p.m. play

—or reconverted to 78 r.p.m.—all at modest cost.

He can play it safe, right now and in the future,

at whichever speed the records turn!

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN



**ONLY**  
*Williams*  
**NEW**

# Music Mite

10 Record Selective 45 RPM Phonograph

**IS PROFITABLE IN THE  
THOUSANDS OF SMALL LOCATIONS**



Pat. Pend.

How many locations are there in your territory that don't have music? Why?—primarily because you can't operate in them profitably with high cost equipment; or, maybe they're too small to accomodate a standard size phonograph. But now you have the expertly engineered, beautifully designed MUSIC MITE—with SELECTIVITY, CREDIT UNIT, PROVED RCA RECORD CHANGER AND SIMPLE "IN-A-DRAWER" SERVICING—to assure profitable operation because it does everything the standard size phonograph can do but COSTS LESS THAN 1/4 AS MUCH—and can be placed anywhere.

Location tests prove MUSIC MITE can recapture those locations and the profits they hold because MUSIC MITE is a LOW-COST, LOW-OVERHEAD phonograph that PRODUCES PROFITS IN LOW-AVERAGE LOCATIONS!

**Hear it -- See it at your Williams Distributor today or mail the coupon for complete information!**

Williams Manufacturing Company  
4242 W. Fillmore Street  
Chicago 24, Illinois

Gentlemen:  
Please send me complete information on the new MUSIC MITE Selective Phonograph.

Name.....  
Address.....  
City..... Zone..... State.....

PLEASE PRINT CLEARLY



**CREATORS OF DEPENDABLE PLAY APPEAL!**

4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

### Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISC QUALITY	RETAILER	OPERATOR
<b>POPULAR</b>					
<b>DOTTIE O'BRIEN</b> The Ace in the Hole CAPITOL 1361—Thrush fashions a straightforward, unpretentious reading of this old tavern fave.		67--70--64--67			
<b>Four or Five Times</b> The oldie made famous by the Jimmie Lunceford crew never does quite come off in this reading.		64--65--62--65			
<b>BUDDY GRECO</b> Honey Hush LONDON 894—Greco turns in his most convincing wax performance to date in a sparkling warble of a catchy old Fats Waller ditty. Spinners should like and could subsequently build into a profitable item.		81--84--80--80			
<b>Keepin' Out of Mischief Now</b> The warbler-pianist somehow never really sinks his teeth into this zestful oldie.		68--70--67--67			
<b>ELLA FITZGERALD-INK SPOTS</b> I Still Feel the Same About You DECCA 27419—Bright, bouncy coverage dishing of a ditty which is showing the signs via the Georgia Gibbs reading. Should grab off a sizable share of the returns on the tune.		86--86--85--86			
<b>Little Small Town Girl (With the Big Town Dreams)</b> Warm, sensitive mood slicing of a simple homesy ballad which should bring home the bacon in both pop and r & b quarters. A strong contender.		89--89--88--89			
<b>SAMMY KAYE</b> Tell Me You Love Me COLUMBIA 39140—Potent, flashy waxing of an adaptation from the familiar closing strains of the "Vesti La Giubba" aria from "Pagliacci" should score sales. Tony Alamo's virtuoso vocal is the major attribute here.		88--88--88--88			
<b>My Dear Little Girl of Theta Chi</b> A mood ensemble vocal treatment of a new fraternity ballad may attract some collegiate trade attention.		76--77--75--75			
<b>DEAN MARTIN</b> You and Your Beautiful Eyes CAPITOL 1358—Happy, infectious rhythm item from the forthcoming Martin-Lewis flicker, "At War With the Army," is done with a lilt by the warbler. Disking could do okay strictly on strength of flick tie, but ditty could catch and start the ball rolling earlier.		85--86--85--84			
<b>Tonda Wanda Hoy</b> Another ditty from the flicker, this one frothy but somewhat forced, is handed the happy treatment by Martin.		74--74--74--74			
<b>LATIN AMERICAN</b>					
<b>GRUPO DEKANO</b> Oye DECCA 21331—Typical vocal belero sung by two male voices and cleanly played by a small ork that keeps a good beat going.		71--72--72--70			
<b>Tres Besitos</b> Another cleanly played and sung hunk of terp material. This, a bolero-mambo.		73--74--74--72			
<b>ROSITA SERRANO</b> Bibbidi-Bobbidi-Boo VICTOR 23-5292—The Chilean chirp with the bird-like voice and whistle is lost on a poorly balanced dishing of the flick song.		62--62--62--62			
<b>Sonar Es Desear</b> L. A. version of "A Dream Is a Wish Your Heart Makes" has little Yank appeal. Could be, tho, for the Spanish speaking territories now showing the Disney flick.		65--65--65--65			
<b>BENY MORE</b> Donde Estabas Tu? VICTOR 23-5308—A fine dance disk, a son montuno, played by Mex ork in modern jazz style. More serves up a neat vocal with the aid of a male duet.		79--80--77--79			
<b>San Fernando</b> Ork keeps a heavy porra beat going as More and duet chant effectively an another good terp etching.		79--80--77--79			

### Colorado Ops' Program

Continued from page 62

every week, and to drop some change into the phonograph. "This is only a small thing, but it always makes an excellent impression," he said. "Likewise, whenever I am introduced to a customer in the tavern or cocktail lounge, I make it a point to ask what pieces they would like to hear, and play it with my own money. These two acts have paid off for me, and it isn't long, I have found, before the location owner makes it a policy to drop a bit of extra change in the box himself." Wyseaver, incidentally, never shills his location with a roll of identifiable dimes to "get things going" during slack periods of the evening. He feels that providing location owners with dimes for this purpose is like expecting a bartender to give a free drink to sample his wares before one is purchased. "We have tried shilling the boxes in this way and found that play has never benefited appreciably," he pointed out.

#### Selecting Disks

Next, Wyseaver makes it a habit to let the location owner select which artist is presented on his phonograph when a particularly popular song comes along. For example, when Tennessee Waltz hit a popularity peak in the Colorado area, Wyseaver brought around records by three leading stars, and invited each location owner to select which recording he preferred on the box. This, he finds, gives the location owner a sense of "participation" in the operation of the phonographs which he can-

not get otherwise, and has a lot to do with additional play and enthusiastic suggestion from the location owner to his customers.

Naturally, there are still many 5-cent locations involved in the Colorado phonograph operator's routes. Typical are restaurants, in which for one reason or another, the 10-cent play has never been successful. "When a man is enjoying a drink and a convivial evening, he does not mind spending dimes to hear his favorite recordings. However, when he is merely enjoying a meal, 10 cents seems like too large an expenditure, we have found. Therefore, we have made no attempt to go to the 10-cent price in strictly food service locations. However, we have substituted 10-cent play in all of our top liquor-serving locations, and with solid success all the way."

#### Formula

Finally, when he meets stubborn resistance on the part of a location owner, Wyseaver has hit upon what he feels is the ideal formula for showing him that 5-cent play is largely impracticable. "I merely ask the man who is now serving 15-cent beer, where 10 cents was the price a few years ago, why he raised his price. When the location owner comes back with the plaint that it costs far more to operate the tavern, to pay personnel, etc., it is a simple matter to stress the fact that the same is true of phonograph operation. I ask such an individual how he would like to drop his prices now, and invariably he gets the point."

## Pfanstiehl Sets 45 Juke Needle

WAUKEGAN, Ill., Jan. 13.—Pfanstiehl Chemical Division (metallurgical division) here will shortly make available to juke box operators its 45-1 needle, which can be used with the Williams Music Mite 45 r.p.m. phonograph, it was announced this week. The needle, retailing for \$1.50, will carry a special price tag for operators.

Firm also is in production on its tone arm conversion unit, announced last year at the Music Operators of America (MOA) convention.

48 TUNES 24 RECORDS

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Protects you AGAINST OBSOLESCENCE

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All types—as they come. Our standing order granted year-round.

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SEE OUR COIN MACHINE AD ON PAGE 76

The RISTAUCRAT '45' is the Only SMALL MUSIC BOX actually

PROVEN IN OPERATION

IT'S TROUBLE FREE

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LOW COST

RISTAUCRAT '45'

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NATIONAL SLUG REJECTORS ON ALL MODELS

Places like road stands, small taverns and drug stores, all too small to support a large juke box, are now producing solid weekly profit. This is possible with the Ristaucrat '45' because of the low investment, low servicing costs and the remarkable 45 RPM records. Compare the cost of any other Music Box . . . then compare the profits! You'll be convinced the trouble-free RISTAUCRAT '45' is the machine you need. Immediate Delivery!

Write to Factory for Full Details



RISTAUCRAT, Inc.

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Appleton, Wis



SMALL TAVERNS



RENTALS—PARTIES PLAYS TWELVE 45 RPM RECORDS—RESTACKS AUTOMATICALLY

## Open Post Offices To Drink Venders

NEW YORK, Jan. 13.—Postal authorities here, as well as the New York State Commission for the Blind, are mapping plans that will probably lead to early installation of cup vending equipment in post offices to provide a new service to postal employees and added income for the blind.

Under a policy switch, which

formerly made it extremely difficult to place coin venders in post office buildings, postmasters throughout the country have been given the go-ahead on bottle and cup drink machines, providing that where blind persons operate refreshment stands machine revenue benefits stand employees.

Operators in such cases will have to clear contracts with State commissions for the blind or other State agencies licensed under the Randolph-Sheppard Act. Then, approval must be secured from the local postmasters before machines can be placed.

Here, postmasters and a spokesman for the New York State Commission reported that operators have flooded them with bids to place venders since news of the Federal policy flip became known.

A recent directive from the Post Office Department, Washington, to the Federal Security Agency (FSA) and relayed, in turn, to State agencies for the blind, contained the following procedural information:

"This bureau will give consideration to applications for the installation of such machines (drink venders) if submitted by or thru the local postmaster. Where blind persons operate vending stands in the building, consideration will be given to permitting the installation of vending machine . . . in Post Office workrooms, swing rooms, or other suitable location as determined by the postmaster. The machines shall be so located and their servicing so performed as not to interfere with postal operations . . . and regulations. The department is to be involved in no expense for . . . installation, servicing (Continued on page 70)

## METERS AID DIMES DRIVE

MONTGOMERY, Ala., Jan. 13.—Parking meters play an important part in the local March of Dimes drive launched this week. During a two-week period city will allow the meters to be used as receptacles for campaign donations.

Persons wishing to contribute thru the meters may deposit a dime. This will not interfere with regular parking fees as the dimes do not register in the meters.

## U. S.-Belgian Partners Set Vender Export Plan

NEW YORK, Jan. 13.—Hot and cold cup venders and candy machines are slated to be the first U. S. built automatic merchandising equipment to be exported to Belgium and Holland as part of a new vender sales campaign by Abe Witsen, of International Amusement Company here, and his partner, Sal Groenteman, of Belgian Amusement Company, Ltd., Antwerp.

The export undertaking, it was stressed, is being set up despite the current international picture. Newcomers in the foreign vender market field, both firms have had experience in the arcade business in the Benelux countries (Belgium, Holland, Denmark, Luxembourg).

### Prices Eyed

One of the preliminary points to be figured out by Witsen and Groenteman is the price to charge for products sold thru the venders. Currently the Belgian 2-cent piece is equivalent to the U. S. nickel. Altho most prices for Belgian foods are a little less than in the U. S. (if the food is available), wages for Belgian workers are considerably lower and the 2 cents might appear high for the snack or beverage.

Witsen disclosed that he has completed plans to take over a warehouse in Newark, N. J., this month to be used for Benelux consignments. He added that as new types of venders are required, they are to be given tests in routes now being established in New Jersey. Idea behind the domestic tests is to be certain all machines are individually location tested before being shipped.

Groenteman disclosed that just before flying here he closed a deal for several hundred bulk candy

machines which were produced in Holland plants. He explained that altho the actual price of the units was about the same as would be paid for a similar U. S. product, the difference in duty prices made the purchase a good buy. As a result of a surprising increase in vending machine production on the Continent during the past year, Groenteman said more countries in the area are becoming automatic merchandising conscious.

### Add Branches

Since setting up headquarters for the Belgian Amusement Company at Kroonstraat 138, Antwerp, and U. S. offices at 33 West 46th Street, New York, the partners have added two Belgian branches. They are at Belgielei 112, Antwerp, and Rue Van Der Muelen 10, Brussels.

## NAMA Releases 2d Cost-Ratio Study Results

100% Increase in Op Participation Heightens Value

CHICAGO, Jan. 13.—National Automatic Merchandising Association (NAMA) announced this week that results of the second annual operator cost-ratio study are now being mailed to members. William Fishman, chairman of the cost-ratio study committee, reported a 100 per cent increase in operator response this year over the initial study for 1948.

With the study results being mailed to member operators are forms for the 1950 picture. A salient point brought out by the current study was that operators' costs are up while profits are down. One of the features of the 1949 presentation is the inclusion of a blank column so that operators may graphically compare their own costs with those in the study.

Fishman pointed out that the cost-ratio results are invaluable not only as operator aids, but also as a part of the NAMA presentation of the industry in Washington.

## Name Trustees Of NAMA Group Insurance Plan

CHICAGO, Jan. 13.—A seven-man trust has been set up to execute the NAMA group insurance program, association officials reported this week. The trustees are Herb A. Geiger, Geiger Automatic Sales, Milwaukee; Charles Greasley, Vend-o-Mat Corporation of America, Baltimore; William Fishman, Automatic Merchandising Company, Chicago; John T. Pierson, Vendo Company, Kansas City, Mo.; Ford S. Mason, Ford Gum & Machine Company, Lockport, N. Y.; C. S. Darling and B. N. Osmond, NAMA staff.

The first two NAMA members to apply for the new group insurance were also announced. They are the Fred Hebel Corporation, Chicago, and the F. J. O'Brien Vending Company, Newport, N. J.

## Suppliers Prepare Step-Up In Vender Promotion in '51

Ops Will Benefit Thru Stronger Product Merchandising Programs

CHICAGO, Jan. 13.—With 1951 looming as the first of several years during which increased stress will be placed on products sold thru automatic merchandising equipment, suppliers of all types are gearing their operator contact and vender-promotion activities to obtain a more favorable position in the field.

Greater recognition of the fact that the hundreds of thousands of prime product venders now "out and working," many offering a 24-hour service, play an important part in civilian (and military) snack, prompted the supplier to seek greater representation thru venders, it was pointed out. And the operator will benefit thru an assured product supply and the increased publicity gained by supplier advertising spotlighting venders. An example is the cigarette manufacturer (The Billboard, January 6).

An important point, tending to re-emphasize the basic sales value of venders, is that the supplier move to step up such merchandising comes at a time when production of new machines will be at a minimum. The supplier, then, is depending upon the existing vender force to move his product—another indication of the mer-

chandising strength of vending machines.

### Supplier Survey

The upsurge in supplier-wooing of the operator was indicated during a survey of all types of present and potential vender-product makers by The Billboard during recent weeks. Special interest was (Continued on page 70)

## Pa. Bottlers Appeal Drink Tax Decision

HARRISBURG, Pa., Jan. 13.—Pennsylvania bottlers have carried their fight against the State's controversial soft drink tax to the State Supreme Court.

An appeal from the decision of the Dauphin County Court, which upheld the tax, was filed by Elmer E. Harter Jr., attorney for the Coca-Cola Bottling Company, Philadelphia, and the Pepsi-Cola Company, New York.

In addition, 36 Coca-Cola bottling companies and 19 Pepsi-Cola (Continued on page 70)

## Supervend Inventory Rumored in Sale Deal

CHICAGO, Jan. 13.—Rumors of a deal involving the sale of the Super-Vend three-drink cup machine were rife here this week as Mike Hammergren, president of SuperVend Sales Corporation, Chicago, conferred with Judge M. M. Miller, of the SuperVend Corporation, Dallas.

In town, too, was Al Cole, president of Cole Products, Chicago, who was rumored negotiating for all or part of the 2,000 finished machine inventory of SuperVend equipment being held by the Texas Engineering & Manufacturing

Company (TEMCO). None of the parties could be reached for comment on the rumors.

TEMCO contracted with SuperVend Sales to build 2,750 three-drink machines, all of which have now been built. TEMCO is presently engaged 100 per cent in aircraft production.

## CIG PRODUCTION HITS NEW RECORD IN 1950

NEW YORK, Jan. 13.—A record high in cigarette production for 1950, totaling 393,300,000,000 units, showed a 2 per cent or 7,800,000,000 gain over 1949 output, according to Harry Wooten, tobacco industry consultant. Actual sales to the domestic market of 361,000,000,000 smokes was a 2.5 per cent hike over the previous year.

Production by brands follows for 1949-'50. Figures are in billions of cigarettes produced, for domestic market only:

	1950	1949	Pct. Change
Camels	98.5	98.0	+ 0.5
Lucky Strike	82.5	91.4	- 9.7
Chesterfield	66.0	67.5	- 2.2
Philip Morris	40.4	33.8	+19.5
Pall Mall	23.5	17.0	+38.2
Old Gold	20.0	17.9	+11.7

## Name Distrib for Alnik Service Kit

NEWARK, Jan. 13.—The Wesson Distributing Corporation has been named distributor for the Alnik Vandalite Service Kit, emergency pack of lighter necessities dispensed thru standard cigarette machine columns.

C. W. Smith, Wesson executive, said his territory includes New England and the Eastern seaboard.

## Sell Newsmag Thru Venders

NEW YORK, Jan. 13.—Quick, miniature newsweekly published by Cowles Magazines, Inc., is being sold thru venders in two locations here as the first step in a comprehensive test to check consumer reaction. Further machine placements are planned in key cities across the country.

Machines here are located in a supermarket and in a railroad terminal, with the latter available for patron use on an around-the-clock basis. An earlier location experiment, several months ago, was run to test mechanical functioning of the vender.

Altho distribution plans still have to be worked out, the feeling at Cowles is that the vender probably will not be an operator piece. Abner Sideman, circulation manager, explained that profit margins were too small to interest route owners. As a result, the units most likely will be placed near enough newsstands so that newsstand attendants can service them.

The vender is produced by Yeaton Manufacturing Company, Lawrence, Mass. The coin mechanism is fitted for dime operation, with the machine stocking a maximum of 100 copies of Quick.

## CVIC Year Book Due Out Feb. 1

LOS ANGELES, Jan. 13.—The first annual year book of the Cigarette Vendors' Institute of California, Inc. (CVIC), is scheduled for distribution around February 1, Arch C. Riddell, secretary, said.

The book, now being prepared, will devote its editorial content to operators and their operations, Riddell declared. Projects, such as the part played in the recent Community Chest campaign, also will be described.

The institute recently established offices at 145 North Fair Oaks Avenue in Pasadena, Calif.

## Welch Set To Produce Dual Drink Vender

NEW YORK, Jan. 13.—The Welch Grape Juice Company disclosed plans this week calling for an initial production run of 500 dual-flavor cup venders to be manufactured at its plant in Silver Creek, N. Y. The machine, which delivers drinks prepared from frozen concentrates, was introduced to the trade at the National Automatic Merchandising Association convention last November.

Paul K. Halstead, who heads up Welch's vending department, said parts and components already are being collected in Silver City, with actual production scheduled to begin March 1. Deliveries will commence at the end of March, he declared, when the output rate is expected to reach 25 machines weekly.

He announced that Regis E. Parks, formerly of Hoke, Inc., has joined the Welch staff to supervise production of the vender. Parks, active in the cup vending field for more than 10 years, had earlier been associated with Spacarb and Mills Industries. Executive offices will be maintained at 55 Fifth Avenue here, where Halstead will direct marketing activities.

Distribution plans to guide machine placement will be announced soon, Halstead declared. Meanwhile, it was learned that initial deliveries to operators will probably be confined to the East Central and New England States.

The Welch machine, fitted for dime operation, delivers a six-ounce drink at a temperature of 40 degrees. Concentrate, enough for 900 servings, is stored in two 4½-gallon containers at 34 degrees. Cup capacity is 600. A changemaker is standard (The Billboard, October 28).

## Mountaineer Tells Shaver Test Results

NEW YORK, Jan. 13.—With a 600-unit placement on location throughout this area, Mountaineer, Inc., Springfield, Mass., has announced the first full-scale test of coin-operated electric shavers. J. B. Williams, president, said the shavers have been placed by established operators and newcomers. He states the average weekly gross earnings of \$7 to \$10 are reached in the best locations, such as truck stops, large tourist camps, highway service stations, bus and train depots and airports.

The Mountaineer unit, introduced as the Pitchford Electric Shaver by A. H. Pitchford Company, Pittsburgh, in March, 1949, lists for \$137.50. Recent improvements include a burglar alarm that is actuated should the shaver cord be severed, a solenoid-operated latch which permits the cabinet door to be opened only after a quarter has been deposited and an after-shave lotion dispensed for the single shave price. Unit operates for a 10-minute period.

# H. Hildebrandt Leaves Dresko

CHICAGO, Jan. 13. — Dresko Machine Corporation announced this week thru an official, C. Walters, the resignation of Henry Hildebrandt as president. While stating a successor to the top office had not yet been named, he stressed that the firm plans to continue production efforts on its two-model ice cream vender line, with results depending upon the material situation.

Along this line Dresko has shifted its production contract to a firm in Cary, Ill., following output lags by its former Milwaukee production source, Walters said.

Dresko's NAMA show introduced Model 202, an automatic version of its manual Model 201, has yet to see production line output. Firm's manual unit has been in limited production for some months.

# Pa. Retailers To Fight New Sales Taxes

HARRISBURG, Pa., Jan. 13.—Plans to fight any proposal for a general sales tax in the 1951 Pennsylvania Legislature are being mapped by the Pennsylvania Retailers' Association.

At a recent meeting of the directors of the group it was decided to lobby in a big way against passage of a sales tax.

The directors said "the entire buying public of Pennsylvania ... along with 130,000 stores and 500,000 retail employees" would be enlisted in "an all-out campaign to defeat any attempt to put over" such a levy.

Only official comment from legislative leaders and government officials have been statements that they hoped such a move would not be necessary. At the same time they pointed out that the State will need \$120,000,000 in new revenue during the next two years.

The retailers declare the sales levy would be "especially unfair and burdensome to the lower and middle income groups who supply the great bulk of the retail trade."

They also claim, without giving any figures, that a sales tax would return much more money than actually needed and encourage further waste in governmental operations.

# Bottler Assumes Pa. State Post

HARRISBURG, Pa., Jan. 13.—Clarence G. Stoner, of Stoner Beverage Company here, has taken office as a Pennsylvania State Representative from Cumberland County, his home district.

Stoner, active in the Pennsylvania Bottlers' Association, headed a fight two years ago to repeal the soft drink tax.

In his new post as member of the State Legislature, he is expected to be active in the same direction. He beat a former State legislator and whipped the Republican political machine in his home district to get the nomination for the House of Representatives.

# Graham Resigns NAMA P.-R. Post

CHICAGO, Jan. 13.—NAMA Public Relations Director Laurie Cavanaugh this week announced the resignation of Donald Graham, assistant director of public relations, effective January 26. A new assistant is now in the process of being selected.

Graham will join the Cummins Engine Company, Columbus, Ind., February 1 as publications director. Firm is a major manufacturer of Diesel engines. Prior to joining NAMA in October, 1949, Graham was with Feature Products, Chicago, a radio production firm, as director of publicity.

# Peter Paul Bonus

NAUGATUCK, Conn., Jan. 13. —Employees of Peter Paul, Inc., here for six months or longer this week were awarded a 1950 bonus. A full week's extra pay was given workers who had been with the company at least one year.

# MORE TIME TO EARN \$

## Reno Location Finds Cig Unit Key Service

RENO, Nev., Jan. 13. — More time for servicing customers buying more profitable items, less confusion in the drugstore, and swifter service are all advantages which have accrued from installation of two electric cigarette vendors at Ramos Drug Company, on downtown Virginia Street here, according to William Ramos, owner.

Because of its prominent downtown site, only a few feet from the largest club in the nation, the Ramos drugstore is always subjected to heavy traffic. This made waiting upon cigarette customers a constant nuisance, according to Ramos, and customers were not particularly appreciative of the necessity of waiting in line for as much as five minutes, in order to purchase cigarettes.

### Profits Small

"Since there is practically no profit in cigarette sales to begin with, we determined to put them on an entirely self-service basis, with the use of vending machines," the Nevada druggist said. "We have found, as a direct result, that every sales person in the store can wait on at least three or four more customers per day, buying other merchandise."

The two vendors flank the main entrance to the Ramos store, where they are easily seen, and large

signs overhead are labeled "Cigarettes," with an arrow pointing down at the units. While the price of vended cigarettes is slightly higher per package, most customers in search of a pack of "smokes" do not mind the slight additional expense, in return for the ability to serve themselves and get on their way.

### Time Saver

Ramos firmly believes that the change is one of the most important time-saving developments he has ever put into practice.

## Stamp, Razor Blade Unit by Federal Corp.

LOS ANGELES, Jan. 13.—Federal Dispenser Corporation has announced production on a combination indoor-outdoor stamp vender and a "two in one" stamp-razor blade dispenser, both listing at \$39.75 each. Called the New Victory model, same size cabinet is used for both units, and is 19 inches high, 7 inches wide and 4 inches deep.

The stamp vender, of the folder type, is available in a single two-coin model, offering air mail, 3-cent and 1-cent stamps in 5 and 10-cent combinations thru two chutes. The combination razor blade-stamp unit comes as a straight dime operated machine. Blade compartment dispenses Gillette Thin blades.

Firm, located at 6305 Yucca Street, guarantees both models against material defects for one year. Federal Dispenser is a successor to the former producer, the Field Company, same address.

## New Novelty Vender

NEW YORK, Jan. 13.—Production has been started here on a new novelty candy vender for the kiddie trade. The plastic device, six inches high, stocks 10 candy cigarettes and dispenses them one at a time upon insertion of a penny. Candy cigarettes and vender are manufactured by Tell Chocolate Novelties Corporation.

## 5c Bar Weight Trend Shown In 3-Year Industry Surveys

CHICAGO, Jan. 13.—With bar weight an important factor in public acceptance and resultant volume thru vendors, candy operators customarily keep a close watch on weight patterns as barometers of nickel bar sales potential. Changes in manufacturers' production costs have always set the bar-size pattern in the past, and the present average weight of 1 1/4 ounces against an average 1 1/2 ounces thru most of 1949 and 1950 is a continuance of this pattern.

To show this weight trend, a tabulation has been made of the bar-size changes as shown by Know Your Candy Bar surveys conducted by Vend, sister publication of The Billboard, for the years 1947 thru 1950. Altho the statistics do not include most recent weight changes, they serve to illustrate the definite trend toward the smaller bar which started with the Korean fighting last June.

While giving a representative picture of the nickel candy bar field, the Vend surveys do not purport to include all the firms engaged in bar goods manufacture. But about 85 per cent of the bar houses are represented in survey findings.

### Weight Shifts

Altho the 1 1/2-ounce 5-cent bar retained a toehold on first place during 1950, the 2-ounce bar dropped to an all-time low in availability. This weight had jumped to third position in 1949.

The 1950 report revealed that 18 of the responding companies produced 45 1 1/2-ounce bars as late as last fall, while in 1949 76 different 1 1/2-ounce bars were of-

fered by 33 firms. During the same period in 1947, 14 responding firms produced 20 1 1/2-ounce bars.

The second most popular weight, 1 1/4 ounces, took a nosedive compared to 1948-'49 figures. The 1950 report showed that 19 1 1/4-ounce bars were made by 15 firms; in 1949 30 bars were made by 23 firms and in 1948 35 bars were produced by 21 companies.

### 1 1/4-Ounce Bar

The 1 1/4-ounce bar moved back into third position for 1950, after dropping to fourth place in 1949 to make way for the 2-ounce size. The availability story for 1 1/4-ounce bars was: 1950—15 bars by eight manufacturers; 1949—16 bars by 10 firms; 1948—11 bars by six firms; 1947—19 bars by 12 firms (when it was in second place).

After giving way for the 2-ounce bar in 1949, the 1 1/4-ounce size moved back to fourth place last year, the same spot it held in 1947-'48. This size was made in eight varieties by five firms in 1947 thru 1950, but the more numerous 2-ounce bars in 1949 took precedence over the smaller bar.

Price hikes all along the labor, ingredient fronts last year spelled the death knell for the nickel 2-ounce bar. This weight was near extinction in October, when only four bars were offered by two manufacturers. The previous year, 1949, 19 2-ounce bars were made by 11 firms. And in 1948 17 2-ounce bars were made by the same number of companies.

The nickel bar weight picture for 1950 and 1949, as indicated by Vend surveys, is shown in the following comparison tables:

### OCTOBER, 1950

1.—1 1/2 ounce	45 bars by 18 manufacturers
2.—1 1/4 ounce	19 bars by 15 manufacturers
3.—1 3/4 ounce	15 bars by 8 manufacturers
4.—1 3/8 ounce	8 bars by 5 manufacturers
5.—2 ounce	4 bars by 2 manufacturers

### OCTOBER, 1949

1.—1 1/2 ounce	76 bars by 33 manufacturers
2.—1 1/4 ounce	30 bars by 23 manufacturers
3.—2 ounce	19 bars by 11 manufacturers
4.—1 3/4 ounce	16 bars by 10 manufacturers
5.—1 3/8 ounce	8 bars by 6 manufacturers

You'll want to get in on this profit-parade today! Sell the charm line that leads the field... that kids and grown-ups find irresistible!

### An Amazing Variety in Plastic & Metal

For immediate delivery—shipped the same day your order is received! An entire series of proven best-sellers! Order today!

**"WILD WEST" CHARMS**  
Guns, Chaps, Bucking Broncos, Saddles, Indian Heads, Boots & Spurs.

Plastic	..... 2.50 per 1000
Copper	..... 4.75 per 1000
Silver	..... 4.95 per 1000
Gold	..... 5.35 per 1000

### "SKULL" CHARMS

Exceptionally fine and full.

Plastic	..... 4.25 per 1000
Copper	..... 7.60 per 1000
Silver	..... 8.25 per 1000
Gold	..... 9.50 per 1000

**"SPORT-TIME" CHARMS**  
Bowling Balls, Baseballs, Footballs, Basketballs.

Plastic	..... 4.00 per 1000
Copper	..... 7.10 per 1000
Silver	..... 7.55 per 1000
Gold	..... 8.30 per 1000

**"BONUS" PRICES on these Wanted Items!**

(pictured)  
Chain—.05 each  
Jump Rings—.05 per dozen  
Earrings—.05 per pair

Small deposit will send your order immediately—balance C.O.D. Freight prepaid on all orders of \$100 or more!

**OPERATORS VENDING MACHINE SUPPLY CO.**  
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**NO COST! NO OBLIGATION!**

Let us arrange a **FREE DEMONSTRATION** to prove the unique advantages of **The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**

- ★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL.
- ★ ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY itself. Only a single motor, one relay and two solenoids.
- ★ SUPER CHANGE MAKER (OPTIONAL)—handles nickels, dimes and quarters. Returns a nickel on 20c sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- ★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.
- ★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.

On Display at All Keeney Distributors

Write for your **FREE DEMONSTRATION** Don't Delay!

**J. H. Keeney & CO., INC.**  
2400 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS.

**CHARMS—Proven Sales Boosters**

Write for Complete Price List!

**Karl Guggenheim inc.**

33 UNION SQUARE • NEW YORK 3, N. Y.

**HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND**

**STAMP FOLDERS**

Direct From Manufacturer.  
UNLIMITED QUANTITIES—  
IMMEDIATE DELIVERY.  
Write for Prices.  
**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**W. Va. Tax Take Up**

CHARLESTON, W. Va., Jan. 13.—State Tax Commissioner C. H. Koontz reports that cigarette tax collections for December totaled \$178,611.82, compared with \$186,655.40 in the same 1949 month.

**New FTC Action Against Candy Makers Unlikely**

WASHINGTON, Jan. 13.—As the result of a Supreme Court decision this week upholding an appeal by Standard Oil Company of Indiana against the Federal Trade Commission's (FTC) anti-price differential policy, the FTC may be discouraged from reviving its action against 33 candy manufacturers, charged with having granted price differentials to Automatic Canteen Company.

The high court's ruling in the Standard Oil case constituted a major set back for FTC on the price differential issue. The Supreme Court, in a 5-to-3 decision against FTC, took the position that price differentials are okay if made in "good faith" to meet competition from already lowered differentials under such "good faith."

The FTC's case against 33 candy

manufacturers was a striking parallel to the Standard Oil case. The commission withdrew its action "without prejudice" last summer because it was dissatisfied with the way the commission's legalist in charge of the case had drawn up his briefs. In its statement of withdrawal, however, the commission had hinted that it would revive the action as soon as the language in the briefs was clarified and narrowed.

It now appears that the commission may be compelled either to forget about reviving the action or completely alter the charges to be brought against the candy firms which opposed the commission on the ground that their price differentials were issued in "good faith" to meet competitively lowered prices elsewhere.

**—LARGEST—  
PROFIT MAKER**

5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

Sample, \$12.95 Ea. 10 @ \$12.50 Ea. 100 or more, write for low price.

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write.

Ask about the new "Hunter."  
**SILVER KING CORP.**  
622 Diversey Parkway Chicago, Ill.

**FORMULA FOR SUCCESS FOR 1951**

IN THE MERCHANDISE VENDING FIELD

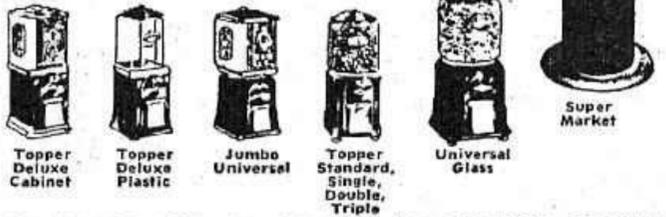
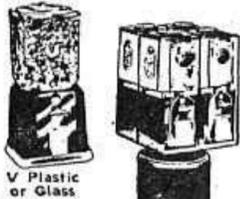
**Be Bright—Start 1951 Right**

**LET VICTOR MACHINES MAKE YOUR JOB EASIER AND YOUR PROFITS BIGGER THAN YOU BELIEVED POSSIBLE**

**We Have a Plan To Take Your Old Machines In Trade for New VICTORS**



Mr. Operator Merchant and the Victor Success Family



ALL SUCCESSFUL OPERATORS KNOW THIS FAMILY

because of . . .

1. Greater Profits
2. More Satisfied Customers
3. Easier Servicing
  - a. No Jams
  - b. Vends Everything
  - c. Separate Heads

Yes, MR. OPERATOR MERCHANT, you can easily service, by yourself, as many as 500 machines.

Cordially,

**Sam Kopf**

VEEDCO SALES CO.

**VICTOR MACHINES ARE MAKING MORE MONEY FOR MORE SUCCESSFUL OPERATORS THAN ANY OTHER MACHINE**

A Small Deposit Will Hold Equipment for You, Protect You Against Possible Increases and Insure Delivery. ORDER VICTOR TODAY!

**VEEDCO SALES CO.**

2124 Market St. Phone: LOcust 7-1448 Philadelphia 3, Pa.

**Turning Back the Clock**

10 Years Ago  
CHICAGO, Jan. 11, 1941.—Juke boxes won another notch in favor as a hit tune maker with both the consumer and professional melody pluggers. Continuation of the ASCAP radio ban prompted heavy concentration of pop tune promotion on the phonos, with the result that many a budding hit bowed in via the coin chute route.

The new era in song promotion gave added importance to the juke operator, the juke location as a "plug spot" and juke maker as the source of the new song-sale outlet. With radio performances closed to them, such top hits as the following made their way more than ably with the juke acting as the major outlet: *Down Argentine Way, A Nightingale Sang in Berkeley Square, We Three, Maybe, The Last Time I Saw Paris, Two Dreams Met*, and others. The public, not being able to listen to these favorites via radio, satisfied their musical ears by dropping nickels in the juke in cascading proportions.

In line with the new importance of the coin phonograph, Wurlitzer announced its 1941 line, tagged Victory models. The line consisted of three console and two counter models, and was introduced thru 60 showings held coast to coast. Honor of top model in the '41 line went to the 850, featuring Polaroid illumination and increased animation. Selector button lights went out when the numbers they represented were selected, went on when the disk went into play position. Other Victory models were the 750 and the Colonial 780.

Adding to the music spotlight was Buckley's release of a new wall box line. Units were illuminated red, gold and chrome, and featured lumarith plastics. Harold Perkins, Buckley official, said the use of indirect lighting within the box made for additional eye and play appeal.

15 Years Ago  
CHICAGO, Jan. 11, 1936.—Big news of the week for coinmen in all parts of the country was General John F. O'Ryan's appointment as top official of the Amusements Service Corporation of America. O'Ryan was New York police commissioner during 1934. The new organization was developed to bring modern business services to operators thruout the metropolitan New York area via the formation of a service organization to cooperate with operators, distributors, jobbers and manufacturers.

D. Gottlieb & Company announced pay-out table, Sunshine. A one-ball horse race game with changing odds from 2 to 40, it listed for \$79.50. Features included "eye-appeal" cabinet with colored and illuminated light-up rack.

Western Equipment Company joined the new model parade with its own one-ball pay-out game, Stock Market. Jimmy Johnson, Western prexy, described the table as "radically different." Game was also available in a ticket model.

Another contributor to the new coin machine line-up was the National Coin Machine Exchange, Toledo. Firm introduced a counter type cigarette vender, called Smokes. Unit was of the three-reel game design, and was said to include a new method for spinning the reels. . . . Another reel cig unit, Centa-Smoke, made by Modern Company, New York, was the target of hyped promotion. Nat Cohen, firm official, called attention to the fact it was offered in three different models.

Leaders in the juke tune parade were *The Music Goes Round and Round, The Broken Record* and *Twenty-Four Hours a Day*.

Bally Manufacturing Company announced winners of its Christmas package contest. Abe Miller, Confection Vending Company, Charlotte, N. C., took a \$200 first cash prize, while A. E. Meadows, Northern Novelty Company, Prince Albert, Can., took \$50 second prize in the jobbers' division. In the operators' section, Harwood Allen, Courier Sales Company, Cameron, Wis., walked off with first prize of \$200, and Roy L. Bowden, Athens, Ga., won second prize.

**FRENCH BOY POPCORN**

SHIPPED ANYWHERE IN THE COUNTRY



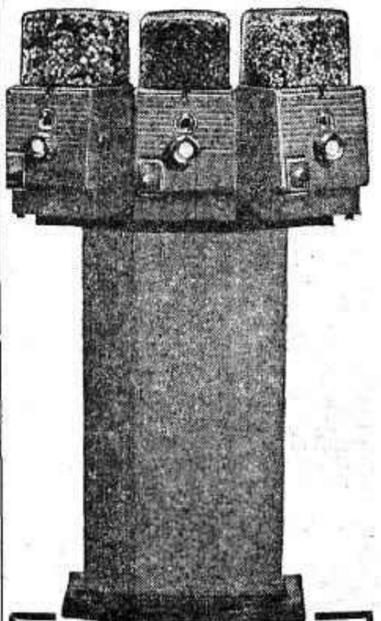
Packed in 2 1/2 peck glassine bags. Arrives fresh and tasty, ready to eat.

**ABC POPCORN CO.**

3441 W. North Ave. CHICAGO 47

**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.

**SPECIAL OFFER**  
EXPIRES JANUARY 22nd, 1951  
**WITH EVERY ORDER OF 4 VICTOR TOPPERS**  
Any Model—Glass or Plastic—Ball Gum or General Merchandise  
**WE WILL GIVE THE FOLLOWING SPECIAL ON CHARMS**

1000 BRONZE COINS and 1000 Large COPPER WESTERN CHARMS Only \$7.00 For The Lot	1000 BRONZE COINS and 1000 Large SILVER or GOLD PLATED WESTERN CHARMS Only \$7.50 For The Lot
---	--

1/3 Deposit With Order, Balance C.O.D.  
**VEEDCO SALES CO.**  
2124 Market Street Philadelphia 3, Pa. Phone: LOcust 7-1448

**CIGARETTE MACHINES**

Uneeda 9 Col., Model A, 270 Pack Cap.	\$82.50
Uneeda Model E, 6 Col., 168 Pack Cap.	57.50
Uneeda Model E, 5 Col., 150 Pack Cap.	47.50
Rowe Diplomat, 8 Col., 400 Pack Cap. (floor model, electric)	220.00
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Royal, 6 Col., 240 Pack Cap.	72.50
Rowe Imperial, 8 Col., 240 Pack Cap.	77.50
Rowe Imperial, 6 Col., 180 Pack Cap.	67.50

**CANDY MACHINES**

Candyman, like new, 72 Bar Cap., enclosed base	\$57.50
Rowe Candy Vender, 120 Bar Cap.	85.00
Vendit, 150 Bar Cap.	52.50

25c-30c CONVERSIONS; PARTS GUARANTEED  
**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE, INC.**  
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
New Reconditioned—LIKE NEW As Is  
166 CLYMER ST. EVergreen 7-4568 BROOKLYN 11, N. Y.

**NEW Northwestern '49 Special**

1c or 5c 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.

**TOP VALUE—LOW PRICE!**

A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.

4 or more \$12.00 each  
100 or more \$11.25 each  
**ROY TORR LANSLOWNE, PA.**

**30 DAY MONEY BACK TRIAL**

**Northwestern Sensational MODEL 49**

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices  
LESS THAN 25 \$17.35  
LESS THAN 100 \$17.15  
100 OR MORE \$16.95

**GUARANTEED NORTHWESTERN SPECIALS—Used**

DELUXE, 1c or 5c, Baked Metallic Finish, Red or Green—Sample \$14.95	333 BALL GUM PORCELAIN, 1c . . . \$7.45
10 or More . . . . . 12.95	SILVER KING, 1c or 5c . . . . . 6.95
339 PORCELAIN, 1c . . . . . 7.45	MASTER PORCELAIN, 5c . . . . . 7.45

**MERCHANDISE AND SUPPLIES**

PISTACHIO, Jumbo . . . . . 62c	ALMONDS, 480 Ct., . . . . . 52c	M & M . . . . . 39c
QUIN . . . . . 60c	5 Lb. Vacuum Packed 85c	JELLY BEANS . . . . . 25c
FANCY TULIP, Large . . . . . 60c	RAINBOW PEANUTS . . . . . 28c	BALL GUM, All Sizes (150 Lbs. Min.) . . . . . 26c
INDIAN NUTS . . . . . 56c	MIXED NUTS . . . . . 53c	Freight Prepaid . . . . . 26c
CASHEW, Whole . . . . . 58c	BOSTON BAKED BEANS . . . . . 28c	ADAMS, All Flavors . . . . . 42c
CASHEW, Butts . . . . . 53c	LICORICE LOZENGES 25c	WRIGLEY'S, All Flavors . . . . . 46c
VIRGINIA PEANUTS, Whole . . . . . 34c	Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.	

1/3 Deposit, Balance C. O. D.  
Time Payment Plan Available—Trade-Ins Accepted.

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

# Peak Demand Grips Trade

Continued from page 61

machine field till new game lines were set up.

Music manufacturers, already hard pressed to meet orders for the past month, this week all but gave up on trying to fill large orders and also were parceling out their production as evenly as possible to satisfy all sections of the country. These naturally included the Seeburg, AMI, Wurlitzer, Evans and Rock-Ola plants but also took in Ristaurat and Williams, both of which are concentrating on 45 r.p.m. counter models. In addition to continuing output on its non-selective machine, Ristaurat announced development of a selective 45 r.p.m. counter box which will play 12 tunes (see separate story). Rock-Ola officials pointed out that they will make the recently introduced Rocket 51 as long as materials are available. Firm also is producing cabinets for use in other industries.

### Copper Story

A note of encouragement was voiced by NPA spokesmen on the copper order amendment. They indicated there may be no "immediate hardship" in the coin-operated machine manufacturing industry. The spokesmen emphasized, however, that NPA will give "full consideration" to hardship cases.

The amended order contains a lengthy list of items in which no form of copper may be used beginning March 1. Altho juke boxes, game and vending machines are included in this list, certain exceptions for use of copper in their continued manufacture are outlined by the order. In the case of juke boxes, exceptions to the order are made in instances where "copper products and copper base alloy products for conducting electricity" are employed. In respect to "slot, game and vending machines," the order specifies exceptions to the order in cases "when

the only copper products or copper base alloy products are for tumblers for locks." The list includes "beverage dispensing units and parts thereof except for carbonators and except for self-contained drinking water coolers." Included in the list without any specified exceptions are "parimutuel gambling and gaming machines, devices and accessories."

### Other Items

Other items in this list, which runs nearly three fine-printed sheets, are numerous other categories such as jewelry, gifts, novelties, clothing and dress accessories, furniture and fixtures, hardware, home furnishings and equipment, household appliances, motor vehicles and builders' hardware.

The order permits use of copper where it serves a "functional" purpose and "where no practical substitute is available." The order is not intended to apply, NPA said, where no practical substitute is available. "It will not be used where it is non-functional—in the manufacture of ornaments for use in decorative parts, for instance.

"The order provides copper cannot be used in certain less essential items," NPA stated, "but it does not forbid the manufacture of the article itself. In many cases manufacturers will be able to substitute materials."

### Can Complete

NPA Administrator William H. Harrison emphasized that manufacturers are permitted to complete and sell affected items "if they were in the process of manufacture on or before March 1 and are completed not later than April 30." He also stressed that the order provides, thru appeals procedures, for adjustments and exceptions where undue hardship occurs. "Recognizing that this order may bring about hardship cases, particularly involving employment, every effort will be

made in the administration of the order to relieve hardship cases."

Previous NPA actions aimed to bring about copper use savings stay in force. Manufacturers are permitted during January and February to use 85 per cent of the average monthly amount of brass mill and wire mill products they used during the first half of 1950, but they are permitted to use copper in foundry products at the same quarterly rate as they did during the first six months of 1950.

Earlier the NPA took steps to conserve cadmium for defense by issuing an order that became effective January 1, listing the products in which cadmium may be used as a manufacturing component or as a coating for other metals. The order, M-19 specifically bans use of the metal for any purpose or for any product not listed, and limits cadmium to a 30-day supply. Altho coin-operated devices are not specifically mentioned in the list of essential products in the M-19 list, a number of accessories and parts used in these products are mentioned (no finished product is specified in the list). Included in the list of cadmium-containing items which may be produced under the order are: parts inside electronic tubes, resistance welding electrodes, shunt wire leads for motors and generators, zinc and lead-base alloys up to a certain weight of cadmium.

## Truman Budget

Continued from page 61

fiscal year ending June 30. The current year's return represents an upturn from the preceding one when the collection from coin-operated devices and gaming machines totaled \$20,174,016.

Altho the tax on pay-off and bell machines was hiked last November, the Johnson Act, which became operative a few weeks ago, bans interstate shipment of gaming devices unless States enact new laws to permit entry. Treasury Department is known to be figuring on some loss from machines being taken out of activity on federal properties, as required by the law. Several score machines have already been removed from the District of Columbia and military installations. The administration presumably is anticipating an upturn in juke boxes and pinball machines.

Collections from copyright and patent fees are expected to increase to \$7,136,951 in the next fiscal year. The current fiscal year's return from this source is figured by the administration to be \$6,692,344, which is an increase of almost \$1,000,000 above the preceding fiscal year.

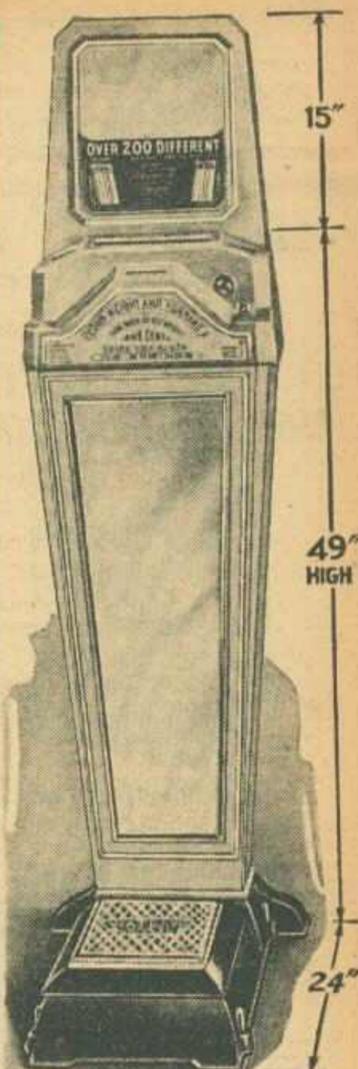
## Chi Coin Game

Continued from page 61

Chicago Coin sales heads, pointed out Play Ball was designed and developed to as nearly as possible embody all the key points suggested by the trade survey.

### Illumination

One of the trade stimulator points on Play Ball is the brilliance with which the backglass glows when the game is not in play. It could be left on during play at the operator's discretion, but the illumination is of such intensity that it virtually blacks out the playfield.



WEIGHT, 165 LBS.

**\$25 DOWN**  
Balance \$10 Monthly

400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS

WRITE FOR PRICES  
LARGE CASH BOX HOLDS  
\$85.00 IN PENNIES

Invented and made only by  
**WATLING**

Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

NEW LOW PRICES U-SELECT-IT  
**CANDY MACHINES**  
U-Select-It, 72 Bar Size. Each \$27.50  
**CIGARETTE MACHINES**  
Write for low prices all makes  
COUNTER MODEL \$22.50  
Half Deposit. Phone: BA. 9-0666  
**HARRIS VENDING**  
2717 N. Park Ave. Philadelphia 32, Pa.

**SUNBRAND Pistachio Nuts**  
1950 CROP RED SALTED  
JUMBO UNIFORM SIZE, approximately 38 to 42.  
Packed in triplex 5 lb. bags. Shipped 12 lb. to a carton. Min. 300 lbs. Importers & Roasters for a Quarter Century  
**AMERICAN PISTACHIO CORP.**  
111 Rea St. New York 13, N. Y.

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.

### Distributors!

Choice Territories Still Open! Write, Wire, Phone! East & Midwest: M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh—AT 1-6478

**WAK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.



1c & 5c mechanism slides into place—no screws!

Pacific Coast Distributor  
Operators Vending Machine Supply  
1023 Grand Ave., Los Angeles

GIVE TO DAMON RUNYON CANCER FUND

**VICTOR'S AMAZING NEW TOPPER**  
Sold 4 to a Case  
**\$48.00**  
Sample, \$12.75

**PISTACHIOS**  
25 lb. carton, Large, 62¢ lb. Extra Large, 64¢ lb. Full Cash With Order.

Plastic Auto-graphed Footballs, \$4.25 per M. Metal Plated, \$4.00 per M.

**RAIN-BLO GUM**, 140, 170 or 217 Count, in 25¢ cartons, 25¢ lb. in lots of 250 or more with freight prepaid, 26¢ lb. less 3%.

**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

**HOT NUT VENDORS**  
5c SILVER KING FOR PEANUTS

BE THE FIRST IN YOUR VICINITY TO HAVE THIS MONEY-MAKER WORK FOR YOU GET THE CHOICE LOCATIONS

**\$39.50 EACH**

Write for Volume Cash Plans. Buy on Our EASY 20-Pay Plan. Write for Details—Today.

**COIN MACHINE AGENCY**  
2116 Fifth Ave. Court 1-3842  
Pittsburgh 19, Pa.

**ADVANCE 21-A • Unit-C STICK GUM and MINT VENDOR**

Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 3 3/4" wide and 2 1/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1c or 5c, or 10c mechanism.

ORDER TODAY!  
**J. SCHOENBACH**  
DISTRIBUTORS OF ADVANCE VENDING MACHINES  
1647 Bedford Ave., Brooklyn 25, N. Y.

GET NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
415 Niagara Street, Pittsburgh 20, Pa.

## Trade Directory

**Change of Address**  
International Amusement Company, Newark, N. J., moved to 33 West 46th Street, New York City.

**Change of Name**  
Lamont, Corliss & Company, New York, changed its name to Nestle's Chocolate Company, effective January 1.

**Distributors**  
Vend-o-Mart, Inc., New York, named Dave Orowitz, Vending Machine Repair Service, New York, to cover New York, part of Connecticut and Northern New Jersey.  
Williams Manufacturing Company, Chicago, named Knudsen Music Company, Salt Lake City; Mayflower Distributing Company, St. Paul; B. D. Lazar & Company, Pittsburgh; Modern Music, New York; P & S Distributing Company, Des Moines; Paul Hawkins, Tucson, Ariz.; and Paster Distributing Company, Milwaukee.

**New Equipment**  
Big Broncho—big mechanical horse—Exhibit Supply Company, Chicago.  
New Victory—combination stamp-razor blade dispenser—Federal Dispenser Corporation, Los Angeles.  
Play Ball—skill game—Chicago Coin Machine Company, Chicago.  
Team Hockey—ten ball game—United Manufacturing Company, Chicago.  
Shuffle-Cade—skee type game—United Manufacturing Company, Chicago.  
Tri-Score—five ball game—Genco, Chicago.

**Personals**  
AMI, Inc., Grand Rapids, Mich., announced Frank J. Quinn, New York, elected to board of directors.  
Belvend Manufacturing Company, Inc., Chicago, announced Alfred A. Hall as general manager.  
Dad's Root Beer Company, Chicago, announced following joined at it: Jack Frieland, in charge of firm's sirup program, and Robert N. Barnholtz, district manager for the Northwestern States.  
Dresko Machine Company, Chicago, announced resignation of Henry Hildebrandt as president.  
National Automatic Merchandising Association, Chicago, announced resignation of Donald Graham, assistant director of public relations, who will join the Cummins Engine Company in Columbus, Ind., as publications director.

Vendo Company, Kansas City, announced Thomas A. Buckley joined firm as vice-president in charge of sales and marketing and as a member of the board of directors.  
The Rudolph Wurlitzer Company, North Tonawanda, N. Y., announced appointment of Clinton St. Clair as works manager.

**—LARGEST— PROFIT MAKER**  
5c Silver-King for Pistachios  
Change NOW to 5c Model for Real PROFITS  
5c Change-over parts available for all 1c Models  
Sample \$13.95 each 10 @ \$12.50 each  
100 or more—Write for low price.  
Machines can be purchased on TIME PAYMENT, paying for them in 20 weeks. Write for details TODAY!

**ROY TORR** LANSDOWNE, PENNA.

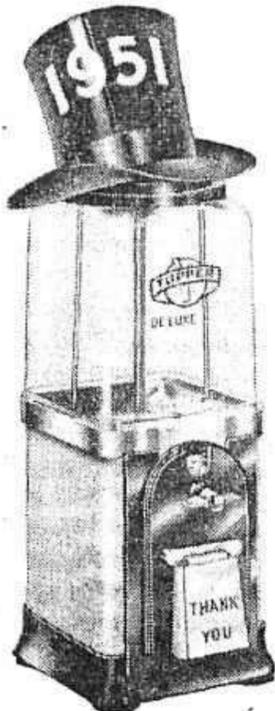
**SPECIAL OFFER**  
We still have a few "ON LOCATION" Scale Routes For Sale  
Write or Wire Dept. "B"  
**PEERLESS WEIGHING AND VENDING MACHINE CORPORATION**  
29-28 Forty First Avenue Long Island City 1, New York



Machines can be purchased on TIME PAYMENT, paying for them in 20 weeks. Write for details TODAY!

**ROY TORR** LANSDOWNE, PENNA.

**SPECIAL OFFER**  
We still have a few "ON LOCATION" Scale Routes For Sale  
Write or Wire Dept. "B"  
**PEERLESS WEIGHING AND VENDING MACHINE CORPORATION**  
29-28 Forty First Avenue Long Island City 1, New York



**The One for '51**  
**VICTOR'S**  
**TOPPER DE LUXE**  
**NOW AVAILABLE!!!**  
 with the  
**ALL-PLASTIC GLOBE**

**Tops in Design . . .**  
**Performance . . . Durability**

Contact your VICTOR distributors or write direct for descriptive literature and price list on complete line.

**VICTOR**  
**VENDING CORPORATION**  
 5701-13 W. GRAND AVENUE  
 CHICAGO 39, ILLINOIS

**HERE COME THE GIMMICKS!**

Beautiful, miniature, 4-color reproductions of all major cigarette packages.  
 CAMELS  
 LUCKIES  
 CHESTERFIELD  
 OLD GOLD  
 RALEIGH  
 SPUD  
 PALL MALL  
 Never attempted before! Terrific item priced for volume sales!



**NEW PLASTIC SCISSORS**  
 THAT ACTUALLY CUT!  
**NEW, BEAUTIFUL 60-SUBJECT SERIES**  
 IN PLASTIC OR METAL FINISHES

- PLUS . . .**
- 300 ATOMIC SERIES
  - 500 PENNANT SERIES
  - 600 COIN SERIES
  - 900 MUSICAL SERIES
  - 1000 RACER
  - GOLF BALL COMPASS
  - HAND DECORATED IMPORT SERIES (Indian, etc.)
  - COMPLETE ATHLETIC SERIES SOLD INDIVIDUALLY (Baseball, Basketball, Football) IN 3/4" and 5/8" SIZES.

The new ban on copper as of March 1st, combined with general price increases of materials, will make plated charms priceless. Get your order in pronto!

**PLASTIC PROCESSES CORP.**  
 300 E. 46th St. New York 17, N. Y.  
 Phone: MURRAY HILL 4-3990

**FREE**  
**1,000 Plastic Charms #2**  
 Worth \$3.00

with every purchase of 150 lbs. BALL GUM  
 210 ct., 170 ct. or 140 count, 22¢ a lb. F.O.B. Chicago, Illinois.  
 Net cash with order or 25% deposit; balance C.O.D. immediate delivery.  
 Buy as many deals as you like.

**EPY**  
 Samuel Eppy & Co., Inc.  
 91-15 144th Place, Jamaica 2, L. I., N. Y.

**SMOKESHOP**  
**"612"**

**THE NATION'S FINEST CIGARETTE VENDOR**  
 Tear Out And Mail Ad For Details  
**AUTOMATIC PRODUCTS CO.**  
 750-B W. 57th St., N. Y. 19, N. Y. PL 7-3123

**Meter Mailers**

**Recommend Units:**

PALM BEACH, Fla., Jan. 13.—Installation of 600 parking meters and acquisition of land for metered off-street parking lots, costing \$350,000 to \$500,000, was advocated Friday (5) in a planning committee report to the Palm Beach Civic Association.

In its first meeting of the season the association, which includes many of the resort's wealthy home owners, approved that and other recommendations for presentation at a mass meeting called by the town council for January 10 to discuss a proposed improvement bond issue.

General obligation bonds would be issued to finance the project, but income from meters would help retire the bonds.

**KO Meters:**

REVELSTOKE, B. C., Jan. 13.—Parking meters, the cause of controversy since their installation last July, will be removed as soon as the trial period is up in June. In a plebiscite, 637 voters favored their removal, while 133 asked their retention.

**12-Sided Jit**

REGINA, Sask., Jan. 13.—Canada's 12-sided nickels were too much for Regina's off-street parking meters, which have U. S.-made mechanisms. New mechanisms had to be ordered for the 19 meters now being used on a trial basis. Meters take from 5 to 25 cents for one to five hours parking. Eighteen smaller meters, fitted to take from 1 to 5 cents, have had no trouble with the nickels.

**Fla. Cities' Share In State Cig Tax**

TALLAHASSEE, Fla., Jan. 13.—Florida cities received \$12,432,118 from the State's 5-cent-a-package tax on cigarettes during the first year of the new distribution law, according to figures released in the capital.

The over-all yield from November, 1949 thru October 31, 1950 totaled \$16,314,575, but the cities received only that collected within their boundaries.

Until last year all cigarette taxes went to the State general fund to help pay expenses of operating institutions and departments, courts and schools.

Under the present set-up the cities are required to reduce local property taxes or bonded indebtedness by an amount equal to half their receipts from cigarette taxes.

City shares included: Bartow, \$54,911; Bradenton, \$98,444; Clearwater, \$135,675; Daytona Beach, \$269,880; Fort Lauderdale, \$321,071; Fort Myers, \$101,922; Fort Pierce, \$110,825; Gainesville, \$171,828.

Jacksonville, \$1,351,839; Key West, \$106,885; Lakeland, \$173,975; Miami, \$1,965,783; Miami Beach, \$564,263; Ocala, \$111,173; Orlando, \$369,575; Palatka, \$72,634; Panama City, \$139,372.

Pensacola, \$210,203; Sanford, \$85,204; Sarasota, \$167,576; St. Augustine, \$101,089; St. Petersburg, \$603,025; Tallahassee, \$185,153; Tampa, \$771,631; West Palm Beach, \$321,070; Winter Haven, \$78,150.

**Supplies In Brief**

**Cuban Sugar**

HAVANA, Jan. 13.—Figures on the movement of Cuban sugar from January 1 to November 30, 1950, show that a total of 4,949,684 long tons were exported.

Local distribution took care of 173,800 long tons during the period, according to the Cuban Sugar Stabilization Institute. Therefore, a total of 5,123,484 long tons were removed from 1950 available stocks. The institute adds that 567,755 long tons were left in Cuban warehouses November 30.

The total amount of sugar exported to the United States was 2,680,569 long tons. The sugar crop of 1951 has commenced before the usual date by a draft decree approved by the cabinet which authorized mills to begin grinding before January 1, altho the decree provides that sugar produced by mills may not be exported until that date.

**INCREASE YOUR TAKE — BUY THE BEST FROM RAKE!**

**Immediate Delivery!**  
**NEW Northwestern '49 Special**

**Cuts Costs and Servicing Time in Half**  
 Less Than 25 . \$17.35  
 Less Than 100 . \$17.15  
 Over 100 . \$16.95

AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING.

**COUNTER GAMES**

- Hit-a-Homer . . . \$27.50
- Acorn Standard . . . 13.95
- Kicker & Catcher . . . 37.50
- SK Target Kings . . . 45.00
- SK Hunters . . . 45.00
- Acme Elec. Shocker . . . 24.50
- Model F Target Skill . . . 47.50
- ABT Tilt Guns . . . 47.50
- ABT Strike-a-Lites . . . 47.50

**NEW VENDORS**

- NW Model 49 . . . \$17.35
- Acorn Jumbo Cabinet . . . 14.95
- Acorn All-Purpose, 5¢ . . . 14.95
- SK Bulk, 1¢ or 5¢ . . . 13.95
- SK Charm King . . . 13.95
- SK Ball Gum . . . 13.95

**RECOND. VENDORS**

- Columbus 46Z, 1¢ Bulk . . . \$ 7.50
- Columbus 46ZB, 5¢ Bulk . . . 8.00
- SK 1¢ or 5¢ Bulk . . . 8.00
- NW Deluxe 1¢ & 5¢ . . . 12.50
- NW Model 39, 1¢ Bulk . . . 7.50
- Shipman Stamp, 1¢ & 5¢ . . . 22.50

**ACCESSORIES AND SUPPLIES**

- Coin Counting Scales, 1¢ & 5¢ . . . \$18.50
- Vendor Stands, heavy . . . 3.75
- Cross Bars for Two Vendors . . . 1.25
- Cross Bars for Three Vendors . . . 1.50
- ABT Gun Stands . . . 7.50
- Pocket Coin Counters, 1¢ & 5¢ . . . 1.25
- Ball Gum, 25 lb. ctns., all sizes . . . 6.50
- Licorice Lops, 30 lb. ctns . . . 6.90
- Span, Peanuts, 30 lb. ctns. . . 7.80
- Virginia Peanuts, 30 lb. ctns. . . 9.00
- Boston Baked Beans, 30 lb. ctns. . . 6.90
- Route Cards, per 100 . . . 1.25
- Wall Brackets, all kinds . . . 1.25
- Globe, all sizes . . . 1.50
- Charms . . . Write for List

**WE TAKE TRADE-INS LIBERAL ALLOWANCE**  
 1/2 Deposit, Balance C. O. D.  
 Full Payment Must Accompany All Orders Under \$20.00.

**WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.**

**Rake** COIN MACHINE EXCHANGE  
 609 SPRING GARDEN ST.  
 PHILA. 23, PA.  
 LOMBARD 3-2672

**WRITE FOR CATALOG**  
 On Bulk Vendors, Merchandise, Games, etc.

- ALMONDS**  
 California Vendsize, packed in 5 lb. vacuum sealed tins, 30 lbs. per case, 79¢ Lb., \$3.95 Can.  
 Plastic Charms, small, 1,000 . . . \$2.75  
 Metal Colored Charms, small, 1,000 . . . 4.25  
 Plastic Charms, large, 1,000 . . . 3.25  
 Copper & Nickel, large, 1,000 . . . 5.25  
 Silver Wedding Rings, 1,000 . . . 5.95  
 Toy Watches, 2 gross . . . 2.50  
 Stone Set Rings, 2 gross . . . 1.95  
 "Hep Cat" Buttons, 1,000 . . . 5.95

**STANDS**  
 All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.  
 \$3.25 each  
**EXTRA HEAVY STANDS**  
 \$3.99 each  
 We are factory distributors for all leading makes of VENDING MACHINES.  
 One-Third Deposit on All Orders.  
**PARKWAY MACHINE CORP.**  
 715 Ensor St. Baltimore 2, Md.

**Suppliers Prepare**

• Continued from page 66  
 shown by sirup, cigarette (see earlier story), cookie and gum manufacturers.

A few of the supplier replies, selected for representative views and plans in the product field, will be of interest to the operator. On the sirup front, the Charles E. Hires Company, Philadelphia, detailed ad, point-of-sale and other operator-benefit moves aimed to up sale of its brand drink thru cup vendors this year. Peter W. Hires, sales manager, told *The Billboard* that in addition to a steady increase in the firm's vender advertising budget during the past few years, a new direct-mail program to cup operators has been undertaken. This consists of a monthly mailing of vend-o-grams featuring helpful suggestions for operators.

**Hires' Promotion**  
 Hires' ad material program makes available all types of vending strips for product identification, in addition to such point of purchase aids as electrically lighted signs to fit either on top of a vender or above it. Firm also is boosting vendors via its national advertising campaign which consists of full-color ad pages in various leading magazines. Hires said, "Our vender publicity has resulted in increased sales thru vending machines."

Green River Corporation, Chicago, while offering a higher than average cost sirup, reports definite vender gains. General Manager Y. H. Chalifoux states a supply of vender strips for flavor identification, decals for sides of vendors, cardboard easels for top display and gummed-paper signs for side and/or front of machines are offered without cost. Firm also uses radio advertising to draw fountain, bottle and vender business during the spring, summer and fall. Currently, it is expanding coverage by appointing additional franchise bottlers thruout the country. Local advertising also is carried out in those territories covered by bottlers to stress all three sales sources.

**Hike Ad Skeds**  
 Another soft drink maker, Dad's Root Beer Company, Chicago, states it will hike its 1951 advertising budget by 33 1/2 per cent. President Eli Klapman said this will include plugging all types of outlets.  
 Ernest H. Fox, president of the Austin Packing Company, Baltimore, said firm's policy of mentioning vendors in all of its ads has resulted in an estimated 20 per cent increase in vender volume. Firm has upped its vender ad budget by 50 per cent in the past few years.

**Bottlers Appeal**

• Continued from page 66  
 bottling firms in Pennsylvania are parties to the litigation.

Pennsylvania's soft drink tax, enacted for two years in 1947 and re-enacted for two more years in 1949, is expected to be repealed by the 1951 Legislature. The Assembly can kill the tax simply by taking no action to renew it. Gov-elect John S. Fine already has pledged that the levy would be dropped. It has been providing about \$14,000,000 a year in State revenue.

If the bottlers are successful in their efforts to have the law declared unconstitutional they will be able to file claims for millions in taxes already paid under the levy.

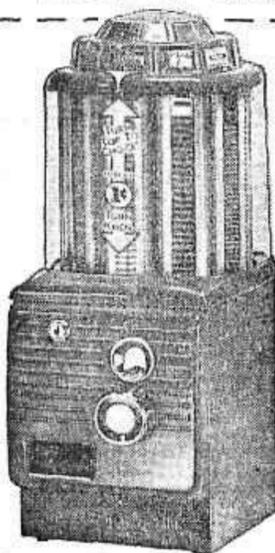
**Open Post Offices**

• Continued from page 66  
 or removal of the vending machines.

"The privilege of dispensing soft drinks thru vending machines will remain in effect only as long as sanitary conditions are maintained and there is no undue loitering or congregating of persons in the public lobby."

The State licensing agencies are charged with the responsibility for insuring that regulations are abided by. The FSA director warned that, "failure to observe the regulations . . . whether the machines are located near the vending stands or in other parts of the building, might result in the withdrawal of this privilege on a nationwide basis."

**OPERATORS — HERE IT IS!**



**Northwestern**

**SELECTIVE TAB GUM VENDOR**

A sensation from the start! It has everything operators want in a gum vender . . . big capacity . . . fast servicing . . . simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

**THE NORTHWESTERN CORPORATION**  
 829 E. Armstrong St. Morris, Illinois

**PENNY PRINCE**



**BALL GUM VENDOR**  
 \$8.85  
 \* SANITARY EXCHANGE FEATURE.  
 \* GLOBE CLEANED AND FILLED AT HOME OR WAREHOUSE.  
 \* CUT SERVICE TIME IN HALF.  
 \* ONE PIECE MECHANISM. (Totally New Principle)  
 \* PRECISION ALL-ALUMINUM CASTINGS. All parts interchangeable.  
 \* SQUARE GLOBE WITH FULL DISPLAY.  
 \* WRITE FOR CATALOG PRICES

SEND \$1.00 FOR SAMPLE OR 30 DAY TRIAL. LET PENNY PRINCE PROVE ITSELF ON LOCATION.

**MERCURY GUM COMPANY**  
 216 ROUTT STREET \* SAN ANTONIO, TEXAS

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 5, \$8.75  
 EACH Lots of 25, 1¢ or 5¢ \$7.75 MODEL  
 Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.  
 1/3 Deposit, Balance C.O.D.

**FREE**  
 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE  
**BLOYD MFG. CO.**  
 VALLEY STATION, KY.

**JANUARY BARGAIN**

100% GENUINE  
**SILVER-PLATED CHARMS**

Series #2  
**\$4.50 per 1,000**  
 We recommend Silver Charms. To prove they empty machines faster, we offer this January Bargain.

**EPY**  
 Samuel Eppy & Co., Inc.  
 91-15 144th Place, Jamaica 2, L. I., N. Y.

**CHARMS**

**Paul A. Price Co.**  
 220 BROADWAY, NEW YORK 38

# AMOP Elects Officer Slate

PHILADELPHIA, Jan. 13.—Game operators affiliated with the Amusement Machine Operators of Philadelphia (AMOP) returned Sam Stern to office as president of the association at an election-dinner-meet at the Broadwood Hotel here Tuesday (9).

Joe Levin was named vice-president. Re-elected were Frank Urban, treasurer; Sam Moss, recording secretary, and J. (Snubby) Sloan, financial secretary.

The operators heard route owners who had converted pins to dime operation within the past 60 days report that play had not dipped as much as expected and that collections showed a satisfactory increase. About 60 games have been changed over from nickel play during the two-month period.

Named to serve with Sam Klein, Jerry Locks and Mort Medvene on the AMOP board of directors were Harry Richter, Frank Fromowitz and Mike Schoenfeld. The services of Joe Silverman as business manager were retained.

# MOA Holds Dates

Continued from page 62

chairman; Al Denver, New York; Ray Cunliffe, Chicago; Sidney Levine, New York; Clem Stetson, San Francisco; D. M. Steinberg, Newark, N. J.; Hirsh de La Viez, Washington, and Charley Hannum, Philadelphia.

Exhibit Committee: Ray Cunliffe, chairman, and George A. Miller.

Ticket Committee: Clem Stetson, chairman; R. H. Schneider, East St. Louis, Ill.; Norman Garts, Providence; Ben Ginsberg, Roswell, N. M.; and C. S. Pierce, Brodhead, Wis.

Reception Committee: Morris Goldman, chairman, Detroit; Mike Imig, Yankton, S. D.; Sol Hoffman, Harrisburg, Pa.; Fred Fixel, Pembina, N. D.; Harold Eisenbise, Lanark, Ill.; K. H. Ferguson, Stillwater, Minn.; Elmer Feigel, Malta, Mont.; William E. Hullinger, Delphos, O.; Charles Kanter, Cincinnati; J. H. Kiser, Beckley, W. Va.; Howard S. Lee, Providence; Harold S. March, Brattleboro, Vt.; A. E. Sadler, Suffolk, Va.; Vic Manhardt, Milwaukee; T. P. Withrow, Midland, Tex.; Al Unterberger, Wilkes-Barre, Pa.; Michael Malkin, Fayetteville, N. C.; and Dave Edwards, Youngstown, O.

Membership Committee: Pete Weyh, Havre, Mont.; Leo C. Miller, Cedar Rapids, Ia.; Lee Arnold, Peoria, Ill.; Dale Rymer, and Charles Charle, Springfield, Mo.

# Waldor Re-Elected

Continued from page 62

Betti and Rusoff were incumbents.

Dick Steinberg, executive director, reported that 1950 was a year of growth for the association. The membership was increased and MGNJ found itself with added income that enabled it to offer operators additional services, he declared.

In a recap of legislative matters, Sol Kesselman, attorney, stated that 1950 saw passage of remarkably few new ordinances regulating or taxing the phonograph industry. This was considered significant in view of the fact that MGNJ members operate in some 500 separate communities within the State.

## Plan PR Program

President Waldor, who heads the ABC Distributing Company here, and Burg spoke of the importance of an effective public relations program and the need for adequate finances to speed it into being. It is known that the association is planning a series of brochures to be mailed to locations. The campaign is due to begin by March 1.

Members elected to serve with WGNJ officers on the board of directors include Herman Halperin, of Automatic Music Service, Elizabeth; Manuel Ehrenfeld, Tel Music, Passaic; B. J. McFarland, McFarland Music Service, Newark; Harry Steinberg, Metropolitan Amusement, Irvington, and Rudy Leitgeb, L & W Vending, Cliffside Park.

# Classical Reviews

Continued from page 20

**FRANCIS POULENC: CONCERTO IN G MINOR FOR ORGAN, STRING ORCHESTRA AND TIMPANI—E. Power Biggs-Richard Burgin, conductor Columbia Symphony Ork-Roman Szule, Timpani-Joseph De Pasquale, Viola Solo-Samuel Mayes, Cello Solo MUSIC OF CESAR FRANCK: PRELUDE, FUGUE AND VARIATIONS; PIECE HEROIQUE: E. Power Biggs (1-12")** Columbia (33) ML 4329

Columbia has made in this LP an admirable contribution to the preservation and advancement of organ music. Possibly because of the Bach resurgence, there have been symptoms of a public awakening to this noble instrument, and the record companies have begun putting out organ records. Most of these have been out of the baroque literature, and generally have been on the ecclesiastical side; for the novices, perhaps too formidable and churchly. Here, in the urbane Pouleuc concerto, orchestra mates with the noble instrument; the piece is clearly secular, sparkling and altogether modern—a fine beginning piece for the interested but wary. The Franck solo pieces on the reverse are methodic, "easy," and direct. Biggs is the master of his materials at all points.

**TWILIGHT CONCERT—PROGRAM NO. 2—Artur Rodzinski, conductor-The Columbia Symphony Ork (1-12")** Columbia (33) ML-4337

Offenbach: Orpheus in Hades. Franck: Allegretto from Symphony in D Minor. Debussy: Festivals from Three Nocturnes. Prokofiev: March and Scherzo from the Love for Three Oranges. Gershwin: Summertime. Dnicu-Heilfetz: Hora Staccata. Rimsky-Korsakov: The Young Prince and the Young Princess from Scheherazade. Gliere: Russian Sailors' Dance. This is the second in a new Columbia series of program music diskings. The combination of musical selections that fall into the "war horse" category is tastefully performed by the Columbia Symphony under Rodzinski. All are played and recorded with clarity and vitality. It's as commercial a package as the label could have devised. It's perfect fare for the Boston Pops trade.

**M. I. GLINKA: TRIO PATHETIQUE—Leopold Wlach-Karl Oehlberger-Paul Badura-Skoda — RIMSKY-KORSAKOFF: QUINTET IN B FLAT FOR PIANO AND WIND INSTRUMENTS—Leopold Wlach-Karl Oehlberger-Hans Reznicek-Gottfried Von Freiberg-Roland Raupenstrack Westminster (33) WL-50-19 (1-12")**

A pair of rare Russian chamber pieces, both of them fairly conventional in the Western fashion and both certainly of an academic nature, make up this unusual coupling. The Glinka is an early work by one of the fathers of Russian music; the work has an undeniable charm but it wears thin. The Korsakoff is a scholarly piece without the fire which he demonstrated in his better known orchestral works and songs. Strictly for devoted collectors of Russian writings, die-hard chamber music buyers and students of these composers' writings. Performances and recording are up to the high standard of this excellent independent diskery.

**ROSE BAMPTON SINGS TO YOU—Rose Bampton-Wilfrid Pelletier (1-12")** Presser (33) EO LCC 218

Journey; Everything I Can Spy; Contrasts; God Be in My Heart; Some Girls Are Prettier; To Live Again; Believing; River Road; Romance; Willie Waitie; Until You Came; Eternal Life. This recording has been issued as part of a special promotional campaign by standard music publisher Theodore Presser. Miss Bampton, singing with warmth and true voice, does a dozen unpretentious and sentimental songs from the Presser catalog with the skillful pianistic aid of her husband, Wilfrid Pelletier. Disk is being sold along with miniature copies of the song. Its primary values will lie with educational outlets, both of a musical nature and of a general type. The LP is available only thru the Presser firm which locates in Bryn Mawr, Pa.

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

**MOZART: CONCERTO IN G MAJOR—72**  
Isaac Stern, violin, conducting Chamber Ork. BEETHOVEN: SONATA NO. 7 IN C MINOR FOR VIOLIN AND PIANO, OP. 30, NO. 2. Isaac Stern, Alexander Zakin, Columbia (33) ML-4326

Stern performs a masterly job with the lyrical Mozart violin concerto. His violin sings and soars in accord with this melodic, flowing work. He also conducts the chamber ork, and does handsomely by himself. Unlike some of the piano concertos, this work does not exploit the orchestra very deeply; the lion's share is with the soloist, and Stern is fully up to the responsibility. Flip is a transfer of a very fine shellac version of one of the great Beethoven piano-violin sonatas. The processing is good, and the recording remains one of the best in the genre.

# HUSH MONEY

## Gim Hollers If Not Fed Coin Quota

NEW YORK, Jan. 13.—If you don't feed this machine, it reminds you with a raucous buzz that its daily quota of coins is past due. And it won't do any good to pull the plug feeding electricity to the Remind-a-Saver. Dry-cell batteries keep the buzzer buzzing until the coins are inserted.

Remind-a-Saver is a new device being used by retailers to spur sales to time buyers. It is used before the purchase to accumulate the down payment and afterwards to keep monthly payments current. Mechanism can be adjusted to accept any number of coins as daily hush money.

The Remind-a-Meter Corporation, 544 11th Avenue here, has set a list price of \$9.95 on the device.

## Springfield, Mass., Bans Pin Games

SPRINGFIELD, Mass., Jan. 13.—Operators here are preparing to replace pin games with shuffle alleys and other coin devices, following action by the license commission to ban the novelty games from locations. The new ruling, made at the request of police Chief Raymond P. Gallagher, who charged the machines were being used for gambling purposes, becomes effective Monday (15).

Earlier, operators had suggested that the city license pinball machines to insure compliance with the law. They pointed out that the threat of license loss would then deter violators. But license commission Chairman Richard F. Carroll replied that regulation was too expensive.

# Calendar for Coinmen

January 16—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

January 16—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

January 17—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.

January 22 — Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

January 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

January 24—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

January 25—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

January 25—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

January 30—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

February 1—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.

February 1—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

February 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

February 7—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

February 8 — Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.

February 8—Washington Coin Machine Association (WCMA) monthly meeting, Phillips Novelty Company, Washington.

February 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

March 19-21—Music Operators of America (MOA), annual convention, exhibit, Palmer House, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

# Study Bell Bill To Pay Colorado Vets' Bonus

DENVER, Jan. 13.—Colorado's 38th General Assembly, now in session, will probably be presented with a number of bills proposing either legalization of bell machines within the State or a referendum vote by Colorado residents. A number of legislators have bills prepared for submission to legalize operation in various ways. One would use bell revenue for the veterans' bonus.

Four bills were introduced in the previous Assembly and one was passed by the House but died in a Senate committee. Sen. Charles P. Murphy, Republican of Waldon, has come out in favor of legalization.

## Bonus Bill

Sen. Peter Culig, of Pueblo, who was active for bell legalization last session, has a veteran bonus plan ready for presentation. While

he has made no statements regarding sponsorship of a bell bill, it is generally admitted that revenue from bell fees or taxes would be about the only means of financing his bonus proposal.

It is also known that legalization or a popular vote on the question would come as a relief to the governor, the secretary of State and the attorney general. To have the bells declared legal would relieve them from the constant pressure by temperance and church groups.

Many of the legislators are critical of the fact that Colorado ranks near the bottom in the amount of money spent by States in advertising their attractions and claim revenue obtained from the machines could be funneled into State promotions. The \$1,300,000 cut the State received from pari-mutuel betting at the State's race tracks has impressed legislators.

# FOLK TALENT AND TUNES

Continued from page 27

his home in Studio City, Calif. Russell probably will work in another Burnette flicker this year.

**Peanut Faircloth** (Decca), WNEC, Macon, Ga., is doing eight shows daily, including his two-hour afternoon h. b. parade. . . . **Uncle Ned and His Hayloft Gang**, WMAZ, Macon, Ga., have their own diskery, Peach State Records. . . . **Eddy Cannon's Radio Playboys**, WBML, Macon, are working three nights per week at the DAV Club. . . . **The Smith Brothers, Smitty and Tennessee**, are starting a new TV show weekly over WAGA-TV, Atlanta. . . . **Wally Fowler**, leader of the Oak Ridge Quartet, WSM, Nashville, premieres his motion picture of his all-night sing fests January 27 in Atlanta, where bulk of the film was shot. The picture features, along with Fowler's group, the **Chuck Wagon Gang** (Columbia), **Happy Goodman Family** and d. j.'s **Cotton Carrier**, WSB, Atlanta; **Jon Farmer**, WAGA, Atlanta, and **Faircloth**.

**Disk Jockey Doings**  
**Don Owens**, of WGAY, Silver Spring, Md., reported for army service January 2. The station is seeking to bring in **Frank Porter** (MGM), now on WXGI, Richmond, Va., as his replacement. . . . **Warren Roberts**, WEAS, Decatur, Ga., reports that the **Homeland Harmony Quartet**, formerly at WAGA, Atlanta, has moved to his station. . . . **Cliff Mercer**, WLOU, Louisville, spent a recent week-end in Nashville with **Hugh Cherry**, Nashville spinner. He reports that **PeeWee King** and his **Golden West Cowboys** are working the **Greyhound Rancho**, Jeffersonville, Ind.

**Happy Hal Burns**, WBRC, Birmingham, worked a promotion in connection with Roy Rogers' recent showing there at the Auditorium. **Ann Tutweiler**, 9-year-old warbler, walked off with first prize in the amateur contest, conducted by Burns, and did an appearance in the Rogers' show. . . . **Clyde Chesser**, KCLW, Hamilton, Tex., reports that **Billy Walker** (Capitol) is joining WACO, Waco, Tex. The "Central Texas Hillbilly Hayride," a jamboree, which Chesser emcees, is starting to use name artists as a feature. . . . **Hank Harral** has moved his mike work from KSEL, Lubbock, to KTFY, Brownfield, Tex. . . . **Marge and Biff Collie** are doing a hubby and wife d. j. show from their home each morning over KLEE, Houston. . . . **Johnny Elliott** does daily d. j. shows over WOHS, Shelby, N. C. . . . **Chuck Mills** has joined **Al Phillips'** Frontier Four, KCMO, St. Louis feature, according to **Dal Stallard**, replacing **Frankie Kay**, now with **Cowboy Copas**. . . . **C. V. (Red) Jones**, KVET, Austin, Tex., is running a poll to learn what his listeners considered the top 10 country tunes of 1950. . . . **Famous Lashua**, WEBC, Duluth, Minn., is inked to a 4 Star pact.

**Paul (Shorty) Schroeder**, WIMS, Michigan City, Ind., held a Christmas party for his moppel listeners, with Shorty as Santa Claus entertaining the kids during a studio party. . . . **Joe Milson**, WCPA, Clearfield, Pa., is managing a new record shop, the **Melody Mart**, in addition to his daily d. j. segs. He starts a three-hour Saturday show soon.

# Waltham, Mass., OK's Pin Games

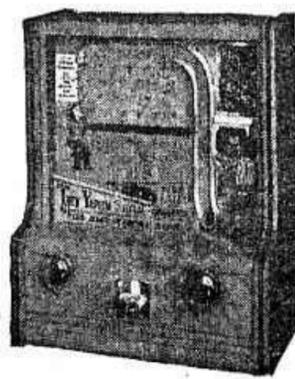
WALTHAM, Mass., Jan. 13.—The Waltham License Commission has announced that store and tavern locations in the watch city may continue to operate pins in 1951, but added a new regulation forbidding their use by minors under 18.

The commission's order came following a request by Mayor G. Chauncey Cousens to refuse permits for the machines.

NOW DELIVERING  
THE NEW 1951  
MODEL

# KICKER and CATCHER

NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!  
TAKES IN MORE MONEY PER DOLLAR  
INVESTED THAN ANY GAME MADE!

5 Balls \$37.50 F. O. B.  
For One Cent CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

**ORDER TODAY!**  
Try it for 10 days! Money back if not satisfied! You keep receipts!

**BAKER NOVELTY CO.**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

**CLOSEOUT**  
To enable plant to go into war work.

# ATOM JET

LIMITED SUPPLY  
Remote Controlled Pin Game,  
Sensationally low priced. . .

\$185.00 NEW  
\$145.00 USED

**PURVEYOR SHUFFLEBOARD CO.**  
4322-24 N. Western Ave.  
Chicago, Ill.  
Phones:  
JUiper 8-1814, 1815, 1816

## State Solons Prepare Bills

• Continued from page 61

ganized crime, because Illinois is the center of the manufacturing industry."

In Idaho, where cities and villages can exercise local option to approve the operation of bells, Gov. L. B. Jordan told the Legislature, "limitations under which cities and villages of Idaho could permit or prohibit the operation of slot machines and punchboards were provided by the Legislature of 1947.

"If the present Legislature decides," the governor continued, "that these acts should be repealed because such gambling devices are undesirable under any circumstances, I shall adhere to the statement I made prior to election. That is, if a proper bill prohibiting slot machines and punchboards, either or both, reaches my desk I will sign it."

The governor concluded with this admonition, "Whatever you decide, I earnestly request that you do not allow gambling legislation to consume a disproportionate share of valuable legislative time."

Maryland's Legislature is also weighing a bill which would amend present State laws and provide local option for the approval or prohibition of free-play consoles and other games. The bill (Senate 1) is being considered by the Finance Committee.

Rhode Island is weighing House

Bill 516 which would make it illegal to "remove, deface, cover, alter or destroy the manufacturers' serial numbers or any other distinguishing number or identification mark on any machine or any electrical or mechanical device." The bill does not specifically name coin-operated equipment. This legislation was introduced January 4.

In Sacramento regulation of unattended cigarette machines by State law may be proposed at this session of the Legislature by Rep. Lester McMillan.

McMillan said that the law will be similar to that already laid down in some California cities and prohibits the installation of cigarette machines near schools or in spots where constant supervision by proprietors is not possible.

To comply with the law the vendors would be placed near the cash register or behind counters, with the clerk making the purchase. In regard to placement near schools, the legislation similarly governing the sale of liquor would be used.

## OK CLUB BELLS IN COOK COUNTY

CHICAGO, Jan. 13.—Sheriff John E. Babb explained here this week that he has "no gripe" against bell equipment in club houses operated by veterans' and fraternal organizations.

Recently elected sheriff of Cook County, Babb said bells are usually the main source of revenue for such clubs. He emphasized such equipment is all right as long as a club operates its own machines and is not forced by outside elements to share the profits.

Cook County has a population approximately of 5,000,000, including Chicago and its suburban areas.

## Dole Hike Hits Mass. Coinmen

BOSTON, Mass., Jan. 13.—Massachusetts coin machine distributors and operators, who contribute to State Unemployment Compensation, have lost their reduced rate privileges, because reserves are too low, and they will have to make payments at the maximum rate of 2.7 per cent of taxable pay rolls in 1951.

Hardest hit will be the small ops, but varying with the number of employees the cost to larger ops and distributors will jump. The increase will almost triple the tax of many small outfits. For example, a small op, with one employee receiving \$40 a week, must pay a tax, which was only \$10.40 in 1949, of \$56.15 in 1951. The tax increase will be proportionately higher on larger salaries.

### Reduced Rates

The State Division of Employment Security said the fund continues to be less than the benefit expense for 1949, and thus automatically by law all reduced rates below 2.7 must be suspended. The new rate became effective January 1, but the increased amounts will not actually be payable until after April 1, when payment for the initial quarter of the year will be due.

The new tax has been protested by the Massachusetts Council on Employment Security. Clifford I. Fahlstrom, of Worcester, executive director, said there has been a 440 per cent increase in this tax since December of 1949 and a 170 per cent jump above the 1950 rate.

"This terrific increase, which will hit large and small employers thruout the State, is a serious blow to Massachusetts industry and employment," he said. "It means less employment in the future unless something is done to change the law, for it leaves no incentive for an employer to gain thru maintaining steady employment and places Massachusetts business firms in poorer competitive positions with similar businesses in other States."

### Tax Hike

The council says employers in the State will be forced to pay out an additional \$30,000,000 in taxes in 1951. Under the law, reduced rates for employers cannot go back into effect again until the balance of the fund amounts to 1½ times the amount of benefits paid in the highest year of the most recent 10 years. At this time 1949 is the highest year.

The highest amount of money in the fund was \$217,000,000 in August, 1945. An employer who maintained a good record of steady employment under the experience rating system received a tax reduction to match his record. With the Massachusetts tax raised to 2.7 per cent for all employers, the State has joined New York and Rhode Island in removing the incentive for employers to maintain steady employment as a means of keeping his unemployment insurance tax at low levels, Fahlstrom pointed out.

## Place Pin Ops on New License Sked

NEW ORLEANS, Jan. 13.—Pinball machine operators here have been advised they must pay the full \$50 fee for annual licenses in a lump sum. Previously, per-machine permit fees were paid on the estimated 1,700 games of this type in the city on a semi-annual basis, half January 1 and the remaining \$25 July 1.

All other types of coin machine, for which smaller fees are charged, are continued on an annual basis, according to J. M. Orlesh, chief clerk to the mayor.

"Permits covering your machines are due January 1, 1951, and permit fees will be collected on the whole year basis, including pinball machines," Orlesh informed operators by letter. He stated officials had considered new restrictions on pinballs, including one to make permits applicable to machines instead of locations, but this plan was abandoned.

Orlesh warned that close inspection of machines for permits will be made and that where a machine is found in operation without a license, a three-day final notice will be given the operator. He also declared transfer of permits from one machine to another will not be allowed.

## Merchandising Music

PRICE RISE . . . The recent hike in record prices has brought about much discussion among operators thruout the country. In Cincinnati, for example, the Automatic Phonograph Operators' Association has gone into the subject thoroly, and has decided to set up a special committee to investigate the situation.

Meanwhile, George Wohlers, Stillwater, Minn., says that in his opinion the price increases have come at a bad time—when operators have a record number of problems to face, problems which include television, the nickel price and rising operating expenses. Wohlers says that in view of the help juke boxes give the promotion of new records, he can't understand why diskeries send out free platters to radio stations, but raise the price to ops.

TWO FOR TEN . . . The City Music Company, Suffolk, Va., re-

ports it has eliminated the use of the nickel on all phonographs on its route. Instead the firm's equipment now offers two plays for a dime, and/or five selections for a quarter.

### PLATTER EXCHANGE . . .

Need of a reliable exchange where old records can be disposed of is stressed as an operator must by E. D. Frane, Ned's Record Shop, Berlin, Md. The firm has worked out a thoro mail order coverage, and a plan for disposal of older platters. With the increased number of selections now used on modern phonographs, Frane says, it is important that ops have a reliable place where they can dispose of non-essential disks, and get those needed to maintain a library which can adequately program the multi-selection units.

## Demand Outstrips Supply

• Continued from page 61

late-model games, but are holding them as a further hedge against equipment shortages.

5. From the operator and distributor point of view, deals are better than they were as recently as 30 days ago. Distributors are getting the full price for their new games, operators are getting better trades.

In Baltimore, for example, Irv Blumenfeld, of General Vending Sales, said that demand for new games this week was four to five times higher than month ago. Part of the reason, Blumenfeld said, is the season. January is usually a better month for game sales than November or December. But most of the present demand, which started in Baltimore two weeks ago, grows out of shortage fears.

### Four for One

Only two months ago, Baltimore distributors were limiting trade-ins. Today some distributors in the Baltimore area are buying used games outright, or are trading three or four used games for a new one.

Collections in the Baltimore area were poor over the past six months, but within the past two weeks operators, particularly those who have machines in and around heavily industrialized East Baltimore, report a slight upward trend which they expect will continue. In East Baltimore are such vital defense facilities as Glenn-Martin Aircraft, the shipyards and Western Electric, and plant populations are growing at a rapid rate.

New England distributors reported similar conditions. The pick-up in games began within the past two weeks and has continued at an accelerated pace. Old-line distributing companies said this week they made fewer new machine deals, simply for lack of equipment, but they are no longer selling under list prices.

Dave Bond, president of Trimount Coin Machine, said his company believed fear of shortage was the major factor in the current upswing, but not the complete explanation. The normal January pick-up, plus better new games, were additional factors behind increased buying.

Another factor contributed to a shortage of both new and late model used games thru most of the Midwest, and that was the January 1 opening of the Canadian border to coin machine imports. Detroit distributors and jobbers reported Canadian buyers came over with their own trucks to buy. The Canadians, started buying only the latest, by week's end were buying early-model flipper games, while distributors and jobbers themselves shopped the country to secure additional equipment to meet the demand.

J. L. Pieters, of King-Pin Equipment Company, Kalamazoo, Mich., said business in games would be up 300 to 400 per cent if the games could be found. His company started compiling a list of operators who want delivery on five balls. The operators will be called when shipments of new games are received.

Some Michigan distributors said they paid as much this week for certain games as they sold the same games for six to eight months ago, buying them outright in some cases, taking them on trades in others. But operators here, too, are hanging onto a large share of their late-model games. If they

trade, they offer older games for exchange.

Another Midwestern distributor, with several branch offices, said his firm usually does a sizable business supplying jobbers. But demand from jobbers has been so high in the past 10 days there have not been enough games to satisfy both jobbers and local demand.

Leo Weinberger, of Southern Automatic Music Company, Louisville, said operators in his territory were buying heavily and beyond supply. Weinberger said the operators were not stocking up on games by warehousing them, but instead were moving equipment down on location on the theory it would be better to have new games than old if production were stopped or seriously curtailed.

### Coast Picture Similar

In the Western States and on the West Coast, the pick-up in games started some 30 days ago, according to R. F. Jones, Jones Distributing Company. The firm has offices in Denver, San Francisco, Portland and Seattle. Jones also said operators are demanding more equipment than can be supplied.

As far south as New Orleans, distributors noticed the opening of the Canadian border, mostly because demand from Chicago distributors and jobbers doubled and tripled. New Orleans distributors and jobbers are getting an average of 10 per cent more for used games than they were a week ago.

The upsurge in New Orleans started two weeks ago, according to Louis Boasberg, of New Orleans Novelty. Collections picked up slightly a month ago, Boasberg added, but he said this territory, because it is not highly industrialized, is usually among the last areas to feel the impact of a general upsurge in spending. Not until the spending begins to reflect in tourist pockets, Boasberg declared, will New Orleans locations boom.

As of this week, none of the distributors contacted was demanding trades for new machine purchases. But if new equipment production continues far behind demand, or is completely shut off, the practice of insisting on trade-ins probably will be adopted quickly.

## DISCOVER NEW COBALT SOURCE

CHICAGO, Jan. 13.—Cobalt, vital to the manufacture of slug rejectors, speakers and certain other types of magnets used in the coin machine industry, should be in plentiful supply next year with the development of cobalt sources in Idaho and Canada. Currently 90 per cent of the world's cobalt comes from South Africa.

A new process to recover cobalt from concentrates containing arsenic or nickel makes possible development of domestic sources. Between the U. S. and Canada, the American Institute of Mining and Metallurgical Engineers estimate an annual supply of 4,250,000 pounds will be derived. This is about 50 per cent of the pre-Korean War consumption of cobalt in the U. S.

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INC.  
ESTABLISHED 1895  
America's Oldest Distributor  
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ALL LEADING COIN MACHINE  
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Guaranteed Reconditioned Machines  
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NOW DELIVERING GOTTLIEB'S GREAT**



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OUT**

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KNOCKDOWN  
ANIMATION**  
in a REAL RING  
ON THE PLAYFIELD!

3-Dimension Manikins in  
Upstairs Fighting  
Action! Referee Counts  
for Actual Knockdowns!  
Illuminated Ring!

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1350 HOWARD ST. SAN FRANCISCO 3, CALIF.  
**WESTERN DISTRIBUTORS, INC.**  
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COMPLETELY RECONDITIONED  
NEW GENUINE WHITE SEEBURG DOMES  
NEW GRILL CLOTH  
CABINETS REFINISHED  
MECHANISM COMPLETELY CHECKED BY  
FACTORY TRAINED MECHANICS  
FULLY REMOTE — READY FOR LOCATION

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EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS  
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# Coinmen You Know

## Chicago:

Reports of a spurt in games, at the operator, distrib and manufacturing level, were borne out by United Manufacturing execs last week. Billy DeSelm, general sales manager, says the firm's Hockey unit is going strong and that the new Shuffle-Cade appears headed for a record run. Also busy this week with the new activity were Ray Riehl and Herb Oettinger, comptroller. Like all other firms, United is being hit by the material situation, but all orders will be met, DeSelm said.

At the distrib level, the upswing in the coin machine field has entered its third week. Wally Finke and Joe Kline, First Distributors toppers, report the new activity covers all phases of their business, including premiums. Kline, who has been planning a quick swing thru the Illinois area, finally took off Monday (8), leaving Finke here to hold down the fort. Mal Finke, who heads First's premium division, has been out buying new items to replenish the firm's fast dwindling stocks.

At Purveyor Shuffleboard Herb Perkins, president, was back at his desk after a trip to the West Coast and reported that the business spurt was definitely in evidence in the cities he visited on his trip. Perkins also said that Tom McNeill, who held down the Chicago office during his absence,

was going to make an immediate swing thru Indiana and Wisconsin. Renewed interest in the shuffleboards has been one of the trends noted at Purveyor headquarters.

Also on the bandwagon this week was Ben Coven, head of Coven Distributing, Wurlitzer and Bally rep in this territory. Ben says his firm is going to start a major promotion for the Chicago Coin Band Box unit thru this territory, teeing off with a major showing in Rockford next week, then moving into Chicago, where Loop, North and South Side unveilings for the public will be held. Harold Saul, who handles advertising and promotion for Coven, is setting up the Band Box deals.

Ed Levin and Sam Lewis, of Chicago Coin Machine Company, had a busy week greeting distributors in for a first look at Play Ball. Among them were Leo Weinberger, Southern Automatic, Louisville, and Morris Gross, of Scott Crosse, Philadelphia. Initial response to the oversized game was such that some of veteran coinmen went so far as to order in 75 and 50 game lots. Firm also is getting ready to bow its new music baby.

At D. Gottlieb & Company, all hands were working on Knock Out, the new five-ball game with a boxing theme which already has lived up to its name according to Alvin Gottlieb, advertising manager. . . . Monarch Coin, thru Clayton Nemeroff, reports that the Pop Corn Sez dime machines are getting repeat orders and emphasizes the jump in interest in arcade machines.

Col. Lou Lewis, Merit Industries, says the new address has brought good luck, the firm having handled several late model games the past week. Big thing now, Lewis claims, is to keep the South Side operating trade happy by getting in new merchandise all the time. Premiums also are moving fast, he adds.

Charlie Pieri, Keeney sales manager, says the firm has been selling everything it has been able to make with distributors always wanting more games and venders than are available. . . . Dud Rutenberg, legal counsel for CMI, is back from a honeymoon trip.

Vice-President Bill Ryan reports that business is booming at Universal Industries and that there has been a big personnel addition to the production line. President Mel Binks is back from one of his quickie business trips to the East. Both report that present demand for Winner is at peak. . . . At Empire Coin Machine Exchange, Gil Kitt and Ralph Sheffield were helping sales staffers handle the flock of direct and mail orders which arrived last week. Kitt left Saturday (13) to attend the NCMDA meet in Miami Beach. . . . S. I. Neiman, NCMDA, public relations director, was in New York for a few days.

Boss Al Stern, of World Wide Distributors, is back from a hospital check up, raring to dig in to all the business that accumulated the past week. Monty West is back from a Canadian trip. While Stern and West were away, Len Micon did a bang-up job of handling firm's executive and sales duties.

At Exhibit Supply Company the big problem is keeping distributors happy with new equipment. The Trigger game went like hot cakes, Frank Mencuri states. The Dale Six Shooter also had a lot of customers and is temporarily sold out. Execs Ford SeBastian and Joe Batten have their hands full trying to keep up with requests for all Exhibit Supply products.

## New York:

Lou Rosenberg, president of the Associated Amusement Machine Operators of New York (AAMONY), and Joe Hirsch, manager, are getting things set for the org's election-meet, which probably will be held February 8. Meet will be preceded by a get-together of the AAMONY board.

Lew Jaffa, former sales manager for Eastern Electric, was on a biz trip last week closing out

some final deals before leaving the company. . . . Hal Meeks, Vender Sales rep, is back at work after recuperating from an illness. He is spending most of his time pushing penny gum machines. . . . A. D. Palmer, Wurlitzer ad chief, was in town last week for a confab with Joe Young, company distrib.

Al Cohen, head of Ajax Distributing, left last week on a 10-day business trip to Baltimore and Miami. . . . Dave Simon, of Simon Sales, is in Chicago conferring with game manufacturers. . . . Nat Cohn, who has just been named distrib for the Williams' Music Mite, 45 r.p.m. juke, is also in the Windy City.

Harry Berger, of West Side Distributing, is starting his own finance company as a new enterprise. . . . Ed Havreby, Vend-o-Mart sales manager, and Kurt Nagel, company exec, were in town last week for confabs with their distrib, Dave Orowitz, and adman Ben Smith. . . . Ike Gordon, National Vendors sales rep in New York and New Jersey, reports good local demand for manuals.

Jim Sherry, of Sherry-Muse Music, has purchased the Alljohn phono route formerly owned by Albert and John Palumbo. . . . Marty Sonin, who operates juke houses under his own name, was away from his route on jury duty last week. . . . Mrs. Lillian Mandell, of Queens-Nassau Music, has returned from a month's vacation in Miami. . . . George Holtzman, of Automatic Operators, is in Arizona, recuperating from an illness.

Current buying lull has given Dave Lowy, head of the jobbing firm bearing his name, a chance to get his showroom in order. . . . Ruth Kronenberg, former office chief of the Automatic Music Operators' Association (AMOA), is in a Manhattan hospital being treated for an eye ailment. . . . Bob Jacobs, of U. S. Distributing, complains he still hasn't caught up with the demand for Shuffle Alley Rebound conversions. A Jacobs specialty, he reports several hundred of the converted games already in the hands of ops.

Al Layne, local juke op, is back home after an operation on his gums. . . . Mac Pollay, of United Phonograph & Casino Music, escaped injury Sunday (7) night when his skidding car smashed into a parkway barrier. Irv (Kempy) Kempner, Runyon Sales exec, leaves next week on another biz trip thru Connecticut territory.

(Continued on page 74)

## Vital Statistics Deaths

Mrs. Dorothea Holmes Collins, wife of John T. Collins, president of the New York Automatic Canteen Corporation, in Scituate, R. I., December 31 following an automobile accident. She made her home in Bronxville, N. Y.

A member of the Daughters of the American Revolution, Mrs. Collins was also an active clubwoman. Survivors, also include a daughter, Marianna, and two sons, Stephen and Richard. Burial followed a solemn requiem mass January 4 in St. Joseph's Roman Catholic Church, Bronxville.

John Zawodny, 48, Howes-Shoemaker Company, suddenly of a heart attack during a bowling game. He had been with the company seven years. His widow and two daughters survive. Interment in Mount Olivet Cemetery, Detroit.

Walter G. Stromquist, 52, vice-president and general sales manager for Masonite Corporation, of a heart attack January 1. He is survived by his widow, Hattie; mother, Mrs. Edward Stromquist; two daughters and a sister. Interment was in Wheaton, Ill.

## Marriages

Jimmy Mullins, head of of Mullins Amusement Company, Miami, and Evelyn Bailey, Newport News, Va., in Miami recently.



**MUSIC**  
AMI Model 'C,' Like New  
NEW  
Evans CONSTELLATION,  
40 sel.  
RISTAUCRAT, 45 R.P.M.  
Chgo. Coin BAND BOX  
Write for prices today

**GUARANTEED SHUFFLE GAMES**  
United SKEE ALLEY . . . Write  
Keeney DOUBLE BOWLER . . . \$199  
Univ. SUPER TWIN BOWLER . . . 105  
Bally SPEED BOWLER . . . 159  
Univ. TWIN BOWLER . . . 115  
Chi Coin BOWLING ALLEY . . . 105  
W/11-a-pins . . . 95  
Chi Coin BOWLING ALLEY . . . 95

**ARCADE**  
New Exhibit SIX SHOOTER Write  
Chi Coin BASKETBALL  
CHAMP . . . \$165  
IRISH POKER (Brand New,  
Closeout) . . . 115  
TELEQUIZ, 1948 Model . . . 119  
Exhibit DALE GUN . . . 89  
Pop Corn SEZ, Like New . . . 49

**LOOKING FOR LOCATIONS?**  
WE'RE BUYING  
FIVE BALLS Original Flipper Games  
ONE BALLS Bally  
CITATION GOLD CUP  
JOCKEY SPECIAL  
Univ. PHOTO FINISH  
CASH or TRADE

**PREMIUMS Are Better Than Ever**  
FIRST Distributors is recognized as the industry's leader in Premiums. We have the largest selection, the biggest stock, the most wanted items. Write for information today. Distrib. and Jobbers, write for quantity prices.

**NEW SHUFFLE GAMES**  
United 4 PLAYER SHUFFLE ALLEY  
Univ. HIGH SCORE BOWLER  
Bally HOOK BOWLER  
Wms. DOUBLE HEADER (Close-out Price)

**FIRST DISTRIBUTORS**  
Genco TRI SCORE  
Intriguing action means amazing collections. Now available.  
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**NEW SHUFFLE GAMES**  
Genco Bowl-a-Lino  
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Universal High Score Bowler  
United Skee Alley  
Universal DeLux Twin

**NEW GAMES**  
Genco Tri-Score  
Gottlieb Knock Out  
Exhibit Six-Shooter  
Jennings Challenger, 5-10  
United Team Hockey  
Chicago Coin Punchy  
Falcon Shoe Shine Machine—\$95

**NEW 1 BALLS WINNER - TURF KING**  
5-10-25c Wallomatic, W4-L56 . \$65  
5c Wallomatic, W1-L56 . \$29.50

**CASH or TRADE!**  
WE WANT TO BUY  
Post-War Phonographs  
Flipper Pin Games  
1-Ball Free Plays  
ALL MAKES . . . ANY QUANTITY!  
**HIGHEST PRICES PAID!**  
SEND LIST TODAY!

Terms: 1/3 Deposit, Balance C. O. D. HOME OF PERSONAL SERVICE  
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Division of ATLAS MUSIC CO.  
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UPROARIOUS, SLAM-BANG ANIMATION  
in a REAL RING on the Playfield!  
3-DIMENSION MANIKINS! THRILLING FIGHT ACTION!  
RUSH YOUR ORDER TODAY!  
**H. Z. VENDING & SALES**  
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**PANORAM PROJECTORS**  
REBUILT and GUARANTEED! Write  
**WANT TO BUY—**  
CITATIONS — CHAMPIONS  
GOLD CUPS — JOCKEY SPECIALS  
STANDARD METAL TYPER—10¢ PLAY.  
Thoroughly Reconditioned, Like New. \$362.50  
Metal Typer Discs, While They Last. \$13.50 M  
Write for complete list of Arcade Equipment and 5-Ball Free Plays.  
Terms: 1/3 Dep., Bal. C. O. D.

**SPECIAL! 'POP' CORN SEZ**  
10¢ VENDORS  
RECONDITIONED  
LIKE NEW!  
WRITE!

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**BETTER BUYS BUCKLEY WALL and BAR BOXES**  
  
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**WANTED TO BUY**  
1 ACTIVE SHOOTING GALLERY  
and PANORAMS in good condition  
Write  
MARLIN AMUSEMENT  
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**END OF YEAR SALE**  
USED PHONOGRAPHS  
Wurlitzer Victory Model . . . \$35.00  
Wurlitzer Model 600 . . . 39.00  
Wurlitzer Model 500 . . . 49.50  
Wurlitzer Model 850 . . . 75.00  
W. B. Distributors, Inc.  
1012 Market St. St. Louis, Mo.

**BARGAIN**  
Finest Steel Safe Cabinets, Brand New.  
Triples . . . \$190.00  
Singles . . . 79.50  
F. O. B. San Francisco.  
While they last!  
MILLS SALES CO., LTD.  
1640 18th St. Oakland 7, Calif.

**ROUTE FOR SALE**  
Established 14 Years  
30 Pins—70 Music—Miscellaneous.  
Located in Idaho's richest section. Write  
BOX D-483, c/o The Billboard  
Cincinnati 22, O.

# Coinmen You Know

Continued from page 73

## Pittsburgh:

The year 1951 probably will go down as one of our best years, predicts Ed Shore, manager, Atlas Novelty Company, and Seeburg's district manager, Gunner K. Gabrielson, backs him up. "We naturally expect a cutback as soon as materials get short; area business was affected by strikes," he said. "But right now collection business definitely is on the upgrade."

Meyer Popkins, owner, Pittsburgh Coin Machine Exchange, reports the week-end rental of music machines for Christmas parties by Pittsburgh's largest corporations ran 50 per cent higher (largest in the firm's history) than last year. Popkins's service trucks operated until midnight, three nights running.

Fred Conteen, partner, C. & S. Music Company, flew to Tampa on business and for the New Year's week-end.

Charles J. Foley, chief serviceman, Industrial Vending Service, says that altho men and women both complain when they get an ice cream flavor they don't want, sales, nevertheless are higher when more than one flavor is offered because the machines are patronized most often by groups of three or four persons at a time who like to trade off flavors and get their particular preference.

Record inventory at Columbia's outlet here is stocked via newly purchased conveyor-roller equipment, affording continuous movement of records in-and-out of the building.

Raymond Showe, president, Theater Candy Company, Inc., who was in Texas two years ago, was not surprised at the Christmas holiday death toll (41) from auto accidents in that State. "It's flat down there and people just go," he says.

Mrs. R. J. MacNeil, of Refreshment Service, wonders if the manufacturing companies will want to reclaim the old coin ejectors on vending machines when the company ships the new ejectors thru to be fitted on the machines to merchandise the 10-cent candy bars.

Joseph McGlenn reports some of his cookie and cake machines that work best are of prewar manufacture. McGlenn has gotten them back into use by putting a mechanic on them until the difficulties were worked out.

Benton & Gehring say calls to their telephone answering service enables them to (1) handle calls immediately; (2) get their own mechanical work done, and (3) keep their machines clean. . . . Instead of trucking his machines around in heavy cardboard cartons many of them patched with tape, Sidney Weinstein, of Sidmor Vending Company, has double boxes made out of wood. Weinstein made 40 boxes three years ago, and they're still in good shape.

B. Muros, station manager of WWSW, who used to run the "Tune Factory" at WCAE, finds in addition to popular music that a mixture of classical, Hawaiian, and Pan American music is popular. . . . M. J. Abelson, of American Distributors, in the East around New Year's, visiting New York and Boston.

Harry Rosen, president, Milk Vending Service Company, investigating the ice cream vending field, says ice cream vending got started in this area in the early '40s but unfortunately didn't succeed, and no one went back into that field after World War II until about 1948 when two new companies started here.

Herbert Cohen, sales manager, Confection Specialties Company, reports business is moving normally, neither too slow nor fast.

Despite good going on main roads to West View Park's Danceland and excellent parking facilities at the park, recent bad driving conditions in Pittsburgh's residential districts so hampered Danceland's box office for Johnny Long (26), en route from Erie, Pa., to Hagerstown, Md., and Gene Krupa (28) on his first visit that the location is discontinuing the

booking of name bands until the weather clears up. This area has had more winter this season than in recent years.

S. LaScola, Decca record distributor head, says the three-speeds problem is being solved here by making 45's anywhere from 15 to 50 per cent of total volume, with the average under tight inventory control running 25-35 per cent of total record volume.

## Indianapolis:

Best Music Company, Inc., operated by Karl Higgins and William Best, has dissolved partnership. Higgins has taken over all spots owned and operated by the company in Indianapolis and Best has taken over the spots operated by the company in Greenfield. Keith Kelley, who formerly had charge of Ace Music Company before its dissolution, is in charge of the service for Higgins.

Southern Automatic Music Company employees were entertained at a Christmas party and dinner by Sam Weinberger, head of the company. The affair was held at the Higgins Restaurant, where a turkey dinner was served. Employees were given presents, and gifts in general were exchanged. . . . Mrs. Lottie Beriman, of the Sicking Company, spent the New Year's holiday in Detroit with friends. She was accompanied by her son.

James Cardinal, phonograph operator, moved his headquarters from 702 East 10th Street to 804 Virginia Avenue, a larger place and in a better part of the city. . . . Southern Automatic Music Company is displaying the Chicago Coin Band Box, a new addition to the line. Also Exhibit's Trigger, Gottlieb's Knock-Out and Williams's Nifty.

Operators visiting coin row, buying and selecting new merchandise, included B. A. Halliday, La Fayette, Ind.; Richter Kirby, Marion; Bod Adair, King Music Company, Elwood; Earl Leonard, South Bend, and Robert Willis, Logansport.

Distributors have completed their inventories and are prepared with new ideas, new methods and several changes for the new year. Things are good at Shaffer Music Company branch. Shipments are lagging but only for the time. Operators from over the State say business is better and collections have improved.

Sicking, Inc., has added Chicago Coin's Play-Ball. It is a new game with a 10-cent chute. Genco Tri-Score also has been placed among the games on display and good games are reported moving rapidly.

Operators of juke boxes are concerned about the advance in record prices. Things being as they are, with the business just recovering and grosses slightly better than during December, it seems unfair to ask a 10-cent increase on records, they contend.

Operators visiting coin row, buying new equipment and parts, were George Morgan, Peru, Ind.; Robert (Bob) Willis, Logansport, Ind., and Philip Deering, La Fayette, Ind.

The Janes Music Company is proud of its sales records during the Christmas shopping period—more business than was expected, and ahead of last year's volume. . . . The move contemplated by Southern Automatic Music Company January 15 was canceled. Sam Weinberger reports the finishing touches have been delayed. A definite date will be announced later.

A new Connecticut corporation has applied for a certificate of incorporation with the secretary of state at Hartford. The firm, Pepsi-Cola Bottling Company of Fairfield, Inc., listed authorized capital of \$50,000; beginning business, \$15,000; stock, 5,000 shares, \$10 par, and incorporators as William J. Leader, Gerard B. O'Neill and Richard W. Dearborn, all of New York. The firm has acquired for an undisclosed sum the Pepsi-Cola bottling franchise for Fairfield County in Connecticut, operated for the past 13 years by Kenneth A. O'Brien, of Fair-

field. Leader, who will own "substantially all the corporate stock," has resigned his position as export sales manager of the parent Pepsi-Cola Company of New York to devote full time to the Connecticut bottling enterprise.

Jim Tolisano, of Superior Music, was a recent New York visitor. . . . There's been talk in Connecticut that Abe Fish, present president of the Connecticut State Coin Association, Inc., will probably be re-elected to his position at the forthcoming annual election. Fish also is owner of the General Amusement Game Company of Hartford.

Mac Perlman, Hartford division manager for the Atlantic-New York Corporation, Seeburg distributor, is driving a new Cadillac these days. . . . Louis Lipton, of the Manchester Amusement Machine Company of Hartford, has purchased the pinball and bowling machine route of Gus Mendillo, who has been a coin operator in Hartford for a number of years. The price was not disclosed. . . . Pete Silvestri, assistant field supervisor of General Amusement Game Company, Hartford, and Mrs. Silvestri are expecting the stork again.

Mrs. Mary Fish, mother of Abe Fish, Connecticut State Coin Association president and owner of General Amusement Game Company of Hartford, is vacationing in Arizona. She's due home the early part of spring, according to Abe.

Lou Chack, general manager of General Amusement Game Company, is one of the best dressed men in the coin industry in Connecticut. . . . Leonard Berens, of Stern & Company, Hartford Columbia Records distributor, and Mrs. Berens are marking their ninth wedding anniversary. . . . Also marking an anniversary are Mr. and Mrs. Ralph Colucci, of Seaboard Distributors of Hartford. They recently observed their 10th.

Francis E. Stern, of Stern & Company, was a New York visitor. . . . Paul Rechtshafer, of Reliable Games of Hartford, recently visited Abe Fish at General Amusement Game.

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**Keeney, Rock-Ola, Exhibit, Williams**

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**PIN CONVERSION**  
For Chicago Coin Bowling Alley  
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Williams DOUBLE HEADER  
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ALLEY  
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**ROCKET PHONOGRAPH**  
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**Reconditioned SHUFFLE GAMES**

Keeney DOUBLE BOWLER . . . \$195	Gottlieb BOWLETTE . . . \$95
Chi. Coin BOWLING CLASSIC 185	Williams DELUXE BOWLER . . . 90
Universal SUPER TWIN BOWLER . . . 175	Williams SINGLE BOWLER . . . 50
Bally SPEED BOWLER . . . 159	Keeney PIN BOY . . . 50
Chi. Coin LITE-UP PINS . . . 125	United SHUFFLE ALLEY . . . 40
Universal TWIN BOWLER . . . 115	Rock-Ola SHUFFLE LANE . . . 40
Chi. Coin BOWLING ALLEY . . . 95	Genco BOWLING LEAGUE . . . 40
	Genco GLIDER . . . 30

Williams **DOUBLE HEADER**  
Really different! Fast, exciting 2-player game with BIG PROFITS.

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1, 2, 3 or 4 players. Fastest rebound ever made. All spots report terrific PROFITS. 8 or 9 1/2 ft. lengths.

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WESTERN game with player appeal. Fast! For all locations. Moving targets.

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The Only Selective Phonograph Playing Ten 7-Inch 45 R.P.M. Records. ON DISPLAY AT OUR SHOW ROOMS.

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5 WURLITZER 1015 . . . 295.00 EA.  
5 ROCK-OLA, MODEL 1428 475.00 EA.

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Un. Shuffle Alley Express . . . 135.00  
Bally Hot Rods—NEW . . . 210.00  
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**NEW SHUFFLE AND PIN GAMES**  
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3-Dimension manikins mix it up in knock-down, drag-out fighting action! Referee actually raises and lowers arms for count, when fighter goes down! Illuminated ring!

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### Miami:

Irving Kay, New York operator of shuffle alleys, vacationing at the Lombardy Hotel, Miami Beach. . . . Dave Badiner and Jack Beegan, Minneapolis coin machine ops, dropped in to see the gang at Bush Distributing Company.

Jack Kauffman, C & L Amusement Machine Company, says juke box business in the Negro section is up 25 per cent. . . . Elliott R. Brandon, formerly with Drink Dispensers, Inc., of New York, is with Modern Vendrinks Company. . . . Lou Korn, Chicago distrib of popcorn machines, is wintering at his King Cole Hotel, Miami Beach.

An influx of coinmen is due in the next couple of weeks as the winter season nears its peak. It's likely, too, that many of the nation's distribs who convene here January 15-17 for the annual convention of the National Coin Machine Distributors' Association (NCMA) will linger awhile before returning North.

J. P. Morgan looks for many more pieces to be placed in Miami locations now that license fees have been reduced. Morgan operates Beach Amusement Company.

In Jacksonville, Fla., Johnson's confectionery store reported an unhappy experience with a night watchman recently. The juke box was found broken open and \$50 in coins was missing. So was the watchman.

Williams's new Music Mite has been received by Bush Distributing Company and its arrival has created a stir among juke ops. Firm has sold its initial shipment and customers are clamoring for more. The 50-pound, 45 r.p.m. phonograph looks like a natural for spots which haven't the space for the conventional size juke and also for locations where the take is insufficient to warrant placement of more expensive boxes. Observers point out that it will fill a need in the industry left vacant since the last miniature boxes were manufactured prior to World War II. Ozzie Truppmann and Ken Willis plan to show the unit all over the State.

Harry Hausen, a lad in his 20s who operates about 35 pinball pieces, is a student at the University of Miami Law School. Afternoons and evenings he takes care of his route. Hausen, who formerly worked as serviceman for several Miami firms, operates Early Bird Amusement Company.

Jimmy (Moon) Mullins, Mullins Amusement Company, married the former Evelyn Bailey, of Newport News, Va. They purchased a new home in North Miami. . . . Eastern Electric Company has awarded distribution rights to its Electro cigarette machines to Bush Distributing Company for Florida and South Georgia.

Leon Hersh, Modern Vendrinks, joins the ranks of cup venders who believe that cupping costs of sugar, sirup, cups, etc., is slowly but surely forcing a change-over to the 10-cent drink in all locations. Thus far, only theater spots have been converted to dime drinks.

Taran Distributing Company's president, Sam Taran, did yeoman duty in handling local arrangements for the National Coin Machine Distributors' Association convention at the Martinique Hotel. The Chicago Coin Band Box has been installed in the swank 22 Club, 22d Street and Park Avenue, Miami Beach. . . . Incidentally, the other day Big Bill Rothstein, the arcade man from Philadelphia (he's a nephew of Izzy Rothstein, Philly coin man) surprised the Messrs. Bush and Truppmann at Bush Distributing Company when he made an unheralded appearance at the firm's office. Big Bill had in tow Little Johnny, owner of the Midget Bar in Philly and onetime Johnny, of call for Philip Morris' note. The pair had interrupted their vacation at the Beach long enough to drop over to Miami to see the Chicago Coin Band Box.

Jack Corbin, service manager at C & L Amusement Machine Company, had a cyst removed from his neck and is convalescing on the job. Wound required six stitches to close.

On the juke parade, "Tennessee Waltz" continues to be the stand-out number. Moving along in rapid fashion is "My Heart Cries for You"—all three versions by (Continued on page 76)

**Blaze**  
Away thru 1951  
with EXHIBIT'S-DALE  
**SIX SHOOTER**

**GO WESTERN**  
PISTOL TARGET SHOOTIN'

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 GENCO BOWLING LEAGUE, 8 Ft. or 9 1/2 Ft. 65.00  
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 BALLY SPEED BOWLER 79.50  
 NATIONAL-WIDE SHUFFLE POOL 49.50  
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 WMS, DOUBLE HEADER, Like New 169.50  
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 With New Rebound Conversion Installed 169.50

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 KEENEY ABC BOWLERS 155.00  
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Universal Winner Bally Turf King Bally Grandstand

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Hit-a-Homer \$27.50  
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**Disappearing Pin Conversions for UNITED BALLY and GENCO SHUFFLE GAMES. Write for Prices.**

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CM-1-20

## Coinmen You Know

Continued from page 75

Guy Mitchell, Dinah Shore and Vic Damone. Trailing is Sammy Kaye's "Harbor Lights," and "To Think You've Chosen Me," with Eddy Howard doing the vocals. Spike Jones's hilarious satire of "Tennessee Waltz" is garnering chuckles galore and may even climb 'way up there before long.

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25 each of the following for CASH!

Jockey Specials \$ 50  
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 Citations 175  
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 Cinderella 59.50  
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 Shanghai 59.50  
 Contact 59.50  
 Maj. League B.B. 54.50  
 Cleopatra 49.50

Eddie Petrocine, North Dade Amusement Company, related an amusing incident that apparently foreshadows a successful career for Gottlieb's new Knockout five-ball game. Joe Mangone, All-Coin Amusements major domo, permitted Petrocine to location test the ring game. Petrocine placed it in a drive-in called The Coconuts on Biscayne Boulevard. About a week later, he revisited the restaurant and was elated to learn that the machine was doing a bang-up job. So good, in fact, that a certain feminine customer who had waited for four hours one evening trying to get a turn at the game, gave up in despair and returned at 7 o'clock the following morning in order to get first crack at it. After an interesting session with the animated manikins, she gave the game her enthusiastic stamp of approval.

A survey among music ops indicates little likelihood of a change-over to 10-cent play in this area regardless of rising costs and narrowing profit margins. Because of the extremely heavy competition prevailing here and the heterogeneous mixture of ops from every section of the country, a step-up in the tariff—which could be accomplished successfully only with the complete cooperation of all hands—is regarded as virtually impossible.

Dade County communities got back \$3,203,682.23 in the first full year of the new Florida cigarette tax collection, according to State Beverage Director Lewis M. Schott. High was Miami's \$1,965,783.37 take on cigarettes sold within the city. Low was the \$7.02 paid back into the treasury of Indian Creek Village, island center of the Indian Creek Country Club.

Leon Shapochnik, manager of Bush Distributing Company's Havana office, came to town on a business trip. Music box activity there, he says, is strong and ops are clamoring for additional new and used machines.

Music ops say the Seeburg 100 Select-o-Matic with its 50 records has whetted the appetite of local music lovers for classical pieces. In addition, it appears the boxes have tapped a new source of revenue—namely, devotees of classical music who seldom bothered heretofore to drop a coin because their preferred type of music had been largely ignored.

Anthony Petrocine is wintering here with his son, Eddie, who operates North Dade Amusement Company. In a few months the elder Petrocine expects to return to Peekskill, N. Y., where he will operate music and shuffle alleys.

Al Redding and his wife—he's a shuffleboard and shuffle alley operator in La Crosse, Wis.—spent a few days as house guests of Mr. and Mrs. Ken Willis. The Reddings had been in Tampa where they attended the Cigar Bowl football classic in which a Wisconsin team participated, then headed for Miami to see the Wilises. The party later junketed to Key West for a brief look-see.

**Cincinnati:**

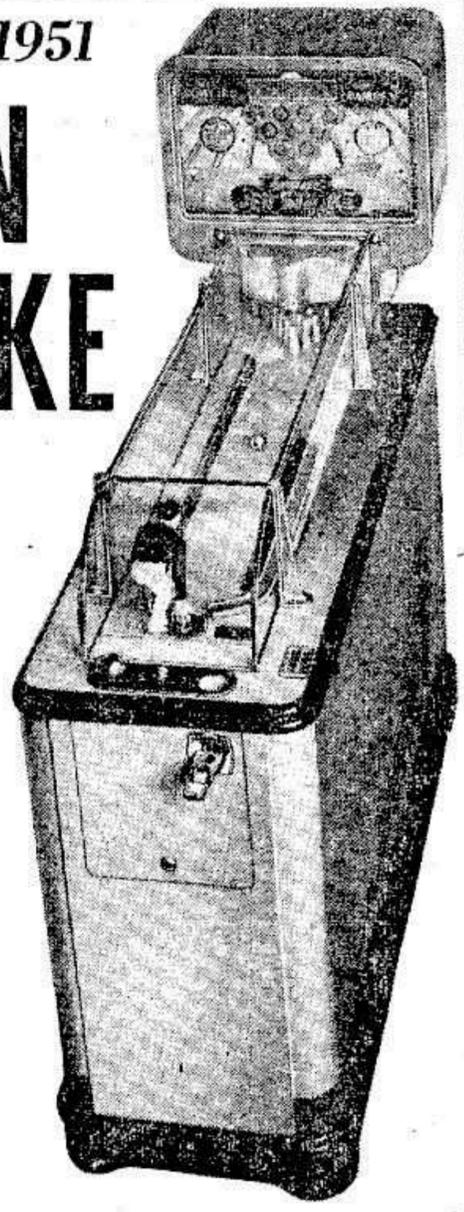
Automatic Phonograph Operators' Association (APOA) held its January meeting here Tuesday (9) with a lengthy debate on the rising costs of records pacing the session. Free records, donated by local distributors, were given to members following the meeting.

Mr. and Mrs. James Drivakis left Sunday (7) for a two-week vacation at Fort Lauderdale, Fla. Drivakis owns and operates Atlas Amusement Company.

Charles Kanter, APOA president, who, altho recuperating from a heart attack, handled much of the detail work in connection with the org's annual Christmas party, received a letter from Abe Salman, Globe Games Company, commending him on the success of the event. Leading recording artists, disk jockeys and music publishers attended.

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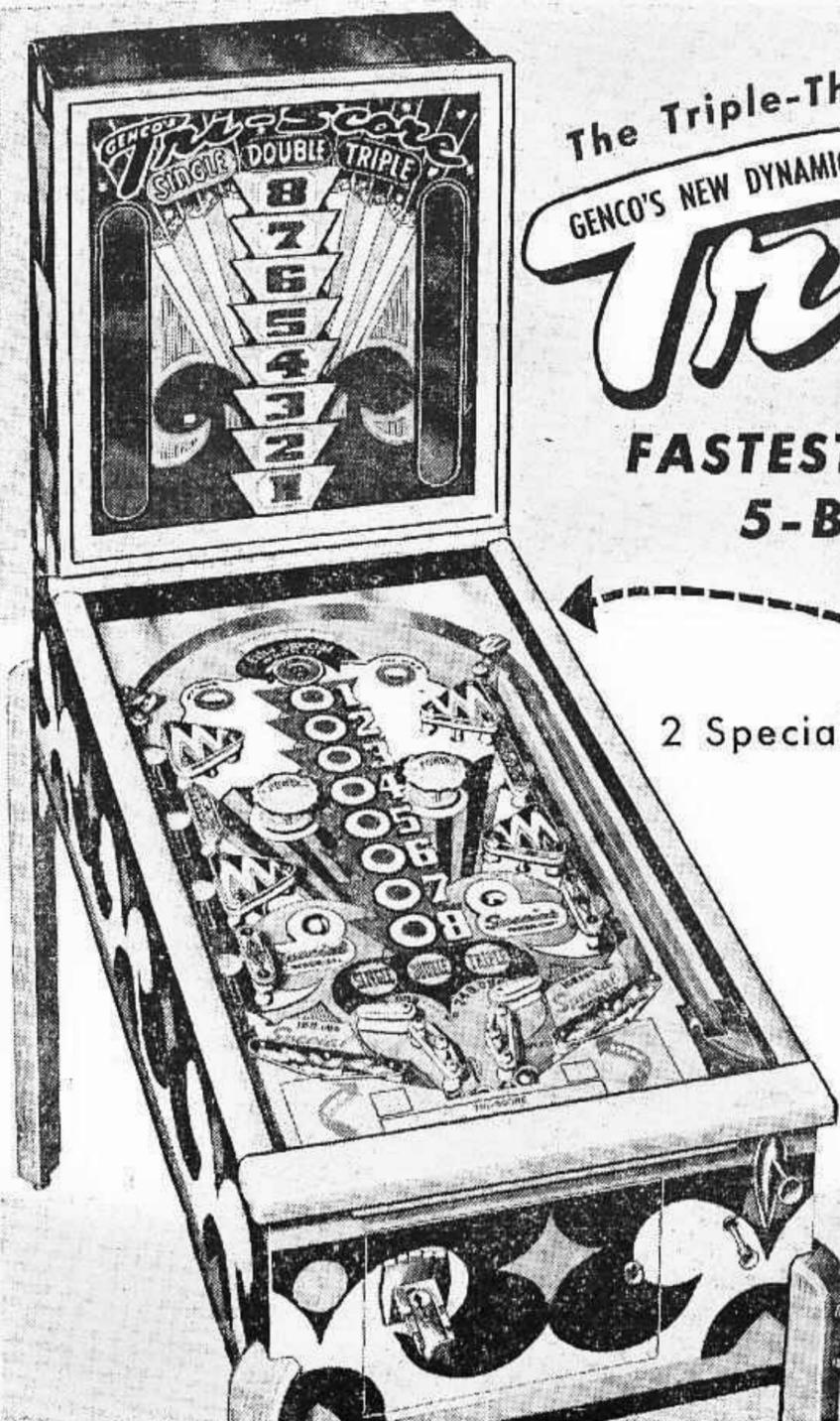
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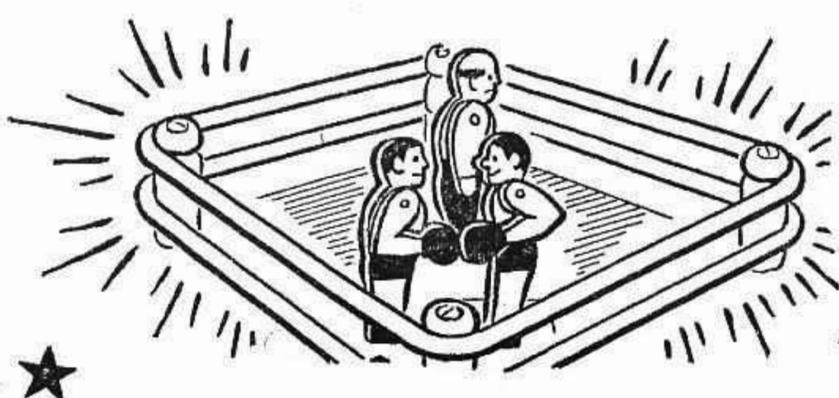
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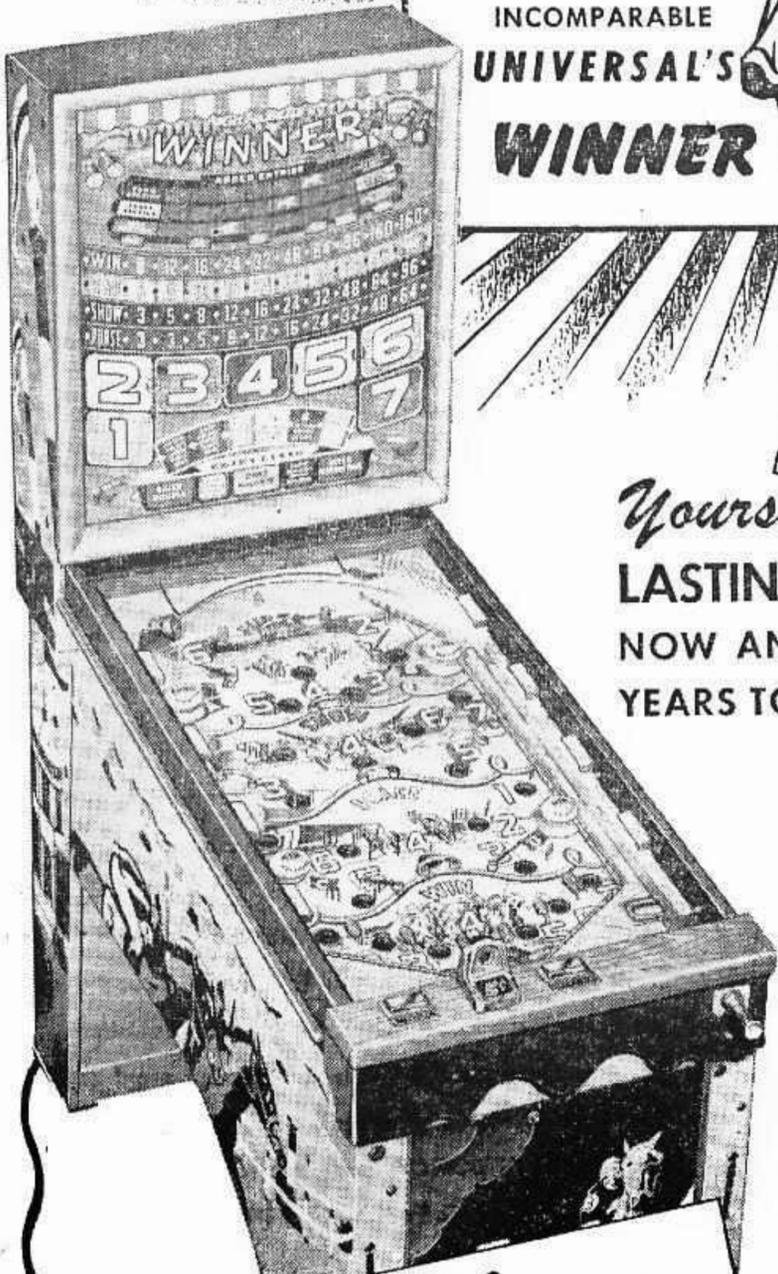


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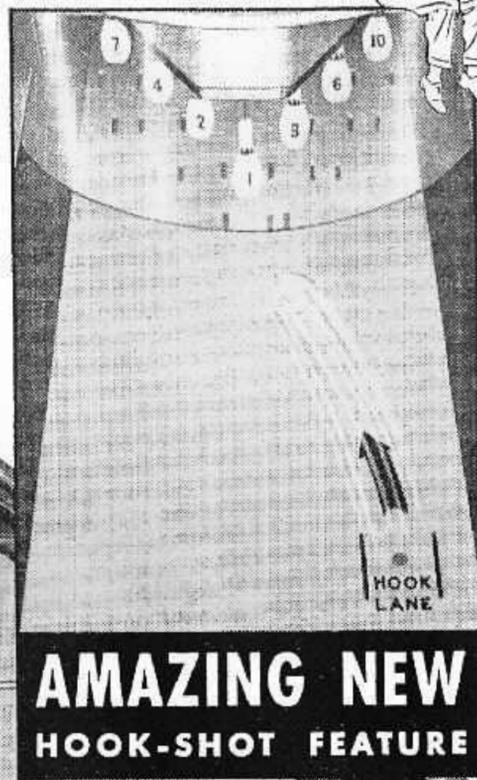
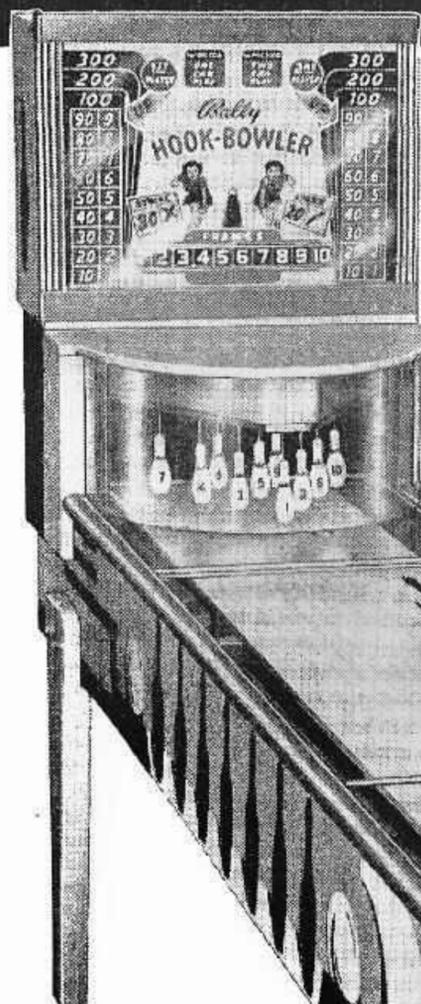


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Through Back-Box  
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900 90			900 90
800 80			800 80
700 70			700 70
600 60			600 60
500 50			500 50
400 40			400 40
300 30			300 30
200 20			200 20
100 10			100 10
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15			

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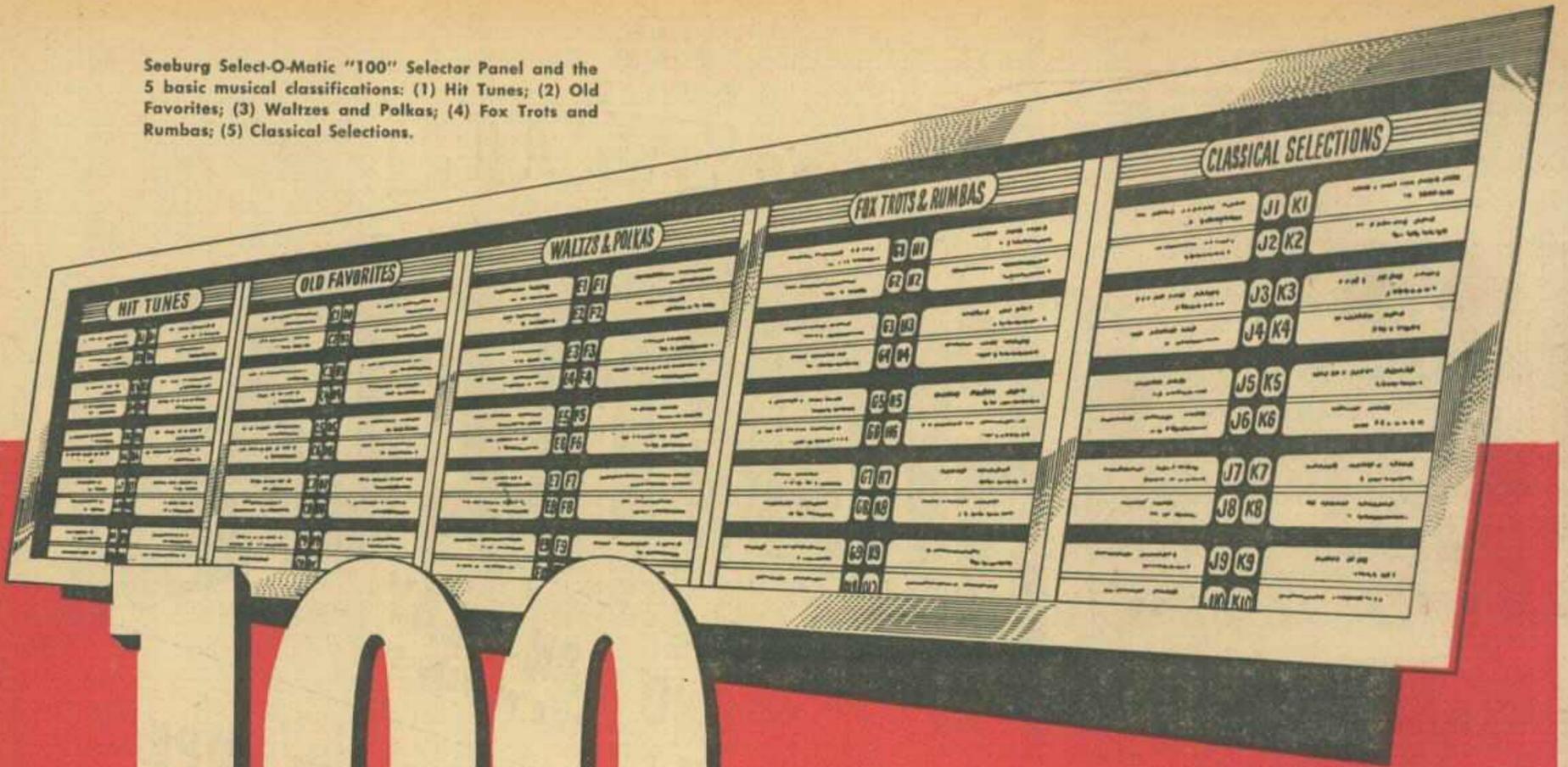
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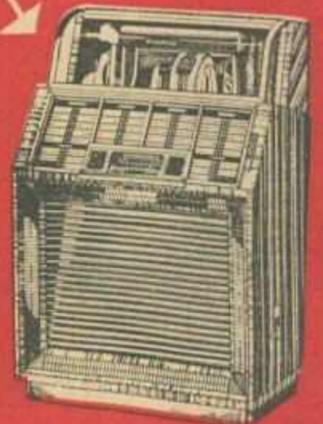


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