

# The Billboard

JANUARY 27, 1951 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

## Radio-TV Sets Giant Drive To Boost Baseball Box Office

### STATE OF EUROPE

#### Godfrey May Do Shows On Visit to Eisenhower

NEW YORK, Jan. 20.—The Columbia Broadcasting System (CBS) public affairs department this week was giving considerable thought to programing a radio and a TV series featuring Arthur Godfrey in a personal report to the nation when he returns from a three-week European visit to General Eisenhower in March. No plans have been made definite, because Godfrey has not been able to be contacted for approval.

Godfrey has already been used as the narrator on two CBS public affairs programs put on with the co-operation of Crusade for Freedom. His jaunt is expected to be even more important as a means of informing the public as to the facts of the cold war. While

his sponsors undoubtedly would donate the time, CBS thinks it would be more effective if done sustaining.

#### 670G to ASCAP Via Film Deal; Six Majors In

NEW YORK, Jan. 20.—After months of negotiation the American Society of Composers, Authors and Publishers (ASCAP) has wrapped up performing rights agreements with six of the seven large Hollywood film producers, to the tune of \$670,000 per year.

This figure will be augmented by something between \$115,000 and \$135,000 when the remaining studio, 20th Century-Fox, comes to terms. An additional revenue, of indeterminate size, may be added to ASCAP's movie pot if one or more of the smaller studios sign up for blanket repertory rights. It is more likely, however, that the smaller outfits will make per-song deals as needed.

Here are the prices the several studios have agreed to pay ASCAP for a year's rights to the Society's repertory: MGM, \$135,000; Warner Bros., \$115,000; Paramount, \$115,000; RKO, \$82,500; Columbia, \$60,000; Universal, \$50,000. ASCAP and 20th are now \$20,000 apart; it is reported that the Society feels that 20th should fork over the same amount as MGM, \$135,000, whereas 20th feels that it should

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#### JACK CARSON'S JUDGE SCHULTZ MIFFS REAL ONE

MILWAUKEE, Jan. 20.—Jack Carson hit the first pages of the press here this week, but he did it the hard way. The occasion was his National Broadcasting Company TV comedy show Wednesday night (17). On it he had a drunk playing the character of a judge named Schultz. A prominent jurist here is Judge Herbert Schultz. To add piquancy, Judge Schultz—the real judge—is a teetotaler.

Carson's theme was that his girl friend's father (Judge Schultz in the script, played by Jack Norton on the show) wanted three tickets to *Guys and Dolls*, one of which was for his daughter, Carson's girl friend. The real Judge Schultz has a daughter who, oddly enough, was in New York at the time of the telecast.

Shortly after the program ended, Buck Hertzog, Milwaukee Sentinel amusement writer, reached Carson in New York by phone. Carson almost blew his chignon when he heard about it all. By 10 p.m. he had wired Judge Schultz profuse apologies. Reports are that the jurist is taking the situation in good grace and plans no retaliatory measures.

#### Want Political Plugs Identified

WASHINGTON, Jan. 20.—The House this week got a bill proposing to require that anybody who refers to political candidates on radio or TV must identify who's sponsoring the program and how much is paid for the program. The bill was dropped in the hopper by Rep. W. R. Poage (D., Tex.).

The bill provides for stiff "criminal" penalties for violators.

#### Stations, Sponsors, Agencies To Push

Will Use Own Media as Well as All Other Promotion, Publicity Devices

NEW YORK, Jan. 20.—The top brains of the radio, advertising agency and national advertisers' fields will be used this year in an all-out drive to sell baseball to the American public. The unprecedented campaign, designed to recoup baseball's box-office losses, is an outgrowth of meetings between organized baseball execs and National Association of Broadcasters (NAB) officials.

The drive, spear-headed originally by Bill Ryan, NAB's general manager, is not entirely altruistic. There is a growing tendency among sports promoters to cancel radio-TV coverage on the ground it is killing the box office. This could make the 1951 campaign a vital matter to hundreds of broad-

casters who derive vast income from baseball, and to many sponsors who sell millions of dollars worth of goods via baseball sponsorship.

The campaign is based on the promise of the NAB to enlist its forces to ensure profitable baseball attendance next summer. This is the outgrowth of com-

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#### Fair Lure for Berry Pickers

HARTFORD, Mich., Jan. 20.—"Pick our berries and you'll be in on a big celebration." This is the pitch berry growers of this area are to make this year to lure migratory farm workers during the harvest season.

Together with area businessmen, the growers have mapped a six-day celebration during the picking season in late June. It will be along the lines of a county fair. That, they figure, will serve as the added inducement required to draw the workers from other competing areas.

Most of the pickers who have come to Southwestern Michigan in the past are Southerners, and Paul T. Richter Jr., secretary of the fair here, who heads up the planning for the cele, says that one of the top attractions will be a major folk show. Gooding Amusement Company, Columbus, O., has been contracted to supply the rides. A rodeo also may be signed, Richter said.

#### Strand Seeks Ork Frontiers for Pit

NEW YORK, Jan. 20.—Individual band leaders will be used in the Strand to front house orks, according to plans in works.

The Warner flag-house currently has Florian Zabach, fiddler-emcee-band frontier. Original plan was to build him into a personality by billing him strongly and having him work each show. Zabach, a tall, blond, good-looking guy, will wind up the middle of February after being at the Strand for about eight months.

Newest gimmick is to keep the regular house-band but to hire name band leaders to front and emcee.

The no definite program has been developed, the idea is that if one guy catches fire the Strand will keep him until he cools off.

## Sizzling Disk and Sheet Sales Mark Biggest Boom in Years

NEW YORK, Jan. 20.—The music business—both record and sheet music phases—currently is at a great peak.

Diskery sales, which started to climb strongly six months ago, according to figures of the Bureau of Internal Revenue, have taken on increased impetus owing to fac-

tors arising out of the war emergency.

Chief factor is the new emphasis being placed on records—at both distributor and dealer levels—as a safety precaution against the imminent cut-back on such big ticket items as TV receivers, refrigerators, etc.

Too, the record companies, in many instances, are streamlining their merchandising practices and adopting sales methods which have heretofore been experimental.

The upsurge also is marked in sheet music. Sparked by Acuff-Rose's *Tennessee Waltz*, now at the three-quarter-million mark, the increased business is noted throughout the publishing field generally, according to estimates by leading jobbers and pubber execs. The heightened sales are not only on a few top-selling items but extend down to the secondary pops.

Reasons for the upward sheet

trend are various, but it is to be noted that there exists a marked co-relation in disk and sheet sales. Store traffic, aided by fast-selling disk and sheet items, apparently result in generally increased business. Details of the peak disk and sheet sales are in the Music Department.

#### New TV Group To Spark NAB

CHICAGO, Jan. 20.—The National Association of Broadcasters (NAB) got the shot in the arm it has been urgently needing for some time when the nation's telecasters voted yesterday (Friday)

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#### \$\$\$ and Tests Via TV Clicks

NEW YORK, Jan. 20.—Alan Young this week was offered 10G a week for one week's work at the Flamingo, Las Vegas, Nev. Since Young has never worked a night club, the offer was made entirely on the basis of his successful TV comedy show.

In another TV success story, actress Reba Tassel this week won herself two screen tests, at Goldwyn and 20th Century-Fox as a result of her click appearance on CBS-TV *Studio One*. This was the first time the actress had a meaty part. She already has been cast in an upcoming *Suspense* program.

#### Pecora To Join ASCAP Law Firm In Near Future

NEW YORK, Jan. 20.—Ferdinand Pecora, former Supreme Court Justice for 15 years and New York City Democratic mayoralty nominee last November, will soon join the law firm of Schwartz & Frohlich, counsel for the American Society of Composers, Authors and Publishers (ASCAP). He will be trial counsel.

The exact date of Pecora's entrance into the firm was not revealed, but it is known that the move will occur shortly after the legalist rounds out 30 years of service for the State and City of New York. This 30-year term—

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#### Plan Wald-Krasna Music Pub Firm

NEW YORK, Jan. 20.—A deal is in the works between Fred Raphael, general manager of Disney Music, and Jerry Wald and Norman Krasna to set up a music firm for the Krasna-Wald movie combo. The firm would be an adjunct of the Disney pubbery and would serve as a music publishing outlet for Krasna-Wald films. In addition to being a drop for the flick tunes, the firm would also supply tunes for the films.

The chief hurdle at this point is a definition of the authority Raphael would have in regard to selecting tunes and writers.

#### HELEN HAYES TO AID POLIO DRIVE

NEW YORK, Jan. 20.—Helen Hayes will guest on *Arthur Murray Party Time* over the DuMont web next month for a tidy fee of \$12,500.

The actress accepted the guest spot on condition that Murray turn over \$10,000 of her salary to the memorial fund for her late daughter, Mary McArthur, who died of polio in September, 1949, at the age of 19.

#### GI's Get 40,000 ET's Per Month

HOLLYWOOD, Jan. 20.—Armed Forces Radio Service (AFRS) is shipping 40,000 16-inch 33½ vinylite transcriptions overseas monthly, of which 8,000 disks are from its music library. This is al-

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# Billboard Backstage

By JOE CSIDA

Took a week off and then with a refreshed mind and co-publisher Rog Littleford a quick run down to Washington to attend the National Conference of Business Paper Editors sponsored by the Associated Business Publications. Ben Atlas, our *Once Over* chronicler and Washington bureau chief, is naturally a pretty cynical guy about capital capers (and, no doubt, with good reason), but to this Broadway innocent, one impression stood out.

### A. D. C. Impression

The impression was formed on the basis of a totally inadequate look around the bustling burg, but a series of very interesting NCBPE off-the-record talks, and question-and-answer sessions with such gents as Sen. Robert Taft; Leon Keyserling, chairman of the Council of Economic Advisers; Michael Di Salle, director of price stabilization; Thomas Finletter, secretary of the air force; Robert Goodwin, director of the Office of Defense Manpower, and other such crisis commandos. The impression (without violating the off-the-record agreement) is this:

(1) Running this U. S. is a complex job in ordinary (when was that?) times, but in this period of emergency it is indescribably intricate and difficult.

(2) A bunch of good and earnest men (some bright, some not quite so bright) are working long hours under trying conditions, constantly bludgeoned by criticism (some justified, some not) to try to put together at one and the same time an impregnable defense against the worst that may befall us, and meanwhile maintain a sound national economic structure.

(3) While disagreement as to policy is rampant on high and respected levels, this represents nothing more than democracy with its sleeves rolled up; this very debate, while it may retard positive action, will result eventually in action developed by ultimate mutual agreement between whatever best brains (on both sides) are available; this system cannot fail to produce better results than any produced, quickly or otherwise, by a single group dictating arbitrarily what shall and shall not be done; this system, no matter how awkwardly it seems to cope with various parts of, or the whole, problem, must eventually triumph . . . or if it doesn't, I for one, would be willing to disappear with it. If that impression reads too much like a try for

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# Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 20.—Curtain's opening on a new act here as entertainment world personalities emerge in growing numbers on President Truman's defense team. Backstage administration talk is turning sharply to a peped-up, dramatic presentation of the mobilization drive to the U. S. public. Campaign will use vastly more show business gimmicks as well as people. TV, radio and film will get particularly heavy emphasis.

Catalyst to the plan was this week's replacement of Alan Valentine by film czar Eric Johnston as economic stabilizer. Altho Johnston is engaged in high policy, his agency along with others is blossoming out with recruits who, like Johnston, have come from private jobs of specializing in the Broadway-Hollywood vogue of selling ideas. Top public relations advisor to mobilization director Charles E. Wilson is W. Howard Chase, who's on loan from General Foods where he was public relations chief. When Chase advanced this week to strategic role in Wilson's vast governmental empire, a typical wisecrack among newsmen was: "Next, the soap operas." General Foods is also represented here by its vice-president, Edwin T. Gibson, who is special assistant to National Production Administrator Harrison.

### CBS and RCA

Turning up in a key NPA spot this week was Lewis Allen Weiss, who for 10 years was board chairman of Don Lee network and later for two years was Mutual Broadcasting System's board chairman. Weiss is special consultant to acting director Nelson Miller of NPA's Office of Civilian Requirements. He's been borrowed from Hughes Aircraft. Awaiting elsewhere on the Washington defense scene is William S. Paley, Columbia Broadcasting System board chairman. New faces from electronics industry are appearing daily. Among latest is W. W. Watts, of Radio Corporation of America, veepee special consultant in Defense Production Administration.

Pattern of using ad agencies for selling the mobilization story is nothing new at the White House where Charles Jackson, aid to presidential assistant John Steelman, is top link between the administration and the advertising council. Broadened pattern is now the objective. Centralized information policy set-up is planned. In-

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# Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 20.—For the first time in film history the top brass of all the movie labor bodies will sit down together for a high policy meeting. Richard Walsh, head of the International Alliance of Theatrical Stage Employees (IATSE), will meet with members of the executive boards of all unions belonging to American Federation of Labor (AFL) film council and council delegates. Meeting, to be held here February 12 at the Hollywood Roosevelt Hotel, will map the strategy to be followed in the coming months by the craft unions in their bid for pay boosts.

Of particular union concern at this time is Washington's projected order for a freeze in wages and prices. Craft union contracts with the studios expire in fall of 1951, and unions fear existing scales may be frozen by government order before they have a chance to negotiate for raises. Federal order, as it is now written, specifically exempts freezing film rentals and box-office admissions, but it isn't clear as to whether this exemption would automatically free movie workers' pay scales from being frozen.

During World War II film rentals and admissions were similarly exempted, but studio pay scales were frozen. Also to be considered is the extent to which unions will press for retirement and insurance benefits. Film council spokesmen remained mum as to the nature of the meeting, stating only that it is one of the most important in the industry's history.

### Search Pressed for New Vital Materials . . .

Motion Picture Research Council (MPRC) is presently studying new material as possible replacement for those made scarce by the national defense drive. With tempo of the industrial defense mobilization on the increase, the film industry anticipates growing shortages of materials vital to production and is stepping up its search for

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## TAX TIME IS HERE

# The Facts Especially Of Concern to Showbiz

By LEWIS C. LEBISH  
(New York Attorney and Certified Public Accountant)

President Truman, in no uncertain terms, has stated that everyone must chip in to help support our new armament economy. This means a big tax hike which will affect everyone's pocketbook. The 1950 Revenue Act increased your personal taxes for the year 1950 and also for the year 1951. However, this increase is not sufficient to cover the proposed budget. An increase of at least 25 to 30 per cent over the present tax rate for individuals is definitely forthcoming. This will affect the man in the street as well as everyone in show business. This article is written for the purpose of assisting the reader, and is a short synopsis in every-day language of the tax law affecting individuals. In addition, an excess profits tax law has already been passed increasing corporate rates. To curb inflation, salary and price stabilization is on its way. The only thing holding back controls is the setting up of administrative forces. All indications point to salary and price controls within a month.

The 1950 tax law, which is the law applicable to your 1950 income tax return, is practically the same law that applied to your 1948 federal income tax return. There are very few changes.

### Joint Return

By now everyone is acquainted with the privilege afforded married people of filing a joint return. This privilege has been extended to the new law. By filing a joint return, a married couple can treat their joint income as tho the husband earned one-half and the wife earned one-half. The law is very liberal, as it allows people who are married even on the last day of the year to be considered married for the entire year for tax purposes. In a like manner, if a spouse died during the year, the other spouse may still file a joint return as if they were married for the entire year. However, if you were legally separated or divorced before the last day of the year, you are considered to be single for the entire year for tax purposes and cannot file a joint return.

### Joint Return Saving

Generally, the filing of a joint return will definitely create tax savings, providing your combined net income, less exemptions, is more than \$2,000. The filing of a joint return is a must for tax savings purposes where one spouse's income is much higher than the income of the other spouse; also where either the husband or the wife have exemptions or deductions which exceed his or her total income.

There are several cases in which filing a joint return might not result in a tax saving. The following cases are cited as examples:

1. Where the husband and wife have equal income and deductions. In this case, unless there is an odd number of personal exemptions, there would be no tax saving.
2. Where one spouse has large medical expenses.
3. Where there are capital losses suffered by both husband and wife. The filing of a joint return would limit the couple to a \$1,000 capital loss, whereas if they filed separate

returns each spouse could take a \$1,000 capital loss.

### Personal Exemptions

Each personal exemption entitles you to a \$600 offset against your income. If you are over 65 years of age on the last day of the year, you may claim two exemptions. The same applies if you are blind as of that date. It should be noted that the additional exemption for blindness or for being over 65 can only be claimed by the taxpayer or by his spouse. You cannot claim any additional exemptions for any dependent.

### Dependents

Each dependent entitles you to one exemption only. There are several tests that must be met in order to claim a person as a dependent: (1) He must be closely related. (2) He must not have more than \$500 income during the year 1950. (3) You must have contributed over one-half of the support in the year 1950. (4) If the person claimed is married, an exemption must not be claimed by the spouse. (5) The person must be either a citizen of the United States or a resident of the United States, Canada or Mexico. Every individual is entitled to a

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## PAYOLA BLUES

# Canada DJ's Warned Vs. Ugly Takes

TORONTO, Jan. 20.—As a result of *The Billboard's* recent stories on the prevalence of the payola evil among disk jockeys in the United States, the Canadian Broadcasting Corporation (CBC) and Canadian station managers have warned their staffs against taking bribes.

Ernest Bushnell, CBC director-general of programs, stated: "If anyone of our staff is caught taking bribes, he will be immediately dismissed."

The payola in Canada is a minor matter, as compared to the situation in the States.

A known case occurred in Montreal, where one of the diskeries paid a jockey \$1 each time the label was aired during certain hours. The jock picked up \$25 from the diskery and a pink slip from his employers.

Local disk jockeys are complaining, however, that one of their number is on the pay roll of the record companies, doing record publicity.

Most usual practice of record companies in this country is to send each new release of their label to the radio stations' library. The old practice of sending one to the library and one to the disk jockey has been cut out at the insistence of station execs.

Other than to wine and dine the disk jockeys, the promotion executives of the companies have been careful to restrain themselves.

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## Snook-Happy Understudy

NEW YORK, Jan. 20.—Television executives of the Batten, Barton, Durstine & Osborn (BBDO) agency have been holding quiet auditions for a group of understudies for Snooky Lanson, featured vocalist on the *Lucky Strike Hit Parade*. Lanson also is kept on the run by working Luckies' TV commercials on the other American Tobacco shows. Agency toppers have been fearful that if any misfortune should hit Lanson suddenly, they would be high and dry for a substitute for his many commitments.

The auditions began a couple of weeks ago, and thus far four announcers and singers have been heard. Others are slated to be auditioned shortly. The BBDO plan is not to settle on any one possible replacement, but to have a pool of several.

# London Dispatch

By LEIGH VANCE

LONDON, Jan. 20. — Dummy Archie Andrews (no relation to the Yank character) has boosted ventriloquist Peter Brough from obscurity into the big time in six months. Brough, who beat a two-way track to the British Broadcasting Corporation (BBC) studios for years, finally got his chance last July in a 30-minute caper, *Educating Archie*. Rating figures for December gave him 10,000,000 listeners, on a par with the BBC top comedy show, *Take It From Here*. Now Brough has taken Archie off the air for a rest, and plans to put him on the stage. Estimated 1951 income for the act is \$98,000.

### Legit Trailers Via BBC Video Lanes . . .

West End Theater Managers (WETM) have agreed to a BBC plan for televising trailers from current plays. Say TV men: "It will boost box-office returns." Not so sure, the WETM remain traditionally chary, forbid plot giveaways, limit viewing to 15 minutes.

### Bands Back on TV

Paced by Geraldo . . .

Solo dance bands, off the TV screen for many months due to poor viewer reaction, are started again January 22. Ice-breaker—Geraldo and his band.

### Religious Broadcasters

Seek 100% Pay Boost . . .

Badgered by Actors' Equity and scriptwriters' unions for higher pay, panned by the columnists and shivering under the government-sponsored report on its charter, the BBC has been faced with another ultimatum. Religious broadcasters, previously content with a

(Continued on page 44)

# Paris Peek

By ART ROSETT

PARIS, Jan. 20.—Night clubs since the first of the year have taken a nosedive according to ops. Many places have threatened to close, but so far doors remain open in the hope of catching a stray customer. Several spots have employees on the streets hustling for tourists. Theaters have maintained the same average attendance since before the holiday season. Sales of sheet music and disks continue gradually to seek a higher curve. American Theater's *Knickerbocker Holiday*, which was only mediocre at best, has announced four shows weekly this month.

### Publicity Gimmicks, Special Nights . . .

One American-operated club, to stimulate business, is having a series of "nights." First is for all Americans who attended high school during the 30's. Next will be a California, then New York night for the people here from those States. Look for big-time publicity pyrotechnics next April when Paris starts celebrating its 200th anniversary, a month before the Festival of Britain gets going.

### Carrere Eyes New York With 200G Roll . . .

M. Carrere has just returned from the States. He is making plans, along with Maxine (who operates one of the most popular places in Paris and which has remained popular for the past 60 years), to open a swank spot in New York next fall. Present plans call for a cash investment of approximately \$200,000. Carrere told *The Billboard*: "My main impression of the club business in New York is that the best clubs have the worst music. The good name bands are either working on a stage or in the hotel rooms. American people are very loyal. They'll go time and again to some expensive club that has nothing to offer except its name." The usually voluble Carrere was stymied for words when he met Greta Garbo

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# Victor Lifts Brow at BG's Columbia Item

## 'Carnegie Hall' on Tape as Goodman Had RCA Contract

NEW YORK, Jan. 20. — RCA Victor's legal department is currently investigating its former contracts with Benny Goodman with an eye to possible irregularities surrounding the issuing of Goodman's Carnegie Hall Jazz Concert album by Columbia Records.

The concert album, one of the current pop album leaders, was privately taken off a Carnegie jazz session in 1938 by Goodman, who was then under contract to Victor. Last year, he sold tapes of the session to Columbia, which subsequently released the album with great sales success.

RCA is now examining whether Goodman had the right to make the Columbia deal inasmuch as the sides were made while BG was a Victor property. It is also mulling the fact that the set duplicates several tunes which Goodman had recorded for Victor.

The Victor legalists made it clear that they were making no claims as yet, and that the diskery has not taken a stand, either with regard to legal position or policy.

According to a Columbia spokesman, that diskery is aware of no irregularities in the situation. The (Continued on page 37)

# City's Boozeries Can Buy Video Now

ST. PAUL, Jan. 20.—Municipally owned liquor establishments may buy and install television sets in their stores from profits of the enterprise, Attorney General J. A. A. Burnquist ruled here Thursday (18).

There are several hundred package and by-the-drink liquor establishments in Minnesota which are owned and operated by the municipalities in which they are located.

Burnquist's opinion said that in the past these stores bought and installed radios and juke boxes and that the State liquor law does not ban the same treatment for TV. Only an act of the State Legislature, now in session, could prevent such purchase and installation, he said.

In the same opinion the attorney general said that the municipal liquor stores could not legally buy and distribute advertising novelties such as stirring sticks and calendars because expenditures for such purpose are considered a "donation of public funds."

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# OTHER REVIEWS IN DEPARTMENTS

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

# Writers Waive Action on CBS Loyalty Oath

NEW YORK, Jan. 20.—Meetings between the Authors League (AL) and CBS, with the Radio Writers Guild (RWG), a League branch, also participating, over the question of League members signing the CBS loyalty statement, have virtually collapsed.

A session this week wound up in a stalemate at the same time, CBS began enforcing its loyalty statement demand. The result, it is reported, is that most Radio Writers Guild members employed (Continued on page 4)

# Norfolk Okays Navy Request For Nite Life

NORFOLK, Jan. 20.—The navy and the musicians' union gained ground in their fight to put live music into grills when the city council this week finally okayed the request. Only barrier remaining is the State ABC board, which hitherto has frowned on live music in these establishments.

Council also voted to permit reopening of dance halls, closed in Norfolk for more than a year. Operators will be required to conform to a rigid code.

Both issues had hung fire over several months. The navy has been seeking increased recreational facilities here for its personnel and the musicians' union is interested from the standpoint of employment. There were strong objections, however, from the Women's Christian Temperance Union and local ministers.

If the ABC board gives its approval to the live music request, council stipulates that grills may employ not less than three musicians in order to qualify.

# PO WITHDRAWS INSURANCE ON MAILED DISKS

WASHINGTON, Jan. 20.—The Post Office Department this week announced withdrawal of all responsibility for insurance of mailed records. The order applies to all disks sent by parcel post or other form of mail directly in jurisdiction of the U. S. Post Office Department.

A department spokesman qualified the announcement by stating that the department "no longer considers it appropriate for the government to guarantee shipment of this type of fragile items."

The new policy came as a surprise here. The spokesman said that reports of disk breakages in transit, "no matter how carefully the goods are packed," have been increasing.

# LEGIT

# Koestler-Kingsley "Darkness" Rips Open Horrific Iron Curtain

By BOB FRANCIS

A stark and savage drama has come to town. It is a pity that it did not arrive four or five years ago, altho likely enough it would then have received scant attention. Perhaps it will not get the attention it deserves now. But even a fragmentary ripping open of the iron curtain to show practical Communism at work should offer a staggering object lesson to everybody down the line from parlor liberals to fellow travelers—not to mention that huge chunk of ostrich-minded citizenry who duck facing reality.

Sidney Kingsley's *Darkness at Noon* is a harsh and bitter arraignment of Communism. It is timely—in fact, long over-due. It is

something that every American who loves our way of life—and perhaps has not yet visualized what it might be like to lose it—ought to see. *Darkness at Noon* is the most important play to come along in many seasons.

### Inside a Police State

Not having read the Arthur Koestler novel on which the play is based, to one pew-sitter the impact of what happens at the Alvin Theater stems entirely from Kingsley. He has achieved a grim and tragic picture of misguided idealism and a horrifying glimpse of the inside workings of a police state.

The drama covers the last six

weeks (circa 1937) in the life of a middle-aged ex-commissar, who has been ordered purged as an enemy of the party. It begins with his outraged arrogance at his imprisonment and ends with his break-up for a false confession and death.

The man himself is no rose. He is a hard-bitten revolutionist, an old-line Bolshevik, who has let neither death nor destruction stand in the way of the party's advance. The end to him has always justified the means, but being a visionary his end has meant a freed and happy people. When he realizes as an individual that his ideals have back-fired to a point (Continued on page 41)

# TELEVISION

# Lester's Colgate Shot So-So; No Help From Misused Name Guests

By JERRY FRANKEN

Jerry Lester has done a relatively rare thing; he's developed an individual comedy format for video. It's an amorphous format—contradictory as that may sound—and presented double hardship in that, unlike other video comedy stanzas, it was conceived and developed against a limited budget, rather than the sky's-the-limit appropriations other similar shows have.

Lester's shows for *Broadway Open House* have a casual yet frenzied air. They have developed a number of completely amiable and entertaining supporting characters—Dagmar (Jennie Lewis); Milton DeLugg; Ray Malone, the

Mellorarks and Dave Street. Lester has also come up with a number of fetching nonsense gimmicks, e.g., Beanbag, George, and above all, his direct play to the camera, a few inches away from the lens.

Unhappily, however, when Lester brought his troupe—minus Ray Malone—to Colgate's Sunday night NBC program, the most important factor was lost somewhere along the line. Only once did the program belt the laugh meter, when Lester did his take-off on radio giveaways (with a wonderful sight bit when his phone does ring and he freezes up and can't answer it). A routine with Fred Allen playing straight to Dagmar and Lester just fell short of clicking, even tho

Allen sparked it with a few typical ad libs. Lester's session with Burr Tillstrom, Fran Allison, Kukla and Ollie also failed to develop adequately and the closing spot with Joan Bennett and Pat O'Brien was shockingly bad.

### Too Little

The Tillstrom number suffered principally from being too short. Whatever the reason might have been, the production and direction called for more of the same, especially in view of the natural matching of Lester's impish video personality with the puppets. The two film names came on at the last minute, merely to ask for (Continued on page 8)

# RADIO

# WMGM's Yank-Yiddish Program, Paced by Picon, Shows Promise

By SAM CHASE

This is one of the biggest local shows yet aimed at a Jewish-American audience, and should do well for WMGM, which is sustaining it. Base for the show consists of the first-rate Joel Herron house band, and two staffers, tenor Jan Bart and the Barry Sisters. Each week a few luminaries from the Yiddish theater dress things up.

On the preem show, Molly Picon was femsee and the other name guests were comic Michael Rosenberg and the noted cantor, Moishe Oysher. Miss Picon ran proceedings colorfully and smoothly, and contributed a choice bit in *Keep Up With the Times*, a collection of songs which she has rendered during her career, and with a hilarious routine on basic Yiddish. Ros-

enberg came over so-so with a couple of monologs, one on his impressions of a football game, and the other on his experiences as honorary member of a Jewish burial society.

Moishe Oysher rendered two powerful numbers: A traditional song celebrating a rabbi who lived two centuries ago, and a religious song, *And They Shall Rebuild the Temple*. Tenor Jan Bart did well with *The House I Live In* and with *I Love You Much Too Much*, the latter done partly in English and partly in Yiddish. The Barry Sisters were bright and able with the *Wedding Samba* and *Darling, Tell Me Why You're Angry*, both of which also got the billing treatment. Entire cast wrapped up the show, doing numbers from operettas penned by Avrum Goldfad-

den, father of the Yiddish theater.

Miss Picon and Rosenberg made apparently effective use of the Yiddish idiom in tossing boff lines. At least they fractured the studio audience. The good humor was catching even for the listener who couldn't understand those lines, and there were plenty of laugh lines in English. In toto, this added up to a rousing hour's entertainment.

Reviewed Sunday (21), 1 to 2 p.m., sustaining on WMGM, New York. Producers, Milton B. Kaye and Seymour Rubenstein. Director, Milton B. Kaye. Writer, Harry Olesker. Consulting producer, Charlotte Rubenstein. Music, Joel Herron and ork. Femsee, Molly Picon. Cast, Moishe Oysher, Michael Rosenberg, Barry Sisters, Jan Bart.

# TELEVISION

# Unpretentious Milwaukee Show Sells Nostalgia, Needs Production

By BENN OLLMAN

This half-hour show marks one of the first attempts by Milwaukee's only video outlet, WTMJ-TV, to air something approaching a production, albeit on a small scale.

The whole show has a wholesome quality to it. Nothing big and pretentious is attempted, but a generally good quality of vocal and instrumental work is delivered by Marvin Moran and the Malone Sisters, Mickey and Janice.

The general format is based on some reason for bringing on five or six old tunes in a nostalgic vein consistent with the show's title.

The big drawback is the overworking of the principals via a procession of lensings of first a Moran solo, then a Malone Sisters duet, then all three together, etc.

### Uncle Joe

On the night caught, announcer Cliff Robedeaux was brought into the act as Uncle Joe, the mus-tachioed proprietor of the music shop used as the show's locale. He did a very commendable emcee job with an old world dialect but looked rather awkward at times standing by unemployed while the others were making music.

On the previous week, dancers

were used to spell the acts, and the camera was used to advantage in moving about the set. But for this show, there were no dancers, and the camera reverted to its former static position. Lens work was limited to normal distance and close-up shots.

### Talent Good

The Malone Sisters are talented girls; they sing, dance and play a variety of instruments very well. Their work, however, would be more pleasing to the eye if they relaxed their stage smiles more often. Marvin Moran's tenor voice is well (Continued on page 8)

This One



SHQD-7LD-9PUQ

## Baseball's Biggest Bally To Build Frenzied Crusade

NAB, Admen, Sponsors, Moguls To Drum Up Diamond Gate Gross

Continued from page 1

plaints, registered mainly by minor league clubs after a disastrous 1950 season, that excessive broadcasts of major league games had cut their ticket sale by 7,300,000 from 1949—their peak year. The last few days have seen some top-line firms and execs volunteering their services, altho the campaign is not slated to hit the public until the opening of the major league season in mid-April.

### The Works

Tie-ins of all sorts are to be used, from plugs for attendance at minor league games on airings of the big league clubs, all the way to massive star-laden network shows built specially to promote the sport. Some of the latter already are in the building stage. Manufacturers will be mobilized to work a plea for baseball into their own every-day advertising. A national honorary committee, including the biggest names in the country from every walk of life, will lend tone to the drive. The fact that 1951 is the golden anniversary of the American League, and of the minor leagues, represented by the National Association of Professional Baseball Leagues (NAPBL) as well as the 75th of the National League, gives the operation raison d'être.

Two meetings already have been held, at which the plans were jelled: January 4 and 15. To the offices of NAPBL President George Trautman and Public Relations Director Robert Finch came such notables as William G. Ryan and Judge Justin Miller (NAB), Dan Halpin (Radio Corporation of America), James Secrest (Radio and Television Manufacturers' Association), Vincent Williams (Coca-Cola), Tom McMahon and Clarence Jordan (N. W. Ayer), and John Farles (Knox-Reeves, agency for General Mills).

The group decided to put the job in the hands of professionals. Thus ace agency copywriters will prepare a complete package of high-powered appeals to the public, particularly for radio. Agencies already volunteering are N. W. Ayer, Knox-Reeves and Ruthrauff & Ryan. This package, embracing every use of the medium for all types of broadcasts, will be placed in the hands

of every broadcaster who can be reached.

Special regional meetings will be held, starting Friday (26), to which all broadcasters in each

## Hayes Fate For Borden's In Balance

NEW YORK, Jan. 20.—The future of the Peter Lind Hayes TV show for Borden's Instant Coffee became problematical this week when Kenyon & Eckhardt resigned the account.

Altho no reason was given, the video show itself, slow in starting, was held accountable, in part at least. After a promising start it has not developed too strongly, in trade opinion.

The soluble coffee billings are estimated as running around \$600,000 a year. Young & Rubicam handles the rest of the Borden's placements.

area will be invited, first to enlist their support, then to tell them just how the packages can most effectively be used. Major emphasis will not be on generalities, but on specific bait for each game, such as blaring that Joe Joker, of the Goose Creek Indians, will be going for his 11th straight win tonight, so be sure to be there.

Regional meets already skedded are at Des Moines (January 26 and 27); Portland, Ore. (February 1-2); Los Angeles (4-5), Fort Worth (7-8), Indianapolis (8-9), Atlanta (13-14), Winston-Salem (16-17).

General Mills, one of the first sponsors to enter into the spirit of the promotion, has volunteered a tremendous national poster campaign, to urge attendance at games, especially in the minor leagues. The firm will print millions of posters containing schedules of various leagues, to be showered all over the territories of each individual league. These will cover all Class AAA, AA and A leagues, and two Class B leagues. Incidentally, the firm will tie in its own golden anniversary with that of baseball.

## Writers Drop Action On CBS Fealty Oath

Mexican Stand-Off Seen as Both Sides Maintain Positions; U. S. May Settle Issue

Continued from page 3

by the network already have signed the CBS document.

The League objected to the CBS policy some weeks ago and for a while it appeared that the network might make changes in the terminology along the "positive" lines sought by the writer group. The League's position essentially was that politics should not be used to gauge writers' abilities, but that their scripts should be the sole yardstick.

It is reported that Oscar Hammerstein, AL president, this week told Frank Stanton and Joseph

Ream, CBS president and executive vice-president respectively, that the League now felt, in view of the likelihood that the federal government may move into radio in the loyalty sphere, that no loyalty statement is necessary.

The League also said that the Guild has sufficient autonomy to work out a mutually agreeable statement with CBS, but that the League itself would not participate since the League does not feel it is empowered to support any loyalty stand.

CBS's attitude, however, was that it will insist on all employees signing its loyalty oath and that there was no area for discussion with Guild representatives. The network did agree, however, that the Guild could attend any meetings it may hold with individual writers called in connection with items on the personal record that is to be made part of the statement.

The Guild, meanwhile, is letting individual members decide whether they'll sign or not. RWG members are employed by CBS in the news and continuity departments.

## Nets, Station Reps Form NAB-TV Org

CHICAGO, Jan. 20. — A new autonomous television organization, tentatively called NAB-TV to operate within the structure of the National Association of Broadcasters (NAB), was formed here Friday. Nine members of a projected 13-man board were elected to work out organization details.

Eugene S. Thomas, WOR-TV, was elected chairman of the 13-man board, and Robert D. Swezey, WDSU-TV, New Orleans, vice-president. Thomas, Swezey and George B. Storer, Fort Industry Company, Detroit, were named to a steering committee which will report to the directors of the NAB at their meeting in Clearwater, Fla., January 31, February 1 and 2. The NAB group then will draw up bylaw changes necessary to organize NAB-TV, and a mail referendum will follow immediately.

Other members of the NAB-TV board, elected from 16 nominees on the floor, are Campbell Arnoux, WTAR-TV, Norfolk, Va.; Harry Bannister, WWJ-TV, Detroit; Harold Hough, WBAP-TV, Fort Worth, Tex.; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; W. D. Rogers Jr., KEYL, San Antonio, and Paul Raibourne, KTLA, Los Angeles. The remaining four members of the board will be named by the networks.

There were 57 membership applications turned in during the meeting. Total registration at the meet was 138. Details as to how

NAB-TV and the NAB will share offices and services, or name a separate staff, were left for future meetings. The TV group's dues will be determined by themselves, and what they do with the dues also

(Continued on page 7)

## New TV Group Major Hypo To NAB; TBA May Disband

Continued from page 1

to set up a new TV trade organization that is to be autonomous, yet operate within the framework of NAB itself. The bare-bone essentials of yesterday's meetings are detailed elsewhere in this issue.

Television has never had a trade organization in the actual meaning of the words. NAB has been backing and filling on TV for a year or so; Television Broadcasters Association (TBA), despite the best of intentions, has never had the membership, finances or resources to fulfill the functions of a trade organization.

NAB-TV, the tentative name of the new group, on the other hand, is already a blue chip outfit. It is virtually certain, according to authoritative sources, that three of the four TV networks will be members shortly. Actually, NBC

and DuMont already have joined (NBC is already in NAB, DuMont was not), and reports last night were that Frank Stanton, CBS president, had flown out to announce that CBS is joining, but was grounded west of Chicago.

Support of the new organization also was voiced by such major video figures as Joe McConnell, NBC president; Harry Bannister, WWJ, Detroit; Clair McCollough, Steinman stations; George Storer, Fort Industry stations; George Raibourne, Paramount Pictures and others. TBA has joined NAB-TV en masse, leading to the assumption TBA itself will be disbanded.

The meetings here were wide open—so much so that when Raibourne told Harold Hough,

## PALEY TO HEAD METAL BOARD?

WASHINGTON, Jan. 20.— Announcement that William S. Paley, board chairman of the Columbia Broadcasting System (CBS), will become director of a new metal resources board, is expected to be made momentarily. It is understood Paley will assume this post for a six-month period.

## Nix Audience On 'Blandings' Show for TWA

HOLLYWOOD, Jan. 20.—Cary Grant-Betsy Drake (Mr. Blandings) airshow for TWA Airlines will go on sans studio audience following Grant's displeasure with the audition platter which was taped with a studio crowd. Grant nixed audience cutting because he felt audience laughter was an intrusion into the intimate mood otherwise created by the show.

Use of Betsy Drake (Mrs. Cary Grant) in the air series caused a mild flurry this week. Altho Miss Drake has gotten blessings from RKO, her contracted studio, David Selznick, who owns 50 per cent of her contract, had not been consulted in the matter. However, differences were ironed out and the Blandings will go on as skedded tomorrow. Altho show will be heard on Sundays, KFI will delay it for airing in this market on Saturdays, due to the station's inability to clear time on Sunday afternoons.

## Hildegarde and ABC in Confab

NEW YORK, Jan. 20. — The American Broadcasting Company (ABC) this week was holding discussions with Hildegarde about a possible AM-TV contract. Network execs feel she can become the glamor gal of the network, and if the pact materializes, would slot her in her own stanzas.

In addition to the two web shows, there's a good possibility the deal also would provide for Hildegarde's taking on a local radio show for WJZ, New York. This would be a disk jockey stanza, since the station is highly pleased with the success scored thus far by Ilka Chase, its initial female jockey.

## N. Y. Outlets Hunt Space in War Event

NEW YORK, Jan. 20.—Major New York stations are currently conducting an off-the-record search for out-of-town studios in which to originate programs in the event of an attack on New York City, it was learned this week. Both the National Broad-

## TV Heads Gird For Struggle In ASCAP Deal

Telecasters Vote To Support Own Per-Program Plan

CHICAGO, Jan. 20.—Inability of the American Society of Composers, Authors and Publishers (ASCAP) to come to terms with the TV industry appears headed for protracted extension.

The Videocasters' Television Per-Program Committee (TPPC), the all-industry group which has been working on the per-program problem for over a year, this week received 100 per cent endorsement from telecasters, who voted both moral and financial support in the long-drawn-out negotiations.

The meeting attracted more TV stations representatives than any trade session yet held. Prior to the vote, an account of the past 18 months' negotiations was made by Stuart Sprague, TPPC counsel.

The resolution authorized the committee "to take all necessary and appropriate steps to secure a satisfactory per-program license, including . . . assistance (in) attendant court actions."

The resolution also pledged financial support, on a pro-rata basis to be determined by the committee, and pledged that the stations attending the meeting would enlist comparable financial aid from other TV operators throughout the country.

ASCAP now has blanket license deals with the networks, their owned-and-operated stations, and a few others. It has yet to formulate its own per-program demands. Under the consent decree, ASCAP must offer licensees a choice between the two contracts. Lack of a per-program deal is holding ASCAP's TV income down by a considerable degree.

## Carlton Quits K&E For Rockhill Org

NEW YORK, Jan. 20.—Leonard Carlton, ex-newspaperman, is leaving the Kenyon & Eckhardt radio-TV department at the end of this month. He's joining Stanley Wolfe's Rockhill Productions and is the second Kenyon & Eckhardt alumnus to do so. Allen Ducovny joined Wolfe a few weeks ago.

casting Company (NBC) and the Columbia Broadcasting System (CBS) have made inquiries, some of them in New Jersey, as to facilities available there.

Meanwhile the first in the New York State defense series will air Wednesday (24) over approximately 100 stations. The program will originate at WNBC, New York, with WOR to be an alternate originating point.

Two TV stations are carrying Wednesday's programs. They are WHAM-TV, Rochester, N. Y., and WBEN-TV, Buffalo. Both are chopping Broadway Open House, NBC-TV commercial, at the 11:30 air time and will carry a slide announcing the reason for the cancellation. At the same time they will carry the audio program being radiocast generally. The program will feature Gov. Thomas E. Dewey.

Dave Driscoll, of WOR, has been chairman of the radio committee working with civilian defense authorities. Others serving include Harvey Gannon, WNBC; Eleanor Sanger, WQZR; John Jaeger, WNEW; Leon Goldstein, WMCA; John Madigan, WJZ; Charlie Bal-tin, WHOM; Gordon Graham, WCBS; Alan Carter, WNYC.

In addition to individual hunting for out-of-New York facilities, Jack Poppele, WOR vice-president, is working with a group of broadcasters whereby New York and New Jersey facilities will be co-ordinated in case of emergency.

**THE FEELING'S NOT MUTUAL**

**Talent Balks as MBS Offers Restrictive TV-Radio Pacts**

NEW YORK, Jan. 20. — Altho the Mutual Broadcasting System has no TV network operation, its new contracts with talent are now carrying a clause prohibiting the performers to air on other TV networks. The same policy is being extended to shows the web may buy from outside packagers.

Among the talent and shows who have already signed this type of deal with Mutual are Gabriel Heatter, Lanny Ross, Bob Poole, Bobby Benson, *The Shadow*, Nick Carter and *True or False*.

According to the web's program

veepee Bill Fineshriber, the clause is a precautionary measure to provide first option TV rights for MBS AM sponsors. Mutual, he said, will release performers and packages to other TV networks if it's understood that they'll return when Mutual's own TV operations go into effect. The exec also emphasized that the clause does not apply to individual actors in dramatic series.

On the other hand, Mutual talent claims the recapture provision is a hardship, since few TV stations are interested in building up another web's property. The talent also questions the "sponsor protection" explanation, pointing out that many Mutual-owned properties are sponsored on a co-op or participation sponsorship basis.

**Minnesota Weighs Bill To Challenge Video Football Ban**

MINNEAPOLIS, Jan. 20.—The first outright move was under way here this week to defy the "moral ban" on televising college football games.

The National Collegiate Athletic Association (NCAA) decision in Dallas for a one-year moratorium on live TV pick-ups was challenged in a resolution introduced in the Minnesota House of Representatives Thursday (18) by Rep. D. D. Wozniak, of St. Paul.

The bill, if passed, would force the telecasting of all home games of the University of Minnesota next fall, despite the NCAA action and the ban by the Big Ten, of which the school is a member.

The proposal calls for the governor of Minnesota to appoint a University Television Commission, which would entertain bids from teevee stations and advertisers and award contracts for the right to televise all Gopher at-home contests, starting September 1.

**Shirt Co. May Buy Pearson**

NEW YORK, Jan. 20.—The American Broadcasting Company (ABC) was close to a radio sale for Drew Pearson, whose contract with Adam Hats runs out next month. The account involved is the Jason Shirt Company.

If Jason does buy Pearson, it will be for alternate weeks, with ABC still trying to line up a second account to split the tab.

**Nelson Eddy May Go CBS**

NEW YORK, Jan. 20.—Columbia Broadcasting System (CBS)-TV is considering programing Nelson Eddy in a daytime strip. The web program execs feel that the singer's name and abilities would appeal to the housewives.

Eddy hasn't appeared in a film for several years, but his concert tours are the top grossers in that field.

**Grant in Reverse, From TV to KMPC**

HOLLYWOOD, Jan. 20.—With a large number of radio artists taking the plunge into television, Johnny Grant is reversing the procedure by going from TV into radio. He will do an across-the-board platter program, 2 to 4:30 p.m. on KMPC, starting Monday (29).

Grant's deejay ailer will feature tape-recorded interviews of personalities in the news. His last radio stint was an early morning remote, *The Yawn Patrol*, over KGIL. That was turned over to Hank Hope, nephew of comic Bob Hope.

**WMID Off the Air; Engineers on Strike**

ATLANTIC CITY, Jan. 20.—Station WMID here went off the air abruptly Friday night (19) at 7:32 when its engineering staff went on strike.

Negotiations between the International Brotherhood of Electrical Workers (IBEW) collapsed earlier in the afternoon. The engineers, according to management, are seeking increases of 45 per cent and up; the station has offered a flat 20 per cent increase.

The station was still off the air Saturday.

**COURT SAYS OK ON TV ANTENNA**

ST. PAUL, Jan. 20.—A landlord can't kick a tenant out because he puts up a TV antenna on the roof of the house he rents, Justice of the Peace Walter Mallory ruled here Wednesday (17).

The decision, believed to be the first of its kind in the country, came in the action brought by Mrs. Ruth Feyen, of Hastings, Minn., to oust Ernest Freye, who rents the first floor of a duplex she owns in St. Paul.

Justice Mallory said that the chimney, roof and walls of a duplex are portions used in common by tenants along with hallways, yards and outside stairs. As long as Freye erected his TV aerial without damaging the property and giving the other tenant equal privileges, he was not in violation of his lease, Mallory said.

but CBS-TV and NBC-TV are leading the pack. She will go on in a tri-weekly 15-minute chatter program.

Miss Swanson is a hot property as a result of her recent legit and movie successes. She was on WPIX here several years ago.

**'Time' Buys Into 'Kukla'; Sells TV-er to Bankers**

NEW YORK, Jan. 20. — The *Time-Life-Fortune* magazine group this week assumed a two-headed role in television. It assumed sponsorship of one television show and sold another, one it is producing itself, to another advertiser.

*Time* bought the two nights opening up on *Kukla, Fran and Ollie* over National Broadcasting Company (NBC)-TV, these becoming available when Sealtest canceled to concentrate on *Big Top*. It also sold its newest vidfilm production, *March of Time Thru the Years*, to the Association of American Banks. The later show starts on the American Broadcasting Company (ABC)-TV, February 15. It will be peddled co-op beyond the web's own facilities.

Commercials on *Kukla, Fran and Ollie* will be double gaited, in that a timely element will be stressed on the live network airings but in a manner to permit the kinescope to be shown subsequently without becoming dated. NBC's policy in selling this show requires that the full network, connected and non-connected, be bought.

*March of Time Thru the Years* will air once weekly for a half hour and will make extensive use of past *March of Time* films. The

subject matter will be given a topical slant, thru use of guest experts, forums and other gimmicks. Clifton Fadiman may be the film's commentator.

*Time* is also producing *Crusade in the Pacific* and has set up a staff to develop new program ideas for the fall.

**Sterling Inks ABC 'Tomorrow's News'**

NEW YORK, Jan. 20.—Sterling Drug this week signed to sponsor *News of Tomorrow* over the American Broadcasting Company (ABC). Monday thru Thursday, from 10:30 to 10:35 p.m. Business was placed thru Dancer-Fitzgerald-Sample. The show uses the web's 30 correspondents in remote pick-ups.

Sterling, which currently sponsors three other shows on ABC, is dropping one of them, John B. Kennedy, March 29. Kennedy airs a five-minute newscast the same four nights weekly in the 10:30 p.m. slot now. Other Sterling shows are *My True Story* and *American Album of Familiar Music*.

**MEMO**

from: ARTHUR GODFREY

TO: W. S. Paley, F. Stanton

January 18, 1951

Dear Bill and Frank:

This is the most expensive inter-office memo I have ever dispatched, but there has been a lot of confusion lately about my plans.

January 15 marked seventeen years for me with CBS. We've had a lot of laughs and headaches together, sure, but we've made a couple of bucks, together, too. Rinso, Toni, Pillsbury, Nabisco, Chesterfield, Lipton, and all the others have been swell sponsors. Thanks to all—but I'm going to work for a couple of weeks down at Pensacola, Florida for the greatest sponsor of 'em all—Uncle Sam's Navy. He can pick up my option any time.

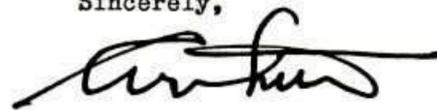
Why? Well, last September I won the golden wings of a Naval Aviator at Pensacola. I had coveted those wings ever since I first held the controls of a plane in my hands 31 years ago. I was never able to make the grade because I was crippled up pretty badly in an automobile accident back in 1931. But after 21 years of flying my own and everybody else's airplanes, and accumulating something in excess of 4,000 hours of flying time, Vice Admiral John Dale Price, USN (bless his heart!) gave me the chance to earn my wings at the school at Pensacola.

Now, those wings and the 3 full stripes of my Commander's rank, USNR, make a very pretty picture, but that isn't what I got 'em for. Now that I have won them I want to continue to be worthy of them. So, I am going on active duty again for 2 weeks to learn to fly Navy Jets and to take a refresher course in instrument procedure.

After which, be the good Lord willing, I shall return to my programs on the air February 5th, and on week ends you will find me flying with the Naval Air Reserve Weekend Warriors at Floyd Bennett Field.

Until then, the shows are all in capable hands, and I'll be seein' you.

Sincerely,



# Storm Brews as Congress Weighs Fee Plan for Broadcast Licensing

WASHINGTON, Jan. 20.—Legislation to charge fees for radio-TV applications and license is showing signs of developing into a controversial issue.

Similar legislation last session failed to be taken seriously on Capitol Hill, but the Senate Expenditures Committee, which is thinking up new ways to supply Uncle Sam with much-needed revenue, is now considering the possibility of recommending that the Treasury Department work out a proposed schedule of fees.

Some solons have suggested that the fees be stiff enough to put the Federal Communications Commission (FCC) on a near break-even basis.

The legislation is sure to run into terrific opposition. With FCC appropriations currently running over \$6,000,000 a year, any fee schedule would have to set a fairly substantial charge for issuance of licenses. A nominal \$2 charge for filing an application would be fig-

ured as capable of raising only about \$500,000 on the basis of current and predicted activity in this field, which covers special service and amateur as well as commercial broadcast applications.

Congressmen supporting the FCC fee plan have talked of charges as high as \$1,000 for licenses to new stations, depending upon the power of the station, and as high as \$100 for renewals. With some 800 AM, 350 FM and 100 TV licenses coming up for renewal each year, the \$100 fee would bring in about

\$125,000. A similar take could be expected from smaller fees on renewals of special service and amateur licenses.

The possible income from heavy charges for licenses is anybody's guess in view of the continuing freeze on TV and the dark outlook for materials to build any kind of station in the war picture. The virtual spectrum saturation for AM and economic saturation for FM makes it even less likely that huge sums could come from a license fee system.

FCC already has been canvassed for its views on a general fee set-up and has stoutly opposed any such move, claiming it would be extremely burdensome for applicants. Unanimous opposition can also be expected from the industry if and when the proposal reaches the hearing stage on Capitol Hill.

Proponents, however, claim that there is no reason why the general taxpayer should have to pay the cost of many government services to business. They also feel agriculture and commerce departments should charge for their services.

It is pointed out that a precedent for what amounts to a service charge is presented in the fee the U. S. Copyright Office charges for deposits and the fees for registering patents and trademarks.

## Coy Sees End Of TV Freeze By Sept.—IF

BUFFALO, Jan. 20.—Wayne Coy, chairman of the Federal Communications Commission (FCC), has predicted that the television freeze would be over by September of this year.

In a speech here this week at the New York State Publishers' Association (NYSPA), Coy attached one big "if" to his guess. He said that the freeze would end provided "the mobilization program is so large by late summer that it will not be possible to utilize raw materials in the building, equipment and construction necessary to get television stations on the air."

Coy prefaced this prediction by noting he has made "so many wrong predictions" as to the date of the thaw that he felt he should be cured of making such guesses, and that "no matter what date I suggest . . . the date will be wrong."

The freeze will have been in existence three years at the end of this year.

## Fox Quits DuMont To Package Films

NEW YORK, Jan. 20.—Ben Fox this week resigned as assistant director of programming and production for the DuMont network and WABD, New York.

Fox, who was with the web for nearly two years, is forming his own program package agency, and is heading for Hollywood where he will wrap up some business before establishing headquarters in New York. He plans to specialize in filming dramatic shows for video.

No replacement is planned by the web at this time.

## Jones TV Bills Hit 2-Mil With "Bride"

NEW YORK, Jan. 20.—With the debut of the sponsored portion of *Bride and Groom* on Columbia Broadcasting System (CBS)-TV Thursday (25), Duane Jones, the agency for Hudson Paper Napkins, the sponsor, will be billing around \$2,000,000 a year in video.

The agency also has on NBC-TV *One Man's Family* for Sweetheart Soap, which costs the client about \$1,000,000 a year. *Bride and Groom* is expected to run Hudson about 400G yearly for a one-a-week daytime seg.

The rest of the 600G billings derive from local shows.

## P&G Weighs Option On Comedy Theater

NEW YORK, Jan. 20.—Procter & Gamble is slated to decide next week whether it will renew *Musical Comedy Theater* for another cycle. The program is on alternate Monday nights, 9:30-10:30, on NBC-TV.

In spite of better production work recently, ratings are still considerably behind the *Lucky Strike Theater* which alternates in the same time spot.

## Radio Disputes NBC's 2-Mil Fig. on TV Sets

NEW YORK, Jan. 20.—Television receiver circulation as of January 1, 1951, hit over the 2,000,000 mark for the first time, according to National Broadcasting Company (NBC) research. The network estimates the metropolitan area's set ownership at 2,050,000.

Radio circles, however, vigorously dispute NBC's claims as to TV circulation, claiming that they are considerably over actual ownership. In New York, it is

pointed out, Pulse figures for the 16-county metropolitan area show 45.9 per cent of the families owning TV sets. This was as of December 1, 1950. The rate of increase has been, according to Pulse, which does in-person interviews, about 2 per cent per month.

Broadcast Measurement Bureau (BMB) estimates gave the metropolitan area a 3,500,000 radio set ownership as of April 1 and it is believed that this is now up to at least 3,600,000. Using the Pulse figures, this means that the New York area TV ownership would run to 1,728,000, rather than the 2,050,000 projected by NBC.

## Parliament Buys First TV Program

NEW YORK, Jan. 20.—Benson & Hedges, which has made heavy use of TV spots and station breaks on behalf of Parliament Cigarettes, this week bought its first video program. The deal is for the Saturday edition of *Televue of the News* on WPIX, New York, starting January 27. Kudner is the agency.

The show airs nightly in the 7 to 7:15 p.m. slot. Socony-Vacuum sponsors three editions and Monarch Wines bankrolls the Sunday version of the stanza.

## Y&R LEADS IN TOTAL TV TIME; WEINTRAUB TOP IN NITE SHOWS

NEW YORK, Jan. 20.—Young & Rubicam has the largest amount of commercial time on the TV networks, with the relatively young William Weintraub Agency second.

Y. & R. leads on the basis of combined daytime and nighttime shows; Weintraub leads on the basis of nighttime shows only.

The computation, based on network station hours over-all, as of December 15, follows:

Day and Night Total			Nighttime Only Total		
Young & Rubicam	275	Mins. Wkly.	Wm. Weintraub	217	Mins. Wkly.
Wm. Weintraub	217	Mins. Wkly.	Young & Rubicam	190	Mins. Wkly.
J. Walter Thompson	188	Mins. Wkly.	J. Walter Thompson	158	Mins. Wkly.
B. B. D. & O.	145	Mins. Wkly.	B. B. D. & O.	137	Mins. Wkly.
Foote, Cone, Belding	131	Mins. Wkly.	Kudner	128	Mins. Wkly.

## CBS-TV To Reshuffle Shows, Strengthen Saturday Nights

NEW YORK, Jan. 20.—The CBS-TV network program schedule will be revamped considerably beginning the week of April 16. Now on alternate weeks, Fridays, 9-9:30, *Charlie Wild*, *Private Eye*, sponsored by Wildroot, goes weekly April 18 in the Wednesday night 9-9:30 time.

*Teller of Tales*, currently bankrolled by Tintair on Wednesday evenings at 9, will shift to Saturdays, 7:30-8 p.m., April 21. The CBS-TV Saturday night line-up will thus be even more potent. Sam Levenson will be on at 7 p.m., to be followed by Tintair and three hour presentations, the Ken Murray Revue, Frank Sinatra and *Sing It Again*.

Now on alternate Fridays at 9:30 p.m. *Live Like a Millionaire*, the General Mills show, will be moved forward a half hour to 9 p.m. CBS-TV will thus have available for sale 9:30-10 p.m., alternate Fridays.

## Air Pitchmen Investigated By Fed. Jury

HOLLYWOOD, Jan. 20.—A federal grand jury this week probed complaints here that gimmick pitchmen had resorted to misrepresentation in their radio advertising. U. S. Attorney Ernest A. Tolin said his office had received numerous reports from listeners who charged the products they received were not as advertised. Grand jury hearings were held yesterday (19) in closed session with U. S. attorney's office refusing to divulge details. *The Billboard* learned that representatives of at least five local indie stations were called to testify.

Particularly under fire was the sale of Christmas tree ornaments pitched over local indie stations during the pre-yule period, which, according to complaints, did not live up to their description on the air. Tolin indicated that if charges are substantiated Federal Communications Commission (FCC) may look into the situation. Furthermore, mail fraud action may be taken against the advertisers in question.

Southern California Broadcasters' Association, group composed of area's radio men, long ago established a code governing reliability of ad claims. In addition to this, various stations have set up restrictions of their own guarding against possible misrepresentation in commercials. For example, L. A. indie KRKD tests products by having one of its employees pose as a purchaser, thereby allowing station brass opportunity to make sure quality of product sent out is comparable to samples submitted to the station.

## Detroit TV Local Sharpens Demands

DETROIT, Jan. 20.—A local Television Authority (TVA) unit which has been organizing here for some months, is preparing contract demands for formal presentation to management of the three stations here.

Pierre Paulin, WWJ-TV staff announcer, is chairman of the local board, with Boaz Siegel, executive secretary of the American Federation of Radio Artists (AFRA) local, in a similar capacity, and Billy Grubbs, national representative of the American Guild of Variety Artists (AGVA), as assistant.

TVA officers have made no official approach to station management, but the reports of approaching contract demands have caused grave concern in front offices over the possible effect on production costs.

## WALL ST. EARS PERK UP AT TV

NEW YORK, Jan. 20.—The newly formed Kagan Corporation, which recently took over packager Martin Stone's merchandising and TV operations for *Howdy Doody* and other properties, is reportedly backed by Lehman Bros., powerful investment banking outfit. The Lehman purchase points up the recent spurt of interest in video on the part of Wall Street.

## CBS-TV Rents Warner Space

HOLLYWOOD, Jan. 20.—CBS's immediate need for TV studio space is prompting the net to lease Warner Bros.' Sunset Boulevard lot. Altho the net has started building studios and offices on its recently purchased Gilmore Island property, completion of construction is not anticipated until September, 1952.

CBS, in the meantime, is tightly pinched for production space and will be in serious need of sound stages this summer and fall when tempo of Hollywood originations is expected to be hyped. Rental and renovation of the Warners' property is expected to run close to \$500,000. Part of the property is currently occupied by Station KFWE, which soon will move to Hollywood Boulevard. Leases are expected to be signed early next week.

## NBC-TV's Keith Heeds War Call in 2 Weeks

NEW YORK, Jan. 20.—Hal Keith, rated as the National Broadcasting Company's (NBC) top video director in New York, leaves the web in about two weeks. He's going into the armed forces.

Keith's major chore is directing the Max Liebman *Show of Shows* Saturday night. NBC is considering bringing Bill Hobin, director of the Dave Garroway TV shows, in from Chicago as Keith's successor.

**PHOTO BLOW-UPS**

asku Glasses, photo post cards in quantity The same studio that has faithfully served you for over 15 years with glossy reproductions as good or better than your originals now offers large blow-ups mounted on heavy cardboard at very low prices. Send today for complete price list, free samples, etc.

**MULSON STUDIO**  
P. O. Box 1941, Bridgeport 1, Conn.

**Burrelle's PRESS CLIPPINGS**

News items, advertisements from U.S. newspapers and magazines.

**BURRELLE'S PRESS CLIPPING BUREAU**  
Telephone: 165 Church St., BA 7-5371 New York 7

**PHOTOS IN QUANTITIES**

QUALITY PHOTOS IN QUANTITIES  
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 \$8

**MOSS PHOTO SERVICE 153 W. 46th St. N. Y. 19**

Profitable TV Audience exclusive with

**WGAL-TV**

CHANNEL 4  
**LANCASTER, PENNA.**

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Represented by  
**ROBERT MEEKER ASSOCIATES**  
New York Los Angeles San Francisco Chicago  
Clair R. McCollough, Pres. A STEINMAN STATION

**NBC**  
TV AFFILIATE

**DOWN TO FUNDAMENTALS**

**Maiden Form TV Gals Display Wares in Dreams**

NEW YORK, Jan. 20.—*Theater of Romance*, Faith Baldwin's new Saturday morning dramatic show over the American Broadcasting Company (ABC) television, is likely to draw an appreciable adult audience. Sponsored by Maiden Form Bras, it has, needless to say, solid attractions for the males, al-

tho its mixture of sophistication and corn is likely to be more palatable to the ladies who subscribe to the slicks.

The mid-show commercial showed a blonde, her Maiden Form bra apparent thru a sheer sweater, stretching and dozing in an arm-chair. To a background of harp music, she dreamed of herself skiing in her Maiden Form bra. On snow setting, a model was superimposed, wearing her Maiden Form plus a few other apt items for the winter sport. While she held her pose, the camera got her from enough angles to show all the dimensions of that most civilized commodity.

**Follows Mag Line**

The closing commercial showed different models, variously equipped, wearing different sized silken armor. Off hand, they presented an interesting assortment of this feminine gear. "Whether you're small, medium or built like a movie star, there's a Maiden Form bra for you," the audience was told. Brassiere commercials, of course, represent a dainty problem for TV. For this reason, movement of models was restricted, tho some shots did show bare mid-ribs. ABC-TV is following a policy on this program that TV versions of acceptable magazine ads for such products are equally acceptable on the screen. The program, however, could conceivably run into difficulties. It comes midst a lot of kiddie fare, but neither the ads nor the content of the Baldwin show are anything the kids should trouble their heads about.

The story, *To My Beloved Wife*, was as adult as the advertised article. It concerned a husband, ably played by Walter Abel, who, on approaching middle age, has it brought to his attention that, tho he didn't have a great fortune, he should nevertheless have a will. And this leads him to consider that after living most of his life he didn't have very much to leave his family at all. He'd not accomplished nearly as much as he set out to. The treatment was intelligent but not without some hackneyed lines and tricks.

Gene Plotnik.

**Sells Oakleys Via Air Pitch**

NEW YORK, Jan. 20.—West Coast Promoter Harry Schooler last week kicked off a 13-week TV-radio spot campaign to sell a premium admission "pass book" for Manhattan entertainment spots. The booklet, which sells for \$1.98, contains passes to local theaters, bowling alleys, ballrooms, guided tours, niteries, dance studios and several two-for-one dinner offers.

Schooler introduced pass books in San Francisco last fall and grossed \$91,080 via a \$21,000 spot campaign in video and radio. His preem spot budget for the first week of the book campaign in New York lines up as follows: WPIX, \$4,198; WOR-TV, \$2,250; WOR-AM, \$600; WINS, \$1,121; WMCA, \$1,283. Beginning today Schooler will launch a similar campaign in New Jersey with spots on WATV, \$1,825; WAAT, \$300, and WPAT, \$900. At the same time he will expand his WPIX budget to include a \$1,171 seg of *Six Gun Playhouse*.

Schooler has imported his own video pitchman, Vince Williams, here to handle all his TV spot work in New York. The Dean Simmons Advertising Agency, Los Angeles, is negotiating all the time deals.

**Murray Plans Wed. Switch**

NEW YORK, Jan. 20.—*Arthur Murray Party Time* on DuMont will switch from Sunday to Wednesday night at 10 p.m. next month, in a move to hit a less competitive time period. Right now the show is bucking Fred Waring and *Philco Playhouse*. The program was recently trimmed from an hour to 30 minutes, with a subsequent saving of about \$20,000 of its original \$30,000 weekly budget, according to Murray.

Murray signed a 13-week contract with DuMont on the new half-hour deal last week, and he'll have to exercise his four-week option clause to make the Wednesday time switch. Meanwhile, it's no secret that the dance king is scouting around for time on another network. The Weintraub Agency has offered him a half-hour of its two-hour video seg over the American Broadcasting Company, but Murray isn't sure his show would click in the Saturday morning time period.

**"Happy Hour," Again**

DETROIT, Jan. 20.—*The Happy Hour Club*, standby on the former radio station WMBC, until its demise a dozen years ago, is being revived for video by WXYZ-TV, with Chuck Stanley, the original emcee, who has been in the night club and booking field for several years, back at the helm. Show was noted for its development of talent, including Jack Baker, Betty Hutton, Joan Leslie, Johnny Desmond and Danny Thomas. The new version will be a half-hour afternoon show at 1:30 p.m.

**WLW**  
700 ON YOUR DIAL  
THE NATION'S MOST MERCHANDISE-ABLE STATION

**WABF IN BLACK**

**NY's FM-er Now 55% Sold Out**

NEW YORK, Jan. 20.—FM Station WABF here experienced its biggest jump in sponsorship in 1950, Ira Hirschmann, the station's president, revealed this week. Altogether grosses were not available for publication, it was disclosed that a total of 17 advertiser now sponsor 55 per cent of the station's programs, which compares with the 10 per cent sponsorship when Hirschmann took over five years ago.

The station is now programming about 50 hours a week of long-hair music, 95 per cent transcribed. A high degree of audience loyalty was recently evinced when listeners came thru with over \$6,000 to take over sponsorship of the New Friends of Music concerts every Sunday. The average listening period by a WABF listener is 3½ hours, Hirschmann said.

The station's monthly *Program Magazine* is now self supporting, Hirschmann said. Over the past three months it averaged 42 pages, with an average of 17½ pages of advertising at \$125 a full page.

**33 GOES TO WAR**

**AFRS Ships 40,000 Disks A Month Abroad for G.I.'s**

• Continued from page 1

most twice as many musical platters as AFRS shipped last year. The increase in platters has been caused by the Korean crisis which has sent thousands of G.I.'s to many lands.

Transcriptions include pop, symphonic pop, concert, Western, Hawaiian, Latin, religious, kidisks, miscellaneous and sound effects. Majority of releases fall into the pop and Western fields. AFRS puts out 100 different sides a month, as compared to 16 sides by the average transcription company. In charge of AFRS music is Capt. Mark S. Azzolina, USAF, former singer with Joe Venuti on the old Majestic label. Capt. Azzolina told *The Billboard* that he has over 12,000 individual masters in the library, receiving 400 new waxings a month from all disk firms. In November, AFRS shipped 96 sides with selections by the Andrews Sisters, Jan August, Frankie Carle, Perry Comò, Bing Crosby, Dennis Day, Tommy Dorsey, Percy Faith, Jack Fina, Ella Fitzgerald, Ralph Flanagan, Jan Garber, Connie Haines, Lionel Hampton, Phil Harris, the Ink Spots, Harry

James, Sammy Kaye, Lisa Kirk, Gene Krupa, Art Lund, Freddy Martin, Tony Martin, Ray McKinley, Mitch Miller, Art Mooney, Russ Morgan, Ethel Smith, Jo Stafford, Kay Starr, Jimmy Wakeley, Margaret Whiting, and scores of other entertainers.

The music library also contains a wild-track file consisting of fills, bridges, mood music, sound effects, play-off and play-on music. These segs can be used to fill in any program whenever the need arises. Sixty thousand music tracks are on file at AFRS's office here.

In addition to the music transcriptions, 40 hours of programs are lifted from the air, decommercialized and distributed to all Army, Navy and Air Force AFRS stations. Shortwave operations are maintained from both Hollywood and New York, beaming via 11 transmitters on both coasts. AFRS functions under the Armed Forces Information and Education Division, Office of Secretary of Defense. AFRS has a listening audience estimated at over 90 million persons, made up not only of G.I.'s, but non-service audiences as well.



**Detroit's new voice of the night**

'Tween the wee hours of 2 A.M. and 6 A.M. on WWJ, a new feminine disc jockey is riding the crest of popularity in Detroit.

It is the winsome voice of one who signs herself "Lovingly Yours, Laura". With her charming and intimate "mike-side manner" she has captured an admiring audience.

Laura passes the time of night by having chummy chats via phone with the news editors and night chefs, waitresses and the weatherman . . . exchanging friendly notes with truck drivers and cab drivers, late workers and early risers . . . and giving hourly news reports.

With Detroit's plants scheduled for 'round the clock production of goods for peace and for preparedness in 1951, Laura's listeners will be legion. In her own sweet, soft-spoken way, Laura can do a persuasive selling job for many types of products. Why not let Laura use her feminine wiles to give your product story a firm, but gentle, push in the Detroit market?

**New TV Group**

• Continued from page 4

been taken, it is believed that a recommendation made by Scoop Russell, NBC Washington vice-president, will be followed to permit unified action on all-over AM-TV problems. This plan provides for twin executive committees of three directors from each "branch," with Justin Miller a seventh member, to act on such problems. Indicative, however, of NAB-TV's independence is the fact that Miller is not and will not be on its board of directors. Presumably, however, he may attend meetings in an ex officio capacity.

**Represents All Broadcasting**

NAB-TV is of vital moment to NAB itself. It means that NAB now clearly encompasses all of broadcasting, having absorbed the FM Association some months ago. It gives NAB added stature at a time when it faced a risky future due to separation from NAB of Broadcast Advertising Bureau. It also opens up the way for at least one of the two networks that quit NAB last year—CBS—to rejoin, with ABC the only uncertainty.

It is believed NAB-TV will call for a first year budget of \$100,000. NAB and TBA now each are reported to spend \$35,000 in their TV operations. The greater activity of the new group, plus the possibility NAB-TV will hire a top broadcaster as general manager, will call for at least \$30,000 more than the NAB-TBA total.

**NAB-TV Org**

• Continued from page 4

will be decided. The next total membership meeting of NAB-TV probably will be at the NAB convention in Chicago in April.

The new board of directors met immediately after today's session, taking the following actions: (1) Election of chairman and vice-chairman; (2) naming John Kennedy, San Diego, Calif., "to continue his work along with members of his committee in excess profits tax consultation with Congress."

FIRST IN DETROIT  
Owned and Operated by THE DETROIT NEWS  
National Representatives:  
THE GEORGE P. HOLLINGBERY COMPANY  
Associate Television Station WWJ-TV



AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

## Guy Lebow's Sports Whirl

Reviewed Thursday (18), 7:05 to 7:15 p.m. Sustaining via WOR-TV, Tuesdays thru Fridays, Producers, Guy Lebow; director, Jerry Freedman; sportscaster, Guy Lebow, on Wednesdays and Fridays, Johnny Most on Tuesdays and Thursdays.

This 10-minute sportscast has one distinct disadvantage. Due to the heavy commitments of its star, Guy Lebow, he appears only twice during the week, the other two skedded being handled by Johnny Most. Not that Most does a bad job, it's just that with alternating sportscasters, there is no feeling about continuity left with the viewers. The station would do well to use one or the other.

Most was handling the show the night caught, and did a capable enough job. He skimmed thru the headlines, which in reality meant mentioning some of the feature yarns of the day, rather than spot news. He also noted the wire services' selections for "come-backs of the year," and commented on how basketball seemed to have an old-time game in the previous evening's Penn State-Bucknell tilt, in which the former led by 5 to 3 at halftime, and finally won 25 to 15.

The remainder of the show was devoted to talk about Columbia's undefeated cage squad, and an interview with Frank Lewis, who gave some inside views on Columbia's recent victory over Princeton. The interview was sprightly and informative, but the camerawork was somewhat static. Not much that can be done with two guys seated at a desk, however.

Sam Chase.

## Design for Living

Reviewed Sunday (7), 7:30 p.m., EST. Sustaining, in co-operation with the Union of American Hebrew Congregations, via WNEW, New York. Director, Ernie Hartman. Script, UAHC. Announcer, Lonnie Starr. Organ, Kay Reed.

Tho this new public service is aired with the co-operation of the Union of American Hebrew Congregations, it is non-sectarian in approach to the daily problem of living. Aim of the show is to offer religious guidance in facing the every-day problems.

Freedom from fear was the subject of the first half-hour airer with Rabbi William Rosenbloom basing his talk on the Psalms of David. Tho the basic approach was ministerial in choice of words, it didn't take on the aspect of a sermon. Selections from the psalms were sung by the Temple Israel Choir. In all, if succeeding programs are handled in the same manner and if the speakers are as competent as Rabbi Rosenbloom, the series may well serve its basic purpose and reach the proper audience.

## Jerry Lester

Reviewed Sunday (13), 8-9 p.m., over NBC-TV network. Sponsored by Colgate Company, thru Sherman & Marquette and Ted Bates. NBC supervisor, Sam Fuller. Associate supervisor, Bob Masson. Producer, Hal Friedman. TV director, Jac Hein. Writers, Lou Meltzer, Boc Simon, Danny Simon, Jack Adrian. Announcer, Don Pardo. Musical director, Milton DeLugg. Costume designer, John Derrow. Cast, Fred Allen, Kukla; Fran and Ollie, Joan Bennett, Pat O'Brien, Jerry Lester, Dagmar, Dave Street, Fletcher Peck, the Mellolarks, Milton DeLugg.

Continued from page 3

membership tags in Lester's Beanbag Club. It would have been better to have skipped them, rather than drag 'em in so clumsily. Whoever made up O'Brien blew the gaff. He had enough lipstick on to do a reverse, and he sure as hell isn't the type.

The first quarter of the show was a pitiful waste. It was a lot of waste talk and motion about who was on the show and who was going to do what. It was mostly talk, little action and few laughs.

Another mistake was not using Ray Malone (reports were that he and Lester had money differences), for Malone is a guy who hoofs superbly; who hoofs along idea lines, rather than straight tapping and who also proffers good comedy support. The other cast regulars did well, and the troupe includes a stooge, Fletcher Peck, who gives the impression of being built to where he could take a show on his own.

# Television-Radio Reviews

## Women Talk It Over

Reviewed Friday (19) 11:30-12 noon EST, Monday and Friday. Sustaining via WOR-TV, New York. Producer, Wayne Wirth. Director, Bert Gold. Moderator, Shirley Eder. Panel: Ham Fisher, Molly Barbey, Leah Randolph, Brigance.

**Women Talk It Over** is one of the best fem daytime shows yet aired over WOR-TV, and the station would be smart to slot it across-the-board. Under its present Monday and Friday set-up, the show may find it difficult to hold an audience against the Monday-thru-Friday competition of programs aired in the same time period.

The low-budgeted show is an unusually spontaneous stanza and little effort has been made to "smarten" it up, via gimmicks or involved production techniques. Emsee Shirley Eder hosted a panel of two housewives, Cartoonist Ham Fisher and Dress Designer Brigance last Friday, and all chattered away about women's clothes with a remarkable lack of inhibition or camera-consciousness.

In fact, the sum impression was that none of them believed they were playing to an audience. Oddly enough, therein lies the charm of the show. This friendly, don't-give-a-darn attitude probably originates with Miss Eder herself, a pleasant brunette, who radiates a great deal of modest charm as moderator.

### "Doodad" Didoes

The series' simple format revolves around various topics of interest to women, with the panel's main objective being to furnish constructive opinions and advice. On the show caught, the conversational ball was fem accessories, and the gals staged quite a heated argument with Fisher and Brigance on the subject of "over-dressing." Both men contended that women wear too many "doodads," and Brigance illustrated his case by producing two pretty models, one wearing simple accessories; the other bedecked with a variety of mismatched articles.

Actionwise, the show didn't move the participants away from their arm chairs, but the conversation was animated enough to spark a fine pace anyway. If the rest of the series measures up to the casual rightness of this program, WOR may have a winner in New York's daytime video sweepstakes.

June Bundy.

## Now You're Cooking

Reviewed Thursday (18), 12:15-12:30 p.m. EST. Sponsored by Hygrade Food Products, thru Diamond-Barnett, Inc., via WOR-TV, New York. Director, Mende Brown. Cast: Milo Boulton, Val Lewis.

In spite of its hep title, **Now You're Cooking** is a staid, low-budgeted 15-minute fem series built around a culinary competition among three housewives. The "guest cooks," selected from the listening audience by mail, prepare the same dish, and a "guest chef" decides which is the best cook, via a taste-test. The gals are given six minutes to augment a basic recipe with their own trade secrets. The winner is gifted with a wrist watch and a pen and pencil set, and all three contestants, of course, are loaded down with Hygrade food products by the sponsor.

The series isn't particularly imaginative in concept or execution, but its lively pace and smooth production make it a strong contender in the day-time listening field. From the sponsor's viewpoint, the stanza is a natural for plugs. The dish prepared on the show caught was eggs supreme, and emsee Milo Boulton and co-worker Val Lewis were in a perfect position to pitch Hygrade bacon. Miss Lewis also doubled as an attractive referee for the cooking session, while Boulton interviewed a guest chef from the Hotel Lexington.

The show may run into audience-resistance, tho, due to the fact that the winner doesn't divulge the secret of her culinary success. Most women watch a cooking program with an eye and an ear towards picking up some extra tips. They may demand more concrete information than is projected by the show in its present state.

June Bundy.

## You Asked for It

Reviewed Thursday, 9:30-10 p.m. Sponsored by Skippy Peanut Butter on KTTV (Hollywood). Agency, Guild, Bascom & Bonfigli. Packages, Oxarat and Steffner. Director, Bob Breckner. Producers, Frank Oxarat and Wayne Steffner. Written and supervised by Cran Chamberlain with Maury Cohen. Emsee, Art Baker. Music, instrumental quintet.

Skippy Peanut Butter returns to the TV channels with a dilly of a new show which promises to build a strong audience and boost its products' sales. Viewers are challenged to ask for anything and the TV camera will show it. Proving they're not fooling, packagers, for example gave viewers a glimpse at what \$1,000,000 looks like. Cameras swung to a table loaded down with \$1,000,000 in \$10 bills guarded by Brinks men.

Art Baker as emsee does a smooth job in handling the show, which included an introduction of songstress Samita Jo and an interview of Jackie Coogan. Latter was shown as he looks today as compared to a three-minute clip from Coogan's *Peck's Bad Boy* yesteryear film. As a show idea, **You Asked for It** may well develop into a highly interesting seg, following its promising kick-off. Skippy reportedly is buying time in 20 other markets to carry kins of the Hollywood originations.

Product is sold well both via live plugs and canned commercials. For the live, a cute youngster is shown spreading peanut butter on a slice of bread for a mouth watering (if you like peanut butter) reminder to buy the sponsor's product.

Lee Zhitto.

## Carl Sandburg

Reviewed Tuesday, 11:15-11:30 p.m. EST. Sustaining via WNBC, New York. Director, Walter E. Law. Cast: Carl Sandburg, Carl Haverlin

Carl Sandburg, the great American bard and Lincoln biographer, made one of his all too infrequent radio appearances in this first in a late-evening series of two. Very aptly, he was interviewed by Carl Haverlin, Broadcast Music, Inc., topper and a noted collector of Lincolniana. They got together to talk about Sandburg's new *American Songbag*, and since, as Haverlin said, "songs are to be sung not read," Sandburg gave out with a few.

Of course, Sandburg is no great vocalist, but his feeling for these folk songs was acute and sometimes profound. He did a cute song, *Take My Advice*, and a pretty one, *Bonnie Eloise*. A shortie, *Colorado Trail*, he told, was written by a cowboy laid up in a hospital after being thrown by his horse.

The talk was overly casual. Sandburg reflected on the range of folk songs in general and the interest the public has in them. And he admitted he didn't know the lyrics to *Irene*, tho he's heard it done by everyone from Leadbelly to the Weavers.

The show was over all too soon.

Gene Plotnik.

## Opera Concert

Reviewed Thursday (18) 8:30-9 p.m. Sustaining via WOR-TV, New York. Producer, Emerson Buckley. Director, Mende Brown. Announcer, Frank McCarthy. Music, Sylvan Levin ork. Guest singers, Norman Scott and Frances Greer.

WOR-TV's **Opera Concert** should appeal to the longhairs in the TV audience. Consisting of selections from several operas by Singers Norman Scott and Frances Greer, backed by Sylvan Levin and his ork, the program was most persuasive when they dueted in an aria from the *Marriage of Figaro*.

The show, however, completely lacks the kind of production needed to sell its music. The singers aren't costumed, sets aren't used and, except for an occasional super-imposition the camera work, is stock. The most positive aspect of the programing is the fine music offered by Levin and the ork.

Leon Morse.

## Washington Speaks

Reviewed Tuesday (16), 7:15-7:30 p.m., EST. Sustaining via WLW, Cincinnati, and WINS, New York. Produced and directed by Gil Kingsbury, WLW's Washington correspondent.

**Washington Speaks**, aired twice weekly (Tuesday-Friday) from Crosley Broadcasting Corporation's newly completed studios in the Wardman Park Hotel in the nation's capital via WINS, New York, and WLW, Cincinnati, should derive an abundance of ear-bending in those listening areas.

Show represents an interview session with leading government spokesmen, with the view to bringing news of interest to Ohio Valley dialers concerning what their senators and congressmen and other capital big-wigs are doing. Gil Kingsbury, former newspaperman and WLW's newsroom editor for several years, does a smart job of interrogating his guests on timely subjects with poignant results.

On show caught, Kingsbury went over the navy's three-year construction program with Dan Kimball, under-secretary of the navy, with listeners getting a clear, concise insight into what the nation can expect in the way of defense preparedness from the navy department.

Altho bound by security measures, Kimball was able to reveal the fact the navy department is building a super-aircraft carrier weighing 65,000 tons and that its moth-ball fleet fared very well during its inactivity. He also explained the rotational repair system being used on the fleet and painted a generally optimistic picture for the U. S. in the current national emergency.

The show will draw ears if Kingsbury is able to maintain its present level.

Bob Doepker.

## Sports Round-Up

Reviewed Thursday (18), 8:05-8:15 strip via WMCA, New York. Sponsored by Car Wholesalers via Cavanaugh-Shore Company, Inc. Commentator - writer - producer - announcer, Bert Knapp. Guest, Shirley Rumble.

Bert Knapp's **Sports Round-up** strip, true to its title, puts together the day's highlights in the world of athletics. The program's chief virtue is the brisk, knowing delivery by Knapp. Knapp took an intelligent position on the recent basketball betting scandal uncovered in New York. He asked that calmness, not condemnation, be displayed toward the sport and its players, and pointed out that as long as people gamble, such practices would endure. His interview with a dancer from the *Hollywood Ice Revue*, however, hardly sparked any interest and, in effect, was only a plug for the extravaganza.

If Knapp can dig up some interesting off-beat sports news, his program should be even stronger. Much of what he actually offers can be heard on other stations.

The commercials for Car Wholesalers seek to part automobile owners from their four-wheeled chariots by offering hard cash. They should have trouble?

Leon Morse.

## Let's Remember

Reviewed Monday (15), 10-10:30 p.m. CST, over WTMJ-TV. Participating sponsors, Producer-director, Colby Lewis; costumes, Dave Miller; emsee, Cliff Robedeaux; music, Wally Vail.

Continued from page 3

trained, and he has a nice appearance. He had only one solo number this time, *Play, Fiddle, Play*.

Prospects for continued success of this show do not depend on the performing talent. They've got enough stuff. Production-wise, the staff should make more use of novel camera shots and could even take a fling now and then at some lighting effects. The stanza will certainly pall in the viewer's estimation if it reverts to being just a series of vocal and instrumental numbers with an intro sandwiched in between them.

## Tavern Pale Beauty Contest

Reviewed Thursday (18), 8:30-9 p.m. CST. Sponsor, Atlantic Brewing Company thru W. B. Doner Agency, via WGN-TV, Chicago. Director, Barry McKinley. Announcer, Ed Cooper. Emsee, Jack Fuller.

This show was tossed together on the fairly sound theory that men like to look at babes in bathing suits. It began last year with a strong pitch to the saloon trade, as a filler in the wrestling match intermissions. The response was so strong that Tavern Pale moved it into the parlor with its own prime evening time.

There were seven contestants in this show, each in a bathing suit. Each posed on a pedestal, then walked over to emsee Jack Fuller for short chatter. All were scared, and showed it. However, it didn't affect their figures, so presumably nobody cared much. Background music was on record. Only paid live talent was Fuller, who was subbing for Mike Wallace, Shirley Saxby, last year's winner, and a commercial announcer—all adding up to an inexpensive package.

Winner is chosen each week. Winner for the year gets prizes worth \$10,000. Viewers were asked to vote for favorite, and winner of two weeks previous was introduced. Contestants used to be sponsored by saloons, but now local modeling schools are loading the entry list. For the intelligent in the audience, the girls were asked a question. This week's was "How many people visited Lincoln Park Zoo last year?" with answers ranging up to 80,000,000—just 76,000,000 off. Fuller did a good job handling the gals.

Jack Mabley.

## The Better Half

Reviewed Thursday (18), 8-8:30 p.m. EST. Sustaining via WOR-TV, New York. Producer, writer, director, Jack Byrne. Emsee, Frank Waldecker.

**The Better Half** will be a better TV show once emsee Frank Waldecker switches his style from radio to video. Waldecker is a glib, handsome quiz master, but his constant reliance on notes makes for a disembodied performance, vocally spontaneous but detached visually.

The quiz format pits husband against wife, with the winner acclaimed as "the better half." Waldecker is kinder than most of his ilk, and the contestants emerged with most of their dignity intact as well as the loot. The stunts numbered some effective TV gimmicks, including one in particular which had two contestants scout the audience in an attempt to line up people with professions.

As it stands now, the program is pleasant if not hilarious, and the pace should pick up accordingly when Waldecker warms up to the visual demands of TV.

June Bundy.

## Bulova Wins Web Idea on Sinatra Stem

NEW YORK, Jan. 20. — The Bulova buy of half the *Frank Sinatra Show* this week on CBS-TV, Saturdays 9:30-10 p.m., is the first time the watch company has sponsored a network program on a regular basis. Sinatra was originally bought for three weeks, then renewed for two more, and renewed once again for an additional three weeks. The program was originally purchased as a supplement to the sponsor's pre-Christmas advertising activities.

Since the watch company used its "Bulova watch time" station break as the keystone of its broadcast advertising continuously since entering the medium, its acquisition of Sinatra may likely cue more spending for network shows in the future, tho the company has no such plans at present. It is also to be remembered that Ed Petry, while on the Biow Agency staff buying up chain breaks for Bulova, got the notion to become a station representative, thus launching a new segment of the industry. Biow handles the account.

Kaywoodie Pipes recently has shown some interest in buying the other half of Sinatra for a spring promotion. Weiss & Geller is the agency.

# Another Look

Brief criticism and comment re tv shows previously reviewed in detail

## Wayne King Show

(Thursday (18) 9:30-10, CST, via NBC Midwest net)

Here is about everything you could ask in a TV music show. Strictly in keeping with WNBQ standards, it was simple, uncluttered and excellently produced. It opened with King leading his orchestra thru a medley. After the commercial, King introduced a 15-minute segment featuring soloists Harry Hall, Gloria Van and Jacqueline James, and the Don Large Chorus in a tintype setting.

There were no announcements as one number blended into another—*Old Spinning Wheel*, *Lavender Blue*, *Thou Swell* and other standards. All were sung competently in straightaway style without fussy arrangements or vocal gymnastics.

After another commercial King did a second medley, winding up with the soloists and chorus, still in costume, on *Beautiful Dreamer*. The whole show was keyed to presenting songs with strong appeal to the middle aged and older, but which won't drive away the youngsters. It was done with a minimum of talk and maximum of good camera work. King has a big following in the Middle West, and will do plenty to enhance it with this show. Commercials were live except for one film shot of testing cars in zero weather. Commercial set was duplicate of a Standard Oil station, and was excellent background for the low pressure sales message. *Jack Mabley.*

## What's My Line?

(CBS-TV Sunday 10:30 p.m.)

Of the various panel-game shows on TV, the durable Goodson-Todman production, *What's My Line?* stands up as one of the most enjoyable. It blends a degree of suspense with considerable unconscious humor, as the four panelists—Dorothy Kilgallen, Louis Untermeyer, Arlene Francis and Hal Block—grope and probe for the manner in which the "contestants" earn their livelihoods.

It looks so simple, too, and it isn't, and it's a tribute to the sleuthing ability of the panelists that they track down as many as they do. Last week (14), they missed out for one of their relatively few flubs, in the person of a zipper repairman. The work of John Daly on the program stands out especially when the panelists are baffled, since it's then that matters are likely to drag, with Daly providing a zippy counterpoint to maintain the show's pace.

The camera treatment, within the implicit confines of the program, offers good close-ups of the frequently baffled foursome. It might, tho, be advisable to eliminate the repetition attendant on the introduction of each participant.

Stopette commercials, via film, stress the permanency of the deodorant's effectiveness and the virtues of the plastic bottles. *Jerry Franken.*

## Leave It to Papa

WPIX, New York, Thursdays

This show, formerly tagged *They Live in Brooklyn*, continues as one of the better dramatic offerings assayed by a local TV station. The Nicholas Cosentino produced and written stanza presents the trials and tribulations of an Italian family, wherein the paterfamilias always seems able to come up with a sensible, human solution.

This week's episode had Papa (played with loving care by veteran thesp William Edmunds) rescue his old friend from mental woes which led to a psychiatrist's couch. This he did by finding out that friend Angelo had deep guilt feelings about losing \$1,000 of his wife's money in an investment that didn't pan out. Angelo's problems came from his fear of telling his frau, so Papa eased the situation by announcing that he himself had lost the loot, making Angelo's subsequent admission anticlimactic and acceptable.

This show could develop into network stature if there were a bit more cash available for its budget. As the only important studio production effort by WPIX, it rates a special accolade. Ronzoni Spaghetti sponsors. *Sam Chase.*

## Somerset Maugham Theater

(CBS-TV network, Wednesday 9 p.m.)

A superb job of emasculation was performed Wednesday (17) by the video version of Somerset Maugham's short story, *Vessel of Wrath*, on the Tintair-sponsored series on CBS-TV. To anyone who's read this Maugham short story, the show had to be seen to be believed. This is the story of the South Sea rumpot who meets up with a female of the missionary type. The two of them manage to teach each other assorted and sundry facts. As written by Maugham, the gin-soaked gent conveys certain carnal data to the dame; she, in turn, teaches him some of the more essential spiritual facts of life.

In TV, of course, this two way passage could never come off, and it didn't. There may have been more lacklustre, dull, stodgy, boring, inane, stupid, empty, silly and nauseating dramatizations, but they have—happily, indeed—escaped this reporter. Instead, a completely pointless production, which made no sense, was offered, Rinsowhite in adaptation, and disgracefully dull in execution. In the roles of the derelict and the pristine missionary, Bramwell Fletcher and Martha Scott earned the sympathy due them.

Even more amazing than the body of the show are the Tintair commercials. Tintair is stuff you put on your hair, providing you are of the feminine gender, and thereby develop the color hair you want. The Princess Obolsensky uses it. It says so on the commercial. Maggi McNelis recommends it; she looks straight down her nose, in the commercial section of the show, and recommends it. She also notes, "You can do it yourself at home for \$2." Well, now! *Jerry Franken.*

## American Forum of the Air

NBC Radio Sundays, 10:30-11 p.m. NBC-TV Sundays, 1:30-2 p.m.

The TV version of *American Forum of the Air* comes thru much more effectively than the radio version, based on reviews of both editions this week. Distinct assets on the video facsimile were the interesting faces of the participants, the byplay between them and their reactions to the discussion.

Participating on the program were both senators from Illinois, Paul Douglas and Everett M. Dirksen, who discussed *A Foreign Policy—What's the Answer?* The two politicians differed considerably in their interpretation of the new foreign policy put forth by former President Hoover in a recent speech, but both agreed that Europe should be armed if Europeans showed a real interest in reweaponing.

Both senators were excellent TV subjects and could do worse than use the medium in future campaigns. Moderator Theodore M. Granik was his usual competent self.

The radio commercials for the American trucking industry pointed out the importance of the freight carriers to the country and also made a plea that the nation's roads be kept in good condition. *Leon Morse.*

## Vacation Wonderlands

Monday (15), 3-3:30, NBC-TV

"This is not going to be one of those usual travelogs" were the words which narrator Dick Joseph used to renew this series, which was on NBC-TV last spring. In essence, the estimate of the subsequent half hour was not fulfilled. In fact, the films which made up the 30-minute visit to Hawaii had that Fitzpatrick look. Difference was that Joseph's narration, apparently ad lib most of the way, was possessed of a homey quality and had none of the traditional stuffiness for which travel-talkers are noted.

The opening show was marked by a number of missed cues. Generally it was reminiscent of the unforgettable fright which was Arthur Godfrey's season-opening TV show, a boring accounting of the redhead's Hawaiian vacation.

The show is due to make a Monday-thru-Friday appearance, with the opening week's trips skedded

# TV Talent and Show Tips

## Beverly Dennis

The vivacious Beverly Dennis looks like a good bet for a comedy spot on a video variety show. Personable and attractive brunette exudes energy and displays plenty of poise and general stage presence. Telegenic, she features material that could keep home viewers in stitches. *B. D.*

## Kim Stanley

Altho *House of Bernarda Alba* is not a debut for Kim Stanley on the Broadway stage, she draws special attention for a strong, dramatic performance. The gal is a young beauty with plenty of talent. Her sensitive face should make her a natural for TV drama. *D. McD.*

## Wally Vernon

Wally Vernon, comic, caught at the Palace, is an old vaudevillian and film player with the timing, bits and routine that should make him okay for TV. He does a couple of bits with a blond gal, a cleaned up burly routine, that had the house howling. It could have the same impact on a TV audience. *B. S.*

## Weinbach Quits CBS

To Join ABC Staff . . .

Morty Weinbach, now in the CBS-TV business affairs department, moves over to become business manager of the ABC program department. He replaces Helen Guy who left ABC to join packagers Masterson, Reddy & Nelson.

## Finley Exits Don Lee

But Stays in Trade . . .

Mark Finley, Don Lee Broadcasting System public relations head, has resigned his post. Finley will continue in the radio-TV ad and sales industry. He came to Don Lee in 1939 from The Los Angeles Times. His resignation becomes effective February 1.

## Of Goings & Comings,

New Biz, New Jobs . . .

World-Tele scribe George Case has joined BBD&O, New York, to handle Lucky Strike's publicity. . . . Assistant Publicity Director Betty Tevis, WNEW, New York, weds Hank Balke, advertising copywriter, latter part of February. . . . Morris Novik, radio consultant, is in Cuba vacationing with his wife. . . . Sunset Appliances has re-signed WNEW staffer Lonny Starr as commentator for its video wrestling matches on WOR-TV Thursday nights.

John B. Gambling, veteran WOR broadcaster, embarks on a two-week vacation in Key West Saturday (27). Ray Heatherton will sub for Gambling on the early morning show and Joe Bier will take over his "Musical Clock" airer. . . . Two ex-BBD&O execs, James S. Campbell and Julian Pace, have joined the radio-TV commercial department of Kenyon & Eckhardt. . . . Jack Munnhall, formerly radio-TV director for Huber, Hoge & Sons, is new publicity staffer at Benton & Bowles.

Lynn Gardner is guest-thrush on WNEW's "Battle of the Sexes" Saturday (27). . . . John G. Ballard, general manager of the Nunn stations, has purchased an interest in KFDA, Amarillo, Tex. Bill Fairley will continue as station manager. . . . Ken Cooper has joined the commercial sales staff of WDRC, Hartford, Conn., replacing Alfred Larson, who has been recalled to active navy duty. . . . Walberg L. Brown, ex-musical director of WTAM, Cleveland, has been appointed veepee and general manager of WDOK, Cleveland, and Wayne Mack, WDOK program director, has moved into the station's sales manager post.

Don McClure, radio-TV director of McCann-Erickson, New York, will speak at the Washington Ad Club's dinner meet February 20 in the capital city. . . . Frank Zuzolo, Mutual Press, New York, left for Pittsburgh last week-end on a business trip. . . . WCCO, Minneapolis, is looking for a news editor to replace Wiley (Mickey) Maloney, who resigned to buy a small town newspaper in the South or Southwest. . . . NBC's AM program veepee, Bud Barry, to trek to Hollywood again for the next edition of "The Big Show" originating there, February 11. He'll set forth about a week before.

## News From NBC, CBS,

Locals & Agencies . . .

Pat Weaver, National Broadcasting Company (NBC)-TV chief, left this week for a four-week vacation in the West. While he is gone Fred Wile, newly named veepee, will take over. . . . Former movie actor Freddie Bartholomew has been appointed an associate TV director at WPIX, New York. . . . The late Harry Feeney, the father of Columbia Broadcasting System's (CBS) trade press slack Harry Feeney, has been profiled by Norton Mockridge in the January issue of *Saga* in an article titled "The Fabulous Mr. Feeney." . . . It is believed that Frank Wayne, WOR-TV scripter, has set some sort of record in turning out 200 video scripts within 15 months. His 200th goes on "Trapped" January 26.

Rod Erickson, Young & Rubicam TV exec, has flown to Davos, Switzerland, for two weeks of skiing. . . . The former musical comedy team of William Gaxton and Victor Moore, will be reunited when they do the "Nash Airfyte Theater" show on CBS-TV, February 15. . . . Chief accountant Pearl Hummel, of WNBK, Cleveland, has resigned her post to open her own business. . . . Dancer Fred Kelly, Gene Kelly's brother, takes over as director of CBS-TV's "Steve Allan Show." . . . The Dowd, Redfield & Johnstone agency has taken an option from NBC-TV on its filmed "Public Prosecutor" series for Boston. . . . The film is being offered locally for the first time.

CBS radio commentator Bill Costello begins a nationwide lecture tour on February 2. He will hit at least 12 cities. . . . Ray O'Connell has been appointed a member of NBC-TV's station relations department. . . . Packager Wilbur Stark has acquired exclusive radio and TV rights to comic strip "Curly Kayoe." . . . Robert Stevens, director of "Suspense" at CBS-TV, megs his 100th show in the series January 23.

Edwin C. Dayberry and Stuart D. Allen have joined WTVJ, Miami, as account executives. . . . Charles Baldour, singer-announcer, has returned to WLW-D, after three months in Korea. . . . Martin S. Pollins has become a member of the WAAT and WATV, Newark, sales staff.

# Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

## Amos 'n' Andy

(Sunday, CBS Network, 7:30-8 p.m., EST)

The switch in sponsorship from Rinso to Rexall Drugs hasn't had the slightest effect on *Amos 'n' Andy*. The fact is, nothing much in the entire radio world could possibly affect the now standard situation comedy. Such old mike hands as Freeman Gosden, Charles Correll, Ernestine Wade, Lou Lubin and Johnny Lee handle their weekly chores with the same zest and aplomb as if it were their first shot for the net.

Much credit must go to the scripters, Joseph E. Connelly, Robert Mosher and Robert Ross, who come up with consistently funny situations and build them for yock after yock. This one was based on the Kingfish's mistaken impression that his wife was going to have a baby. In reality she was in the baby-sitting business. It resulted in a mirthful half-hour which was good family fare.

## Pop Segues

One of the most impressive points in the show is the slick use of both pop tunes and standards for bridging between scenes. The selection of material is first-rate for setting the proper mood and tipping the next bit of action.

Commercials were handled much in the same manner as on the Faye-Harris opus formerly sponsored by Rexall—and which is now directly opposite this segment. The opening Rexall theme was worked over three times in a smart bit in which Gosden's Amos called attention to the new sponsor. *Joe Martin.*

## Big Jon and Sparky

ABC, Wednesday (17)

*Big Jon and Sparky* has been a big kid series in Cincinnati for some time, but has only recently gone across-the-board over the ABC web. The show should click big with parents, since it's loaded with candy-coated educational values. The latter are deftly integrated during the half hour, via conversations between Big Jon (Jon Authur) and Sparky, a squeaky-voiced little character who sounds like a speeded-up record. Big Jon makes a fine father symbol, while Sparky beguiles the small fry with his jabber-vocals.

The series hits a high level musically. On the show caught, Sparky warbled a happy birthday message to the tune of the *Merry Widow Waltz*, and the canned music selections included a march and a couple of semi-classics. Historical notes were tucked in by having Sparky pull a who-am-I stunt about William Tell. He also played a portion of Columbia's master works dramatization of *Robin Hood*. Latter was staged a la movie cliff hangers. To complete the scholarly cycle, Big Jon heckled Sparky at the finish with a "say yes instead of yeah" grammar routine. *June Bundy.*

opening Rexall theme was worked over three times in a smart bit in which Gosden's Amos called attention to the new sponsor. *Joe Martin.*

# Short Scannings

Brief but important video news

## DuMont To Strike Key At Regional TV Confab . . .

Dr. Allen B. DuMont will deliver the keynote speech at the Regional Television Seminar in Baltimore February 16. The 1951 conference, which will discuss "Career Opportunities in Television," is cosponsored by the Johns Hopkins University, American University, Temple University, the United States Office of Education and WAAM. The two-day seminar will be held in the

for the filmed tours of South America, Cuba and Bermuda.

The shows are supposed to serve as appetizers for vacation ground seekers. Actually there's a good deal of educational value in these films for young geography students, but the show goes on about half hour too early to shoot for the school-kid market. And, to boot, this Dick Joseph ain't no Superman. *Hal Webman.*

WAAM studios. Other speakers include Robert Saudak, American Broadcasting Company, vice-president; William I. Kaufman, National Broadcasting Company, casting director, and Jack Harrington, president of Harrington, Righter & Parsons.

## Seeman Jacobs Adds To Scripting Chores . . .

Seeman Jacobs becomes head scripter on NBC-TV's "Four Star Revue" beginning February 7. He will continue to write the "Ken Murray Revue" and the "Arthur Murray Show."

## FCC Gives Skiatron

60 More Test Days . . .

The Federal Communications Commission (FCC) has okayed a 60-day extension of the test period on Skiatron's TV subscription system. The new tests again will be beamed over WOR-TV, New York, after sign-off-time, beginning this week.

*a banner deal*  
**The NEW Billboard**  
*Binder!*

yours for only

**\$3<sup>00</sup>**

or **FREE** with 3-year subscription

"Tailor-made." Genuine flexible torsion binder. Exact size to fit The NEW Billboard.

Sturdy black levant grain pajco. Gold stamping. Similar to binders seen on fastest planes, deluxe trains, clubs and libraries. **YOUR NAME STAMPED IN GOLD AT NO ADDITIONAL COST.**

Only \$3.00 cash with order or **FREE** with three-year new or renewal subscription.

Mail this coupon **NOW**

The Billboard  
 2160 Patterson Street  
 Cincinnati 22, Ohio

Please enter my order for

\_\_\_\_\_ binders at \$3.00 each.

\_\_\_\_\_ **FREE** with 3-year subscription at regular rate of **ONLY \$25.00** for 156 issues.

I enclose \$ \_\_\_\_\_

Name on binder \_\_\_\_\_ (please print)

MAIL TO \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

JANUARY 27, 1951

## FRENCH BRASS

### SACEM Chiefs Talk to BMI, ASCAP, CAPAC

NEW YORK, Jan. 20.—A deputation of officials of SACEM, French performing rights society, arrived here this week to renew contacts in the music industry here and to discuss relations with the American Society of Composers, Authors and Publishers (ASCAP); Broadcast Music, Inc. (BMI), and CAPAC, the Canadian "ASCAP."

Visitors are Leon Malaplate, general manager of SACEM; Veepee Henry Verdun and his son, Castelain Verdun; board member, Jacques Enoch, and Mme. Salabert, head of one of France's leading pubberies.

Among the SACEM affairs pending here are the details of its new contract with ASCAP, a non-exclusive agreement with BMI providing BMI affiliates with access to French tunes, and the Canadian situation next week. The party will visit CAPAC offices in Montreal, where the Canadian society will be holding a regular meeting. Canadian licensing situation still holds some interesting possibilities, because, despite the 1951 SACEM-CAPAC pacting, the Bi-Lingual Fac Society, which reportedly has the moral support of SACEM, is still a potential thorn in CAPAC's side.

### Chinn Names NBOA Bodies

CHICAGO, Jan. 20. — Doc Chinn, Fargo, N. D., prexy of the National Ballroom Operators' Association, has announced his committees for 1951.

Vic Sloan, Lincoln, Neb., will head the membership committee, the other members being Dave Conrad, Urbana, O.; Harold Barr, Michigan City, Ind.; Carl Dunlap, Milwaukee; W. H. Wenkstern, Cedar Rapids, Ia., and Frank Walsh, St. Cloud, Minn.

Named as chairman of the legislative committee is Jerry Jones, Salt Lake City, who was elected State senator last fall. Other members are Carl Fox, Joplin, Mo.; Lloyd Myers, Cleveland; T. F. Cashman, East Dubuque, Ill., and Bog Wingard, Fremont, O.

Tom Archer was again appointed chairman of the music licensing committee. His committee remains the same and includes Joe Malec, Omaha; Herb Martinka, Mankato, Minn., and Ken Moore, Chicago.

A new grievance committee was named, with Alice McMahon, Indianapolis, as chairman, assisted by Rudy Verderbar, Willow Springs, Ill.; Tony Cavalier, Youngstown, O.; Bob Soderholm, Detroit, and Jim Potter, Edelstein, Ill.

A special dance promotion group also was selected, with Ken Moore as chairman. Others on the committee are Joe Barry, Bridgeport, Conn.; Frank Dlouhy, Coloma, Mich.; Tom Spackman, Monticello, Ind., and Kirk Hayes, Oakland, Calif.

### New Bill Aimed At Dirty Disks

WASHINGTON, Jan. 20.—The Senate Judiciary Committee this week favorably discharged a bill greatly stiffening the congressional law enacted last year banning interstate shipment of obscene disks. The broadened legislation is seen almost sure to get favorable action in both chambers.

Under the law now on the books, dirty disks are prohibited from being transported across State lines by "common carrier." This limitation in the means of shipment is broadened without limit by the new bill which extends the ban to carrying the disks across State lines by "any means," whether by hand, in brief cases, in private cars, motorcycles, etc.

### JANE RUSSELL SINGS IN PIX

HOLLYWOOD, Jan. 20.—Jane Russell will sing a pair of songs in her two forthcoming RKO pix, *Macao* and *His Kind of Woman*, both with Robert Mitchum. Her most recent vocal venture was on Redd Harper's Armed Forces Radio Service (AFRS) *Hollywood Roundup*. On the weekly AFRS seg, Miss Russell did several numbers, all in the Western style.

Following the war the actress toured England in a series of p. a.'s and scored in a big way with her singing. She teamed with Kay Kyser's ork in 1947 and cut an album for Columbia Records.

### MPPA Fights Schools' Using Own Copy Work

NEW YORK, Jan. 20.—The Music Publishers Protective Association (MPPA) this week posted letters to music dealers thruout the country asking their co-operation in stamping out a growing practice among music teachers, schools and musicians of copying and arranging music for their own use without permission. A second mailing will follow next month.

The letter points out that not only publishers and writers suffer from these infringements of the copyright law, but that music dealers are losing sales. Dealers are asked to inform offenders in their communities of the illegality of the practice.

Copies were sent to pubber members with a covering letter stating that a number of suits already have been filed thruout the country.

### Diskeries Nix Jap Royalty Collections

NEW YORK, Jan. 20.—Several major diskeries have informed Harry Fox, publishers' agent and trustee for mechanical royalties, that they will not assume the responsibility of collecting such royalties in Japan because they do not want to create a precedent which might apply in other foreign countries.

The record companies' stand became known when they refused to accept publisher licenses affixed with a stamped provision requiring them to collect royalties for the pubbers for records pressed in Japan from American matrices. The stamp, drawn up by Fox, had been sent by him to the pubbers he represents when it became

### BMI in Suit Against Ohio Resort Hotel

NEW YORK, Jan. 20. — Four publishers affiliated with Broadcast Music, Inc. (BMI), have filed suit against the Lake Breeze Hotel and Pier, Buckeye Lake, O., charging infringement. President of the hotel and pier operation is W. T. Shaw.

Papers, which were filed in Southern District of Ohio, alleged infringements on the following copyrights: Duchess Music's *I Told You Lately That I Love You?*; Peer International's *Lazy River*; Melody Lane's *You've Changed*, and Edward B. Marks, *Rumba Rumbero* and *Glow Worm*.

Plaintiffs ask an injunction to stop further alleged infringements, minimum statutory damages of \$250 for each of the five causes of action, and attorneys' fees and costs.

Originating attorneys are the New York law firm of Rosenman, Goldmark, Colin & Kaye, with local attorneys handling in Ohio.

## Music Hits Highest Peaks; Record and Sheet Sales Zoom

### Diskeries Cash In on Fear of War Scarcity

New Sales Steps, Faster Deliveries Show Big Pay-Off

NEW YORK, Jan. 20.—Viewed from every aspect, the record industry today is at its highest peak in years. Major companies report that sales during the past weeks have hit a great high. The situation has been building strongly for the past six months as indicated in the Bureau of Internal Revenue figures presented in a companion story. The factors which more recently have given the boom increased impetus are those arising from the war, plus the fact that diskeries are putting into effect stronger merchandising and sales measures—some of which have hitherto been on an experimental basis.

The material shortages situation engendered by the war is having a direct effect on disks at the distributor and dealer levels. In many instances, distributors who formerly slighted their record lines in favor of such big ticket merchandise as TV receivers, refrigerators, etc., are placing increased emphasis on disks to bolster anticipated lags in big ticket grosses. Those dealers handling a varied line are stocking disks heavily in preparation for cutbacks on other items.

The percentage of business in- (Continued on page 35)

### THE TAX TALE

## \$6,700,000 In Excises Is a Whopper

WASHINGTON, Jan. 20. — A soaring trend in disk sales in the latter half of 1950 brought the year's total revenue from the federal disk tax to \$6,700,000, which was almost \$800,000 higher than the preceding year's total, it was disclosed this week in latest Bureau of Internal Revenue compilations.

This whopping advance is viewed by tax experts as all the more remarkable because of an unusually slow start in disk sales volume last year. In the first half of the year all but two months showed stiff declines in disk tax receipts, compared with the corresponding months of the preceding year. The month of February bucked this early downward trend by chalking up a \$75,753 gain over returns for February, 1949. The upsurge in records sales volume did not definitely reveal itself until June, when Uncle Sam collected \$477,470 in disk tax receipts, nearly \$90,000 more than in the preceding June.

July registered a phenomenal increase, with the government collecting \$896,556 in disk tax re- (Continued on page 37)

### Stock in Capitol, Criterion Bought By Mickey Goldsen

HOLLYWOOD, Jan. 20. — Mickey Goldsen bought out stock in Capitol Songs and Criterion Music held by Capitol Prexy Glenn Wallich, Johnny Mercer and the Buddy Desylva estate to become sole owner of the pubberies' catalogs. He will drop firms' names and instead use Michael H. Goldsen, Inc., as the new tag. Catalogs Goldsen acquired contains such titles as *Dream, It's a Good Day, Manana, G. I. Jive, Shoo Fly Pie, Across the Alley From the Alamo, Tampico* and *Pretending*.

Catalogs serviced by Goldsen include: Sammy Cahn Music Publications, Riverside Music Publications, Honover Music Corporation, Criterion Music Corporation, Tex Ritter Music Publication, Inc., Leslie Music Corporation and Atlantic Music Corporation.

## Petrillo Explains Local 70 Setdown

Union Field Men File Report for Use In Hearing Vs. Black, Omaha Prexy

CHICAGO, Jan. 20. — Unrest created by what Midwest bookers and Omaha territory music buyers allege have been irregularities and liberties taken by Local 70, Omaha chapter of the American Federation of Musicians (AFM), was clarified by James C. Petrillo, AFM prexy. It was reported that the Omaha local had been investigated by two musiker union field reps, W. B. Hooper and Elmer Hubbard (*The Billboard*, January 20).

Petrillo stated that the investigations were started sometime back after written complaints were received from "employers and AFM members." As more complaints were received, and the nature of these complaints became more serious, an on-the-ground investigation was decided upon.

### Minimums Rescinded

First evidence of some changes being made in the Omaha AFM administration came last week when the local advised music buyers that all basic minimum person-

## Pubbers Chalk Up Phenomenal Sales Figures

Tail-Enders Spurt Upward in Volume; Jobbers' Gross Up

NEW YORK, Jan. 20. — Sheet music, similarly to records (see other story) is showing a strong over-all increase in business. Music publishers mark the spurt as a phenomenon. One theory is that TV has made the average family more conscious of home entertainment—primarily the phonograph and the piano—this seems peculiar reasoning in view of the fact that video was blamed by many traders for some of the business's not too recent dog-days. Another theory is that strong sellers make store traffic, resulting in sales of additional items.

Tho the phenomenal sales of *Tennessee Waltz* is the talking point of the sheet spurt, the most (Continued on page 37)

## Courtney Joins Gale Agency

NEW YORK, Jan. 20.—Cress Courtney, former head of the William Morris Agency's now defunct band department and in business for himself for the past 18 months, this week joined the Gale Agency as assistant to the agency's prexy, Tim Gale. It is believed that Courtney will bring Duke Ellington into the Gale set-up on a management paper. Courtney, who has been booking Ellington in his own set-up, will work on cafe and hotel booking for the agency.

Meanwhile, Ellington alto star, Johnny Hodges, inked a management pact with Shaw Artists Corporation (SAC). Hodges also signed with Mercury Records. He already has sliced his first sides for the firm. He used such stellar sidemen on the date as Lawrence Brown, Sonny Greer and Ray Nance. A conflict may arise on the SAC pact with altoist, since it was learned that he signed a paper with General Artists Corporation some two years ago. This contract was supposed to begin when Hodges decided to leave the Ellington band to try it on his own.

## SESAC-Henie Et Al. Settle Tune Suit

NEW YORK, Jan. 20.—The suit of SESAC, Inc., and Edward Schubert & Company, Inc., music pubber, against Sonja Henie and partner Arthur Wirtz was settled and discontinued in New York Federal Court this week with no terms disclosed. The action had charged the icer impresarios with use of the tunes, *Intermezzo* and *Moonlight Ballet* without permission.

Petrillo confirmed the report (Continued on page 37)

### Patti-Woody GAC Team

NEW YORK, Jan. 20.—General Artists Corporation (GAC) is preparing to merchandise a package consisting of thrush Patti Page and Woody Herman's ork for a series of theater, college and concert dates which will kick off sometime in the middle of March.

Thrush currently is one of the hottest properties in the business as the result of her pair of hit waxings, *Tennessee Waltz* and *All My Love*.

Herman has revitalized his ork on the lines of a de-emphasis of the progressive jazz library.

# ASCAP CLINCHES DEAL WITH 6 H'WOOD MAJORS

To Collect \$670,000 Yearly, With 20th Fox Still Not Settled

• Continued from page 1

not have to pay more than Paramount's \$115,000. It is felt that this will be settled fairly soon, however.

## Presentation Houses

With approximately \$670,000 coming in from film performances, the Society will then tackle theaters which use live music presentations. The hope is that \$250,000 to \$300,000 may be garnered here, bringing the total theater potential to about \$1,000,000.

This figure stacks up quite favorably with the approximate \$1,300,000 coming into ASCAP from theaters before the Leibell decision. Under the seat tax system, which went by the boards as a result of the decision, it cost ASCAP considerable to collect from every movie theater in the country. This expense is entirely obviated now, with the producers paying agreed-upon flat amounts.

## New System

It is likely, however, that another bookkeeping task will result in the new system—the surveying of movie music for credits, and the allocation of those credits to the respective writers and publishers. This can be done fairly easily and inexpensively by a breakdown of studio cue sheets.

Ante Leibell, the movie dough was thrown into the general pot, and the pay-off was made on the basis of radio performances. No

## PAB, New Pop Diskery, Issues 1st

NEW YORK, Jan. 20.—The newest pop label to hit the disk field is PAB Records, formed by a group of ex-G. I. musicians. The label has released sides by Stuart Foster and Elise Rhodes. All six tunes cut thus far are originals written by label Prexy Dick Freitas and his wife, Mary. Publishing rights to the tunes are held by the label's own firm, Paulric Music, a Broadcast Music, Inc. (BMI), affiliate.

Orkster Dick Freitas is president of the firm, with Arnold Freitas, his brother, acting as veepee and general manager.

# DISK FIELD HIT BY NEW JITTERS

Producers Maintain Upward Trend While Dealers Continue Price War

NEW YORK, Jan. 20.—This was another paradoxical week in the disk business. Mercury and Savoy increased the price on jazz disks and there was much talk that further hikes are due. At the same time key New York retailers were engaged in a price war which saw LP disks being sold below actual cost.

The Mercury price hikes affected the jazz line master-minded by Norman Granz and merchandised by that label.

Savoy upped prices on hot jazz and bebop platters.

Mercury's changes on 78 and 45 disks were as follows: the popular jazz 8,900 series went to \$1.05. The 11,000 series, including Jazz

## Columbia To Wax New 'Moods' Series

NEW YORK, Jan. 20.—Columbia Records is prepping a series of follow-up waxings to the label's Piano Moods long-play disks. First of the keyboard artists to repeat is Errol Garner, who cut a group of tunes for Columbia Thursday (11). Others set to be recorded again are Ralph Sutton, Joe Bushkin and Teddy Wilson.

The new diskings will not be titled Piano Moods, with most of the pianists waxing either tunes of a specific category or composer. Sutton will cut a group of Irish tunes played in rag time, while Bushkin will play a collection of Victor Young melodies.

one at ASCAP is willing to say that this same method will not be used, nor, if the money is segregated according to source, to what extent segregation will be followed. However, it is bruited that a survey will be instituted, which

## Herman Click In Kick-Off of College Trek

TUSCALOOSA, Ala., Jan. 20.—Woody Herman began an extended college trek here for the Cotillion Club. Band played to 800 at a concert in the afternoon and pulled 2,250 to the dance at night. Ducats were scaled at \$2.75 a couple on advance sale and \$4 a couple at the door. The \$2.75 advance ducat coupled the concert and dance admission. Straight admission to the concert alone was \$1 a head.

According to Sylvan M. Byck, (Continued on page 37)

## VINYL SUPPLY BATTLE

# Chemists See Possible Ease by Year's End; Swap Plan an Aid

NEW YORK, Jan. 20.—Altho the supply of vinyl resins for record pressing is getting slimmer all the time, three of the top chemical firms in the industry report a possible easing by the end of year. If, however, the supply situation gets worse, dealers and distributors may have to return records to plants in order to get new disks. Such a swap program was in effect during World War II. Record companies, it must be understood, still have substantial quotas.

Vinyl resin manufacturers unable to meet demand are the B. F. Goodrich Company, the Bake-

lite division of Union Carbide & Carbon and the Goodyear Tire & Rubber Company. Goodyear sees a brighter future for diskers when the company completes its plant expansion program. Until then, all orders will be filled on a percentage quota basis. The new plant is expected to be completed in April, but the first month's production from that source is already committed. Further expansion later in the year may ease the situation if defense orders do not increase.

## Government Inroads

Bakelite has accelerated its production of vinyl resins, but is unable to meet the demand. A company exec said that as government orders increase, the amount of vinyl available to record firms will decrease. Goodrich admitted that its vinyl has been in short supply

## HERE TODAY, IF YOU LOOK QUICK

NEW YORK, Jan. 20.—With the a. and r., personnel changes, real and fancied, the current talk of the music cosmos, music publishers here have been in a frenzy of speculation about their contacts at the record companies.

Buddy Robbins claims that things have reached the pass where he is submitting his songs to the diskeries marked "to whom it may concern."

## 802 Sets \$4 Club Date Hike

NEW YORK, Jan. 20.—Local 802, American Federation of Musicians (AFM), tentatively set a projected raise in club date scales at \$4 per engagement. The hike has not been finally approved, and will not be announced for some time, but the figure is virtually agreed on.

Club date scales are not subject to negotiation with music users, but are set by the local's exec board and announced to members. Current scales are: For weekday engagements, \$16 for four hours in A spots, \$12 in B spots, double for leaders. For Saturday engagements, \$20 for four hours in A locations, \$16 in B locations, double for leaders. Overtime rate is \$5 per hour for both weekdays and Saturdays; Saturday overtime may be upped to \$6.

## AM PLUG RINGS UP FOLIO SALES

NEW YORK, Jan. 20.—A single radio plug recently for a song folio resulted in 3,600 mail orders. The book was the *Hawkshaw Hawkins Song Folio* featuring 14 tunes recorded by the King Records country and Western artist and pubbed by Lois Music, the label's own firm.

The plug, natch, was on Hawkins' own show over WWVA, Wheeling, W. Va., Selling agent Nat Tannen called off future air plugs until the first batch of orders could be cleared up.

## Burdge Called On AFM Charge

HOLLYWOOD, Jan. 20.—Gordon Burdge, Majestic Records' Coast topper, has been subpoenaed to appear before the State Labor Commission Wednesday (24). Burdge will answer an American Federation of Musicians (AFM) charge that he did not pay local toolers for sessions cut under the ABC Eagle label, now defunct. At next week's hearing both parties will appear, and Burdge will be asked to defend himself against (Continued on page 37)

# Welk Files 75G Suit Vs. Beers On Pact Breach

CHICAGO, Jan. 20.—Lawrence Welk this week served notice of a \$75,000 damage suit on his former vocalist, Bobby Beers, claiming that Beers owed him that amount because of a management pact which the warbler inked with Welk six years ago. Beers announced last week that he would soon front a band under Music Corporation of America (MCA) aegis (*The Billboard*, January 20).

Welk, when contacted, said that he hired Beers approximately 10 years ago, inking an original management pact with the youngster and his dad. Under terms of the original pact, and a second pact inked about five years later, Beers was to sign exclusively with Welk, until Welk and Beers agreed that the warbler was ready to do a single. Welk claims that when Beers left his ork about 3½ years ago, Welk was not consulted and he should have been. Beers did a single at WSM, Nashville, for about four months after leaving Welk and later he went with Blue Barron, for whom he has been warbling until the past month.

Welk says the \$75,000 he is seeking represents money which he invested in Beers thru promotion, music arrangements, personal tutoring, etc. In addition, he feels that his pact with Beers still holds and that he should be paid a portion of the money Beers has made as a single and with Barron.

Neither Beers nor his attorney, Stephen Jurco, would comment on the cast. It is believed that the case will come up for hearing in Superior Court here sometime within the next 90 days.

## Lund Signs for Wick Management

NEW YORK, Jan. 20.—Warbler Art Lund signed with Charlie Wick for personal management. He had been with Paul Kapp.

Lund, who has been residing on the Coast, will transfer residence here to be on the spot for TV and other Eastern-based show business opportunities. Lund records for MGM.

# Al Miller Heads Victor R&B Sales

NEW YORK, Jan. 20.—RCA Victor this week took the first step in a long-considered revision of its country and rhythm and blues departments when it appointed field rep Al Miller as sales manager for those departments. Miller, who has been field man for Cincinnati and parts of West Virginia, and before that a sales and a. and r. man for King Records, will report to merchandising and sales manager Larry Kanaga.

Job will entail considerable territorial traveling, and it is expected that Miller may do on-location recordings as the opportunity arises, and that he may sign talent. The diskery may also put on an a. and r. man for rhythm and blues.

## Sholes in Charge

Steve Sholes continues in charge of a. and r. for country and rhythm and blues, and will continue as country topper if and when a rhythm and blues a. and r. man is hired.

Operational revisions are strictly in the planning and discussion stage and, outside the definite appointment of Miller, no specific policy has been worked out for the specialty fields.

The new departmentalization is in part the result of a series of recommendations made in a survey by the Amos Parrish research organization which made a detailed study of the country and rhythm and blues fields for Victor. One of the more radical recommendations—that of establishing a separate label for specialties and merchandising thru independent distributors—is being rejected. A less extreme suggestion will probably be adopted: The allocation of a

special promotional budget to be utilized by Miller as he sees fit to further Victor's standing in the rhythm and blues markets.

Also this week Jim Lennon, who has been doing field work on the Parrish findings, was named sales manager in charge of syndicate stores and coin machine operators—an indication that Victor is going to get more solidly into these branches of the business. At the same time, field sales manager Ed Dodelin, who has been devoting much of his activities to syndicate store sales, will be released for the field duty his title calls for.

## Bloom Puts In "Ball-Y" Claim

NEW YORK, Jan. 20.—Publisher Ben Bloom has served notice on Disney Music that its tune, *Bounce-y Bounce-y Ball-y*, infringes on a Bloom song of the same name, and that unless appropriate remedial action is taken, the matter will go to court.

The Bloom number, written by Murray Singer, Claude Reese and Fred Patrick, is said to have been copyrighted in 1948. The Disney tune, by Al Hoffman, Mace Neufeld and Bob Arthur, allegedly didn't get a copyright until 1950. The latter song was recently waxed by the Fontane Sisters for Victor.

Disney counsel here said that while he had not yet examined Bloom's allegations as to the similarity of the tunes, both numbers stem from public domain sources.



*America's Fastest Selling Records*

# DON CHERRY



Sensational New Baritone

SINGS

**SUPER SPECIAL!**

## WHEN YOU RETURN

and

## THE SEVEN WONDERS OF THE WORLD

DECCA 27435 (78 RPM) and 9-27435 (45 RPM)

### NEW RELEASES

- I Remember The Cornfields GUY LOMBARDO And His Royal Canadians  
The Most Beautiful Girl In The World  
Decca 27398 and \*9-27398 Price 85¢
- Autumn Leaves CARMEN CAVALLARO  
Your Home Is In My Arms  
(Swedish Rhapsody) Decca 27399 and \*9-27399 Price 85¢
- Around The World MILLS BROTHERS  
You Don't Have To Drop A Heart To Break It  
Decca 27400 and \*9-27400 Price 85¢
- Perdido (Lost) LIONEL HAMPTON  
Please Give Me A Chance  
Decca 27401 and \*9-27401 Price 85¢
- Would I Love You JERRY GRAY  
Say It With Your Kisses Decca 27402 and \*9-27402 Price 85¢
- You Are My Sunshine LENNY DEE And His D-Men  
Walking The Floor Over You  
Decca 46288 and \*9-46288 Price 85¢
- I Shall Know Him SISTER ROSETTA THARPE And MARIE KNIGHT  
I Was Healed Decca 48194 and \*9-48194 Price 85¢
- Gitana De Mi Amor BIMBI Con Sun TRIO ORIENTAL  
El Carpinteril Decca 21332 Price 85¢

\*Indicates 45 RPM Version

### NEW ALBUMS RELEASED

IN 45 RPM

- WALTZES 9-135  
GUY LOMBARDO And His Royal Canadians Price \$3.75
- SIDEWALKS OF NEW YORK 9-149  
GUY LOMBARDO And His Royal Canadians Price \$3.75
- HAWAIIAN SONGS For Dancing 9-168  
GUY LOMBARDO And His Royal Canadians Price \$2.90
- AL JOLSON Volume 3 9-158  
AL JOLSON With Orchestra Directed By Morris Stoloff Price \$3.75
- AL JOLSON Souvenir Album—Volume 4 9-159  
AL JOLSON Price \$3.75
- INK SPOTS 9-150  
INK SPOTS Price \$3.75
- SERENADE—Italian Folk Songs 9-169  
CARMEN CAVALLARO Price \$3.75
- I'LL SEE YOU IN MY DREAMS 9-171  
CARMEN CAVALLARO Price \$2.90
- FAMOUS BARBER SHOP BALLADS Volume 3 9-91  
MILLS BROTHERS Price \$2.90
- OLD TIME PIANO 9-167  
FRANKIE FROBA And His Boys Price \$2.90
- BURL IVES—Ballads and Folk Songs, Volume 2 9-161  
BURL IVES Price \$2.90
- BURL IVES—Ballads and Folk Songs, Volume 4 9-90  
BURL IVES Price \$2.90
- SQUARE DANCE FIDDLIN' Without Calls 9-148  
CLAYTON McMICHEN Price \$2.90

45 rpm and 78 rpm prices do not include Federal, State and Local taxes.



Country Clicks!

# BILL MONROE

## WHEN THE GOLDEN LEAVES BEGIN TO FALL

and

## UNCLE PEN

DECCA 46283 (78 RPM) and 9-46283 (45 RPM)

# RUSS MORGAN

Music In The Morgan Manner

MOCKIN' BIRD HILL

and

FLYING EAGLE POLKA

**2 SUPER SPECIALS!**

DECCA 27444 (78 RPM) and 9-27444 (45 RPM)

**I LOVE THE WAY YOU SAY GOODNIGHT**  
and  
**IT ONLY TAKES A MINUTE**

DECCA 27445 (78 RPM) and 9-27445 (45 RPM)

# London Primes Bold Policy In Pop, Classic Categories

NEW YORK, Jan. 20.—After a series of confabs between American and English execs, English-owned London Records this week primed itself for the task of becoming a stronger factor in the American disk business.

Under the aegis of newly named Executive Veepee Harry Kruse, the firm will begin with regular weekly releases of both pop and classical disks, large-scale promotions for both its American and English artists and increased sales activities via the naming of district sales managers.

Conferences held last week among Kruse; pop a. and r. chief, Joe Delaney, and E. R. Lewis, president of both the London and English Decca firms, kicked off the plans.

Already well established in the classical field, the label will add at least 70 new longhair diskings to its catalog. Classical a. and r. chief, Remy Farkas, disclosed that the firm has 54 works ready and will issue at least eight complete opera recordings in addition.

## British-American Rapport

Major purpose of the Kruse-Delaney trip to England was to arrange a more closely knit relationship between the English and American staffs. Delaney and Harry Sarton, European recording topper, will meet at least four times each year. Sarton's next trip to the United States will in-

clude visits to such major disk centers as Los Angeles, Chicago and Nashville.

Promotional and recording efforts will be centered on two key artist lists, English and American.

The English group includes Stanley Black, Bob Farnon, Gracie Fields, Reggie Goff, Ted Heath, Dick James, Lee Lawrence, Benny Lee, Vera Lynn, Edmundo Ros, Primo Scala and Anne Shelton.

American artists are Teresa Brewer, Hadda Brooks, Vinnie De-Campo, Buddy Greco, Henry Jerome, Snooky Lanson, Al Morgan, Anita O'Day, Jack Pleis, Lorry Raine, Ray Smith, Smith Brothers,

## TD High Man At Totem Pole

NEW YORK, Jan. 20.—Tommy Dorsey took out some \$12,000 for the past four days of his engagement at the Totem Pole terperly, Auburndale, Mass. Dorsey opened Wednesday (17). The spot has a capacity of 4,000.

Orkster drew capacity crowds thru the entire engagement. Spot has been doing fair weekday business and strong Fridays and Saturdays. Dorsey is one of the few orksters able to pull down a percentage deal in this location. The date was T.D.'s first since his severance with Music Corporation of America (MCA), announced last October.

Bill Snyder, Dick Thomas, Bobby Wayne and Eve Young.

Country and polka material will be handed to the Buckeye Boys and the Hay Stackers.

Farnon and Black will work with large choral and orchestral groups and also as composer-conductors. New talent in both countries will be sought to add to the label's power.

According to Delaney the firms will be able to cover quickly on pop hits with English or American artists. Both Delaney and Sarton will be on top of all new song material. Recordings will be made in Europe in company-owned studios in England, France, Germany, Switzerland and Austria and at any point here where artists happen to be.

Relieved of his sales duties in the recent staff realignment, Delaney will devote full time to pop

(Continued on page 16)

## CAPAC Twists Arms for Fees

TORONTO, Jan. 20.—Checks are being made by the Composers, Authors and Publishers Association of Canada, Inc. (CAPAC), to make sure every time music is used at a private party in a hotel or hall, a fee is paid.

Formerly the onus was on the hotels to collect this money. However, CAPAC has shifted this responsibility onto the individual organizations holding the parties or dances.

## BACH FESTIVAL ON DISKS

### Columbia Cuts Fine Vyns Of Music Greats at Prades

NEW YORK, Jan. 20.—In a venture already applauded as monumental in many circles, Columbia Records has put to record on vinny a good deal of the June, 1950, musicians' pilgrimage to Prades, France, to pay homage to Johann Sebastian Bach on the occasion of the 200th anniversary of the great composer's death. The Prades Festival provided a second cause for festivity, for it broke the self-imposed exile of Pablo Casals, a giant among musicians and an interpretive genius with few equals in our time. With Casals the magnet and violinist Alexander Schneider the spark, the Prades Festival attracted dozens of the world's foremost musicians as participants both as soloists and as members of the Festival Orchestra.

The recorded results of the celebration reflect the joyous spirit which must have prevailed throughout. The disks reveal the several gathered virtuosos stripped of mannered approach and performing in an unrestricted, spontaneous manner. It is as tho the festivities were intended as a jam session in J. S. Bach. This spirit is evident in every portion of these recordings, be they solo or orchestral efforts.

The massive disk package—it covers 10 12-inch long-playing

records—is a great credit to the value of the LP in the classical market. It would have been a totally impractical project to make so huge a simultaneous release on the old 78 shellacs; the physical aspects alone would have condemned it. In fact, the Prades recordings probably would hardly have been considered were it not for the development of magnetic tape recording and the LP disk. So here two inches of shelf space and some five or so pounds of vinylite have achieved what once was about a foot of space and be-

(Continued on page 16)

## Jordan Booked For W. Indies

NEW YORK, Jan. 20.—Louis Jordan and His Tympany Five have been booked to play three days in British Guiana and four days in Trinidad, beginning March 3, for a flat \$5,000 take in American money plus full cost of round-trip transportation for the Jordan crew. Jordan and company take off for the South American job March 1.

The Guiana date will be played first; the troupe will be flown to Trinidad, which lies off the Guiana mainland, to play the four days beginning March 6. The group will be flown back to the U. S. to resume local activities by March 11. Date was booked by Art Weems for General Artists Corporation. GAC also has Cab Calloway and a unit heading for South America early in February to play a four-week date in Venezuela.

## Capitol Names Ben Deutchman

NEW YORK, Jan. 20.—Ben Deutchman last week was appointed Eastern division sales promotion manager for Capitol Records, operating out of the diskery's New York office. Deutchman has been serving in a similar capacity for Capitol's Southern division, with offices in Atlanta. He replaces John Trifero, who left the Capitol spot for a sales promotion job with Columbia Records.

## NEW CONGRESS CATALOG IS OUT

NEW YORK, Jan. 20.—The latest semi-annual edition of the catalog of copyright entries, published by the Library of Congress, lists over 8,000 compositions copyrighted in the U. S. during the first half of 1950.

Of this number, 3,600 were published abroad. The issue, available from the Library of Congress, is the first to include publishers' addresses and the price as given on sheet music.

## Indie Labels Given Special Leeds Romance

NEW YORK, Jan. 20.—Leeds Music is setting up an operation designed to take care of the specific needs of small record labels. The venture will be under the supervision of George Levy, Leeds exec, who believes that the numerous small labels deserve more careful analysis and treatment by publishers.

Levy's idea holds considerable interest. Many large publishers, for instance, are wary of the smaller labels, many of which are notoriously lax on payment of mechanical royalties. Publishers who have been "burned" by such indies prefer to have little to do with them. On the other hand, Levy points out that, quite often, strong selling songs have been started by small indies—such disks forcing the major record companies to cover the tune, all to the betterment of general business.

Small labels, getting the brush from many publishers, are often loathe to approach same. Much of the material they record is public domain. Levy would attempt to service such labels with new material, outstanding standards, etc., and take into consideration the label's financial condition. Should the venture prove successful, he believes that a greater number of trustworthy small labels could be developed—the enterprise being of mutual benefit to indie diskers and publishers.

## Bring Suit Vs. Canada Muzak

TORONTO, Jan. 20.—A precedential suit was initiated here last week by Composers, Authors and Publishers Association of Canada, Ltd. (CAPAC), against Associated Broadcasting Company, (A B C), local Muzak outlet, for infringement of copyright. The association is seeking an injunction against continuance of broadcasting and for nominal costs of \$500.

The defendants are ABC and the operators of two bars and a hotel—H. Reibstein, of the Famous Door; Beecher Dennis, of the Brass Rail, the Westminster Hotel. Complaint charges infringement of copyright thru the playing of certain songs, including *Who?, Ol' Man River* and *Moon Glow*.

Should CAPAC win the suit, it would open the door to payment of royalties by ABC of between \$5,000 and \$6,000 which CAPAC has claimed is owed.

## COAST JOBBERS HIKE SHEET PRICE 2 CENTS

NEW YORK, Jan. 20.—A number of West Coast music jobbers have raised the pop music price to dealers from 28 to 30 cents. The move has caused considerable agitation among publishers, who feel that this cuts down the dealers' profit margin and thus reduces the dealers' incentive.

Pop publishers, who individually raised the retail price of pop sheet music from 35 to 40 cents, did so not only because of increased production costs, but because the 40-cent tab would give the dealer a better break. They are wondering what—if anything—to do about the West Coast development. One leader in the business stated that the Coast move could be condoned if they had jacked up the price only on sheet music produced since December 1—or since the new price scale was adopted. The job-

## Chi Distrib Org Settles Gotham Diskery Hassle

CHICAGO, Jan. 20.—The recently formed local association of record distributors has settled its tiff with Irv Ballen, Philadelphia diskery, over who will handle Ballen's Gotham label here (*The Billboard*, December 16). Art Sheridan, of American Distributors, who had the line when Ballen attempted to switch to Joel Cooper, of Tell Music, is handling the line until he sells the remainder of a small inventory. Ballen allowed Sheridan to return a number of Gotham disks, whose value totaled money owed by Sheridan to Ballen. Cooper is handling Gotham's new release and will take over the remainder of the Gotham line within three weeks.

The situation originally came to the attention of the distributors' group here when Cooper and Sheridan, both members, reviewed the situation at a meeting. Jimmy Martin, head of his own distrib group and prexy of the group, conferred with Ballen and straightened out the tangle.

## Talk Delivery Problem

Distributors are working toward a solution of the local delivery problem. Delivery rates the past two years have jumped from 30 to 40 cents per package to 50 and 55 cents per package. With juke men and record retailers ordering more often per month and in smaller quantities per order to keep inventories down, the distributors' cost of delivering has mounted to the point where it threatens to cut deeply into the profit margin. At a meeting held Thursday (18), reps of Decca, King and Capitol met with the indie reps

(Continued on page 37)

## Songcraft Enters Spiritual Field

NEW YORK, Jan. 20.—Songcraft Records has entered the spiritual field via the signing of the Hatcher Gospel and Browns Inspirational groups. The gimmick in the diskery's new move is the packaging of sheet music along with the spiritual disks. No additional charge is made for the sheet music, disks selling at the now standard 89-cent price. According to Manie Warner, diskery topper, the free sheet music stunt was tested in the New York area with excellent results.

The label, which specializes in foreign language disks, holds copyrights on tunes to which sheet music is being distributed. Warner also disclosed that the firm will release calypso disks.

## Rosetta Tharpe Inks Gale Pact

NEW YORK, Jan. 20.—Sister Rosetta Tharpe, one of the leaders in the gospel and spiritual field, has inked a term management paper with the Gale Agency. The thrush, who is a prime Decca recording artist, was handled by the Taps Agency for a number of years but severed relationships several months ago. Sister Tharpe recently has been making a series of theater appearances, marking the entry of gospel-type singing on the vaude routes.

## Cole To Sign New Cap Pact

HOLLYWOOD, Jan. 20.—Capitol Records is signing Nat (King) Cole to a five-year contract with royalty payments to be deferred on a 10-year plan. Cole and trio first joined Capitol in 1944, a talent property label acquired as a direct result of its prexy, Glenn Wallichs.

Cole's existing contract expires the latter part of 1951. Rewriting of pacts on a long-term basis is slowly under way with most of the label's top talent. Latter part of last year Kay Starr's contract was torn up in favor of a five-year paper.

## MOTOROLA PUTS UP DOUGH FOR SONGS OF D. C.

WASHINGTON, Jan. 20.—Attention Tin Pan Alley: A first prize of \$1,000 and royalties on sales is being offered for the most suitable song written about the nation's capital.

The contest got started this week after James H. Simon, prexy of the Simon Distributing Corporation, distributors of Motorola in the D. C. area, complained in a letter to *The Washington Post* that "the world's most beautiful capital has no song of its own, unlike most States in the union. The idea caught fire and Motorola Prexy Paul Galvin agreed Motorola would sponsor a contest inviting "every man, woman and child in the world" to write a song. "Nothing to buy—no box tops, cartons or labels necessary—submit as many song entries as you wish," say the rules.

Entries must be in by midnight, February 22. Mail your entries to Song Contest Department, Simon Distributing Corporation, 615 Pennsylvania Avenue, N. W., Washington 4. Awards include a total of \$2,500 in prizes and several Motorola TV sets. The contest is open to amateurs and professionals alike. Entries will be judged for "sincerity, originality, good taste and appropriateness of musical score," the rules specify. Entries may be typewritten or written in pencil or ink. Musical score can be original or from public domain. Each contestant is asked to print or typewrite on each entry his name, address, phone number, age and "the name of your favorite Motorola radio and television dealer."

## Semi-Classics Deal by Tempo

HOLLYWOOD, Jan. 20.—Tempo Records' semi-classical field was hyped considerably when the label acquired the catalog of the Viennola Company of Vienna (Austria). Deal includes an exchange of 100 masters over a period of a year. Contract, with a three-year option, was made by Tempo's Col. Irving Fogel and Oskar Czeija of Vienna. Viennola will handle its own distribution.

Tempo will release all Viennola's works on its subsid label, Theme, at 79 cents. Viennese waltzes and military marches mark the majority of the Austrian catalog. It is not known whether Viennola will tape its masters or not. Should the transactions be carried out via tape, Tempo will release on all speeds.

Tempo is also negotiating for similar deals in France and Germany.

# 2 BIG HITS!

## "TO THINK YOU'VE CHOSEN ME"

Written by **BENJAMIN AND WEISS**

Recorded by . . .

Ames Bros.—Coral  
 Savannah Churchill—Arco  
 Eddy Howard—Mercury  
 Henry Jerome—London  
 Sammy Kaye—Columbia

Ari Mooney—MGM  
 Cy Oliver with Ralph Young—Decca  
 Jo Stafford-Gordon MacRae—Capitol  
 Three Suns with Ray Charles—Victor

**VALANDO MUSIC CORP.**

NEW YORK • CHICAGO • HOLLYWOOD

*and*

## "BEYOND THE REEF"

Written by **JACK PITMAN**

Recorded by . . .

Alfred Apaka—Decca  
 Blue Barron—MGM  
 Jerry Byrd—Mercury  
 Bing Crosby—Decca  
 Eddie Grant—Capitol

George Kainapau—Decca  
 Guy Lombardo—Decca  
 Mariners—Columbia  
 Don Rodney with Roy Ross Orch.—Coral  
 Margaret Whiting-Jimmy Wakely—Capitol

**LAUREL MUSIC CORP.**

1619 Broadway

New York 19, N. Y.

Mike Sukin, Gen'l Prof. Mgr.

Hollywood  
Benny Miller

New York  
Mickey Valando

Chicago  
Vic Angle

# On the Stand

## Ina Ray Hutton

(Reviewed at Hawthorne Club and Ballroom, Hawthorne, Calif., December 27.)

Records, none. Recent key playdates: Tops, San Diego; Rendezvous, Balboa, Calif.; Rainbow Gardens, Pomona, Calif. Commercial television: Ina Ray Hutton All-Girl Show, Tuesday, KTLA, Los Angeles. Personal manager: Jack Thilbin. Booked by General Artists Corporation. Feature billings: Ina Ray Hutton and ork; Marcilla Anderson, alto sax; Naomi Preble, trombone; June Sager, trumpet; Zoe Ann Willy, trumpet; Dody Jeshke, drums; Dedie Lane piano.

Ina Ray Hutton, playing her first location date since formation of her fem ork last summer, clicked for the small crowd that paid to see her. The KTLA band mistress opened Wednesday (27), during the pre-New Year's Eve lull, for five days.

Miss Hutton's is the first TV-built band. Prior to her KTLA remote, Miss Hutton practically dropped from the showbiz picture, but during the summer her hour seg caught on and she has been top b.o.

Playing danceable music, ork effectively handles all tempos, including a lively version of Dixieland. Smoothness is lacking, however, which can be remedied by additional playdates. The rhythm section carries the load on a variety of stock arrangements. Vocals are handled by Miss Hutton, and a quartet composed of herself, Zoe Ann Willy, Evelyn Nodson and Marcilla Anderson.

Joe Bleeden.

## Tex Beneke

(Reviewed at Palladium, Hollywood, January 10.)

Records: MGM; recent key playdates, Rainbow Rendezvous, Salt Lake City; Civic Auditorium, Sacramento; Sweet's Ballroom, Oakland, Calif.; El Patio Ballroom, San Francisco; Palomar Ballroom, San Jose, Calif. Personal manager, Gabbe, Lutz & Heller. Road manager, Vince Carbone. Booked by Music Corporation of America (MCA). Feature billings, Tex Beneke and ork; Gregg Lawrence, Eydie Gorme, vocalists.

Trumpets: Jimmy Campbell, Art Depew, Nick Copezuto, Ed Zandy. Trombones: Paul Tanner, Tak Takvarian, George Monte, Jim Harwood. Reeds: Bill Alsworth, Ben Fussell, Teddy Lee, Johnny Hayes, Bob Peck. Rhythm: Mel Lewis, drums; Harry Bliss, piano; Buddy Clark, bass. Vocals: Gregg Lawrence, Eydie Gorme, Tex Beneke. Arrangers: Hank Mancini, Billy May, Eddie Gerlach. Leader: Tex Beneke.

Tex Beneke is still Tex Beneke despite the loss of the Miller book. The move has revitalized the men and as a result they are working harder. Split with Mrs. Miller and Don Haynes has taken away the Glenn Miller crutch that has held the band since its inception.

Beneke came in here with practically a new group compared with his last visit. Since May, 14 men have been replaced. Ork, however, shows no signs of inexperience or lack of co-ordination, and is commercially sound.

Band leans toward the standards, mixing tempos in a way that makes for good dancing. Beneke is trying to get away from the Miller tunes, but at times is forced by requests to play songs associated with Miller, such as *Chattanooga Choo-Choo*, *At Last*, *String of Pearls* and *Kalamazoo*. Band maintains the Miller style more than other orks in the business. A little variety, such as addition of a vocal group, would go a long way toward giving varied presentation. As is, the vocals of Gregg Lawrence (who is leaving the band when they exit here), Eydie Gorme, and Beneke don't pack enough punch to give dancers well-rounded sets.

Palladium crowds during Beneke's run have been good and a tribute to the orkster who came in here on the heels of his split with the Miller combo. But the ork has proved that it can stand alone and should pick up added sparkle now that it is truly Tex Beneke's band.

Joe Bleeden.

## Ray Anthony

(Reviewed at Cafe Rouge, Hotel Statler, New York, December 27.)

Records, Capitol. Recent key playdates: Palladium Ballroom, Hollywood; Paramount Theater, New York. Personal manager, Fred Benson. Booked by General Artists Corporation. Feature billings: Ray Anthony and his ork; Ronnie Deauville, vocalist; Betty Holiday, vocalist; The Skyliners, vocal group; Kenny Trimble, vocalist.

Trumpets: Chuck Medeiros, Woody Fessler, Marty White, Eddy Butterfield (doubles trombone). Trombones: Tom Oblak, Kenny Trimble, Dick Reynolds. Reeds: Earl Bergman, Leo Anthony, Billy Slapin, Cliff Hoff, Steve Cole. Rhythm: Buddy Lowell, drums; Al Simi, bass; Ray Browne, piano. Vocals: Ronnie Deauville, Betty Holiday, Kenny Trimble, The Skyliners. Arranger: George Williams. Trumpet and Leader: Ray Anthony.

The Ray Anthony band has come of age after four years of hard work and constant struggle. This is evidenced not only in the splendidly versatile performance of his organization but, more substantially, is being reflected in the ork's ever-growing box office power and record reaction.

Anthony has developed an airtight organization equipped to produce a high grade of dance music and to entertain at the same time. The band, included by many tradesmen, in the neo-Miller style group, actually is far more flexible musically than that categorical description attests. True, the ensemble style is a bastard product which embodies any number of tried-and-true musical ideas, but the whole is knit together into something of distinction by Anthony's trumpetoting. The leader has developed a horn style which, within the framework of his scores, comes off as a "sound" and a major point of easy identity. The band style is heavy in neo-Millerisms but also contains its share of the subtle, muted, two-beat rock of the old Lunceford band, some of the big band, free-wheeling Dixieland of the Bob Crosby org of the late 1930s and the tight brass figures of the Les Brown crew. Credit arranger George Williams

## New York:

Contact man Victor Selzman joined Ivy Music, Chappell subsid. . . . "Songs To Grow On," Marks Music Corporation's first big venture in the book publishing field, is in its third printing. . . . Phil Kornheiser has resigned as head of standard exploitation for the Marks firm. . . . Contact man Mel Richmond has left the Sammy Kaye pubberies. . . . Thrush Lorry Raine and husband-manager, Tim Gayle, will be in town next week.

## Chicago:

Tommy Carlyn, the Pittsburgh batoneer, lost five sidemen to the Larry Faith band, and not 10 sidemen, as was reported. Carlyn, currently at Bill Green's Casino, Pittsburgh, has added vocalists Chickie Adams and Bill Sagone. Latter was with Teddy Phillips. Carlyn has hired Irene Zepp, formerly with WMCK, Pittsburgh, to handle his business matters and public relations. . . . McConkey Music Corporation put its first ork into the Roosevelt Hotel, New Orleans, with Don Reid opening for four weeks May 3. . . . Mercury Records preparing a book containing complete biographies of all its artists and discographies, which will be sent out to d. j.'s within the next six weeks.

Jackie Cain and Roy Kral have dropped to a trio and have inked with McConkey Artists Corporation Agency is packaging a TV show around the youngsters. . . . Carl Schreiber's ork opens a dinner music session series at Tracy's on the Avenue, smart Michigan Avenue dinery, February 22. Spot is using music for the first time. . . . Picture Records has been formed by Slick Slavin and a group of Chicagoans. First release includes "Box 13," a tune by Slavin and CBS comic Steve Allan. . . . Another new local firm, Maestro Records, is releasing its first disk by Jimmy Farrell. They have also cut sides by Ida Gardy. Jack Pollack is musical director.

## Hollywood:

Jimmy McHugh will appear in five Louis Snader telecriptions, playing his all-time successes, "On the Sunny Side of the Street," "I Can't Give You Anything But Love, Baby," "Exactly Like You," "I Can't Believe That You're in Love With Me" and "When My Sugar Walks Down the Street." Chirps Carol Richards, Georgia Stuart, Genie McLaren and Joy Lane will work with McHugh. . . . Michele Michelet will create mood music for forthcoming Tempo Records waxings. . . . Song Writers' Cooperative, Inc. (SWCI) has elected Dorothea Towne,

prexy; Bill Cody, vice-president; Sally Weightman, secretary-treasurer, and Billy Smith and Franklin J. Hammerline, directors. Kenneth Howell is supervisor of music. . . . SWCI also inked the Eight Dutch Boys who will record on its Orbit.

Dorothy Shay makes her pic debut in Universal's "The Real McCoy." . . . Majestic Records is planning branches in Mexico City and Sweden. . . . David Tamkin in New York huddling on his opera, "The Dybbuk," to be presented by New York Civic Center Opera Company, March 22. . . . Max Steiner has been assigned to create music for Warner's "Strangers on a Train." . . . Republic Picture's Vera Ralston penned "The Stars Among the Stripes." . . . John Carroll kicks off a concert tour at the Shamrock Hotel, Houston. He'll also visit New Orleans, Chicago, Pittsburgh and New York.

Tempo Records has added four distributors, George MacDuff Company, Detroit; Record Distributors, Inc., Chicago; John Skewis, Honolulu, and Tradewinds Music, Guam, are the new additions. . . . Thrush Cynthia Lee will cut two more sides for Theme, Tempo subsid, in the Professor and the Madam series. Slated for next week are "Tilt" and "September Song." . . . Warner's has set a Negro singing trio for a musical specialty in "On Moonlight Bay." Ira Buck Woods, Chester Jones and John Bud make up the group. . . . Jerry Wald and Norman Krasna have signed Broadway soprano Roberta Peters to a long-term RKO contract. . . . Frankie Laine was able to relax from his musical chores in Columbia's "Sunny Side of the Street" when work on the pic was temporarily halted due to Jerome Courtland's illness.

## Philadelphia:

Musitone, Inc., has been set up to operate a wired-music service. . . . Buddy Greco takes his new unit to New York for a late-January start at the Brass Rail to be followed by a Cafe Society stand. . . . Len Jennings, who used to play sax for Buddy Williams' band, has formed his own dance band, bowing at the Swing Club dancery. . . . Jazz Festival Society, for its first concert of the new year at the Academy of Music foyer last week, brought together Hot Lips Page, Jo Jones and Edmond Hall. . . . Lenny Herman draws a six-week holdover ticket at the Hotel Warwick which will stretch out his current pitch to 20 weeks.

# London Primes Bold Policy

Continued from page 14

a. and r. division. Kruse will head up the entire operation and act as sales manager.

In the longhair department, Farkas disclosed that London will make weekly releases featuring such symphonic orks as the Boyd Neel String Orchestra, London Philharmonic, Paris Conservatory, Orchestre de la Suisse Romande, London Symphony, New Symphony, Stuttgart Chamber Orchestra and the Vienna Philharmonic. Conductors used on dates already held are Munch, Cellibidache, Lindenberg, Erede, Maag, Bohm, Sargent, Kanpertsbusch, Munchinger, Solti and Barber.

Skedded for early release are new recordings of the Bizet 1st, Mendelssohn 5th, Tchaikowsky

5th, Mozart 29th and 36th, Beethoven 4th and Barber 2d symphonies. The label will not transfer to LP most recordings previously issued on the English Decca 78 r.p.m. label. Replacements already recorded are Stravinsky's *Sacre Du Printemps* and *Firebird*, Rachmaninoff's *24 Preludes* and Wagner's *Rienzi Overture*.

In addition, London will release a series of Brahms, Schubert and Liszt works recorded by pianist Wilhelm Kempff, Chopin piano scores played by Wilhelm Backhaus and diskings of Samuel Barber conducting his own *Symphony No. 2*, concerto for cello and orchestra; *Medea* and *La Boutique Fantasque*.

# Bach Festival on Disks

Continued from page 14

tween 40 and 50 pounds of shellac compound.

## Sales Potential

In spite of the size of the package and the \$50 price tag, these recordings—both in a group and singly (each of the 10 disks are available as singles)—should prove

with achieving the welding of the several ideas into a library which impresses with its refreshing variety of color and sounds.

## Vocal Wing

Anthony also has a strong vocal wing. Ronnie Deauville, the male singer, has a distinctive sound and Sinatra-ish quality. Beatty Holiday is a forthright thrush; Kenny Trimble is there for the amusing novelty, and the Skyliners' vocal group fills in backgrounds and delivers rhythm items vigorously.

The leader himself, as indicated above, has grown into a mature musician. He has found a trumpet style in the low registers of his horn. He has wisely guided arranger Williams in the conception of the library. And he has selected a clean-cut, spirited organization which plays with precision and style.

The rise of Anthony must be attributed in the main to his Capitol recordings. The diskery has been conducting a running campaign in Anthony's behalf, and it's beginning to pay off. The orkster has a strong current best-selling coupling in *Harbor Lights* and *Nevertheless* and is used by the diskery to cover on top tunes as well as to do originals.

This band, wisely promoted and adeptly guided by the tireless work of Personal Manager Fred Benson, already is one of our foremost young bands. If its current mode of operation is not sidetracked, it's bound to make the upper brackets in all situations in a matter of months.

Hal Webman.

to be best-selling items. The immediate market will lie with (1) the Bach collectors and (2) the Casals admirers; of both of these, there are considerable in metropolitan areas. But enterprising dealers will find that this collection of the cream of Bach's instrumental writing will provide new-born longhair customers with a representative cross-section of the instrumental works of the most prolific of the three B's.

In terms of individual records, the etchings which feature Casals playing the three cello sonatas will probably accumulate the greatest individual attention. Casals, a revolutionary in terms of Bach interpretation, breathes nobility and overwhelming spirit into his readings. As conductor, with an orchestra which was only several weeks in the making, he placed interpretive freedom before precision. Technical recording throughout the set is quite good considering the circumstances of the taping.

The participating artists include Rudolf Serkin, Joseph Szigeti, Isaac Stern, Alexander Schneider, Mieczyslaw Horszowski, Eugene Istomin, Clara Haskill, John Wummer, Marcel Tabuteau, Yvonne Lefebure, Leopold Mannes and Paul Baumgartner. The works recorded, in addition to the three cello sonatas, cover the six Brandenburg concertos, a pair of orchestral suites, several solo instrument concertos and several solo pieces.

The disks are available as follows:

- (1) In a set of 10 12-inch LP's: Columbia Set 161.
- (2) Individually: Catalog numbers run from ML-4345 thru ML-4354.

The stand-out disks (the Casals' readings of the cello sonatas): ML-4349 and ML-4350 (the latter is completed by Rudolf Serkin's performance of the *Chromatic Fantasy and Fugue*).

Hal Webman.

**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

Roses Are Red  
Violets Are Blue  
It's a "BOUTONNIERE" From  
Mindy to You  
**"BOUTONNIERE"**  
recorded by  
MINDY CARSON  
on Victor  
OXFORD MUSIC CORPORATION  
1619 Broadway, New York 19, N. Y.

**MUSIC BOURNE TO LIVE**  
"A FRIEND OF JOHNNY'S"  
**INK SPOTS**  
DECCA 27391  
BOURNE, Inc. 199-7th Ave. N.Y.C.N.Y.

**THE NIGHT IS YOUNG**  
(AND YOU'RE SO BEAUTIFUL)  
Recorded by  
VIC DAMONE  
(MERCURY)  
WORDS & MUSIC, Inc.

**PRIMO SCALA**  
FIRST HIT OF 1951  
**THE WINTER WALTZ**  
LONDON 874  
Gale and Gayles  
Incorporated  
1619-BROADWAY, NEW YORK 19, N. Y.

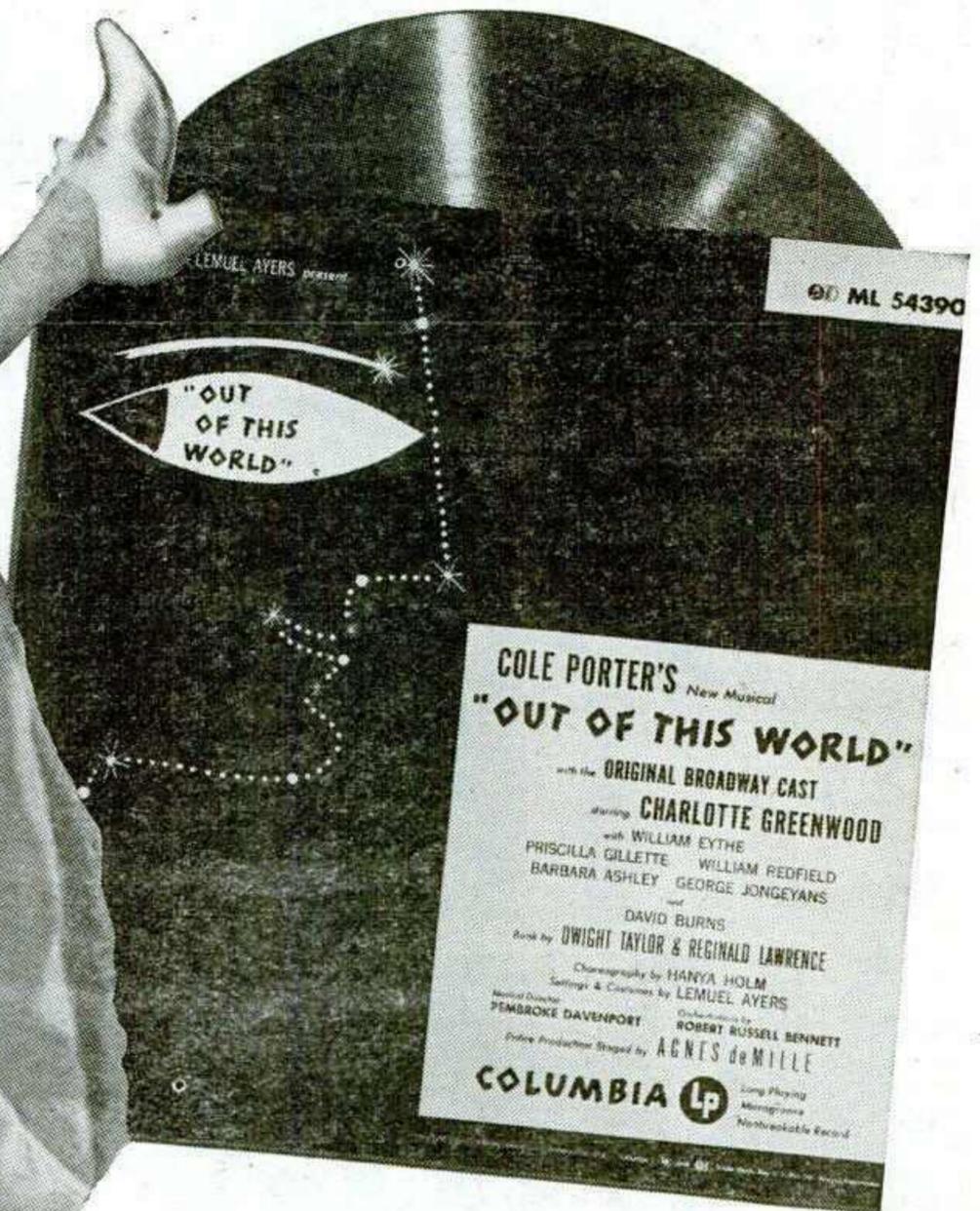
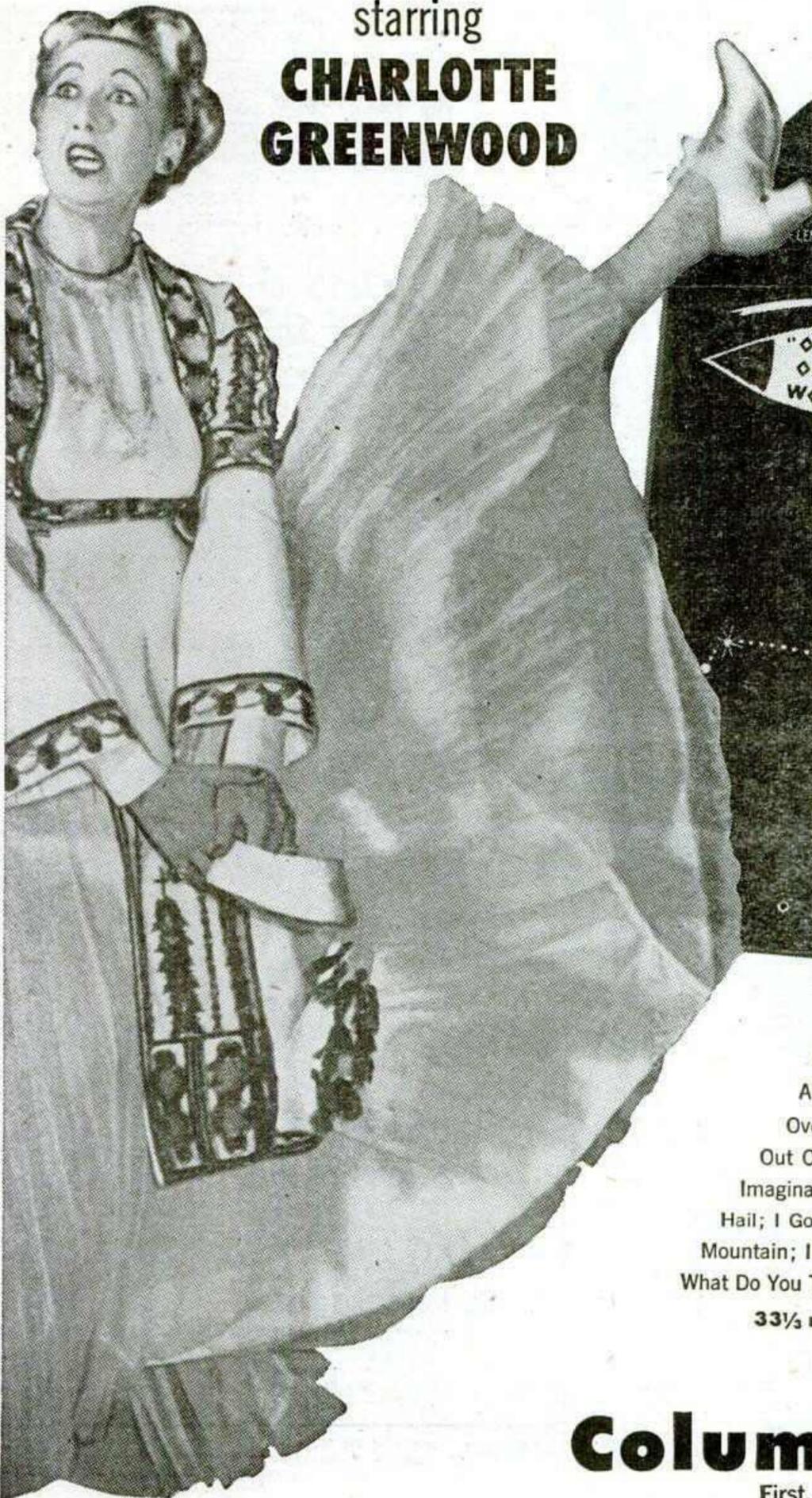
Another BMI Pin-Up Hit!  
**IF YOU'VE GOT THE MONEY**  
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Recorded by  
Jo Stafford ..... (Columbia)  
Ina Hutton ..... (Decca)  
Joan Shaw ..... (MGM)  
Kenny Roberts ..... (Coral)  
Ernie Lee ..... (Mercury)  
(and nine other big records)  
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**THE LITTLE WHITE DUCK**  
"WILL BE IN SEASON ALL THE WAY THROUGH EASTER"  
**GENERAL MUSIC**  
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**W** ready now! stock it now!  
 With original Broadway cast  
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**COLE PORTER'S** "OUT OF  
 lavish new  
 musical  
**THIS "OUT OF  
 WORLD"**

starring  
**CHARLOTTE  
 GREENWOOD**



LEMUEL AYERS present  
 © ML 54390

COLE PORTER'S *New Musical*  
**"OUT OF THIS WORLD"**  
 with the ORIGINAL BROADWAY CAST  
 starring **CHARLOTTE GREENWOOD**  
 with WILLIAM EYTHE  
 PRISCILLA GILLETTE WILLIAM REDFIELD  
 BARBARA ASHLEY GEORGE JONGEYANS  
 and DAVID BURNS  
 Book by DWIGHT TAYLOR & REGINALD LAWRENCE  
 Choreography by HANNA HOLM  
 Settings & Costumes by LEMUEL AYERS  
 Musical Director: PEMBROKE DAVENPORT  
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 Extra Production Staged by AGNES DE MILLE

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 All these gorgeous **COLE PORTER** songs!  
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 Out Of This World; I Jupiter, I Rex; Nobody's Chasing Me; Use Your  
 Imagination; Cherry Pies Ought to be You; Entrance of Juno; Hail, Hail,  
 Hail; I Got Beauty; No Lover for Me; Where, Oh Where; Climb Up the  
 Mountain; I Am Loved; I Sleep Easier Now; They Couldn't Compare to You;  
 What Do You Think About Men?

33 1/3 rpm ML-54390    78 rpm MM-980    45 rpm A-980

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 First, Finest, Foremost in Recorded Music

# THE BILLBOARD Music Popularity Charts

## HONOR ROLL OF HITS

### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received January 17, 18, 19.

Last Week | This Week

#### 1. 1. Tennessee Waltz

By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)  
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39045; 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. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated.

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

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

#### 3. 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. Reichtzeit, Banner 585; T. Tucker Ork, MGM 10864; June Carter, V 21-0411.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

#### 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. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher, Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

#### 7. 5. Be My Love

By Sammy Cahn and Nicholas Brodsky—Published by Remick (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.)

#### 5. 6. 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.

#### 7. 7. If

By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)  
RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

#### 10. 8. 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.

#### 6. 9. 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 Weik, Standard; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Henry Jerome, Lang-Worth.

#### 9. 10. The Roving Kind

By Jessie Cavanaugh and Stanton Arnold—Published by Spencer Music (BMI)  
RECORDS AVAILABLE: O. Brand, Crest CR-25002-1; Melodeons, MGM 10679; 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.)

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# "THE SEVEN WONDERS OF THE WORLD"

by **CY COBEN**  
Recorded by . . .

**DON CHERRY** • **HUGO WINTERHALTER** • **FRANK DEVOL**  
DECCA VICTOR CAPITOL

**GEORGE PAXTON INC.**  
1619 Broadway • New York 19, N. Y.

**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyers's Guide

Week ending  
**JAN. 27, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

Joe "Fingers"  
**CARR**

AND

Tennessee  
**ERNIE**

A  
New  
Selling  
Combo!



**"STACK-O-LEE"**

*backed with a Strong Western*

**"TAILOR MADE WOMAN"**

(Merle Travis on guitar)

Capitol Record No. 1349 on 78 rpm • No. F1349 on 45 rpm

**NEW RELEASES ON Capitol**

The Story  
of  
Creation

musically expressed by  
Schubert, Shostakovich,  
Tchaikovsky, Copland,  
Liszt, Stravinsky,  
Mahler and Tost



Seven World-Famous Composers collaborated  
to write this great masterpiece

**"THE GENESIS SUITE"**

performed by the Janssen Symphony of Los Angeles,  
conducted by Werner Janssen  
with narrative passages

on 12-inch 33 1/3 rpm Album P-8125 \$4.75 on 45 rpm Album EEF-8125 \$6.00  
(five 7-inch records)

POPULAR		78 rpm	45 rpm
<b>LES PAUL</b>	<b>MOCKIN' BIRD HILL CHICKEN REEL</b> <small>Vocal by Mary Ford</small>	1373	F1373
<b>GORDON MacRAE</b>	<b>LOVE MEANS LOVE WAIT FOR ME</b> <small>with the Swing States and the Jollys by Frank Dezel</small>	1374	F1374
<b>JAN GARBER</b> <small>and the Orchestra</small>	<b>VELVET LIPS TIE ME TO YOUR APRON STRINGS AGAIN</b> <small>with the Jollys by Frank Dezel</small>	1375	F1375
<b>JULIA LEE</b>	<b>LOTUS BLOSSOM PIPE DREAMS (UP ON CLOUD NINE)</b> <small>Vocal with Orchestra</small>	1376	F1376
<b>THE FOUR FRESHMEN</b>	<b>PICK UP YOUR TEARS AND GO HOME NOW YOU KNOW</b> <small>with the Jollys by Frank Dezel</small>	1377	F1377
<b>DR. SAMUEL HOFFMAN</b> <small>at the Theremin</small>	<b>MOONLIGHT SONATA THE SWAN</b> <small>Theremin Solo with Piano</small>	1378	F1378
<b>LES BAXTER</b> <small>with the Jollys and Orchestra</small>	<b>SO LONG ROVING KIND</b> <small>RUSH RELEASE! Both sides featuring vocals by Linda Daugherty available now!</small>	1381	F1381
WESTERN & COUNTRY			
<b>HANK THOMPSON</b> <small>and the Brazos Valley Boys</small>	<b>NEW ROVIN' GAMBLER PLAYIN' POSSUM</b> <small>coupled with</small>	1379	F1379
<b>JAMES &amp; MARTHA CARSON</b>	<b>LAY YOUR BURDENS AT HIS FEET I AIN'T GONNA SIN NO MORE</b>	1380	F1380

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

**COMING UP FAST!**

**78 45**  
rpm rpm

- "JET," "THE MAGIC TREE" Nat "King" Cole ..... 1365 F1365
- "COLUMBIA, THE GEM OF THE OCEAN"
- "MORE THAN I CARE TO REMEMBER" Ray Anthony ..... 1367 F1367
- "A PENNY A KISS, A PENNY A HUG"
- "BRING BACK THE THRILL" Mary Mayo ..... 1350 F1350

**HOT SELLERS!**

**POPULAR**

**78 45**  
rpm rpm

- "LITTLE ROCK GETAWAY," "TENNESSEE WALTZ" Les Paul ..... 1316 F1316
- "THE SHOT GUN BOOGIE" Tennessee Ernie ..... 1295 F1295
- "MY HEART CRIES FOR YOU," "MUSIC BY THE ANGELS" Jimmy Wakely ..... 1328 F1328
- "HARBOR LIGHTS," "NEVERTHELESS I'M IN LOVE WITH YOU" Ray Anthony ..... 1190 F1190
- "IF," "I LOVE THE WAY YOU SAY GOODNIGHT" Dean Martin ..... 1342 F1342
- "I TAUT I TAW A PUDDY TAT" Mel Blanc ..... 1360 F1360
- "HOT ROD RACE" Ramblin' Jimmie Dolan ..... 1322 F1322
- "A BUSHEL AND A PECK," "BEYOND THE REEF" Margaret Whiting-Jimmy Wakely ..... 1234 F1234
- "TAILOR MADE WOMAN," "STACK-O-LEE" Tennessee Ernie-Joe "Fingers" Carr ..... 1349 F1349
- "LOVESICK BLUES" Kay Starr ..... 1357 F1357
- "AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony ..... 1280 F1280
- "I'LL NEVER BE FREE" Kay Starr-Tennessee Ernie ..... 1124 F1124
- "JOHN AND MARSHA" Stan Freberg ..... 1356 F1356
- "CHAIN AROUND MY HEART" Bob Atcher ..... 1364 F1364
- "DRY BREAD" Merle Travis ..... 1337 F1337
- "MY LIFE WITH YOU" Eddie Dean ..... 1362 F1362
- "BUTANE BLUES" Gene O'Quin ..... 1346 F1346

**WESTERN & FOLK**

- "THE SHOT GUN BOOGIE" Tennessee Ernie ..... 1295 F1295
- "HOT ROD RACE" Ramblin' Jimmie Dolan ..... 1322 F1322
- "A BROKEN HEART AND A GLASS OF BEER" Hank Thompson ..... 1327 F1327
- "DON'T MAKE LOVE TO MARY (WITH MABEL ON YOUR MIND)" Tex Williams ..... 1345 F1345
- "BECAUSE YOU LOVE ME" Leon Payne ..... 1321 F1321
- "THERE'S NOTHIN' ABOUT YOU SPECIAL" Jimmie Skinner ..... 1339 F1339



# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

Based on reports received January 17, 18 and 19

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

POSITION	Weeks   Last   This	to date   Week   Week	TITLE	Artist	Label
10	1	1	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
8	2	2	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)1-918; (45)6-918—ASCAP
10	3	3	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI
5	6	4	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
8	4	5	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
3	11	6	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
6	10	7	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
3	8	8	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
7	5	9	ROVING KIND	G. Mitchell	Col(78)39067; (33)1-918; (45)6-918—BMI
2	14	10	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
5	9	11	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters	V(78)20-3945; (45)47-3945—ASCAP
15	12	12	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930—ASCAP
2	15	13	TENNESSEE WALTZ	S. Jones	V(78)20-4011; (45)47-4011—BMI
3	22	14	IF	J. Stafford	Col(78)39082; (45)6-939; (33)1-939—ASCAP
1	—	15	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360
9	7	16	TENNESSEE WALTZ	J. Stafford-P. Weston	Col(78)39065; (33)1-916; (45)6-916—BMI
12	18	17	THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128—ASCAP
19	13	18	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784; (45)6-784—ASCAP
17	16	19	NEVERTHELESS	P. Weston	Col(78)38962; (33)1-813—ASCAP
1	—	20	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
13	20	21	ONE FINGER MELODY	F. Sinatra	Col(78)39014; (33)1-845—ASCAP
14	23	21	NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904—ASCAP
17	23	21	HARBOR LIGHTS	R. Flanagan	V(78)20-3911; (45)47-3911—ASCAP
2	18	24	ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP
4	29	25	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
7	29	25	LITTLE ROCK GETAWAY	L. Paul	Cap(78)1316; (45)F-1316—ASCAP
2	—	27	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
2	—	28	MY HEART CRIES FOR YOU	B. Farrell	MGM(78)10868; (45)K-10868—ASCAP
7	—	29	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP
15	17	30	THINKING OF YOU	E. Fisher-H. Winterhalter	V(78)20-3901; (45)47-3901—ASCAP
5	—	30	NEVERTHELESS	F. Sinatra	Col(78)39044; (33)6-888; (45)6-888—ASCAP

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

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

TITLE	Points
1. It's a Lovely Day Today—Berlin	150
2. Nevertheless—Crawford	120
3. Orange Colored Sky—Frank	105
4. La Vie En Rose—Harms	90
5. A Marshmallow World—Shapiro	70
6. You're Just in Love—Berlin	70
7. Best Thing for You—Berlin	60
8. If I Were a Bell—Morris	60
9. Tennessee Waltz—Acuff-Rose	60
10. I've Never Been in Love Before—Morris	55
11. Nobody's Chasing Me—Chappell	55
12. All My Love—Mills	50
13. Harbor Lights—Chappell	50
14. I Am Loved—Chappell	50
15. Life Is So Peculiar—Burke-Van Heusen	50
16. My Heart Cries for You—Massey	50
17. A Bushel and a Peck—Morris	40
18. Petite Waltz—Duchess	40
19. The Thing—Hollis	40
20. Use Your Imagination—Chappell	40
21. Zing Zing—Zoom Zoom—Robbins	40
22. One Finger Melody—Barton	30
23. Thinking of You—Remick	30
24. I'll Get By—Bourne	25
25. And You'll Be Home—Burke-Van Heusen	20
26. Autumn Leaves—Criterion	20
27. Be My Love—Miller	20
28. Cherry Pies Ought to Be You—Chappell	20
29. Could Be—B. M.I.	20
30. Get Out Those Old Records—Lombardo	20

## VOX JOX

### Preems

Danny Stiles, WHOL, Allentown, Pa., has switched from a night-time spot to a morning show tagged "Danny Stiles Coffee Pot." . . . Red Jones, KVET, Austin, Tex., teed off a new airer "Dance Time" three times a week featuring mostly vocal artists. . . . Bob Lay, WJAX, Jacksonville, Fla., is now spinning 'em in the morning as the station's "Early Riser." . . . Hal Davis, KRSC, Seattle, is emceeing a three-hour disk show every a.m., "The Breakfast Nook." . . . Paul Arnold has joined KRON-TV, San Francisco. . . . Rusty Austin, WBUD, Morrisville, Pa., did a three-hour show New Year's Eve, with the entire program based on The Billboard's Honor Roll of Hits. . . . Bob Watson, WSB, Atlanta, celebrates the fifth anniversary of his "Platter Party" this month. . . . Bob Brannon has joined WJMR, New Orleans. . . . Lee Morris, WSB, Atlanta, has taken over the station's early morning sign-on shift with two across-the-board shows. . . . Clyde Butter joins WJMR, New Orleans, when Bob Murphy leaves the "Hi, Neighbor" program this month. . . . Clark Reid, WAKR, Akron, has launched "Sunday Bandstand," an hour afternoon disk series. . . . The Billboard is featured every day on Bob Kent's across-the-board wax series "The Big Top Ten" over WBUD, Morrisville, Pa. . . . Johnny Stag, paraplegic disk jockey on WNEW, New York, beamed a special show this Saturday to welcome the first batch of wounded G.I.'s in from Korea to the hospital. Johnny says World War II vets now call themselves "the old guys."

### Sponsor Talk

Jockeys at WPEN, Philadelphia, are cleaning up on sales this month. Joe Grady and Ed Hurst snagged Tender Leaf Tea, Nullo, 13 weeks with Sea Breeze Labs, a year's renewal from Curtis Publishing and 52 weeks with Lustre Creme Shampoo. . . . Stu Wayne is clicking with a '52-week buy by Hanscom Bros.' Bakery, plus a 21-week renewal by Bayer Aspirin. . . . Bosh Pritchard rates another 52-week deal with Judson C. Burns, Inc., and Unity Frankford Stores is picking up the tab on Frank Ford's show for the fourth consecutive year. . . . Bill Wood, KODY, North Platte, Neb., has landed a 52-week deal with Hadacol. . . . Herb Fontaine, WCOU, Lewiston, Me., has snagged 13 weeks of spots for the U. S. Army and Air Corps, and a 26-week deal with Babbitt Cleanser. . . . The Veteran's Administration is buying time on Harry D. Smith's show, WUSC, Columbia, S. C.

### Ad Lib Cuttings

George D. Brownlie Jr., WKWF, Key West, Fla., writes, "As for Sammy Kaye's 'Petite Waltz,' let's not do it again fellas." . . . James Haines, WCRO, Johnstown, Pa., says "we haven't received a single Columbia nor Decca record for nine months." . . . Bob Milton, KGLO, Mason City, Ia., has "a big fat gripe toward Mercury Records. We don't even receive a reply from Mercury in answer to our inquiries as to why we don't get their releases." . . . Jerry Strong, WINX, Washington, has resumed his World War II practice of playing transcribed interviews with G.I.'s in the Capitol area and overseas. He gifts the boys' families with the tape afterward. . . . Don Putnam, WBBZ, Ponca City, Okla., is holding a contest for listeners to guess the number of lisps or whistles in Spike Jones' "Two Front Teeth" record. . . . Lou Golson, WFAZ, Falls Church, Va., snagged a new name for his platter show, via a contest. The prize tag is "Goofin' With Golson."

## Best Selling Sheet Music

Based on reports received January 17, 18 and 19

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

POSITION	Weeks   Last   This	to date   Week   Week	TITLE	English	American	Publishers
9	1	1	TENNESSEE WALTZ (R)			Acuff-Rose
6	2	2	MY HEART CRIES FOR YOU (R)			Massey
17	4	3	HARBOR LIGHTS (R)			Chappell
10	3	4	THE THING (R)			Hollis
1	—	5	IF (R)			Shapiro-Bernstein
12	5	6	A BUSHEL AND A PECK (M) (R)			Susan
5	7	7	BE MY LOVE (F) (R)			Miller
16	6	8	NEVERTHELESS (F) (R)			Chappell
3	11	9	YOU'RE JUST IN LOVE (M) (R)			Berlin
5	10	10	TO THINK YOU'VE CHOSEN ME (R)			Valando
2	13	11	SO LONG (R)			Folkways
4	9	12	IT IS NO SECRET (R)			Duchess
4	8	13	THE ROVING KIND (R)			Spencer Music
21	14	14	ALL MY LOVE (R)			Mills
1	—	15	ZING ZING—ZOOM ZOOM (R)			Robbins

## England's Top Twenty

POSITION	Weeks   Last   This	to date   Week   Week	TITLE	English	American
8	1	1	I TAUT I TAW A PUDDY TAT	Harms-Connelly	Remick
5	4	2	THE THING	Leeds	Hollis
13	2	3	RUDOLPH, THE RED NOSED REINDEER	Chappell	St. Nicholas
4	3	4	BELOVED, BE FAITHFUL	Pickwick	Pickwick
6	5	5	FERRY BOAT INN	Campbell-Connelly	*
5	9	6	PETITE WALTZ	Duchess	Duchess
17	6	7	GOODNIGHT, IRENE	Leeds	Spencer
3	7	8	SLEIGH RIDE	Mills Music, Ltd.	Mills
6	12	9	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	*
10	14	10	AUTUMN LEAVES	Maurice	Ardmore
9	10	11	ORANGE COLORED SKY	Morris	Frank
6	15	12	ALL MY LOVE	Maurice	Mills
22	10	13	SAM'S SONG	Sterling	Sam Weiss
2	13	14	IT'S A MARSHMALLOW WORLD	Kassner	Shapiro-Bernstein
1	—	15	IF	Lennox	Shapiro-Bernstein
20	8	15	MONA LISA	New World	Famous
9	20	17	I ONLY SAW HIM ONCE	Unit	Kramer-Whitney
2	—	18	TWO LITTLE MEN IN A FLYING SAUCER	Unit	*
24	—	19	IF I LOVED YOU	Williamson	Williamson
5	—	20	WE'LL KEEP A WELCOME	Edward Cox, Ltd.	*

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

## Songs With Greatest Radio Audiences (ACI)

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

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

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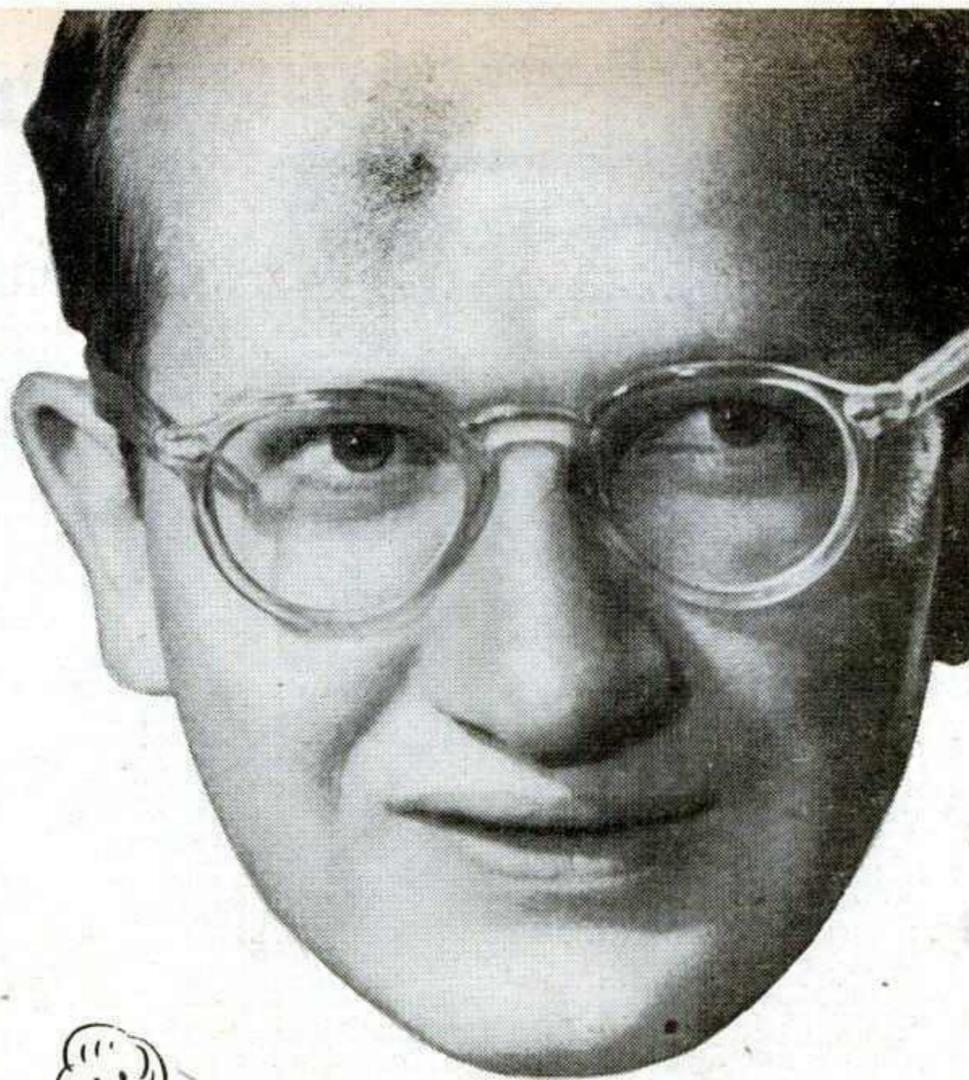
All My Love (R)	Mills—ASCAP
And You'll Be Home (R)	Burke-Van Heusen—ASCAP
Be My Love (F) (R)	Miller—ASCAP
Best Thing for You (M) (R)	Berlin—ASCAP
Frosty, the Snow Man (R)	Hill & Range—BMI
Get Out Those Old Records (R)	Lombardo—ASCAP
Harbor Lights (R)	Chappell—ASCAP
If (R)	Shapiro-Bernstein—ASCAP
If I Were a Bell (M) (R)	E. H. Morris—ASCAP
If You've Got the Money I've Got the Time (R)	Peer—BMI
It Is No Secret (R)	Duchess—BMI
It's a Lovely Day Today (M) (R)	Berlin—ASCAP
I've Never Been in Love Before (M) (R)	E. H. Morris—ASCAP
Jing-a-Ling Jing-a-Ling (R)	Walt Disney—ASCAP
Marshmallow World, A (R)	Shapiro-Bernstein—ASCAP
My Heart Cries for You (R)	Massey—ASCAP
Nevertheless (F) (R)	Chappell—ASCAP
Night Is Young and You're So Beautiful (R)	Words & Music—ASCAP
Nobody's Chasing Me (M) (R)	Chappell—ASCAP
One Finger Melody (R)	Barton—ASCAP
Petite Waltz (R)	Duchess—BMI
Roving Kind, The (R)	Spencer—BMI
Sea of the Moon (R)	Robbins—ASCAP
Tennessee Waltz (R)	Acuff-Rose—BMI
The Thing (R)	Hollis—BMI
Thinking of You (F) (R)	Remick—ASCAP
Use Your Imagination (M) (R)	Chappell—ASCAP
You Love Me (F) (R)	Witmark—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP
Zing Zing—Zoom Zoom (R)	Robbins—ASCAP

**both  
big!**

The Music!  
The Maestro!

**Paul  
Weston**

and his  
orchestra play



**“  
In  
your  
arms”**



**“  
When  
you  
return”**



78 rpm 39114 33 1/3 rpm 3-39114 45 rpm 4-39114

**Columbia  Records**

First, Finest, Foremost in Recorded Music

# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

... Based on reports received January 17, 18 and 19

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
11	1	1. TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
8	3	2. MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)1-918; (45)6-918—ASCAP
10	2	3. THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI
7	4	4. BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
3	17	5. IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
21	5	6. HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784; (45)6-784—ASCAP
3	10	7. SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
4	15	8. YOU'RE JUST IN LOVE	P. Como	V(78)20-3945; (45)47-3945—ASCAP
13	8	9. BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930—ASCAP
7	14	10. ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)1-918; (45)6-918—BMI
16	7	11. HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP
5	13	12. TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
19	9	13. THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128—ASCAP
6	11	14. MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
4	16	14. MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
2	24	16. TENNESSEE WALTZ	S. Jones	V(78)20-4011; (45)47-4011—BMI
16	20	17. THINKING OF YOU	E. Fisher-H. Winterhalter	V(78)20-3901; (45)47-3901—ASCAP
7	6	18. TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
4	18	19. MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
12	11	20. NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP
12	27	21. NEVERTHELESS	R. Anthony	Cap(78)1190; (45)F-1190—ASCAP
2	29	22. ROVING KIND	The Weavers	Dec(78)27332; (45)9-27332—BMI
14	25	23. NEVERTHELESS	P. Weston	Col(78)38982; (33)1-813—ASCAP
10	25	23. HARBOR LIGHTS	B. Crosby	Dec(78)27219; (45)9-27219—ASCAP
1	—	25. ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997
4	23	26. TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury(78)5517; (45)5517X45—ASCAP
13	20	27. HARBOR LIGHTS	R. Anthony	Cap(78)1190; (45)F-1190—ASCAP
2	—	27. LITTLE ROCK GETAWAY	L. Paul	Cap(78)1316; (45)F-1316—ASCAP
1	—	29. I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360
22	22	30. ALL MY LOVE	P. Page	Mercury(78)5455; (45)5455X45—ASCAP

## Best Selling Classical Titles

... Based on reports received January 17, 18 and 19

Week Last	Week This	Title	Artist	Label
1	1	1. Strauss: Die Fledermaus; J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, K. Preger, S. Wagner, A. Jaresch, Vienna State Opera Chorus, Vienna Philharmonic Ork., Krauss, conductor		London(33)LLP-281-82
—	2	2. Bach: Festival Prades, Vol 5 (Sonata for Cello & Piano, Nos. 1 & 2); P. Casals, cello; R. Baumgartner, piano		Col(33)ML-4349
4	3	3. Bach: Prades Festival, Vol 6 (Sonata for Cello & Piano, No. 3); P. Casals, cello; R. Baumgartner, piano		Col(33)ML-4350
2	4	4. Saint-Saens: Carnival of the Animals; N. Coward, A. Kostelanetz Ork.; L. Hambre, J. Zayde, F. Miller		Col(33)ML-4355
3	5	5. Verdi: Rigoletto (Complete Opera); J. Pearce, L. Warren, I. Tajó, E. Berger, N. Merriman, R. Shaw, conductor-Chorale RCA Victor Ork., R. Cellini, conductor		V(33)LM-6101
1	1	1. Toast of New Orleans; M. Lanza, RCA Victor Ork., C. Callinicos, conductor		V(45)WDM-1395
2	2	2. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork., Pierre Monteux, conductor		V(45)WDM-920
3	3	3. Verdi: Highlights From La Traviata; L. Albanese, J. Pearce, R. Merrill, RCA Victor Ork., F. Weissman, conductor		V(45)WDM-1473
4	4	4. Tchaikovsky: Nutcracker Suite; Eugene Ormandy, conductor, Philadelphia Ork.		V(45)WDM-1020
5	5	5. Strauss: Highlights From Die Fledermaus; R. Stevens, J. Pearce, P. Munsell, J. Melton, R. Resnik, R. Merrill, J. Silver, H. Thompson-P. Lenchner, R. Shaw Chorale-R. Shaw, conductor		V(45)WDM-1457
—	5	5. Strauss: Music of Johann Strauss, Minneapolis Symphony Ork., E. Ormandy, conductor		V(45)WDM-262

## Advance Classical Releases

Giuseppe de Luca Italian Art Songs Album—G. De Luca-P. Cimara (1-10") Dec(33)DL-7505; (78)DU-1	Martini: Three Madrigals Album—J. Fuchs-L. Fuchs (1-12") (Mozart: Duo) Dec (33) DL-8510
Haydn: Three Trios & Andante Con Variazioni Album—L. Kraus-S. Goldberg-A. Pini (2-12") Dec (33) DX-104	Mozart: Concerto No. 18 in B Flat Major & Sonata in C Major—L. Kraus-S. Goldberg-London Philharmonic Ork.-W. Goehr, Cond. (Shubert: Landler) 1-12" Decca-Parlophone (33) DL-8505
Eileen Joyce Piano Recital, Vol. 1 Album (1-10") —Decca-Parlophone (33) DL-7504	Schubert: Landler, Opus 18 Album—L. Kraus (1-12") (Mozart: Concerto No. 18) Decca-Parlophone (33) DL-8505
Mozart: Duo No. 2 Album—J. Fuchs-L. Fuchs (1-12") (Martini: Three Madrigals) Dec (33) DL-8510	Symphonies of William Boyce Album—Zimble Sinfonietta (2-12") Dec (33) DX-105

## DEALER DOINGS

### Deejay Switch

Sam Shapiro, owner of the six National Record marts, Pittsburgh, switched from WWSW to WCAE last week and will air his disk show from this station every day Monday thru Friday from 4 to 5:45. Chuck Nuzum, of WCAE, will spin the platters in the store. John Leban, of the station staff, will select records.

### Teen-Agers

A crowd of 5,000 teen-agers jammed a local high school auditorium Sunday, January 14, to witness the wind-up of the "Teen Timers Turntable" deejay competish sponsored by The Boston Store, Milwaukee. Finals of 13-week Columbia Records co-op show, regularly airing Saturday morning, pitted 13 young winners against each other for turntable honors and prizes. Results were so close that the judges had to pick two winners instead of one. Duplicate prizes of record changers were awarded. Entire proceedings were broadcast over WEMP. Judges were Bill Farr, head man at Morley-Murphy, Columbia Record distrib for Wisconsin; Loise Mark, ad agency exec, and Benn Ollman, local Billboard man. WEMP staff deejays participating were Bob Larsen, Joe Dorsey and Robb Thomas. The show has been renewed by the Boston Store for another 13 weeks.

### Big Beef

"The 45's haven't been coming thru at all since Christmas. A lot of people who bought the players are very disappointed—and so are we."—Jarvela Radio Service, Crosby, Minn. "There are not enough banjo and guitar records to give the public sufficient choice."—Index Radio & Appliance Company, Los Angeles. "Columbia was stupid to pull Jo Stafford's 'Tennessee Waltz' for recoupling when the tune was at its hottest. It has cost them plenty of sales here. We also can't get enough of Guy Mitchell's 'My Heart Cries for You.' Or Como's 'Bushel and a Peck.' The latter wasn't available from December 16 to January 9."—Ferguson Record Shop, Memphis.

### Merchandising Tips

"We use a Capitol 33 rack for displaying our 78 single kiddie records on the counter. It eliminates much handling and shows the whole stock at one time. We are also doing a good job on selling needles, just by reminding the customer."—G. G. Jewelers, Tuscaloosa, Ala. "We post a chatter column about the type of records our customers buy and their reactions to some of the disks. We also get the recording artists touring thru here to make an appearance at the shop."—Dickie's Record Shop, Dallas. "We display 45 albums in cellophane covers in circular merchandising racks. Above the rack we place a neat sign asking that covers not be removed and that a demonstration set is available at the counter."—Salem Record Shop, Salem, Ore.

### Pro and Con

"We have had very little adverse reaction to the price increase. Most customers just remark that everything else has gone up and that records might as well, too."—Gates Home Appliances, Covington, Ky. "Eighty-nine cents for a record is too much... our customers are really griping now."—Renee Manola, Carlisle Radio & Records Shop, Carlisle, Pa.

## Best Selling Children's Records

... Based on reports received January 17, 18 and 19

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
17	1	1. TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
15	3	2. BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
50	4	3. CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
15	5	4. HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
20	7	5. BUGS BUNNY MEETS NIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
134	11	6. LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
12	2	7. RUDOLPH, THE RED-NOSED REINDEER (One Record)	G. Autry	Col(78)MJV-56; (33)4-724
10	9	8. DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap(78)CAS-3073; (45)CAS-3073
9	13	9. HOWDY DODDY'S LAUGHING CIRCUS (Two Records)	B. Smith	V(78)Y-414; (45)WY-414
47	8	10. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
132	10	11. BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114; (45)CBXF-3030
21	12	12. TREASURE ISLAND (Two Records)	B. Driscoll	V(78)Y-416; (45)WY-416
10	13	12—BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
58	—	14. WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc-B. May	Can(78)DBX-3032; (45)CBXF-3032; (33)HX-3060
14	6	15. FROSTY, THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER (One Record)	G. Autry	Col(78)MJV-75; (33)4-750
61	—	15. BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap(78)DBX-3021; (45)CBXF-3022; (33)HX-3063

## Best Selling Pop Albums

... Based on reports received January 17, 18 and 19

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	Artist	Label
1	1	1. SOUTH PACIFIC	Mary Martin-Erio Pinza	Col(78)MM-850; (33)ML-4180
2	2	2. THREE LITTLE WORDS	Original Cast	MGM(78)53; (33)E-516
3	3	3. CALL ME MADAM	E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (33)DL-8035
4	4	4. VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
6	5	5. CARNegie HALL JAZZ CONCERT VOL. I and II	B. Goodman	Col(33)SL-160
8	6	6. GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
7	7	7. TEA FOR TWO	Doris Day	Col(78)C-215; (33)CL-6149
9	8	8. YOUNG MAN WITH A HORN	Doris Day-H. James	Col(78)C-198; (33)CL-6106
—	9	9. CALL ME MADAM	D. Shore and Original Cast	V(78)OC-1; (33)LOC-1000
10	10	10. JOLSON SINGS AGAIN	Al Jolson	Dec(78)716; (33)DLP-5006
—	10	MR. MUSIC	B. Crosby	Dec(78)A-790; (33)DL-5284

### Best Selling 45 R.P.M.

1	1	1. SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
2	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)K-53
4	4	4. TEA FOR TWO (Four Records)	Doris Day	Col(78)C-215; (45)B-215
9	5	5. CALL ME MADAM (6 or 4 Records)	E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (45)9-166; Dec(78)A-813; (45)9-153
6	6	6. AL JOLSON VOL. 1 (Four Records)	Al Jolson	Dec(78)A-469; (45)9-9
10	7	7. VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
7	8	8. LALL ME MADAM (Five Records)	D. Shore and Original Cast	V(78)OC-1; (45)WOC-1
—	9	9. TWO WEEKS WITH LOVE	J. Powell	MGM(78)MGM61; (45)K-61
—	10	10. LOMBARDOLAND (Four Records)	G. Lombardo	Dec(78)A-570; (45)9-35

## Classical Reviews

SHAKESPEARE: ROMEO AND JULIET—Margaret Webster Shakespeare Company; Eva Le Gallienne, Richard Waring, Dennis King; conductor, George Cory. Produced by Margaret Webster (2-12") Atlantic LP (33) 401

This indie waxery, which specializes in rhythm and blues items, has done itself proud with a first-class dramatic production of Romeo and Juliet with music adapted from Tchaikovsky's overture-fantasia of the same name. Under Miss Webster's knowledgeable direction, the play comes alive with the opening lines. There's a real ethos of theater in the recording, owing to the aforementioned direction, smart studio technique and an admirably interpolated score, performed by an excellent orchestra. Miss Le Gallienne's Juliet is dewy and winsome; Mercutio, as done by Dennis King, is properly roistering and ebullient, and Richard Waring's Romeo entirely satisfactory. The sounds, vocals, musical and effects have luster and depth, contributing a dimensional effect of stage rather than the flat feel of the recording studio. Atlantic has had one predecessor which falls at least roughly in the same genre—"This Is My Beloved," a signal success for its type. There's reason to believe they can apply the same merchandising knowhow to this set for happy commercial result.

THE SYMPHONIES OF WILLIAM BOYCE 73 —The Zimble Sinfonietta (2-12") Decca (33) DX-105

Symphony No. 1 in B Major; No. 2 in A Major; No. 3 in C Major; No. 4 in F Major; No. 5 in D Major; No. 6 in F Major; No. 7 in Bb Major; No. 8 in D Minor. Decca is to be commended for its enterprise and skill in bringing to light the completely enchanting symphonies of William Boyce, a younger contemporary of Handel. The influence of Handel is discernible; Purcell's vivacious style also apparently had a hand in fashioning Boyce's writings. The finished products are delightfully melodious gems. No doubt the superb recording and the magnificent, spirited performance of the Zimble Sinfonietta do much to accent the vitality of Boyce's scores. All told, this is one of the most refreshing longhair efforts of the new year and one which is likely to prosper via word-of-mouth and/or alert merchandising. The set should be salable to any or all buyers of Bach, Mozart, Haydn and the early 18th Century composers. Mark this set down as a bewitching listening experience.

(Continued on page 74)

Music's greatest duet . . .  
the country's newest song sensation . . .

# 'a penny a kiss'

Recorded by  
**DINAH SHORE and TONY MARTIN**

20-4019 (47-4019)\*



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

Release 51-4

Ships Coast to Coast, Week of January 28

**POPULAR**

- THE FONTANE SISTERS and THE SONS OF THE PIONEERS** with Orchestra directed by Dewey Bergman  
Grasshopper Heart (And a Butterfly Brain)  
Handsome Stranger 20-4054—(47-4054)\*
- SPIKE JONES and His City Slickers**  
Peter Cottontail  
Rhapsody From Hunger(y)  
20-4055—(47-4055)\*
- TONY MARTIN with Henri Rene and His Orchestra**  
Would I Love You (Love You, Love You)  
I Apologize 20-4056—(47-4056)\*
- FRANKIE CARLE and His Orchestra**  
Sentimental Music  
I Love the Way You Say Good-Night  
20-4057—(47-4057)\*
- CATHY MASTICE**  
With These Hands  
One Little, Two Little, Three Little Kisses 20-4058—(47-4058)\*

**COUNTRY**

- ELTON BRITT and ROSALIE ALLEN** with the Skytoppers  
Let's Sail Away to Heaven  
You Missed Your Chance Last Night (My Darling)  
21-0430—(48-0430)\*
- HANK SNOW (The Singing Ranger) and His Rainbow Ranch Boys**  
The Rhumba Boogie  
You Pass Me By 21-0431—(48-0431)\*

**SACRED**

- JACK HOLDEN and FRANCES KAY**  
Standing By His Side  
Empty Tomb 21-0432—(48-0432)\*

**NEW ALBUM**

- DICK CONTINO** with Orchestra conducted by Dewey Bergman  
"PRESENTING DICK CONTINO and his Accordion"  
P-303—(WP-303)\*
- CITIES SERVICE GREEN and WHITE QUARTET**  
"BARBERSHOP HARMONIES BY THE CITIES SERVICE GREEN AND WHITE QUARTET"  
P-304—(WP-304)\*
- PERCY FAITH and His Orchestra**  
"PERCY FAITH FAVORITES"  
P-306—(WP-306)\*

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



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

- \$ Be My Love**  
Mario Lanza . . . . .10-1561—(49-1353)\*
- \$ IF/Zing Zing—Zoom Zoom**  
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)\*
- \$ Tennessee Waltz**  
Spike Jones . . . . .20-4011—(47-4011)\*
- \$ The Thing**  
Phil Harris . . . . .20-3968—(47-3968)\*
- \$ You're Just in Love**  
Perry Como with the Fontane Sisters . . . . .20-3945—(47-3945)\*
- \$ A Bushel and a Peck\***  
Perry Como and Betty Hutton . . . . .20-3930—(47-3930)\*
- \$ My Heart Cries for You / Nobody's Chasing Me**  
Dinah Shore . . . . .20-3978—(47-3978)\*
- \$ There's Been a Change in Me**  
Eddy Arnold . . . . .21-0412—(48-0412)\*
- \$ Bring Back the Thrill**  
Eddie Fisher with Hugo Winterhalter's Orch. . . . .20-4016—(47-4016)\*
- \$ Thinking of You\***  
Eddie Fisher with Hugo Winterhalter's Ork . . . . .20-3901—(47-3901)\*
- \$ I'm Moving On**  
Hank Snow . . . . .21-0328—(48-0328)\*
- \$ In Your Arms / A Penny a Kiss**  
Dinah Shore and Tony Martin . . . . .20-4019—(47-4019)\*
- \$ The Golden Rocket**  
Hank Snow . . . . .21-0400—(48-0400)\*
- \$ Tennessee Waltz**  
The Fontane Sisters . . . . .20-3979—(47-3979)\*



**★** . . . 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.

- ★ After You've Gone**  
The Three Suns 20-4010—(47-4010)\*  
Operators Pick, Billboard, January 20th.
- ★ From This Moment On**  
Vaughn Monroe 20-4007—(47-4007)\*  
Retailers Pick, Billboard, January 20th.
- ★ Who Kicked the Light Plug**  
Betty Hutton 20-4000—(47-4000)\*  
Disk Jockeys Pick, Billboard, January 20th.
- ★ Tell Me Tonight**  
Tony Martin 20-3987—(47-3987)\*  
Disk Jockeys Pick, Billboard, January 20th.
- ★ A Penny a Kiss**  
Dinah Shore-Tony Martin 20-4019—(47-4019)\*  
Billboard Picks, January 20th.

**TIPS** WOULD I LOVE YOU (LOVE YOU, LOVE YOU)  
Backed with I APOLOGIZE  
Tony Martin 20-4056 (47-4056)



DINAH SHORE  
and  
TONY MARTIN



TONY MARTIN  
and  
DINAH SHORE



20-4019  
47-4019\*

The stars who make the hits  
are on

# RCA VICTOR Records



RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

HITTING ON ALL 8!

STANLEY BLACK His Piano and Orchestra

DICK JAMES The Stargazers and The George Mitchell Choir

'IF I WERE A BLACKBIRD'

and

'IF I DIDN'T MISS YOU'

LONDON 845 (78 rpm) and 45-845 (45 rpm)

BENNY LEE and MARY Vocal with The Stargazers and Nat Temple and His Orchestra

'I TAUT I TAW A PUDDY TAT'

and

'FERRY BOAT INN'

LONDON 834 (78 rpm)

DICK JAMES with the George Mitchell Choir

STANLEY BLACK And His Orchestra

'IF'

and

'LONG, LONG AGO'

LONDON 833 (78 rpm)

PRIMO SCALA and His Banjo and Accordion Band

'SMILE, SMILE, SMILE'

and

'WILLOW, WILL YOU WEEP FOR ME'

LONDON 823 (78 rpm) and 45-823 (45 rpm)

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Records

Based on reports received January 17, 18 and 19

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

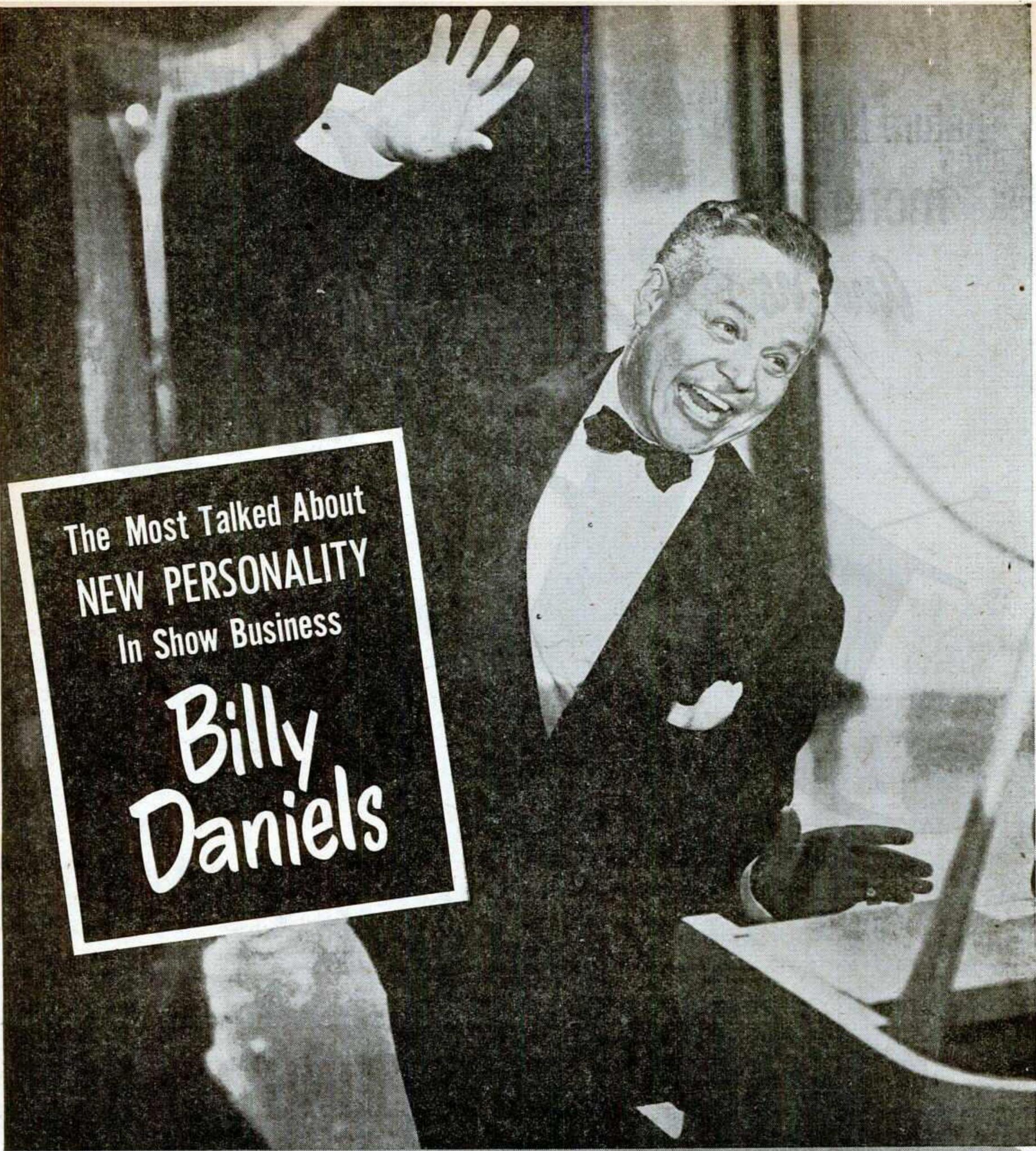
Table with columns: POSITION, Weeks | Last | This to date | Week | Week, and record titles with artist and label information.

LONDON RECORDS



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The Most Talked About  
**NEW PERSONALITY**  
 In Show Business  
**Billy Daniels**

HIS FIRST MERCURY RECORD

**'I GET A KICK OUT OF YOU'**

With Benny Payne At The Piano, Harry Geller Orchestra And The Jud Conlon Singers

Flip Side

**"TOO MARVELOUS FOR WORDS"**

MERCURY 5585 · 5585X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

nature boy  
 mona lisa  
*And now...*

# JAZZ

*magic tree*

**NAT 'KING' COLE**

No. 1365 on 78 rpm

No. F1365 on 45 rpm



\* VALANDO MUSIC CO.

**THE BILLBOARD**

**Music Popularity Charts**

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

... Based on reports received January 17, 18 and 19

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
10	2	1.	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400—BMI
11	6	2.	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
12	8	2.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20793; (45)8-770; (33)2-770—BMI
12	1	4.	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
5	7	5.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
31	3	6.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
3	4	6.	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
2	—	8.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
4	5	9.	HOT ROD RACE	A. Shibley	Gilt Edge 5021—BMI
16	—	10.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI

**Advance Folk (Country & Western) Record Releases**

Big Dipper—Red Sovine (Billy Goat) MGM 10887  
 Billy Goat Boogie—Red Sovine (Big Dipper) MGM 10877  
 Carolina Breakdown—Don Gibson (I Love) V 21-0424  
 Carolina Swing—Harry Fowler (Violet of) Belvedere 3001  
 Each Night at Nine—Floyd Tillman (I'm Falling) Col 20771  
 Flopered Mule—Valley Ranch Boys (Marmaduke Horn) Sho-Me SH 501  
 Forever and Always—"Skeets" Yaney (I'm Not) MGM 10894  
 Hey! Hey! Hey!—Stanley Brothers (Pretty Polly) Col 20770  
 I Love No One But You—Don Gibson (Carolina Breakdown) V 21-0424  
 (Continued on page 28)

**FOLK TALENT AND TUNES**  
 By JOHNNY SIPPEL

**Artists' Activities**

Audrey Williams (Decca), frau of Hank (MGM), reports that her hubby has inked Bill England as p.m. Personnel of Williams's band now is Don Helms, steel; Jerry Rivers, fiddle; Sammy Pruitt, take-off, and Howie Watts, bass. Both Audrey and Hank have cut recent sessions and Audrey is working personals with her hubby.

Minnie Pearl and her hubby, Henry Cannon, the airline exec, have purchased a new home in Nashville. Minnie has been ill, but is recovering. . . . Judy Martin, wife of Red Foley (Decca), is seriously ill in a Nashville hospital, but doctors have noted a strong improvement during the past week. . . . Guy Willis and the Oklahoma Wranglers who cut sides for Mercury several years ago, have cut some square dance instrumentals, which are being released by Victor.

Roy Hall and His Cohutta Mount Boys, out of Detroit, are playing dates for International Harvester. They will play dates with Ernest Tubb in February. Boys are still with Bullet. . . . Karl Farr and Shug Fisher, of the Sons of the Pioneers (Victor), are seen in a forthcoming Rex Allen, Republic flicker, "Silver City Bonanza." The Sons recently cut an album of roses tunes for Victor.

Captain Stubby and the Buccaneers (Decca), WLS, Chicago, have two new e.t. shows, one with Tiny and Tony for Philgas, and another by the entire group for (Continued on page 28)

\*\*\* Now! Another Great Hit By

**PEE WEE KING**

NATION'S NO. 1 WESTERN BAND LEADER

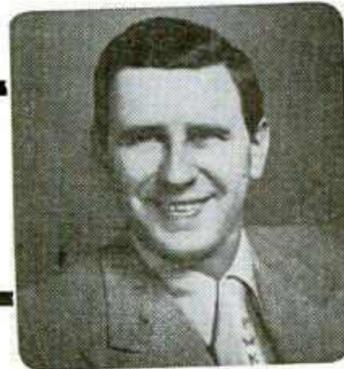
WITH VOCALS BY REDD STEWART

**"NO ONE BUT YOU"**

Backed with

**"WITHIN MY HEART"**

(La Golondrina)



ORDER FROM YOUR DISTRIBUTOR

BE FIRST WITH PEE WEE KING'S LATEST!

They gave you "Tennessee Waltz!" Now a new release that looks like a repeat winner! "Within My Heart" side has Americana words to the old standard favorite.

Personal Management

J. L. FRANK, c/o Pee Wee King, WAVE-TV, Louisville, Kentucky



**RCA VICTOR RECORDS**



21-0429

48-0429

FOR SOARING PROFITS GET THESE . . .

**Acuff-Rose - Triplets...**



**DAVE LANDERS**

**"CLOMP, CLICK, CLICK"**

Written by William S. Nash (BMI)  
 MGM 10872



**GENE MCGHEE**  
**"THERE GOES THE BRIDE"**

Written by Mary Click (BMI)

coupled with

**"ME, TOO"**

Written by Fred Rose (ASCAP)  
 MGM 10876



**HAPPY WILSON**  
**"HAUNTED HOUSE BOOGIE"**

Written by Happy Wilson and Koener (BMI)

coupled with

**"MISTER BIG"**

Written by Bondeleaux Bryant and Hugh Cherry (BMI)  
 MGM 10877

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# FOLK TALENT AND TUNES

Continued from page 27

the Mule Hide people. . . . **Ray Boulter**, who formerly ran Radio Ranch in Tampa has taken over a site east of Lakeland, Fla., which he'll call Rodeo Roundup. House band consists of **Fred Davis**, leader; **Red Johnson**, fiddle; **Ethel Johnson**, bass; **Jay Copeland**, steel. Boulter expects to work name attractions within the next two months. . . . **Alex Campbell** and the New River Boys are doing a Saturday show over five Maryland stations.

## Disk Jockey Doings

**Charlie Stokely**, KSIJ, Glade-water, Tex., reports that the East Texas Hillbilly Roundup, which has been touring Texas, will settle permanently at the Strand Theater, Gilmer, Tex., for its weekly show. **Wayman Dodson**, ex-fiddler with **Bill Monroe**, has joined the show cast. . . . **Morris**

**Taylor**, KDAN, Oroville, Calif., has added two-hour shows across the board to his sked **Bob McKinnon**, WHFS, Alexander City, La., reports a big request boom for **Curly Williams's** Columbia etching of "Honey, Don't You Love Me?"

**Jack Harter** has joined WFMY, Greensboro, N. C., as h. b. spinner. . . . **Texas Tiny Cherry KFOX**, Long Beach, Calif., is doing a Saturday three-hour show on a remote shot. . . . **Herald (Cuz) Goodman**, WBAP, Fort Worth, has reactivated his booking and management office. **Slim Williams** (4 Star) has done a tour for Goodman and **Dave Landers**, KMOX, St. Louis, will do a tour in February. During late 1950, Goodman booked **Bill and Jim Boyd** (Victor) as well as **Hank Locklin** (4 Star). . . . **Tommy Sutton** has

(Continued on page 32)

Continued from page 27  
 I'm Falling for You—Floyd Tillman (Each Night) Col 20771  
 I'm Writing a Letter to the Lord—Eddy Arnold (May the) V 21-0425  
 I'm Not Alone (I'm Just Lonesome)—"Skeets" Yaney (Forever and) MGM 10894  
 It's So Hard to Bear—Bennie Hess (Texas Star) Opera Record Co. 1019  
 I've Cried a Salty River Over You—Dottie Dillard (The Lovin') Coral 64075  
 Just a Woman's Smile—Will Carter (My Heart's) V 21-0419  
 Look What Thoughts Will Do—Lefty Frizzell (Shine, Shine) Col 20772  
 Lovin' You Continually Blues—Dottie Dillard (I've Cried) Coral 64075  
 Marmaduke Horn Pipe—Valley Ranch Boys (Flopped Mule) Sho-Me SH 501  
 May the Good Lord Bless and Keep You—Eddy Arnold (I'm Writing) V 21-0425  
 Metro Polka—Pinetoppers (Waltz of) Coral 64074  
 My Heart's Closed for Repairs—Will Carter (Just a) V 21-0419  
 Pretty Polly—Stanley Brothers (Hey, Hey) Col 20770  
 Shine, Shine, Shower—Lefty Frizzell (Look What) Col 20772  
 Texas Stars—Bennie Hess (It's So) Opera Record 1019  
 Violet of the Valley—Harry Fowler (Carolina Swing) Belvedere 3001  
 Walking the Floor Over You—Lenny Dee (You Are) Dec 46288  
 Waltz of the Roses—Pinetoppers (Metro Polka) Coral 64074

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

Based on reports received January 17, 18 and 19

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.

Weeks to date	Last Week	This Week	Record	Artist
6	1	1	SHOTGUN BOOGIE	Tennessee Ernie
12	3	2	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell
9	2	3	GOLDEN ROCKET	H. Snow
5	5	4	TENNESSEE WALTZ	P. Page
7	6	5	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell
10	7	6	MOANIN' THE BLUES	H. Williams
28	4	7	I'M MOVIN' ON	Hank Snow
1	—	8	THERE'S BEEN A CHANGE IN ME	E. Arnold

# Best Selling Retail Folk (Country & Western) Records

Based on reports received January 17, 18 and 19

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.

Weeks to date	Last Week	This Week	Record	Artist
30	1	1	I'M MOVIN' ON	H. Snow
7	3	2	SHOTGUN BOOGIE	Tennessee Ernie
9	2	3	GOLDEN ROCKET	H. Snow
3	4	4	THERE'S BEEN A CHANGE IN ME	E. Arnold
9	5	5	MOANIN' THE BLUES	H. Williams
14	6	5	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell
3	9	7	TENNESSEE WALTZ	P. Page
4	7	8	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell



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**THE BILLBOARD Music  
Popularity Charts**

**• Best Selling Retail  
Rhythm & Blues Records**

... Based on reports received January 17, 18 and 19

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	Artist	Label
14	1	1.	1.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI		
				Am I Making the Same Mistake Again?				
14	3	2.	2.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375—BMI		
				Strange Things Happening				
11	2	3.	3.	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068		
				I'm Gonna Tell My Mama				
17	4	4.	4.	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914		
				Come Back, Daddy Daddy				
4	5	5.	5.	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI		
				My Heart Tells Me				
5	6	6.	6.	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237—BMI		
				Sinner's Prayer				
2	—	7.	7.	ROCKING WITH RED	Piano Red	V(78)22-0099; (45)50-0099		
				Red's Boogie				
3	6	8.	8.	LEMONADE	L. Jordan	Dec(78)27324; (45)19-27324		
				Chartreuse				
2	9	8.	8.	TELEPHONE BLUES	F. Dixon	Aladdin 3075		
				Real Lovin' Mama				
18	—	8.	8.	BLUE SHADOWS	L. Fulson	Swingtime 226		
				Low Society Blues				
1	—	8.	8.	LITTLE RED ROOSTER	M. Day-Griffin Bros.	Dot 1019—BMI		
				Blues All Alone				

**• Most Played Juke Box  
Rhythm & Blues Records**

... Based on reports received January 17, 18 and 19

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	Artist	Label
10	2	1.	1.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI		
9	1	2.	2.	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068		
14	4	3.	3.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375—BMI		
17	3	4.	4.	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914		
5	8	5.	5.	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI		
10	7	6.	6.	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237—BMI		
1	—	7.	7.	TELEPHONE BLUES	F. Dixon	Aladdin 3075		
2	9	8.	8.	MOTHER EARTH	Memphis Slim	Premium 867		
6	—	9.	9.	BESAME MUCHO	Ray-O-Vacs	Dec(78)48162; (45)9-48162—BMI		
3	5	10.	10.	LITTLE JOE'S BOOGIE	J. Liggins	Specialty 379		

**• Advance Rhythm & Blues  
Record Releases**

Anytime Is the Right Time—Arthur Crudup (My Baby) V 22-0109	Lotus Blossom—Julia Lee and Her Boy Friends (Pipe) Cap 1376
Blue and Broken Hearted—Stick McGhee (Housewarmin') Atlantic 926	Lower—Erroll Garner (People) Col 39100
Call of the Gators, The—W. Jackson Ork (Later) Apollo 806	Lovin' Gal Blues—Piney Brown (How) Apollo 423
Cherry—Ellingtonians-Al Hibbler (Stormy) Mercer M 1956	Mail Box Blues—R. Sykes (Winter) Regal 3306
Cryin' to Myself—Dusty Brooks (Once) Col 30236	Midnight Blues—The Ravens (You) Col 39112
Don't Go, Don't Go—Larry Darnell (That) Regal 3310	My Baby Left Me—Arthur Crudup (Anytime) V 22-0109
Don't Take Your Love Away From Me—Joe Morris (Stormy) Atlantic 923	My Heart Cries for You—D. Washington (I Apologize) Merc 8209
Easy Riding Blues—Bea Boozie (I Just) Apollo 424	Once There Lived a Fool—Dusty Brooks (Cryin') Col 30236
Every Day I Weep and Moan—R. Willis-B. McGhee (I Got) Jubilee 5044	Once There Lived a Fool—Billy Valentine Trio (Three) Dec 48195
Housewarmin' Boogie—Stick McGhee (Blue) Atlantic 926	Out in the Cold Again—Bonnie Davis (I Want) Coral 65043
How About Rocking With Me?—Piney Brown (Lovin') Apollo 423	People Will Say We're in Love—Erroll Garner (Lover) Col 39100
I Apologize—D. Washington (My Heart) Merc 8209	Pipe Dreams—Julia Lee (Lotus) Cap 1376
I Got a Letter—R. Willis-B. McGhee (Every) Jubilee 5044	Put It Back Before I Miss It—Viola Watkins (I Want) Jubilee 5043
I Just Ain't Feeling Right—Bea Boozie (Easy) Apollo 424	Slippin' and Slidin'—J. Lewis and Trio (I've) Atlantic 927
I Miss You So Much—The Orioles (You) Jubilee 5051	Stormy Weather—Ellingtonians-Al Hibbler (Cherry) Mercer M 1956
I Want My Baby—Bonnie Davis (Out) Coral 65043	Stormy Weather—Joe Morris (Don't) Atlantic 923
I Want You, I Need You—Viola Watkins (Put) Jubilee 5043	That Old Feeling—Larry Darnell (Don't) Regal 3310
I'll Try To Forget I've Loved You—Varieteers (You) MGM 10888	Three Handed Woman—Billy Valentine Trio (Once) Dec 48195
I've Got a Right to Love—J. Lewis and Trio (Slippin') Atlantic 927	Winter Time Blues—R. Sykes (Mail) Regal 3306
Later for the Gator—W. Jackson Ork (Call) Apollo 806	You Are My First Love—The Orioles (I Miss) Jubilee 5051
	You Don't Have To Drop a Heart To Break It—Ravens (You) Col 39112
	You Don't Move Me No More—Varieteers (I'll) MGM 10888

**COMING UP— ALL THE WAY TO THE TOP!**

SAVOY #766 <b>"ROCKIN' BLUES"</b> "MY HEART TELLS ME" Johnny Otis Orch. with Mel Walker	SAVOY #769 <b>"I WILL WAIT"</b> "JUST TO SEE YOU SMILE AGAIN" with the Four Buddies	SAVOY #776 <b>"KEEP YOUR HAND ON YOUR HEART"</b> "MEAN OLE WINE" with Billy Wright
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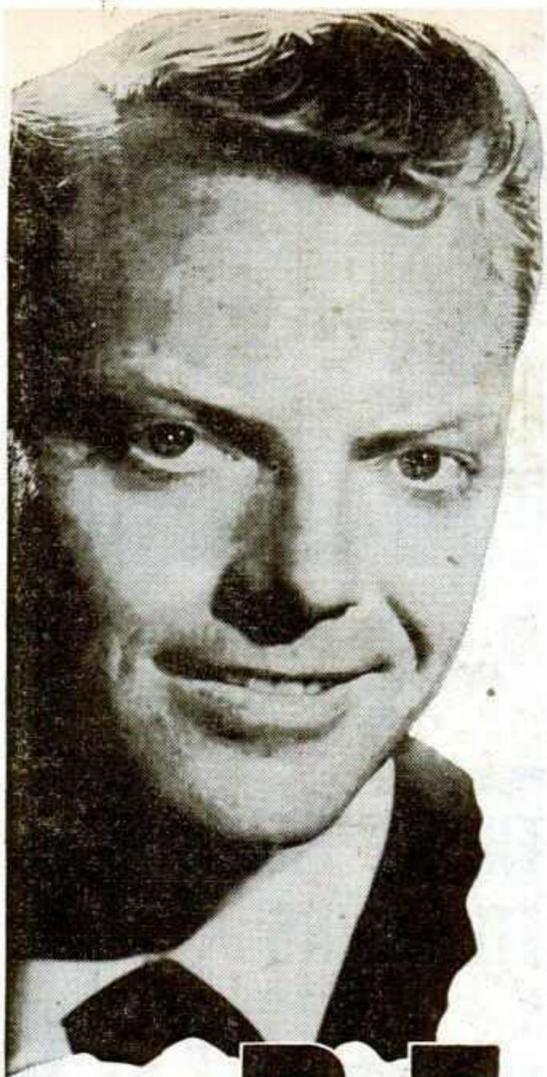
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The Disk  
Jockeys pick  
his first  
recording  
as a hit!

**Champ  
BUTLER**  
singing ...

"DEAR  
DEAR  
DEAR  
DEAR"



**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

78 rpm—39123

33 1/3 rpm—3-39123

45 rpm—4-39123

**Columbia Records**

First, Finest, Foremost in Recorded Music

**THE BILLBOARD Music  
Popularity Charts**

**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	DISC JOCKEY	RETAILER	CRITIC
<b>JOE THOMAS</b> Got To Have Her Lovin' KING 4421—Fine blues rocker here. Material has a different and arresting rhythm pattern; Thomas sells strong, combo blows up a storm.		86--86--86--86			
<b>Big Foot</b> Slow blues instrumental strikes the after-hours mood, featuring Thomas's fat-toned tenor and a long-gone BB.		76--76--76--76			
<b>IVORY JOE HUNTER</b> Send Me Pretty Mama KING 4424—Ivory gets off a casual up-blues vocal to a shuffle-boogie combo backing.		66--66--65--67			
<b>False Friend Blues</b> Effective slow blues sermon gets a warm warble from Hunter, with fine Ellingtonian small combo work.		75--75--75--75			
<b>CARL VAN MOON</b> Your Love Is Getting Me Down KING 4425—Moon turns on a fine, romantic bary in the Hibler groove, but his material is thin.		60--60--60--60			
<b>Do Something for Me</b> Warbler sells a solid slow blues winningly. Part of tune's attraction is in a section which sounds much like the release of Duke Ellington's "Solitude."		81--81--81--81			
<b>EDDIE WILCOX</b> How About That ABBEY 3021—Only a talking-tram solo lifts this staid rhythm riffer out of the ordinary class. Elmer Crumbley and ensemble handle the vocal.		64--67--60--65			
<b>If You Were Only Mine</b> Billy Matthews, a chanter of the Eckstine school, sings the oldie effectively. Wilcox ork supplies an ordinary big-band backing.		68--71--64--69			
<b>DINAH WASHINGTON (Jimmy Carroll Ork)</b> My Heart Cries for You MERCURY 8209—Dinah's following is going to be taken aback—she does this waltz in straight pop fashion, with a cornball orking in back. An incongruous side.		62--62--60--64			
<b>I Apologize</b> This is more like it—thrush gets her teeth into the oldie in her expressive blues style.		77--77--77--77			
<b>JOHNNY WILLIAMS</b> House Rent Boogie GOTHAM G-506—Williams chants a fine talking boogie accompanying himself on guitar in a percussive boogie style. Good Southern blues, with feeling.		75--75--75--75			
<b>Wandering Blues</b> Slower blues, not as percussive as flip, more singing. Another good job.		71--71--71--71			
<b>EARL BOSTIC ORK</b> Serenade to Beauty GOTHAM G-225—Bostic knocks out one of his picturesque virtuoso alto solos with rhythm accompaniment. Tune's a medium-tempo, Ellingtonian bit.		70--72--70--68			
<b>Tiger Rag</b> Bostic does a breakneck solo on the Dixie number. Sounds thin without support from other melody instruments.		62--61--60--64			
<b>WYNONIE HARRIS</b> Triffin' Woman KING 4415—Mr. Blues shouts up a storm on an insinuating slow beat blues. Rocking backing plus a gutty tenor bit round out a slicing which could hit for a handsome return.		83--84--82--82			
<b>Put It Back</b> Wynonie's good rockin' side doesn't measure up to past performance both in material and persuasion.		69--70--68--70			
<b>EDDIE CLEANHEAD VINSON</b> I Trusted You, Baby KING 4426—Vinson gets off a routine medium beat blues effort. Competent in all departments, but unremarkable in any.		68--68--68--68			
<b>Big Mouth Gal</b> Warbler and crew get more bite and drive into this one, which rocks nicely to a jivey, medium bounce.		77--77--77--77			
<b>BULL MOOSE JACKSON AND HIS BUFFALO BEARCATS</b> Without Your Love KING 4422—The Bull Moose gets off a very fine vocal on a routine ballad. Backing, featuring shimmering fiddle effects, falls of the rich effect intended.		73--73--73--73			
<b>Have You No Mercy?</b> Much like flip		73--73--73--73			

**RHYTHM & BLUES NOTES**

By HAL WEBMAN

John Dolphin, Recorded in Hollywood (RIH) prexy, opened his new record store last week. The opening was heralded by the presence of such blues artists as Red Callendar, Jimmy Grissom, Lee Graves and Rex Ingram; Austin McCoy, of Mercury; Imperial's Lou Chudd, King Records' Al Sherman and reps from local Negro newspapers. Ray Robinson's two-hour platter show is aired nightly from the store's window and carried over KGFJ. . . . Modern Records has signed Joe Hall Lewis, a one-man band currently in Memphis. Label is setting a second session with chirp June Barton. . . . The Mount Zion Jubilaires (5) are the latest to join the Aladdin fold. . . . Jesse Kaye, Coast rep for MGM Records, is planning a wax date for Ivory Joe Hunter, who is playing at the Oasis, Hollywood. . . . Dizzy Gillespie, due in Hollywood the end of February, will huddle with Discovery's musical topper, Johnny Richards. Pair will team again on eight new sides similar;

to Gillespie's recent album. . . . Discovery topper Albert Marx and wife are spending two weeks in Palm Beach, Fla. . . . Hunter Hancock's newest find at the talent show he emceeds at the Barrelhouse, Hollywood, is thrush Bobbie Lee. The former Chicago singer isn't contracted to anyone.

Swing Time Records will issue its first 45 r.p.m. platters the beginning of February. Initial tunes released on the slower speed are slated to be Johnny Moore's "I'll Miss You" and "New Orleans Blues," and "Back Home Blues" and "Mama, Won't You Jump With Me," by Lowell Fulson. The Moore coupling was acquired last year when Swing Time bought the masters from Exclusive Records. The rhythm and blues diskery feels that the 45's should do strong biz since they are being used in many jukeboxes in the East, especially in the r. and b. neighborhoods. The 45's will retail at 89 cents, same as Abel's standard line.

# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

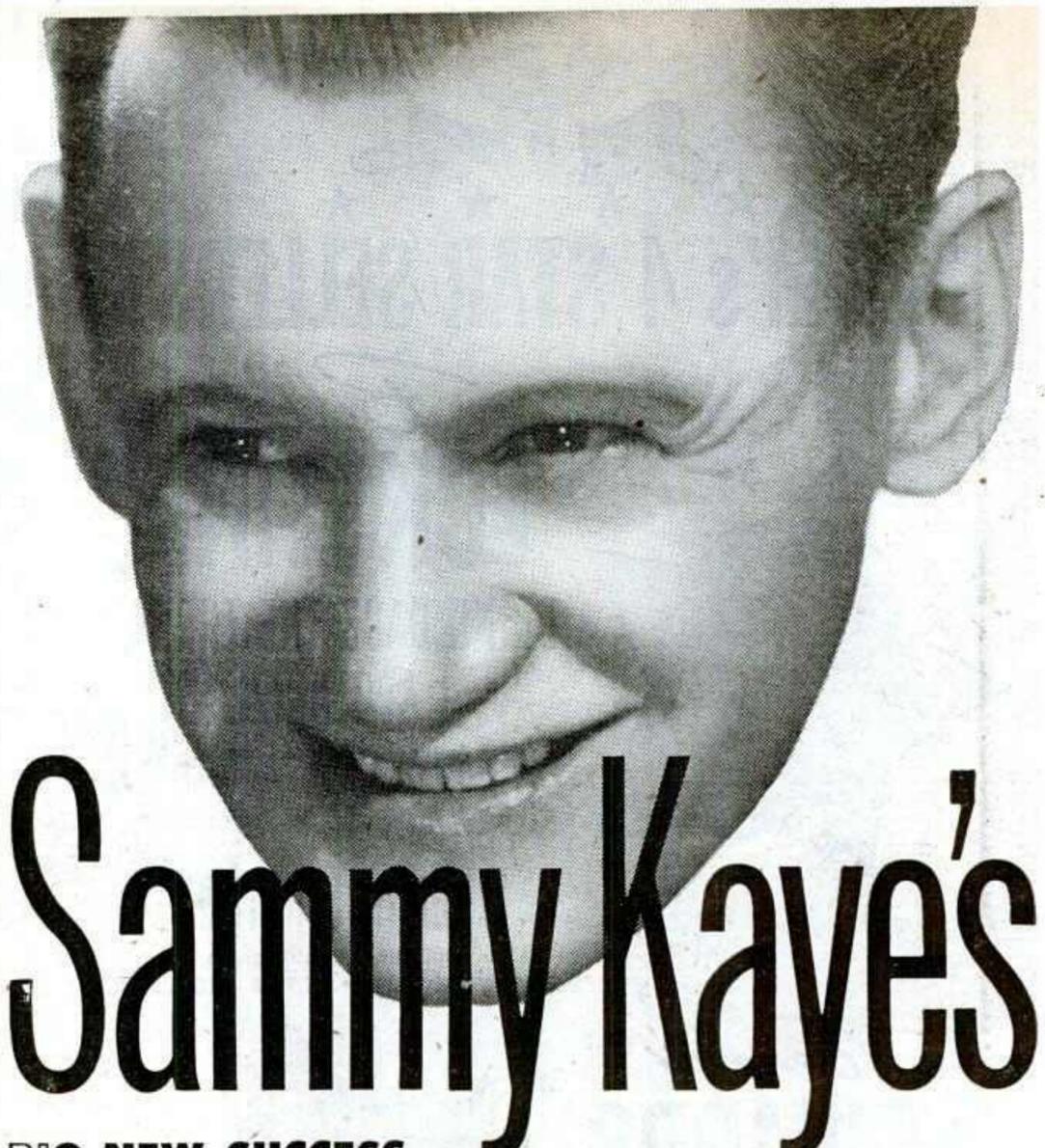
**How Ratings Are Determined** Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N.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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEYS	RETAILERS	OPERATORS
<b>DON CHERRY</b> When You Return DECCA 27435—Cherry handles the pretty new Benjamin-Weiss ballad in competent fashion.		77--77--77--77			
<b>The Seven Wonders of the World</b> Splendid ork-chorus production of the fine new ballad lends a heavy assist to Cherry's chanting.		85--86--84--84			
<b>RUSS MORGAN</b> Silver Moon DECCA 27415—The lovely Romberg waltz standard gets a dreamy instrumental interpretation from Morgan's strings and muted brass.		79--81--79--77			
<b>Poor Butterfly</b> More of the same on the old fox-trot.		74--75--72--74			
<b>EVE YOUNG (Jack Pleis Ork)</b> Just for Tonight LONDON 892—Another new ballad from the prolific Benjamin-Weiss team. This one is handled by Miss Young and the Pleis ork in the old Dorsey-O'Connell manner—opening chorus in tango and closer as a rhythm dinking.		73--76--70--72			
<b>Would I Love You?</b> Okay coverage of the tune with hit potential, tho the competition is strong.		70--70--70--70			
<b>RAY ANTHONY ORK</b> Columbia, the Gem of the Ocean COLUMBIA 1367—The patriotic piece makes an ideal vehicle for a skillful and tasty swing instrumental; one of the most potent band recordings in recent months. Spinners are sure to dig and side subsequently could step out.		88--90--87--86			
<b>More Than I Care To Remember</b> The neo-Miller approach to a pleasant new ballad makes for a neat dance dinking; Ronnie Deauville contributes a fine vocal chorus.		78--79--78--77			
<b>FOUR HITS AND A MISS (Neely Plumb)</b> Keep Your Eyes on the Road RHYTHM RH 1001—A well-produced safety message for motorists has questionable commercial appeal but should serve as a fine public service item for deejays.		60--80--50--50			
<b>Mr. Bakaleinikoff</b> (Martha Mears) Martha Mears warbles a rather contrived ballad written around the name of one of the leading movie background music clefters. The thrush does a neat job with the weak ditty.		33--40--30--30			
<b>JOHNNY PARKER (Joe Lipman)</b> Chimney Corner Dream CAPITOL 1369—Parker's "different" sound and charm-laden style shows effectively in the delivery of this homey new ballad. A fine waxing.		79--80--79--78			
<b>Jackie, My Darlin'</b> A lilting waltz by Parker is done by the warbler in handsome fashion. The natural infectiousness of the ditty should attract attention of "sleeper" caliber.		84--85--84--84			
<b>PEGGY LEE (Dave Barbour)</b> Climb Up the Mountain CAPITOL 1366—A pulsating orking and a fine Lee go could make a contender of this slicing of one of the secondary songs in the Porter "Out of This World" score. Performance alone could provide the selling point.		86--88--85--85			
<b>The Mill on the Floss</b> A skillfully penned ballad built around the title of the George Eliot novel becomes a haunting thing as chanted expertly by the thrush. A fine deejay bet.		84--86--83--82			
<b>VIC DAMONE (George Siravo Ork)</b> Little Cafe Paree MERCURY 5572—Vic delivers a warm warble of a simple, pretty new ballad; Siravo supports handsomely.		79--80--78--78			
<b>Tell Me You Love Me</b> The "Pagliacci" adaptation is done up brown here. Damone delivers a powerful virtuoso effort and Siravo backs up with a stirring backdrop. This one has every earmark of a big etching.		90--90--90--90			
<b>FRANKIE LAINE (Harry Geller)</b> Dear, Dear, Dear MERCURY 5580—Laine turns a neat rhythm try with an infectious but thin bouncer. Mainly for the jukes.		80--80--78--82			
<b>May the Good Lord Bless and Keep You</b> Laine's in top form as he delivers a glowing, simple, straightforward reading of this fine devotional ballad. Combination of Laine and a likely song augurs heavy action for the slicing.		88--89--88--88			
<b>PHIL SPITALNY-EDDIE FISHER</b> It's You—No One But You VICTOR 20-4020—A haunting Hebraic melody serves as the foundation for this adaptation. Fisher sings it well with a backdrop served up by the Spitalny all-femme choir. Could pick up business in metropolitan areas.		78--79--78--78			
<b>Galloping Comedians</b> The pulsating theme from the Kabalevsky ballet music is done up with spirit and drive by the Spitalny girl band. Disk's potential will be determined by the promotion of it.		77--80--75--75			
<b>POLLY BERGEN (MELLOWMEN-Carl Brandt Ork)</b> Tonda Wanda Hoy VICTOR 20-4022—Novelty ballad from the "At War With the Army" flicker is chirped most pleasantly by the thrush, who is featured in the movie. The flicker tie-in could give the dinking extra values.		72--75--72--70			
<b>Out of Sight, Out of Mind</b> (George Wyle Ork) Miss Bergen turns in an impressive and warm vocal on a not unattractive new ballad.		64--68--62--62			
<b>THREE SUNS (Sons of the Pioneers)</b> The Hokey Pokey VICTOR 20-4021—This dance instruction novelty is done up in clean style but the ditty doesn't seem to pack enough moxie for real meaning. Pioneers turn in a sturdy job.		78--78--74--80			
<b>I Still Feel the Same About You</b> This promising ballad is handed a light matter-of-fact bounce treatment which doesn't figure to catch the front-running slicings on the song.		72--72--72--72			

(Continued on page 76)



# 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

# M-G-M's 4 STAR SELLERS!



## Billy ECKSTINE

### BRING BACK THE THRILL I APOLOGIZE

Available 2 Record Speeds  
78 RPM—MGM 10903 • 45 RPM—MGM K10903

### IF WHEN YOU RETURN

Available 2 Record Speeds  
78 RPM—MGM 10896 • 45 RPM—MGM K10896

## Tommy EDWARDS

ONCE THERE LIVED A FOOL  
A FRIEND OF JOHNNY'S  
MGM Non-Breakable 10884



## FRANK PETTY

### Trio PENNIES FROM HEAVEN COQUETTE

Available 2 Record Speeds  
78 RPM—MGM 10880 • 45 RPM—MGM K10880



## David ROSE

and his Orchestra

### FIDDLIN' FOR FUN ZING ZING—ZOOM ZOOM

Available 2 Record Speeds  
78 RPM—MGM 30324 • 45 RPM—MGM K30324



## M-G-M RECORDS

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

Yes! M-G-M RECORDS ARE BETTER THAN EVER...

# 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.

MOCKIN' BIRD HILL..... Les Paul-Mary Ford ..... Capitol 1373  
RUSS MORGAN ORK..... Decca 27444

A captivating folksy air that did well in the country field as an instrumental has been decked with well-matched lyrics. The Paul-Ford job is a multiple dub of both the guitar and the fem voice. Morgan's version features intriguing trill effects by a gal group.

JET..... King Cole Trio, with Ork & Chorus..... Capitol 1365  
The Harry Revel "perfume" tune, with likely lyrics, gets a smooth Cole vocal in an exotic beguine framework.

VELVET LIPS  
THE CHICKEN SONG..... Guy Lombardo Ork..... Decca 27393

Double-header action is indicated in this pairing of a catchy ballad and a lively barnyard novelty.

## • 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. A PENNY A KISS..... Dinah Shore-Tony Martin..... Victor 20-4019
2. DOWN IN NASHVILLE, TENNESSEE..... Dinah Shore..... Victor 20-4015
3. IN YOUR ARMS..... Dinah Shore-Tony Martin..... Victor 20-4019
4. HULLABALOO..... Paul Weston Ork-Lee Bros..... Columbia 39136
5. LITTLE SMALL TOWN GIRL..... Ella Fitzgerald-Ink Spots..... Decca 27419
6. BOUTONNIERE..... Mindy Carson..... Victor 20-4018
7. THE ABA DABA HONEYMOON..... Carleton Carpenter-Debbie Reynolds. MGM 30282
8. BRING BACK THE THRILL..... Eddie Fisher..... Victor 20-4016
9. I WONDER WHAT'S BECOME OF SALLY..... Ray Anthony Ork..... Capitol 1352
10. JOHN AND MARSHA..... Stan Freberg..... Capitol 1356

## • The Retailers Pick

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

1. IF..... Dean Martin..... Capitol 1342
2. JOHN AND MARSHA..... Stan Freberg..... Capitol 1356
3. BRING BACK THE THRILL..... Eddie Fisher..... Victor 20-4016
4. MAY THE GOOD LORD BLESS AND KEEP YOU..... Bing Crosby..... Decca 27404
5. IN YOUR ARMS..... Dinah Shore-Tony Martin..... Victor 20-4019
6. GET OUT THOSE OLD RECORDS..... Al Morgan..... London 877
7. I STILL FEEL THE SAME ABOUT YOU..... Ella Fitzgerald-Ink Spots..... Decca 27419
8. A PENNY A KISS..... Dinah Shore-Tony Martin..... Victor 20-4019

## • 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. IF..... Jo Stafford..... Columbia 39082
2. IF..... Dean Martin..... Capitol 1342
3. A PENNY A KISS..... Eddy Howard..... Mercury 5567
4. THE MOON WAS YELLOW..... Margaret Whiting..... Capitol 1343

## • The Country and Western Disk Jockeys Pick

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

1. TAILOR MADE WOMAN..... Tennessee Ernie-Joe (Fingers) Carr. Capitol 1349
2. LEAVES MUSTN'T FALL..... Moon Mullican..... King 917
3. SOMEONE ELSE NOT ME..... Red Foley..... Decca 46285
4. SHAVE, SHINE AND SHOWER..... Lefty Frizzell..... Columbia 20772
5. DON'T MAKE LOVE TO MARY..... Tex Williams..... Capitol 1345
6. MAY THE GOOD LORD BLESS AND KEEP YOU..... Eddy Arnold..... Victor 21-0425
7. YOU DRIFTED..... Rex Allen..... Mercury 6297

## FOLK TALENT AND TUNES

• Continued from page 28

moved from WONE, Dayton, O., to WING in the same city.

Oscar Davis, the Nashville promoter, who went to the Coast last year to study video, is back promoting h. b. shows. Davis did \$15,510 for six performances at the Murat Theater, Indianapolis, December 31 and January 1 with a Grand Ole Opry troupe. Ducats went at \$1.20 and \$1.80. It's understood that Connie B. Gay, the Warl, Arlington, Va., d. j., did better than \$16,000 in his big New Year's night h. b. date in Washington, with Red Foley and another gang of WSM favorites. Davis spent last week with Happy Hal

Burns, WBRC, Birmingham, d. j., who once had a business partnership with Davis 15 years ago. . . . Columbia records has shaken up its h. b. and Western roster (The Billboard, January 20).

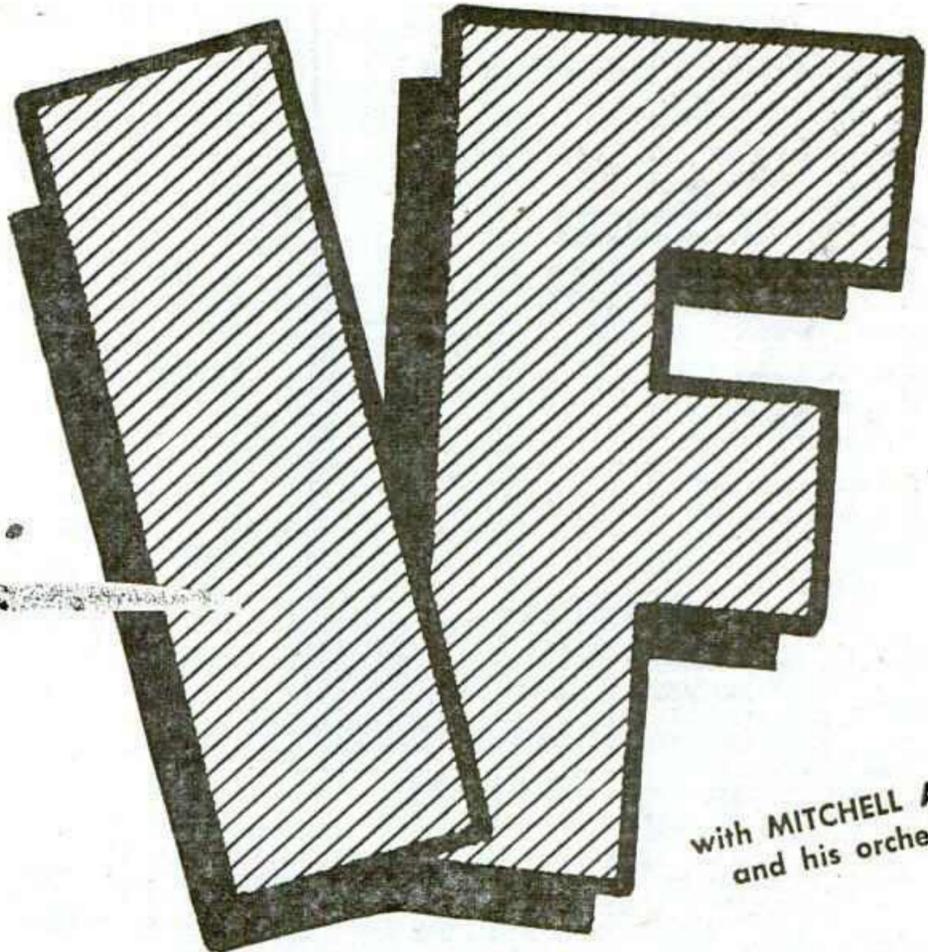
Johnny Small, WOGB, West Yarmouth, Mass., reports that the station has added a Friday night live h. b. jamboree, "Cousin Johnny's Jamboree Frolic." Cast includes The Barnstable County Cousins, Eddie Dutra, Cousin Cre Costa; Cousin Louie Janard; Joe Silva and His Wellfleet Troubadors; Joey and Dick; Johnny and Joyce and George Washington Snow.

There's no "V" about this being a Hit! . . .

It's already on the Best-Selling Charts!

# PERRY COMO's

*great...*



with MITCHELL AYERS  
and his orchestra

Backed with

# ZING ZING ZOOM ZOOM

RCA VICTOR  
20-3997 (78rpm)  
47-3997 (45rpm)

with orchestra under the  
direction of the composer  
SIGMUND ROMBERG



## RCA VICTOR Records



# BEST SELLERS

## POPULAR

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

## FOLK-WESTERN

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

## SEPIA-BLUES

- ★ **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



- ★ **THE DOMINOES**  
12001 DO SOMETHING FOR ME  
CHICKEN BLUES  
HARBOR LIGHTS  
"NO!" SAYS MY HEART
- 12010
- ★ **ROY BROWN**  
3311 DOUBLE CROSSING  
WOMAN  
TEEN AGE JAMBOREE  
DREAMING BLUES  
LOVE DON'T LOVE  
NOBODY

# RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO

# IT COULD BE FOREVER

The Song That Touches Your Heart—Melody Mac

- 101 BMI Music in the Sky . . . Melody Mac
- 102 BMI Still in Love With You . . . Melody Mac
- 103 BMI Music in the Sky . . . Jeanne Heard & Choir
- 104 BMI Starlight and Roses . . . Jeanne Heard
- 105 BMI Another Called You Sweetheart . . . Alfred Federici
- 106 BMI Heaven Sent Me an Angel . . . Melody Mac
- 107 BMI It Could Be Forever . . . Melody Mac



## MUSICART RECORDS

1715 Chestnut St. (Ph.: LOcust 4-3667) Philadelphia 3, Pa.



Join **MARCH OF DIMES**  
JANUARY 15-31

# THE BILLBOARD

# Music Popularity Charts

## Advance Record Releases

### POPULAR

- After Hours—E. Hawkins Ork (Tuxedo) Coral 60361
- Around the World—Mills Bros. (You Don't) Dec 27400
- Auntie Skinners' Chicken Dinners—Clancy Hayes & His Washboard Five (Nobody Knows) Down Home 11
- Be Good to Your Father and Mother—Dick Todd (Why Hurt) Rainbow 20088
- Blue Mood—Elise Rhodes-Dick Freitas (Just Infatuation) Pab J. S. 906-7
- Boutonniere—Mindy Carson (When You) V 20-4018
- Brighter Became the Day, The—Bob Norman (A Letter) Rainbow 7777
- By Heck—J. Dorsey (Lily) Col 39138
- Can't Wait—H. James Ork (Out of) Col(33)1-940
- Cherry Pie Ought to Be You—F. Sinatra-R. Clooney (Love Means) Col 39141
- Chimney Corner Dream—Johnny Parker (Jackie My) Cap 1369
- Climb Up the Mountain—Peggy Lee (The Mill) Cap 1366
- Comb and Paper Polka, The—Doris Day (You Are) Col 39143
- Come Back to Sorrento—F. Sinatra (Take My) Col 39118
- De Gas Pipe She Leaking, Joe—Sarah Vaughan (I'll Know) Col 39124
- Dear, Dear, Dear—Frankie Laine (May the) Mer 5580
- Gypsy Heart—Helen O'Connell (Would I) Cap 1368
- Hullabaloo—Lee Bros.-Paul Weston (If I) Col 39136
- I Give You My Love—O. Bradley Sextet (Little Small) Coral 60360
- If I Live to Be a Hundred—Jimmy Atkins (Little Small) Dana 2073
- If It Hadn't Been for You—Lee Bros.-Paul Weston (Hullabaloo) Col 39136
- I'll Know—S. Vaughan (De Gas) Col 39124
- In Your Arms—P. Weston Ork (When) Col(33) 3-39114
- Jackie, My Darlin'—J. Parker (Chimney) Cap 1369
- John and Martha—Stan Freberg (Ragtime Dan) Cap 1356
- Johnson Rag—Pete Dally's Chicagoans (Louis-I-an-ia) Cap 1370
- Just for Tonight—Eve Young-Jack Pleis (Would I) London 892
- Just Infatuation—E. Rhodes-D. Freitas (Blue Mood) Pab J.S. 906-7
- Letter From Home, A—Bob Norman (The Brighter) Rainbow 7777
- Lily of the Valley—J. Dorsey (By Heck) Col 39138
- Listen to the Band—Buddy Williams (Sea of) Rainbow 8888
- Little Cafe Paree—V. Damone (Tell Me) Mer 5572
- Little Small Town Girl—Jimmy Atkins (If I) Dana 2073
- Little Small Town Girl—O. Bradley Sextet (I Give) Coral 60360
- Loneliest House on the Street, The—H. Lance (A Shoulder) Col 39120
- Louis-I-an-ia—Pete Dally's Chicagoans (Johnson) Cap 1370
- Love Means Love—G. MacRae (Wait for) Cap 1374
- Love Means Love—F. Sinatra-R. Clooney (Cherry) Col 39141
- May the Good Lord Bless and Keep You—Frankie Laine (Dear) Mer 5580
- Mill on the Floss, The—P. Lee (Climb) Cap 1366
- My Man—Toni Arden (They're Playing) Col 39117
- Nobody Knows You When You're Down and Out—Clancy Hayes & His Washboard Five (Auntie) Down Home 11
- On the Trail—Eddie Roecker-Bill Coates Trio (When You) Robin A-1000-A-1003
- Out of the Dark—H. James Ork (Can't Wait) Col(33)1-940
- Perdido—L. Hampton Ork (Please Give) Dec 27401
- Petite Waltz, The—J. & H. Wegiel-Walt Dana Ork (To Love) Dana 2084
- Please Give Me a Chance—L. Hampton (Perdido) Dec 27401
- Poor Butterfly—Russ Morgan (Silver) Dec 27415
- Ragtime Dan—Stan Freberg (John & Martha) Cap 1356
- San Antonio Rose—K. Griffin (Somebody) Col 39085
- Say It With Your Kisses—J. Gray Ork (Would I) Dec 27402
- Sea of the Moon—Buddy Williams (Listen) Rainbow 8888
- Sentimental Music—Patti Page (Would I) Mer 5571
- Seven Wonders of the World, The—Don Cherry (When You) Dec 27435
- Shoulder to Cry On, A—Herb Lance (The Loneliest) Col 39120
- Silver Moon—Russ Morgan (Poor Butterfly) Dec 27415
- Somebody Loves You—K. Griffin (San Antonio) Col 39085
- Take My Love—F. Sinatra (Come Back) Col 39118
- Tell Me You Love Me—V. Damone (Little Cafe) Mer 5572
- They're Playing Our Song—Toni Arden (My Man) Col 39117
- Tie Me to Your Apron Strings Again—J. Garber (Velvet Lips) Cap 1375
- To Love to Be Loved—J. & H. Wegiel-Y. Just Ork (The Petite) Dana 2084
- Tuxedo Junction—E. Hawkins Ork (After Hours) Coral 60361
- Velvet Lips—J. Garber (Tie Me) Cap 1375
- Wait for Me—G. MacRae (Love Means) Cap 1374
- When You Return—Don Cherry (The Seven) Dec 27435
- When You Return—Mindy Carson (Boutonniere) V 20-4018
- When You Return—P. Weston Ork (In Your) Col(33)3-39114
- When You Said I Love You—Eddie Roecker-Bill Coates Trio (On the) Robin A-1000-A-1003
- Would I Love You—J. Gray Ork (Say It) Dec 27402
- Would I Love You—Helen O'Connell (Gypsy) Cap 1368
- Would I Love You—Patti Page (Sentimental) Mer 5571
- Would I Love You—Eve Young-Jack Pleis (Just for) London 892
- Why Hurt Me Who Loves You—Dick Todd (Be Good) Rainbow 20088
- You Are My Sunshine—Doris Day (The Comb) Col 39143
- You Don't Have to Drop a Heart to Break It—Mills Bros. (Around) Dec 27400

### LATIN AMERICAN

- Apurate—Kido Mendive (La Camisa) V 23-5317
- Campanas de Lianto—Nino de Utrera (Compraciones) V 23-5314
- Compraciones—Nino de Utrera (Campanas de) V 23-5314
- Concha Perdida—Trio San Antonio (Mira Luisa) V 23-5315
- Duda—Los Tres Diamantes (Lucas en) V 23-5327
- El Pendenciero—Aguila y Sol (Penas del) V 23-5316
- Ella—Jorge Negrete (San Luis) V 23-5331
- Felipe Blanco—Luis Santi (La Media) V 23-5325
- Infame—M. L. Landin (Tu Engano) V 23-5329
- Jumbo Jumbo—Perez Prado (Latino) V 23-5326
- La Camisa de Papel—Kiko Mendive (Apurate) V 23-5317
- La Cosa—El Negriot Chevalier (Mamboogie) V23-5323
- La Media Maranja—Luis Santi (Felipe Blanco) V 23-5323
- Latino—Perez Prado (Jumbo) V 23-5326
- Lievame—C. Martinez (Si tu) V 23-5312
- Lucas en el Puerto—Los Tres Diamantes (Duda) V 23-5327
- Mamboogie—El Negriot Chevalier (La Cosa) V 23-5323
- Miedo—M. T. Acosta (Quiero Que) V 23-5313
- Mira Luisa—Trio San Antonio (Concha Perdida) V 23-5315
- Penas del Alma—Aguila y Sol (El Pendenciero) V 23-5316
- Quiero Que Me Quieras—M. T. Acosta (Miedo) V 23-5313
- Rogelio, No Aprietes Mas—Tito Puento (Saladito) V 23-5311
- Rosita—Trio San Antonio (Ven a) V 23-5330
- Saladito—Vincent Lopez (Rogelio no) V 23-5311

### CHILDREN'S

- Bucky, the Bucking Bronco—Gene Autry (Rusty) Col MJV-94
- Cricket Song, The—Rufe Davis (The Noise) Col MJV-93
- Fuzzy Wuzzy—Rosemary Clooney (My Chocolate) Col MJV-95
- My Chocolate Rabbit—Rosemary Clooney (Fuzzy) Col MJV-95
- Noise Song, The—Rufe Davis (The Cricket) Col MJV-93
- Rusty, the Rocking Horse—Gene Autry (Bucky) Col MJV-94

### HOT JAZZ

- C Jam Blues—Billy Strayhorn Trio (Flamingo) Mercer M-1954
- Flamingo—Billy Strayhorn Trio (C Jam) Mercer M-1954
- Lazy River—Erroll Garner (Tippin' Out) Regal Roost 614
- Make No Mistake—Wild Bill Davis (Things) Mercer M-1955
- Things Ain't What They Used to Be—Wild Bill Davis (Make) Mercer M-1955
- Tippin' Out With Erroll—Erroll Garner (Lazy) Regal Roost 614

### INTERNATIONAL

- City Slickers Polka—Ray Henry (Virginia) Dana 3042
- Danz, Moja Dana—Frank Wojnarowski (Jasio) Dana 713
- Jasio, Jasio—Frank Wojnarowski (Danz) Dana 713
- Luba Golebica—S. Jaworski-G. Wisniewski (Niebieski) Dana 714
- Mutt and Jeff—Six Fat Dutchmen (The Tap) V 21-1184
- Niebieski Walc—S. Jaworski-G. Wisniewski (Luba) Dana 714
- Tap Room Polka, The—Six Fat Dutchmen (Mutt) V 21-1184
- Virginia Polka—Ray Henry (City) Dana 3042

### RELIGIOUS

- I Shall Know Him—Sister Rosetta Tharpe (I Was) Dec 48194
- I Was Healed—Sister Rosetta Tharpe (I Shall) Dec 48194
- I'm Going to Tell God—Singing Crusaders (Out) MGM 10875
- Out on the Ocean Sailing—Singing Crusaders (I'm Going) MGM 10875
- Since Mother's Done Gone—Selah Singers (Sorrow) Jubilee 3003
- Sorrow Valley—Selah Singers (Since) Jubilee 3003

### POPULAR ALBUMS

- Arthur Murray Favorites—Fox Trots Album—Ray Anthony Ork (1-10") Cap(33)L-258; String of Pearls; Let's Dance; Lacawanna Local; Blue Moon; What is This Thing Called Love?; Sometimes I'm Happy; Sleepy Time Gal; Wolverine Blues
- Arthur Murray Favorites—Mambos Album—Rico Mambo Ork (1-10") Cap(33) L-261
- Arthur Murray Favorites—Rumbas Album—Chuy Reyes Ork (1-10") Cap(33)L-259
- Arthur Murray Favorites—Sambas Album—Enric Madriguera Ork (1-10") Cap (33)L-260
- Arthur Murray Favorites—Tangos Album—Les Baxter (1-10") Cap(33)L-263; La Comparsita; Jalousie; El Choclo; Adios Muchacos; The Moon Was Yellow; Adios; Orchids in the Moonlight; Cristal
- Arthur Murray Favorites—Waltzes Album—Francis Scott Ork (1-10") Cap(33)L-262; I'll Take Romance; Diane; My Beautiful Lady; Deep in My Heart Dear; While We're Young; The Girl That I Marry; Falling in Love With Love; Till We Meet Again
- Sentimental Journey With David Rose Album—David Rose MGM(33)E-532; Sentimental Journey; Star Dust; When the Wind Was Green; Moon of Manakora; Deep Purple; Bewitched; How High the Moon

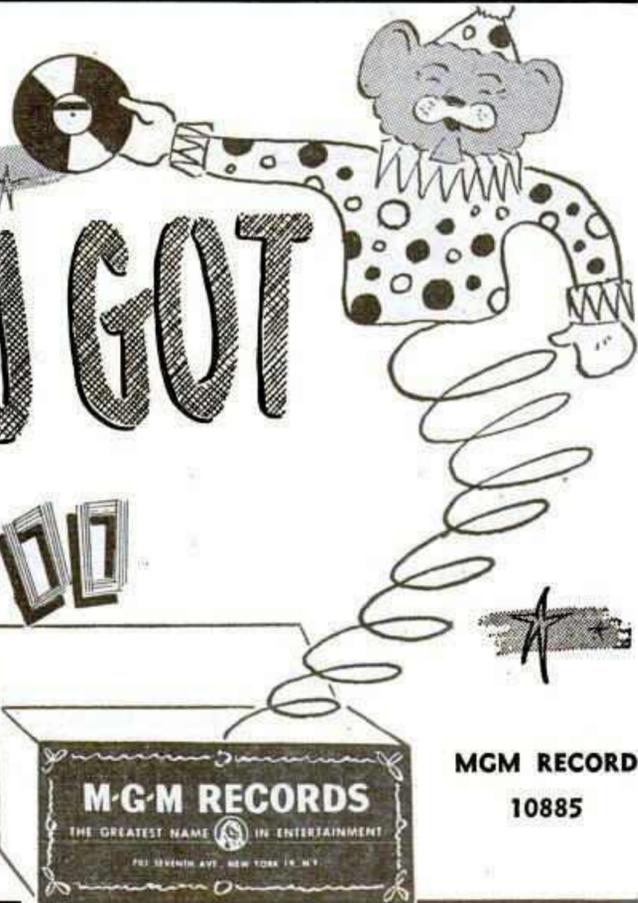


All the Hullabaloo is about . . .

**TOMMY TUCKER'S**

**WHAT'VE YOU GOT**

and **HULLABALOO**



MGM RECORD 10885

# DISKERIES CASH IN ON FEAR

• Continued from page 11

crease varies among the different facets of the business, depending upon whether a diskery's distributors handle lines other than records. Among Victor distrib, for instance, TV receivers have been the big item. Victor distrib, shifting emphasis to disks, are likely to show a heavier increase on disk business than manufacturers whose distrib have been handling and continue to handle disks alone.

On the merchandising level, too, strong impetus is being given to sales. This is indicated in subsequent sections of this story. Here's the outlook among major diskeries:

## RCA VICTOR

Victor's past two weeks have been the best in the company's history. During the last week, the diskery's 10 top sellers accounted for a total sale of 500,000 disks, sparked by Mario Lanza's *Be My Love* and Spike Jones's burlesque of *Tennessee Waltz*—this despite some opposition on the ground that the disk was in bad taste. Perry Como's *You're Just in Love* scored over 50,000, the Eddie Fisher-Hugo Winterhalter etching of *Bring Back the Thrill* did over 20,000 and Como's *If* totaled 70,000. It is also known that Victor, the past week, had 20 disks which did better than 10,000 each.

In addition to TV and distributing factors outlined earlier in the story, the Victor drive reflects the activation of more streamlined merchandising policies. There has been, for instance, a refinement of the guaranteed sales proposition and a speeding up of the process of getting disks into the hands of distrib salesmen. Disks reviewed by sales and a. & r. men Wednesday, are in the hands of distrib's salesmen by Monday. This rapid process permits the salesmen to play the disks for dealers and juke box operators practically as soon as they are off the griddle.

Another aspect of Victor's heightened merchandising campaign is its plan to heavily promote singles as against albums. The decision to do this does not mean a diminution of effort on albums. Rather, the diskery believes the potential of the singles business (on records ultimately scheduled for album usage) has been neglected. Singles promotion is blueprinted in the pop field (*The Victor Vocal Parade*) and in the classical field. In the latter, some of the *Heritage* series will be promoted. Ad campaign calls for a heavy splurge in national mags, newspapers, display kits for dealers, etc.

## DECCA

The current month's gross will probably wind up the third best January in the 18-year history of the diskery. It will be the best January since 1948. Orders for the first two weeks of the month are almost equal to those for the entire months of December, 1950.

Diskery's strength in the current market lies in a combination of a restocking program and its current pop business. Decca is making a

special effort to fill in depleted dealer inventories via a sales concentration campaign thru its branch and distributor salesmen.

Decca's pop line sported 19 current and recent releases which accumulated orders of more than 10,000 disks each for the past week. Line currently is sparked by the Gordon Jenkins-Weavers *So Long*, Guy Lombardo's couplings of *Get Out Those Old Records-Tennessee Waltz* and *Harbor Lights-Petite Waltz*, the *Guys and Dolls* original cast album, and several others.

Decca also points out that a significant portion of the disk boom can be attributed to a tremendous increase in demand for 45 r.p.m. records. It is pointed out that large numbers of 45 players were sold in recent months, capped by a sizable Christmas season sale of the players, and this resulted in the greater early January demand for the doughnut disks. However, a Decca exec cautions that dealers and distrib should not sell the 78 r.p.m. disk short.

Decca's distrib set-up, covering 17 branches and 36 independent outlets, is geared for a heavier disk merchandising program. Of the 36 indie outlets, 35 handle high-price, big-ticket items of Philco, Zenith, International Harvester, etc. These, like the Victor outlets, are looking to the disk biz in the event of war shortages.

It is believed at Decca that, if current orders represent the trend, the coming year should be one of the biggest disk annus in the history of the business.

## COLUMBIA

Diskery is enjoying its strongest business in several years. Its Bridgeport plant is operating on two shifts, six days a week. Hollywood plant is going on two shifts for the first time since it was opened. The first three days of last week marked a bigger gross business than for any given full week in the previous two years, with the exception of a peak week last year sparked by *Rudolph, the Red-Nosed Reindeer* sales.

With every Columbia pop now being issued on 45 r.p.m., the diskery currently is drawing its business spark from its pop series. The Guy Mitchell-Mitch Miller *My Heart Cries for You* and *Roving Kind* coupling has soared over 750,000, while Sammy Kaye's *Harbor Lights* is close to 400,000. Diskery's long-play line still continues to move at a brisk pace.

## CAPITOL

Diskery's sales reps here report a heavy upswing in the sales of its single platters, particularly in its 45 r.p.m. line. Business is from 25 to 30 per cent better than it was last January, and the month stacks up as the best January since 1948 when Capitol was rolling with *Nature Boy* and a hefty album merchandise sales campaign. One diskery rep believes that the month

could end up the best January in the history of the company.

Capitol, like Decca, is pushing an album stock replenishing program at the moment in addition to the merchandising of its single pops. Pops are being led by Nat Cole's *Jet, John and Marsha*. Les Paul's coupling of *Little Rock Getaway* and *Tennessee Waltz*, and the Whiting-Wakely *Bushel and a Peck*.

Capitol notes that the "dealers are back in the record business." The increasing war-bred shortages, resulting in the tightening of big-ticket items, have forced appliance and TV dealers to give more prominence to the merchandising of disks.

The 45 r.p.m. platter increases is being reflected in orders which in many cases are 50-50 with 78 orders. Ratios of only two months ago ran five to 25 in favor of 78's.

## MERCURY

Diskery's four plants are operating with night shifts. Company also is buying outside pressings. Diskery reports that outside pressings are becoming harder to get. Waxery, of course, is being sparked by the fabulous sales of Patti Page's *Tennessee Waltz*, which currently is around the million-and-three-quarters mark. Of these, some 700,000 platters were produced for Mercury by the MGM plant in Bloomfield, N. J. Mercury execs also noted the rise in 45 r.p.m. demand and, like Capitol, pointed out that orders on some numbers are as much as 50-50 between 78 and the newer type disk.

## MGM

General Manager Frank Walker reports that the waxery enjoyed the two biggest days in the three-year history of MGM Records in the past week. He added that he has expanded the personnel of the diskery's Bloomfield, N. J., plant and that he is running on Saturdays.

Walker feels that the first two weeks of February will tell the tale for the disk industry for the remainder of the year. If the current boom continues thru the early part of February, Walker feels the disk business is in for a record-breaking year. On the other hand, a return to spotty business at that point should indicate that the year will develop along more normal business lines.

Extra interest on part of the disk dealer and the war economy program will play key roles, adds Walker. Like other diskers, Walker has noticed a sizable increase in 45 r.p.m. sales.

Indie manufacturers, while feeling the pressure of increased operating costs, report that business in general has picked up. Speciality line manufacturers say that they are planning to increase release schedules to meet the demand for records. A few scattered firms, however, are no better off than they ever were—these are the labels who issue disks on a "spasmodic" basis.



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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

### POPULAR

- BUD POWELL TRIO (1-10")** **55**  
Royal Rost (33) RLP 401  
Somebody Loves Me; Bud's Bubble; Everything Happens to Me; Indiana; I'll Remember April; I Should Care; Nice Work If You Can Get It; Off Minor.  
Assisted by Max Roach on drums and Curly Russell on bass, Bud Powell plays a mess of bop piano. Slow ballads are in the majority on this offering; on these he sounds like a post-graduate version of Errol Garner—lingering, tasty attack interspersed with fantastically clean and note-packed little runs. On the up things he shows some really imaginative conceptions, beautifully executed. One of these, "Bud's Bubble," an original, is a gem of bop thinking and construction. Unlike some of his better known colleagues who have achieved name status—and fat bookings—by refining their music for pop palatability, Powell is a serious workman, and makes no concessions.
- JUKES** Not suitable. **JOCKS** Individual selections make solid hot seg stuff.
- ARTHUR MURRAY FAVORITES—TANGOS** **73**  
Les Baxter Ork (1-10")  
Cap (33) L-263  
La Camparsita; Jalousie; El Choclo; Adios, Muchachos; The Moon Was Yellow; Adios, Orchids in the Moonlight Cristal.  
Baxter has made a pulsating set of a package designed to cover the tango in the Arthur Murray-Capitol promotion album series for dancers. He has fashioned a crisp definition of the exotic tango rhythm thruout while managing to extract the most in handling a group of evergreens, many of which can easily be described as overworked. It's as fine a set for admirers and advocates of the tango as has been put together in quite a while and can be recommended for listeners as well as dancers.
- JUKES** The evergreen values of the songs may attract coin in classier spots. **JOCKS** The fine Baxter orkings of the familiar fare will fill the tango bill on any pop seg.
- FRIML: THE FIREFLY—Allan Jones-Elaine Malbin-Martha Wright-Hayes Gordon-The Guild Choristers-Al Goodman (4-7")** **82**  
Victor (45) WDM-1467  
Sympathy; The Donkey Serenade; Giannina Mia; Tommy Atkins on Parade; Something; A Woman's Smile; When a Maid Comes Knocking at Your Heart; Love Is Like a Firefly.  
One of the most successful of Goodman's operetta-show album series is this reproduction of the high spots from the familiar Friml work. To enhance the commercial values, the set stars Allan Jones, whose movie performance in this work still is well remembered in many quarters. He rose to stardom on the strength of his warbling of "Donkey Serenade" and "Giannina Mia" and repeats these in this collection. The recordings, done in the latest technical fashion, could do strongly as singles. Goodman hands the whole thing a skillful and tasteful musical production.
- JUKES** "Giannina," "Sympathy" and "Donkey" good sides for class locations. **JOCKS** Fine and semi stuff for pop and show segs.
- ETHEL MERMAN 12 SONGS—CALL ME MADAM—E. Merman, Eileen Wilson, Dick Haymes, Gordon Jenkins Ork (1-12")** **80**  
Dec (33) DL-8035  
This is Decca's amended albuming of the songs from the current Broadway smash. Diskery originally issued an eight-sided package with highspots from the show. That one was designed to capture some instant business prior to the issue of the original cast set by Victor (latter was done without sparkplug Merman, of course). The new and larger Decca set is a slight improvement over the initial set, which was fairly dismal and found its commercial values solely in the presence of star Merman. New set spots la Merman turning in, as added starters, some of her special material high spots, "The Hostess With the Mostes'" and "Can You Use Any Money Today." These spike the spirit of the entire albuming to a near creditable point, tho it still fails to recapture the zest and spirit of the show au naturelle. The Merman-Haymes "You're Just in Love" could step as a single platter on the tail of the hit pace of the song itself. The Mermanites will want this set after seeing the show; but full disk appreciation will require acquisition of the Victor set as well.
- JUKES** "You're Just in Love" is solid bet. **JOCKS** Merman makes this a library must.
- ARTHUR MURRAY FAVORITES—Fox Trots—Ray Anthony Ork (1-10")** **79**  
Cap (33) L-258  
String of Pearls; Let's Dance; Lackawanna Local; Blue Moon; What Is This Thing Called Love; Sometimes I'm Happy; Sleepy Time Gal; Wolverine Blues. One of a set of six albums being merchandised in a tie-in promotion with the Arthur Murray Dance Studios, this serves as a vehicle to produce an initial albuming for the fast-rising Ray Anthony ork. The crew slices eight instrumental efforts here, all geared in slightly varying tempi for fox trot tempers. For this dance crowd, the album is ideally suited. For musically interested, the package contains some smartly tailored stuff played in the crisp manner for which the Anthony band is becoming noted. The band was recorded well. Its growing fan legion should cotton to the package. The uniform art work cover for the Murray series is a highly attractive thing which should aid in the merchandising of any or all of the half dozen sets.
- JUKES** All sides good for dance and collegiate locations in single forms. **JOCKS** Some excellent instrumental stuff with a beat for pop whippers.
- STAN GETZ QUARTET, VOL. 1 (1-10")** **63**  
Royal Rost (33) RLP 402  
Sweetie Pie; Yesterdays; Hershey Bar; Gone With the Wind; Tootsie Roll; Strike Up the Band; Imagination; For Stompers Only.  
With the aid of such worthy workmen as Al Haig, Roy Haines and Tommy Potter, tenorman Getz offers a stimulating bop program, mixing ballads and rhythm tunes. Getz, who toiled in Woody Herman's reed section some time back, has carved out a strong place in the affections of the progressive fans. His tone is cool to the point of utter detachment; at the same time he never fails to have something to "say." By modern jazz standards, he is an admirable soloist. Disk should do well with the cult.
- JUKES** Not suitable. **JOCKS** The single disks would be handier for jock libraries.
- ARTHUR MURRAY FAVORITES—MAM-BOS—Rico Mambo Ork (1-10")** **75**  
Cap (33) L-261  
Fat Man Mambo; Minor Mambo; Mambo Riff; Pop 'n' Mambo; Mambo Can Catalina; Mambo Petardo; Manhattan Mambo; Sambo Mambo.  
A fine selection of original mambos written by Billy May, Laurinda Almeida and Pete Rugolo are well played by a mambo ork led by West Coast orkster Billy May. Orchestrations are of the modern jazz school, probably due to the Kenton influences transmitted by Rugolo and Almeida. The beat is clean and heavy; brass and reed sections sparkle. Current popularity of the mambo, the Murray name and tie-ins, this is fine counter fare.
- JUKES** Not suitable. **JOCKS** Several sides could easily make the grade on jazz shows.
- ARTHUR MURRAY FAVORITES—WALTZES—Francis Scott Ork (1-10")** **68**  
Cap (33) L-262  
I'll Take Romance; Diane; My Beautiful Lady; Deep in My Heart, Dear; While We're Young; The Girl That I Marry; Falling in Love With Love; Till We Meet Again.  
Tho the LP catalogs are fairly heavy with waltz diskings, this collection should stand up because of the Arthur Murray tie-in promotions and the careful selection of a group of tunes that aren't usually included in such packages. The Scott ork lets the string and reed sounds predominate, with just enough brass to give the music depth.
- JUKES** Not suitable. **JOCKS** For relaxed segs.
- ARTHUR MURRAY FAVORITES—SAMBAS—Eric Madriguera Ork (1-10")** **66**  
Cap (33) L-260  
Brazil, Juriti, Come to the Mardi Gras, Minute Samba, A Batucada, Comecu, Tico Tico, One Night in Brazil, Saramba.  
This is samba as played for the "society" clique in class clubs—lush strings and woodwinds. The tempos vary from selection to selection, with some just a little too slow for neophytes who may be Arthur Murray students. In all, tho, the clan who still consider the samba the number one Latin American dance will go for this collection. One side, "Come to the Mardi Gras" includes a vocal by an unidentified femme. Tune selection ranges from standards to the lesser known melodies.
- JUKES** Not suitable. **JOCKS** A few fair sides.
- ARTHUR MURRAY FAVORITES—RHUM-BAS—Chuy Reyes Ork (1-10")** **70**  
Cap (33) L-259  
Mama Son De La Luna; Love Me Lazy; Sonadera; Flamingo Rhumba; Linda Mujer; Perhaps, Perhaps, Perhaps; Jack, Jack, Jack; Obsession.  
The Chuy Reyes ork has turned out other diskings for the label that were well received. In this instance, the mixture of standards and some Reyes originals has resulted in another fine package. The rhythm and instrumentation are of the Yankee variety—just what the rhumbaddicts would order in their favorite terperies. There is still enough of the Cuban flavor, tho, to entice the more erudite scholars of hip swinging. Orking is clean and bright, with modern jazz interpretations of "Jack, Jack, Jack" and the original "Flamingo Rhumba" standouts sides. Marty Martel handles the vocal on the "Jack" tune.
- JUKES** Not suitable. **JOCKS** Useful material for both jazz and Latin American shows.
- JAZZ SESSION—Bobby Hackett (1-10")** **60**  
Columbia (33) CL-6156  
Struttin' With Some Barbecue; I've Got the World on a String; What a Difference a Day Made; Oh, Baby; A Room With a View; Fidgety Feet; Tin Roof Blues; Royal Garden Blues.  
This is a recorded demonstration of Bobby Hackett's trumpet style. For those who appreciate the veteran musician's technique and style, this disk will be a welcome one. Tho Hackett has been more or less identified with two-beat in New York clubs, the selections and their interpretations vary from Dixieland to lovely ballads played with feeling. Backing is supplied by Charles Queener on piano, Cliff Leeman's on drum, Bob Casey on bass and Danny Perri and Carl Kress on guitar. One point is proven—studio work hasn't hurt Hackett's interpretative abilities.
- JUKES** Not suitable. **JOCKS** For jazz show. Ballads are good pop show fare, too.
- BEWITCHED—Bill Snyder Ork—"Oscar" The Magic Piano (3-7")** **65**  
London (45) LSF-73  
Bewitched, Drifting Sands, Dream Concerto, Ridin' the Offbeat, My Silent Love, Choppin' Up Chopin. The bespectacled Mid-Western band leader has undoubtedly built up a following since his hit disk "Bewitched." It follows then that this package of previously issued Snyder orkings should find a fair sale.

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### Chi Distrib Org

Continued from page 14

to discuss the problem. It's hoped that all or part of the delivery charge may be transmitted to the retailer or juke buyer. It was pointed out that in the Detroit area, records cost a half-cent more than here, with this charge being added to compensate for the increased delivery cost.

The mutual exchange of credit data is also being discussed. It has been pointed out that distributors need this information from one another because the distributor of the hits, running big during a certain period, may be receiving his payments regularly from an account, while this same account may owe a distributor who has run out of hits. Several of the larger distributors are already members of the Electrical Credit Association, which disseminates this data, but smaller distributors feel info should be spread thru org.

### The Tax Tale

Continued from page 11

ceipts, \$522,813 more than was collected in the corresponding month for the preceding year. August receipts showed an almost imperceptible dip of \$2,000 below the total for August, 1949, and, from that point on, the upsurge in disk tax receipts was uninterrupted for the balance of the year.

September disk tax receipts ran \$34,605 ahead of the corresponding month in 1949; October's gain amounted to \$135,798; November showed a gain of \$179,641, and December, according to current estimates ran some \$60,000 ahead of the \$440,223 receipts turned in for December, 1949.

### Herman Click

Continued from page 12

in charge of ticket sales here, Herman left the local org with a \$300 profit and was the first band in two and a half years to leave a U. of A. sponsoring group in the black.

Herman crew played Alabama College, Montevallo, Ala., Saturday (13); State Teachers' College, Jacksonville, Ala., 15, and Tennessee Polytechnic Institute, Cookeville, Tenn., 18. Chuck Campbell, of the General Artists Corporation, Cincinnati, who set the Herman college tour, has the band set for the University of Wichita, Wichita, Kan., January 31; University of Chicago, February 9; Kent State Normal School, Kent, O., 10; Bethany College, Bethany, W. Va., 20; Miami University, Oxford, O., 21; ROTC, University of Cincinnati, 23; Greek Week at Ohio State University, 24; Teachers' College, Mount Pleasant, Mich., March 2; ROTC, University of Toledo, April 20; Briggs Motor Car Company, Detroit, 21, and Gambier College, Gambier, O., May 4.

### Burdge Called

Continued from page 12

the charges or pay the outstanding debt which is over \$2,000.

Should Burdge cough up the money, he will be required to put up an advance for any future recordings done under the Majestic banner. At present, however, Majestic is not licensed by the AFM and no application has been made.

Since Majestic has no license with AFM, Burdge cannot record with union men. Label is free, nevertheless, to buy masters and release them as Burdge has been doing. Bob Savage and Chuck Cabot pulled out of deals they had with Burdge when they learned of the union difficulties.

### Victor Lifts Brow

Continued from page 3

spokesman pointed out in denying that Goodman had indemnified the company against lawsuits arising from the album.

Meanwhile, at least one of the Goodman sidemen on the date has beefed to the American Federation of Musicians (AFM) about getting only scale payment for the date. Columbia, thru AFM, has paid off all the participants on the basis of scale for each three-minute performance—total cost in the neighborhood of \$10,000. AFM had no comment on the beef.

### Petrillo Explains

Continued from page 11

that two field reps investigated, but did not mention the names of his men. He said that they spent "several days in Omaha," contacting representative employers and members. A complete written report has been submitted to Petrillo, which will be used as the basis of formal charges against Harold L. Black, prexy of the Omaha branch. These charges will be submitted to the AFM's international executive board. A copy of the charges will be sent to Black, so that he may submit his defense. Petrillo stated that the situation would be adjudicated within a month or 45 days.

Mercury Records Distributors, Hollywood, expanded last week with the addition of Arizona, New Mexico and Western Texas territories. Previously the local Mercury distributor took in only the Southern California area. Harry Bloom, Lee Palmer and Hank Fine, head the distributorship which also handles shipping for several small diskeries.

### Pubbers Chalk

Continued from page 11

interesting turn is in the strength being exhibited by the tail-enders on the sheet music lists. The 20th song on a leading New York jobber's list regularly sold some 500 copies per week about one month ago. Current sales for songs in a similar position today run around 1,000 copies per week. The same jobber's second best song, *My Heart Cries for You*, is selling as well as any No. 1 song which the outlet has had in recent years.

2,000 For No. 11

Tennessee, the top dog, is doing two an a half times the business that *Heart* is enjoying. The 11th song today is selling about 2,000 copies per week with this jobber; the same sales rate would have made this a No. 2 song only a few months ago. The firm's gross volume for the month of December wound up between 25 and 30 per cent ahead of December 1949.

Individual pubbers report that the pace of business has picked up quite a bit on an over-all basis. For instance, the Big Three has been averaging total sales of 20,000 copies a day for the past couple of weeks with its *Be My Love*, accounting for some 40 per cent of the activity. *Thinking of You*, a Warners' song in its sixth month, picked up 12,000 copies this week. *Tennessee* has done in the vicinity of 700,000 copies and *Heart*, still in its growing stages, has moved a good deal beyond the quarter-of-a-million mark.

### Disk Field Hit

Continued from page 12

for \$3.85 instead of the regular \$4.85 and \$5.45.

This week both Macy's and Abraham & Straus, big department stores, cut the price on many 12-inch long-play disks to \$3.19. The latter price applies to both the \$4.85 and \$5.85 records and is about 20 cents below dealer cost for \$5.45 disks.

Since Macy's maintains a policy of selling for "6 per cent less than other stores which offer the same services," traders expect to see the store drop prices still further. Macy's, incidentally, has never applied the recent manufacturers' price increase on all records. Most pop disks are still being sold for 79 cents.

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## Major Act Agencies Compete Vs. Indies In Cafe Talent Field

### Niteries Become Testing Arena for Grooming TV Headliners of Future

NEW YORK, Jan. 20. — Cafes and night clubs are daily becoming more and more important to the major talent agencies as well as to the indies. Chief reason is that these spots are virtually the only ones available today where talent can develop or keep working.

The major stress is on television, particularly with the big offices, the major properties of the big offices are the small performers who, it is hoped, can some day break into TV in a big way.

But before any performers can get TV shots they must acquire smoothness, plus a rep. In order to get these they must be kept working.

In the old days vaude was the major developer of new talent. Outside of the one-nighters, RKO and Loew's, and possibly the Dow Time or the major RKO full-week stands, the small act stands a little chance of getting any theater dates. The major demand is for names.

This very need for names, however, opens the door for the small act, but only if the act is booked by the office which handles the attraction. Package deals are arranged or tie-in bookings for future dates; in any event a door is opened which ordinarily the small act can't even approach.

Occasional theater dates, however, are not enough to develop an act and give it poise. And most certainly they aren't enough to build a rep which can lead to TV guest spots.

The chief medium that helps build a property today is the night club. A vocalist with a hit record may cash in on his or her rep thru a spot theater date. But building it so the demand doesn't dwindle, the performer needs club work, not to mention the important item of dough. There are some exceptions. Columbia Broadcasting System's Godfrey, Steve Allan or Robert Q. Lewis, made it via radio and TV, but such exceptions are rare.

From an agency viewpoint the cafes are the ones that, by buying acts, keep them working and enable the offices to hold on to them. Under various talent union agreements governing act-agency relations, a performer must be kept working a predetermined number of weeks in any given period. If the agency is unable to find the necessary work the act can obtain a release.

#### Opportunities Scarce

The problem of getting enough work for acts has become an acute one in recent months. With fewer clubs in existence the pressure has become heavier and the competition between agencies sharper.

The major lure is TV but few TV talent buyers know the little acts. They depend on the talent agencies to give them fillers, particularly on variety shows.

So with the clubs as the chief remaining developers for talent, the large offices with the big lists will step up their competitive ac-

tivities in that department more and more in the immediate future.

This competition won't help the average act who is a free-lance. Nor, ironically, will it aid the act already signed to a big office. In the first case, agencies will not submit acts they haven't signed. In the second case, price deals may be forced on performers to beat the competition.

The long-range thinking, however, is on TV, and it will be those who make the cafe grade and then build in theaters that will get the preferred jobs.

## USO To Ready Camp Shows About March 15

### Sauter Sees Need For Added Talent; Budget Is Drafted

NEW YORK, Jan. 20.—Camp Shows will be ready to talk to acts about March 15 in the estimate of toppers in the newly revitalized United Service Organizations (USO).

"Everything is predicated on what the Department of Defense will want from us," said James Sauter, president of Camp Shows. He declined to estimate the number of performers that would be needed, though he foresaw a step-up in act hiring around the middle of March.

Sauter is leaving for Washington for preliminary talks with defense officials and will then fly to the Coast to huddle with Abe Lastfogel, chairman of the board of Camp Shows. Upon his return East Sauter hopes to have the various budgets made up by the contributing orgs of USO. Then Camp Shows will start moving.

Lawrence Phillips, vice-president and general manager of Camp Shows, will continue but will increase his staff as the demands require it.

## Conn. Booze Board Nixes the Bump

BRIDGEPORT, Conn., Jan. 20.—The Connecticut State Liquor Commission this week ordered all night club operators to ban bumps from their girl dancers' routine—"or else."

The commission announced the suspension of the liquor license of Salvatore Fortuna, who operates the Rose Garden in Middletown, for a 15-day period. The reason for suspension was the objections to routine of Holly Moran, a dancer.

In a statement issued by Major John C. Kelly, chairman of the State Liquor Commission, he said, "Usually common sense will tell where decency stops. The commission will control any immoral exhibitions," and "at the present time any such dances will not be tolerated."

## Abelow at 'Word' Helm

NEW YORK, Jan. 20. — Sam Abelow has succeeded Werner Michel as producer of CBS's *We Take Your Word*, which airs both on AM and TV. The show was recently nominated for a national Peabody award.

Michel joins Kenyon & Eckhardt Monday (22) as producer of the *Ford Theater*. Since Marc Daniels quit the post some months ago, Garth Montgomery, the agency's production head, has been masterminding the show.

## Extra Added

Brief but important night club-vaudeville news

### New York:

Mindy Carson and Johnny Coy open together at the Versailles January 31. . . . The report circulated elsewhere that Jack Entratter owns 55 per cent of the Copa to Julie Podell's 10 per cent has no basis in fact. . . . Leo Fuld will open at the Israeli niterie, the Habibi. . . . Danny Thomas did \$71,000 his first week at the Copa and \$73,000 his second and final week.

Jack Katz, Perry Como's p.m. and lawyer, will spend eight days in the Virgin Islands. . . . Lou Quinn, Copa's disk jockey, is doing better business than was generally forecast.

The Carmen, Philadelphia, went back to full week vaude, with Al Rickard booking, when Sam Stiefel, Carmen owner, made a deal with the stagehands. . . . Jerry Rosen, indie, who handles the Slate Brothers, says he has received a letter from them, advising, "do not take any television shows for us to do, unless you get \$5,000 per show."

### Here and There:

Jimmy Edmundson (Professor Backwards) was forced to cancel his engagement at the Monteleone Hotel's Swan Room, New Orleans, January 6 to go to Jacksonville, Fla., where his wife was ill. Carl Ravazza joined the show starting January 10 and will appear for two weeks.

Sal Adorno Sr., general manager of the Palace, Capitol and Middlesex Theaters, Middletown, Conn., and Mrs. Adorno are marking their 50th wedding anniversary.

## PRIMA'S HORSE COMES ACROSS

NEW ORLEANS, Jan. 20.—Louis Prima arrived here January 11, saddled the first of his string of horses now running at the Fair Grounds the next day and jockey Tony Popara booted the nag home as a 22-to-2 winner.

The horse was Prima's First Trumpet, a 3-year-old gelding, which won the seventh at the Fair Grounds.

## 2 Newport, Ky., Spots Set Acts

NEWPORT, Ky., Jan. 20.—Despite the current Kefauver investigation on gaming and a local ban on gambling which has harassed niterie ops here for the last 10 months, two local spots have announced plans for installing music and niterie acts.

Pete and Glenn Schmidt's ornate show place, combination bowling alley, restaurant and niterie recently completed at a cost of \$250,000, ushered in an act-band policy Thursday night (18), with a show topped by Eddy Smith and His Texas Rhythm Boys, with Jimmy Wilber's ork on the podium. Three shows will be offered nightly with Ernest Price as maitre d'. The Schmidts were the original owners of Beverly Hills Country Club here and for many years operated Glenn Rendezvous, this city, until they sold out to Arthur Dennert two years ago.

Dennert, also owner of Club Alexandria here, plans to reopen Glenn Rendezvous in three weeks, with the first show to be headed by Art Tatum, jazz pianist. Tony Le Mare, formerly sommelier at the Hotel Netherland Plaza and currently at the San Souci Hotel, Miami Beach, Fla., is slated to come in as Glenn manager.

## Bloch Heads New TV Set-Up

NEW YORK, Jan. 20.—Radio-TV orkster Ray Bloch this week set up a new personal management office for the specific purpose of finding and building talent for video shows. Called Ray Bloch Associates, the firm will also produce complete shows and commercial spots for both AM and TV shows. Bloch is president of the firm, with Mace Neufeld and Sherwin Bash handling the management end of the business and assisting Bloch in producing. Part of the new set-up calls for the organization of Ray Bloch bands, choral groups and units for theater and club work.

While Bloch will continue to handle the baton on such top airers as *Sing It Again*, *The Show Goes*, *Toast of the Town*, *Songs for Sale*, and *Quick as a Flash*, his new org will permit him to supervise the building of new talent.

The firm will do no booking his own pubbery.

Bloch's other interests, including the Hollybrook music firm, are not involved. Bash, Bloch's son-in-law, was formerly with the Hollybrook firm, while Neufeld was with Ray Nelson Productions, TV packaging firm, and owned

## AGVA-ARA Plans National Club Code

### Would Establish Regional Chapters To Handle Beefs and Guarantee Contracts

NEW YORK, Jan. 20.—A national club-date between Artists Representatives Association (ARA) and American Guild of Variety Artists (AGVA) is in the process of negotiation and will be presented to ARA members at its next meeting Tuesday (23) night.

Basically the agreement will be the same AGVA signed with the Entertainment Managers' Association (EMA), tho in this case its application will be much wider.

Under the code, ARA, which consists of all the major talent agencies, plus indies all over the country, will have its members sign the code and will agree to guarantee payment to AGVA for any club date wherein a member may default.

The amounts to be posted will vary in the different areas. New York has a figure of \$1,000; other

portions of the country will have lower figures. However, club date bookers, to be known as producers, will not be liable for the full amount of the shows. The predetermined figure will be the maximum responsibility.

Should EMA merge, as is expected, a general board with regional chapters will be set up to handle local beefs. Agents whose business is primarily club dates, will be governed by EMA rules; agents who deal primarily with talent, will continue to be governed by ARA rules.

In all cases, however, a joint board of both orgs, will be set up. Should such merger go into effect it is foreseen that its impact will be nationwide, and AGVA will deal with one large agents' org in the future rather than small local bodies.

## Stem Houses Drop to 319G With Closings

### Newies Don't Help; Cap, 45G; Para, 60; Strand, 40

NEW YORK, Jan. 20.—Final weeks of old runs drove Stem vaude-pic grosses to \$319,000 against the previous week's \$351,000. The new bills weren't strong enough to offset the general decline.

Radio City Music Hall (6,200 seats; average \$136,000) wound up its sixth and final week with Kim and the annual Christmas show with \$91,000. The new bill has the *Magnificent Yankee*, Ben Wrigley, Margaret Sande and Peter Hamilton.

Roxy (6,000 seats; average \$71,000) went to \$65,000 for its second week with *Halls of Montezuma*, Al Bernie, the Remys and Robert Maxwell. The bill opened with \$100,000.

Capitol (4,627 seats; average \$25,000) did \$45,000 for its initial frame with Phil Silvers, the Wiere Brothers, Ted Straeter's ork and *Grounds for Marriage*.

Paramount (3,654 seats; average \$63,000) did a fair \$60,000 for its kick-off week with Kay Starr, Johnny Morgan, the Jerry Wald ork and *Branded*.

Strand (2,700 seats; average \$40,000) collected a so-so \$40,000 for its initial week with *Dallas*, Dean Murphy, Betty Reilly and Betty Bruce.

Palace (1,700 seats; average \$15,000) slipped slightly to \$18,000 for the bill of Roger Ray, Joe Phillips, six other acts and *Short Grass* against \$19,000 the week before. The new bill has Wally Vernon, Pigmeat Markham, six additional acts and *Once a Thief*.

## New Plan Puts GAC Toppers In Active Jobs

NEW YORK, Jan. 20.—A return to an active-heads-of-department basis was made by General Artists Corporation (GAC) when it put act and theater toppers in actual charge of their divisions last week.

Buddy Howe was made the cafe chief with duties of co-ordinator over all acts, and Harry Anger was made the head of the theater department. Art Weems will continue to rule the bands, while Milt Krasny, over-all co-ordinator, will handle TV and radio.

HOLLYWOOD, Jan. 20.—Actor Donald O'Connor topped a group of 11 performers that left yesterday (19) to entertain troops at the Great Falls Mont., air force base. With O'Connor were Bill Peppers, Alice Mason, Joe Russell, George and Ann Herndon, Margaret Kerry, Tony Novello, Pat Michaels, Everett West, Michele Ring and Marie Wells.

The variety show is directed by Rod Bell, Reed Porter, Wheaton Chambers and Jack Shea. This is the first show the foursome has put together since the last war.

## BILL WOULD NIX PRE-SHOW TAX

WASHINGTON, Jan. 20.—A bill to lift the cabaret tax from charges for anything prior to the floor show in night clubs was introduced in the House this week by Delegate Joseph R. Farrington of Hawaii.

Under the present law, the cabaret tax is applied to any goods or service sold in niteries, whether before, during or after the floor show.

## KID ACTS HIT BY MINN. BILL

ST. PAUL, Jan. 20.—A bill increasing the age limit from 14 to 16 of youths who may appear in theatrical exhibitions or entertainments has been introduced in the Minnesota State Legislature.

At the same time the measure provides that youngsters under 16 may appear in such exhibitions or entertainments by obtaining approval from the State Industrial Commission. Author of the measure is Rep. Joseph Prifrel Jr., of St. Paul.

The bill provides that youngsters who are part of a family group of entertainers which includes adults are not subject to the proposed changes in the State law.

**Chez Vito, New York**

(Wednesday, January 17)

Capacity, 85. Price policy, no minimum or cover. Operators, Vito and Lucy Piza. Shows start at 10 and grind till closing. No dancing. Booking, non-exclusive. Publicity, Al Merritt. Estimated all-over talent budget, \$700.

Tiny room is a beautiful hide-away in the Hotel Maurice. There's no sign outside or any indication of a club. But despite its self-effacement, room does a fairly good business. Layout consists of a bar on one level, overlooking a lower terrace where performers work. Show is built on intimacy, with everybody strolling.

Talent consists of Pat Rainey, singer, accompanied by Ellis Larkin; Leslie Matray, fiddle, accompanied by Leslie Felici on piano. Miss Rainey, a well built light-skinned canary, showed a voice that was ideal for torch and ballads. With it she showed a phrasing that was the epitome of salesmanship. Girl works on and off and, judging from the applause, customers couldn't get enough of her.

Larkin's piano is superb. His backing, delicate and unobtrusive, makes Miss Rainey's job that much easier.

Leslie Matray, a Gypsy fiddler, does a strolling act, while Felici works at the piano. Matray is a first class violinist and bowls out a collection of soft melodies the customers chant to time and again. *Bill Smith.*

**Oasis, Los Angeles**

(Sunday, January 7)

Capacity, 250. Three shows nightly. Price policy, 85 cents admission. Owner-operators, Joe Abrahams-Bill Robinson. Press, Jules Fox. Estimated budget this show, \$1,500.

Trenier Twins are making the best of having to follow Louis Armstrong in here. Spot lowered admission from \$1.50 to 85 cents and this, matched with patron-pleasing acts is drawing strong crowds. Pair works 35 minutes, registering with zany tunes and patter. *Drink Wine and Watts, California* pulled good mitts.

Scatman Carothers, holdover emcee, warms audience with earthy vocals. Gene Gilbeaux combo (4) backs acts and provides jive dancing. Another Trenier, Buddy, sings with the group. *Joe Bleeden.*

**Night Club Reviews**

**St. Regis Maisonette, New York**

(Wednesday, January 17)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated talent budget current show, \$1,000. Estimated budget previous show, \$500.

If there's any doubt that Julie Wilson does business, catching her on an off night would dispell it. The class room has a natural draw, but the sexy canary plays a major part for repeat business. Working in a black velvet, form-accentuating gown, Miss Wilson sells a flock of specials and oldies to an enraptured chichi house. They chortled at her double entendres, and even yocked it up when an especially effective line was delivered.

Miss Wilson has become quite a showman. She paces herself well and uses minor props with skill, but best of all, gives out with sexy low tones with trick catches to a mob she apparently holds in the palm of her hand. Milt Shaw played the show effectively. *Bill Smith.*

**Persian Room, Hotel Plaza, New York**

(Thursday, January 18)

Capacity, 280. Price policy, \$2-\$3 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merril Abbott. Publicity, Ed Seay. Estimated budget this show, \$1,700. Estimated budget last show, \$2,500.

Both Herb Shriner and Yvette were solid hits, even tho both could have trimmed their time without hurting their acts. Yvette, on first, was a beautiful vision. She started it with the bright *What Is This Thing Called Love?*, then went to work on *Some Enchanted Evening* with a sock arrangement and followed with a special *Hotels Are Smarter Than People*, an amusing number with double entendre overtones. The gal was equally good on ballads, rhythms and novelties, selling

(Continued on page 40)

**Lookout House, Covington, Ky.**

(Monday, January 15)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Assistant manager, Jim Clark. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Estimated budget this show, \$4,500. Estimated budget last show, \$5,000.

Current bill displays a surprise package in ingratiating Beverly Dennis, singing-comedienne, formerly of the Dennis Sisters. The pert, attractive brunette packs loads of personality, smart material, and tremendous energy. Her timing and delivery boosts her material to long yocks. Surmounted the din created by a room full of conventioners with her opening *I'm Alabama Bound*, and won rapt attention with a satirical *Susie Brown* dream of entering the Pearly Gates done in sing-talk fashion. Sewed up the house with a heated *Can't Get to Heaven*, a sock take-off on *Sophie Tucker*, a lament on a chorus girl, and a cute bit of business tagged the *Critic and the Gal*. Followed repeated bows with a tear-jerker on the late Al Jolson to a smash hand.

Altho forced to break the ice without the benefits of a warm-up by a line, the Four Bartons, a parents-daughters turn, responded admirably and walked away to sound mitts. The girls' opening tap didn't mean much but when the entire family stepped out its two generations of the dance, the foursome garnered sock approval.

The Sherwoods, two lads and a gal, scored with neck-risking acrobatics, with the shapely lass doing some difficult understander work in the middle. Their one-hand and arm stands, three high, with the top lad winding up with a difficult gainer, were standouts. Turn makes a smart appearance and its pyramiding is velvety smooth.

David Powell lost little time winning the crowd's plaudits with his rhythm work, using shears and drumsticks. Beats out solid rhythm on anything in sight and matches it with ace tapistry. A

(Continued on page 40)

**Bon Soir, New York**

(Wednesday, January 10)

Capacity, 150. Price policy, \$2.25-\$2.75 minimum. Operator, Jimmie Daniels. Booking, non-exclusive. Publicity, Ross Associates. Estimated budget this show, \$700.

This spot operates on the style of the Ruban Bleu or Blue Angel and does quite well from appearances. Daniels, a vet club artist and operator, keeps things going on a grind policy. He introduces the acts, greets the paying crowd and does a vocal stint on his own. On the first two items he's first rate. Vocally, he does best with rhythm and calypso songs. What fault there is to be found with his handling of a ballad is counter-balanced by his selection of little-heard show tunes.

Joan Shaw, MGM Records rhythm and blues artist recently added to the talent line-up, is an attractive lass with a soft voice. Her chirping is apparently based on singing into a mike, lacking the projective quality needed for club work. Her forte is blues, with rhythm tunes second best. With a little more experience, the gal could be a top club act.

Music for the acts and for in-between sessions is supplied by pianists Norene Tate and Reginald Beane—as a duo and alternating singles. The pair also run thru a few vocals. All are done in the intimate jazz style that's mated to the club. Beane's local TV appearances could also be a draw.

Alice Ghostly and G. Wood, long-standing favorites at the spot, display a couple of legit show voices that fit their original double-entendre material extremely well. Wood handles the piano and duets on the vocals. *Joe Martin.*

**Carrere, Paris**

(Thursday, January 4)

Capacity, 125. Show at midnight. Price policy, no cover, no minimum. Operator, M. Carrere. Booking, non-exclusive. Nightly show budget approximately 90,000 francs. Production, Alme Barell.

Until 1948, room was just another club. It was then that Princess Elizabeth and her husband visited the place and ever since spot has zoomed until it has become one of the most celebrated and exclusive clubs in Paris, catering to visiting royalty and top celebrities. Hoi polloi are kept away by high prices.

(Continued on page 40)

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Hocus-Pocus

of Magic and Magi By BILL SACHS

JOAN BRANDON reaches Los Angeles this week, after a swing thru the Pacific Northwest. Before Christmas she toured the South with her solo two-hour show, and spent the holidays in New York. Miss Brandon is slated to return eastward thru Arizona, Texas and Louisiana, winding up her road trek in Florida late in February. She'll then head for Miami for a fortnight's vacation. While in New York, Miss Brandon purchased an entirely new set of wardrobe designed by Elgee Bove. . . . Dunninger played the Brooklyn Academy of Music with his one-man mental turn Tuesday night of last week (16). . . . Let the column know where you are and what you're doing. A penny post card will do the trick. . . . Frank Garcia, back in New York from a theater tour, leaves there Saturday (27) for a Caribbean cruise. . . . Sirdani, who has scored so solidly with his comedy magic over the British Broadcasting Company network from London, passed thru New York last week en route to the Chase Hotel, St. Louis. . . . George Schindler is playing the New York area with his magic and vent. . . . Milbourne Christopher's TVer, "Magic By Christopher," pulled one-third of all the fan mail addressed to all programs, local and network, at WAAM, Baltimore, last week. . . . The one and only Werner C. (Dorny) Dornfield fell on the ice recently and busted his ankle. The break will keep him in a cast at his home, 524 W. Belden Avenue, Chicago, until the middle of March. . . . Two other magic vets, Al Baker and Jean Hugard, are mending from recent illnesses at their respective homes. Baker resides at 322 88th Street, Brooklyn, and Hugard, 2634 E. 19th Street, Brooklyn. . . . Royal Heath, 405 Park Avenue, New York, N. Y., is back on the sick list. Friends are urged to drop these magic lads a cheery note. . . . Marvin Roy is playing the Statler chain of hotels with his new magic turn featuring tricks with lights. He was recently at the Statler, Detroit.

County Physicians Aid Association of a home for aging physicians in Los Angeles, the first of its kind in the United States. Both Hersholt and Sherman were presented with plaques in recognition of their contributions to the association and the new home. The presentation netted a story and three-column photo in The Los Angeles Times of January 8. . . . M. U. M., new magic mag and official monthly of the Society of American Magicians, is slated to make its bow in June, with Milbourne Christopher, the rope expert, as editor. First issue will run about 24 pages and page size will be about the same as that of The Linking Ring, official organ of the International Brotherhood of Magicians. . . . Ladson Butler, veteran silk expert, is back at his home in New York after a trip to the Coast, where he mingled briefly with the Los Angeles magic lads. . . . Landrus the Magician, having just completed his second set of return dates of the season in Shreveport, La., has moved into South Texas for a string of dates. . . . George Marquis is doing a single these days on school assemblies thru Northwestern Ohio. . . . Jan (Sadhu) King, who recently has been on the announcing staff of KOL (LBS), Seattle, while doubling in local niteries with his mental turn, is planning to go mental full time, either with a partner or as an assistant in a standard act. . . . King and Hazel Felton, who for many years operated their magic show thru the West and Middle West, on their own and with various tent rep organizations, are still engaged in selling house trailers in Topeka, Kan., where they settled during the last war. To keep their hand in, they still play an occasional engagement in the Topeka area. In addition to the trailer business, King also practices his photo and retouching service. The Feltons own their own home in Topeka, a \$35,000 show place.

Carrere, Paris

Jose Bartel who opens singing Lamento, accompanies himself on a tom-tom and works effectively. On last few bars of the number, he's joined by Aime Barelli with a sweet trumpet harmony which was a clincher for applause. Tall, good-looking Linda Stevens warbles a Pour Lui. Miss Stevens an ex-Kay Kyser canary, is in top form after a year on the continent. She is a definite attraction here. Her I Get a Kick Out of You is particularly good. Aime Barelli's trumpet solo of Basque Cradle Song is ear catching. Quatriene Be-Bops, two youngish couples who do a Charleston in loud yellow and blue costume, work fast, but their act is draggy and lacks originality. Pete Woodrow, young English juggler, does some classy handling of silk hats, cigar and cigar boxes. He works smoothly, but at least three other clubs have acts doing the same routine in town. Aki Wanai, Japanese-English soprano did Summertime, Alice Blue Gown and Le Fontaine. Gal has had a lot of classical training. But in her first job in a club she appears ill at ease. Aime Barelli and his nine-piece ork cut the show. Art Rosett.

Lookout House

slick chair-drumming turn, plus a locomotive impression, elicited big applause. His I'm Forever Blowing Bubbles, with its accompanying bubble-spray gimmick, makes for pleasant entertainment. Bill Grant, doubling from the club's Wonder Bar, where he shares Steinway chores with Shirley and Jim Hahns, emceed in satisfactory fashion. Bob Snyder's ork continues its ace dance and show-cutting job. Bob Doepker.

Persian Room

each with considerable skill and personal charm to big hands. Shriner's Skilled Herb Shriner ambled on in a street suit, head bowed and hands in his pockets. His contrived shy, almost shame-faced delivery, as he twanged out incidents that occurred to characters in his home town, found sympathetic listeners. It was apparent that the audience wasn't so far away from small towns that it couldn't appreciate his dry anecdotes. Shriner's slow takes and drawling chatter isn't boff. But it takes skill of high order to generate sufficient laughter. The comic sneaks up on a gag, hits it a glancing blow and then wanders off to the next gag and the audience loved it. Dick LaSalle did a nice job backing for Yvette. He didn't have much to do for Shriner except when the latter played the harmonica. But what he was called upon for, he did well. Mark Monte's Continentals made for pleasant intermission dance sessions. Bill Smith.

Burlesque Bits

By UNO

ROSE LaROSE, after shattering records at the Empire, Newark, where Manager Jess Meyers was forced to open the long closed second balcony (January 5-11), opened at the Howard, Boston, January 15, and is set for the Embassy, Rochester, N. Y., week of February 2. . . . Jack Shuita, ex-burly principal, is now in the parking lot biz in Hollywood. Crystal Ames wound up a lengthy stay at the Club Samoa, New York, January 14. . . . Members of the Lambs, for the fourth inauguration of Shepherd Bert Lytell, will celebrate with a Burlesque Gambol, January 28, featuring Bobby Clark, Bert Lahr, Eddie Foy Jr., Russ Brown, Ralph Bellamy, Jackie Gleason, Joey Fay, Ole Olsen, Chic Johnson and Mel Allen. In keeping with the tradition that no women be allowed within the club, the ensemble of 16 "chorines" will be recruited from the membership. Happy (Collie) Felton will chairman the

event. . . . Jai Leta opened at the Nut Club, Greenwich Village, New York, last week. . . . Nancy (Coleen) Walsh has left the Empire, Newark, to do club dates in Florida. . . . Sherry Britton is back in legit. She's joined John Garfield in the cast of the American National Theater and Academy production of "Peer Gynt."

MARY MACK, Hirst Circuit feature, is new owner of a Dinola eatery, managed by Mrs. Munn, in Louisville. Miss Mack opened January 25 at the Rialto, Chicago, for a week, after which she returns to the wheel. . . . Bette Jean Rose, stripper, and Nat Ozmon, singing straight, were principals recently at a wedding reception at the bride's home in Rochester, Minn. . . . The current stock cast at Pete DeCenzie's El Rey, Oakland, Calif., includes Bonnie Lee, featured; Bert Berry and Boob Banks, comics; Minor Reed, characters; Will Hayes and Tommie Dew, straights, and Torrid Terry Lane, Betty Carroll, Raven, Suzy, Deloris Jackson, Neva Chafin, Tagori, Barbera Fay and Lee Duval. Mae Jackson is ork leader, assisted by Harry Green, Phil Lonzo and Stan Scott. . . . Ginger Sherry is now teamed with Wally Vernon in vaude. They play the Palace, New York, January 18-24. . . . Renee LaRue has closed at Club Romance in Southern California to open as feature at the Hollywood burly theater, San Diego, Calif. Follows that with a week at the Talk O' Town niterie, Tucson, Ariz. . . . Larry Best, emcee; Joe Fritch, and Freddie Fulton, will officiate at the 35th anniversary banquet of Pannonia Lodge at the Waldorf-Astoria, New York, January 28. Doc Doherty, who recently took over the El Morocco, Atlantic City, has installed a new front and a new music room for Jack Murray's ork.

Vaudeville Reviews

Strand, New York

(Friday, January 12)

Capacity, 2,700. Price Range, 55 cents-\$1.50. Four shows daily; five week-ends. Warner Chain booker, Harry Mayer. Show played by house band.

A packed house greeted the first new show and gave heavy applause to Dean Murphy and Betty Bruce. The shapely Miss Bruce came on with a song throw-away, but as soon as she went into her real act—tap dancing—the crowd was with her. A lot of wolf yells greeted her costume change on stage, but she handled the fellows well with witty chatter, ended up working to a beg-off.

Betty Reilly seemed affected by a sore throat. Nevertheless she delivered a solid Cumbachero and Darktown Strutters' Ball. Her Molasses, with impersonations, was a conflict, since Murphy later did some of the same people, and a lot better.

Murphy's run of imitations held the crowd all the way. Poor band backing hampered his Hildegard routine, but he quickly pulled out with his Churchill-Eleanor Roosevelt stuff and finished with his socko impression of FDR. He wound it up with his Hell routine which seemed superfluous.

The show teed off with the five Amandis Brothers, a youngish group that does standard teeterboard work. Tho their act needs better precision, their fast pacing, evident sincerity and stunts with a blond kid got them hefty mitting. Florian Zabach led the ork and emseed with his usual charm. The pic: Dallas. Gene Plotnik.

Oriental, Chicago

(Friday, January 12)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Sherman Hayes's house band.

Three Suns head a smooth 50-minute show. Veteran Victor diskers have a top burlesque on I Never See Maggie Alone, which embraces some excellent lyrics. This, with their recording hits, sells them. Use of a piano with their rendition of Jet helped the pacing.

Cathalases Hype Act

The Cathalases Four have inserted some new gimmicks into their tumbling, opening their fast acro stint with juggling atop huge balls, later doing two and three-man stands atop a ball. Their finale, in which the understander placed a 10-foot ladder on his shoulders, with a lad scaling the ladder, kicking away the ladder and doing a double somersault to the understander's shoulders, got a terrific mite.

Buster Shaver and Olive have added more top vocalizing by Olive since caught last. The tiny chirp has an okay voice and punches across a song. Her rendition of Laziest Gal in Town was a masterpiece of showmanship. Closed effectively with their unusual ballroom terp bits.

If Leo Delyon will slow up his delivery of his comedy cacophony for Midwest vaude audiences, he's in. Lad is loaded with talent and

Palace, New York

(Thursday, January 18)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

House has another good show, tho the audience seemed indifferent. Reason for apathy may have been the slow first few minutes that practically every act was guilty of.

Show opened with Louis and Oliver Sisters, a well costumed hand-to-hand balance act. Working to Latin beats, boy did fine head-stand carries up a platform, across and down the steps. Next was Ting and Tung, two Chinese lads in plaid dinner jackets, whom the house didn't get at all. Boys did considerable singing, tho without any sparkle. Fat boy of the team carried the comedy load, but his partner's straightening was weak.

Sirdani opened poorly, tho inability of previous act was probably the chief fault. But once he started with his pickpocket act, he was in by a mile. Working with-audience help, Sirdani, wearing a red fez, drew yocks upon yocks. His final bit, the snake-with-the-card, got added impetus from his "assistants."

Dewey (Pigmeat) Markham and Company did another of his many sketches—this time it was the restaurant scene. Markham is a solid actor and he didn't disappoint this time around.

White and Wyman, boy-girl singing team, do show and standards in smooth fashion. The girl, Florence Wyman, showed an excellent soprano that the audience admired; the boy, Murray White, has a legit barry. Team's duets were nicely handled and were good for appreciative hands.

Lucienne and Ashour, long a standard act, is probably one of the best apache teams. Their battle of the sexes—first she is belted then she dishes it out—had the audience loudly applauding.

Wally Vernon had a little trouble getting them on his side at the start, but once he got them, he held them beautifully. Working with Ginger Sherry, Vernon was comedic skill personified. A few of his hep showbiz lines, tho they broke up this reviewer, have no place here, but his bits, the burley strip, etc., were great. Miss Sherry, a gorgeous blonde, also did a wonderful job. Her dead-pan feeding of lines and her equally immobile burly assist were sparking.

Nora Toomey and Company—a three-girl act—scored nicely with the trapeze routine. But big lift came when Miss Toomey came on as a customer for her comedy work on the swing. Main drawback is that girl on the mike gives the gimmick away too soon. It can stand much more milking and a better reading of lines. Pic, Once a Thief. Bill Smith.

his ad libs on the second day of the show were still breaking up the band. His travelog bit has the potential of a great routine. Closed big with his trumpet impression. Johnny Sippel.

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## Broadway Openings

### FOUR TWELVES ARE 48

(Opened Wednesday, January 17)

#### 48th Street Theater

A comedy by Joseph Kesselring. Staged by Otto Preminger. Setting by Raymond Sovey. Costumes by Peggy Morrison. Company manager, Harold L. Wise. Stage manager, John Effrat. Press representatives, Richard Maney and Frank Goodman. Presented by Aldrich and Myers in association with Julius Fleischmann.

Rose Bolton, Ph. D. .... Rosetta Le Noire  
Dorothy (Doddie) Bawke .... Pat Crowley  
Jerry ..... Billy James  
Philippa (Phil) Bawke .... Jane Du Prayne  
Mischa Cohn ..... Joshua Shelley  
Anton Allerman-Spaacher .... Ludwig Donath  
Mrs. Kelly ..... Mrs. Priestly Morrison  
Uncle Snake Tooth ..... Ernest Truex  
Nellie Bawke ..... Anne Revere  
Calendula Watkins ..... Eulabelle Moore  
Mary Bawke ..... Ruth Taylor  
Philip Dupre ..... Hiram Sherman  
Jane Dupre ..... Doro Merande  
Joe Hungry Horse ..... Royal Dan  
"Dr." Jason P. Berrystone  
..... Morton L. Stevens

By the not-so-simple expedient of making inverted moral values screamingly diverting, Joseph Kesselring made a laugh riot out of mass murder in *Arsenic and Old Lace* 10 years ago. Currently he attempts the same device with *Four Twelves Are 48*. However, this time his laugh objectives are rape and seduction. But titillating as those forms of exercise may be, this latest brew refuses to jell. 48 is a labored, dawdling whimsy, put together with literary paste and spit. After a pewsitter has hurdled a yeoman task of sorting its various eccentric characters into their right slots, the end is all too clearly in sight, and a strikingly unoriginal ending it is.

Briefly the background of  
(Continued on page 42)

### DARKNESS AT NOON

(Opened Saturday, January 13)

#### Alvin Theater

A drama by Sidney Kingsley, based on a novel by Arthur Koestler. Staged by the author. Settings and lighting by Frederick Fox. Costumes by Ken Barr. General manager, Warren P. Munsell. Stage manager, William McPadden. Press representatives, William Fields, Walter Alford and Arthur Cantor. Presented by the Playwrights' Company.

Rubashov ..... Claude Rains  
Guard ..... Robert Keith, Jr.  
402 ..... Philip Coolidge  
302 ..... Richard Seff  
202 ..... Allan Rich  
Luba ..... Kim Hunter  
Gleikin ..... Walter J. Palance  
1st Storm Trooper ..... Adams MacDonald  
Richard ..... Herbert Ratner  
Young Girl ..... Virginia Howard  
2d Storm Trooper ..... Johnson Hayes  
Ivanoff ..... Alexander Scourby  
Bogrov ..... Norman Rolan  
Hrutch ..... Robert Crozier  
Albert ..... Daniel Polis  
Luigi ..... Will Kuluva  
Pablo ..... Henry Beckman  
Andre ..... Geoffrey Barr  
Barkeeper ..... Tony Ancona  
Secretary ..... Lola Nettleton  
President ..... Maurice Godfield  
Soldiers, Sailors, Judges and Jurors

Continued from page 3

of enslavement and tyranny at the hands of a younger generation, he is reconciled to leave a world in which the means have become the end.

Kingsley makes no bid for sympathy for his protagonist. His ex-commissar has been as brutally ruthless as his later confederates. However, his mistaken idealism clears up any speculation on the part of any of us as to why so-called voluntary "confessions" came so easily from such accused during the infamous Moscow purge trials back in 1937.

#### Brilliantly Cast and Played

The Playwrights' Company has given *Noon* the firecracker production it needs and assembled a vivid cast to play it. Frederick Fox's three-level prison set is the most ingenious and effective so far this season, and is wonderfully adaptable to a tragic monolog highlighted by flash-backs. Claude Rains gives the performance of his career as the tormented man who believed in a revolution that never came off. Alexander Scourby is splendid as a cynical commandant, and Walter J. Palance is ditto as a younger expert on liquidations. Kim Hunter's secretary, who has loved the accused and died for it, is quietly authoritative, and Will Kuluva's Italian who doesn't like Fascists is fine. Philip Coolidge has never done anything better than a Czarist prisoner who is resigned to everything but a lack of woman. However, the whole cast is good through-out and has been meticulously directed by Kingsley to the tempo of his own play.

This is one play the federal government ought to make tax-free. *Noon* is a public service.

### ANGEL IN THE PAWNSHOP

(Opened Thursday, January 18)

#### Booth Theater

A fantasy by A. B. Shiffryn. Staged by John Larson. Setting and costumes by John E. Blankenchip. Incidental music by Will Irwin. Company manager, Hugo Schaaf. Stage manager, Paul M. Heller. Press representatives, Nat Dorfman and Mary Ward. Presented by Eddie Dowling and Joan McCracken.

Hilary ..... Eddie Dowling  
Tom ..... John Farrell  
Danny O'Keefe ..... Clark Williams  
Lizette Shaw ..... Joan McCracken  
Drunk ..... John Farrell  
Duke Jones ..... Willie Lewis  
Timothy Spangle ..... Herbert Evers  
Joe ..... Joseph Lautner  
Young Man ..... Arthur Oshlag  
Prescilla Nash ..... Elizabeth Kerr

Last summer a reporter journeyed up to Westport Conn., to see a tryout by Lawrence Langner, Armina Marshall and John C. Wilson of A. B. Shiffryn's fantasy, *Angel in a Pawnshop*. After the show, Eddie Dowling, who played the whimsical pawnbroker, told a reporter that he intended to take it on a continued silo spin, but had no immediate intention of risking it on Broadway. It seemed a sound notion, for *Angel* was then determinedly charming to withstand Stem competition, without a thorough tailoring and pruning job.

Now six months later, and with evidence of plentiful rewrite and cutting, *Angel* makes a Broadway bid under the aegis of Dowling and Anthony B. Farrell. It has new direction by John Larson and new incidental music by Will Irwin. John Blankenchip's new pawnshop setting, while following the general pattern of Eldon Elder's original design, is much more elaborate. Everything about the play is vastly improved.

It still remains, however, a Saroyanesque little fable, without that maestro's magic touch for the fantastic, and it still bears down heavily on pixy charm. But it is warm and kindly, and there may be enough customers interested in a little play with no message and about people of great good will to keep *Angel* in the running for a while.

#### Heroine Incurably Romantic

Shiffryn's conceit drops an ethereal lass into the shop of an aging and peppery pawnbroker who is considerable of a mystic himself. She lives in a romantic dream world, and sets about putting her spell on the proprietor and sundry of his clients, from a writer who hocks his typewriter to a jazz musician who dittoes his clarinet.

Also in the picture are a young doctor treating the old man for a heart ailment, an extremely corny drunk and a juvenile who disrobes periodically to hock his dress suit.  
(Continued on page 42)

## Grips'-LNYT Wage Dispute On Again

NEW YORK, Jan. 20.—Unless some radical changes of heart occur at the bargaining table before Sunday (28), the hassle between Local 1 of the stagehands' union and the League of New York Theaters (LNYT) over wage hikes for legit theater grips appears due for a real explosion.

On that date the union's executive committee will go before a general membership meeting at the Hotel Diplomat to report its progress in negotiations since a general strike was voted last October.

As reported in *The Billboard* last week, the managers' org offered a flat 3 per cent increase, which was unanimously rejected by the committee as being ridiculous in the light of recent settlements in the TV and Metopera fields for boosts of 8½ and 9 per cent.

On Friday (19) the committee informed the League that it could not report such an offer to membership without danger of a real blow-up, and advised the necessity of a get-together before the meeting. Thursday (25) has been set for further discussion at the League's offices.

A union spokesman said yesterday (19): "We have laid it on the line. The tempers of some of the boys are running short, and it

would be crazy to go before them with a proposition like that. They've given the executive committee full powers to act in these negotiations, but such an offer could burn them to a point of withdrawing them and setting up a new committee. Then the fat would be in the fire for sure."

## Equity Welfare Fund Board Posts Trustees

NEW YORK, Jan. 20.—Names of members on board of trustees for the Actors' Equity welfare fund have at last been disclosed. Representing Equity and Chorus Equity are Paul Dulzell, Louis M. Simon, Ralph Bellamy, Hiram Sherman, Ruth Richmond, Geoffrey Warren and William C. Smith. Serving for the League of New York Theaters are Arthur Schwartz, James F. Reilly, Louis Lotito, Herman Berstein and Vinton Freedley. Both parties are agreed on the single non-show business representative who is to serve on the board, but since he has not yet accepted, his name is not available for publication.

It will be noted that Equity's reps number seven to five for the managers' org. The situation arises out of the fact that the union requested additional representation in order to include Chorus Equity. It is expected that the League will add two more members to the board, since in principle there must be equal representation.

So far the fund totals \$12,000 from the five benefits already given. There have been rumors that Equity welfare benefits might conflict with those given thruout the year for the Actors' Fund of America. Representatives of both orgs met Thursday (18) and ironed out a plan to clarify any such confusion in the public mind. A definite schedule of future benefits for both is being laid out and will be announced shortly.

## Toronto House In the Chips With 3 Shows

TORONTO, Jan. 20.—The Royal Alexander Theater here is enjoying a b-o. boom. The Royal Alex is the only legit house.

Latest tenant on the coin-snagging roll is the D'Oyly Carte Opera Company, presenting *Gilbert and Sullivan* rep. At least 10 days before the British troupe's skedded bow-in, the mail order list was closed by House Manager Ernie Rawley.

This followed upon the active  
(Continued on page 42)

## Sides and Asides

### D'Oyly Carte Company Returns This Month . . .

The D'Oyly Carte Opera Company will return to New York January 29 after a two-year absence. It will play a four-week

stand at the St. James. The Savoyards will do "The Mikado," "Trial by Jury," "HMS Pinafore," "The Gondoliers," "Iolanthe," "Cox and Box" and "The Pirates of Penzance." Veterans Darrell Fancourt and Martyn Green will do most of the leading roles. Isidore Godfrey will again handle the baton.

### Westchester Savoyards To Produce 'Girl Crazy' . . .

The 20-year-old Gilbert and Sullivan Society of White Plains, N. Y., will depart from its traditional fare with a production of *George Gershwin's* modern musical, "Girl Crazy," opening January 26. An amendment to the Society's constitution made the change possible.  
(Continued on page 42)

## Garrett, Parks For N. Y. Legit

HOLLYWOOD, Jan. 20.—The husband-wife combo of Betty Garrett and Larry Parks will debut the coming summer in a Broadway show, *Heads or Tails*. Play, written by Louis Verneuil, who also authored *Affairs of State*, will be produced by Louis Mandel and Richard Krakeur, and is skedded to preem here in June before moving on to New York. Legiter has only three characters.

## BROADWAY SHOWLOG

Performances Thru January 20, 1951

### DRAMAS

Affairs of State (Music Box).....	9-25, '50	135
Arms and the Man (Arena).....	10-19, '50	108
Bell, Book and Candle (Barrymore).....	11-14, '50	79
Darkness at Noon (Alvin).....	1-13, '51	9
Four Twelves Are 48 (48th Street Theater).....	1-17, '51	5
King Lear (National).....	1-20, '51	32
Season in the Sun (Cort).....	9-28, '50	132
Second Threshold (Morosco).....	1-2, '51	23
The Country Girl (Lyceum).....	11-10, '50	83
The Happy Time (Plymouth).....	1-24, '50	415
The House of Bernarda Alba (ANTA Playhouse).....	1-7, '51	16
The Lady's Not for Burning (Royale).....	11-8, '50	76
The Member of the Wedding (Empire).....	1-5, '50	436
20th Century (Fulton).....	12-24, '50	32

### MUSICAL

Angel in the Pawnshop (Booth).....	1-18, '51	4
Bless You All (Hellinger).....	12-14, '50	44
Call Me Madam (Imperial).....	10-12, '50	116
Gentlemen Prefer Blondes (Ziegfeld).....	12-8, '49	468
Guys and Dolls (45th Street).....	11-24, '50	67
Kiss Me Kate (Shubert).....	12-30, '48	858
Michael Todd's Peep Show (Winter Garden).....	6-28, '50	237
Out of This World (Century).....	12-21, '50	36
Peter Pan (St. James).....	4-24, '50	124
South Pacific (Majestic).....	4-7, '49	732

### CLOSED

An Enemy of the People (Broadhurst).....	1-20, '51	27
Ring Round the Moon (Martin Beck).....	1-20, '51	69
The Royal Family (City Center).....	1-21, '51	15

### COMING UP

Richard II (City Center).....	1-24, '51
Peer Gynt (ANTA Playhouse).....	1-27, '51
Reopening (1-28, '51)	
Where's Charley? (Broadway).....	

## Legit Hits Near 40% Mark; See Improvement Over '49-'50

NEW YORK, Jan. 20.—With the Stem season practically two-thirds past (*The Billboard* clocks a theatrical season as beginning May 1 and ending the following April 30), it is now possible to get a reasonable idea of the over-all 1950-1951 picture of legit.

Off to a sluggish start, it was freely predicted that the current season would wind up worse than its predecessor, and the '49-'51 season hit legit's lowest ebb in many years.

While, of course, no one can gauge hits and misses beforehand and the sum-up is fairly grim to date, it can nevertheless be reported that if the usual pattern holds true, this year will be no worse and possibly a little better than last.

To date 40 productions have bowed in on the Stem, not including 12 limited-run offerings by the City Center, Festival Theater and ANTA.

Of the 40, eight already have achieved the success grade. (*The Billboard's* yardstick for success is 100 Broadway performances.)

The success list divides evenly between straight plays and musicals.

Nine shows have not been around long enough to prove themselves, altho a large proportion are positive bets for the hit class.

Twenty-three new productions already have taken the well-known nose dive.

If all nine of the currently unproven entrants were safely in the success class, the ratio of successes to failures would be approximately 40 per cent.

#### See Percentage Dropping

However, it is extremely unlikely that such a percentage can be maintained until April 30. A reasonable estimate has some 25 more entrants due for arrival before that date. Two are still to come this month. Not counting the D'Oyly Carte four-week rep, February skeds 11 new ones; March, eight, and April, four. In addition there are a half dozen other items that are better than possibilities to get in under the season's wire.

It is obvious that a goodly pro-

portion of these new ones will increase the '50-'51 flop ratio. A fairly safe prophesy is that the season will wind up with about 65 productions on the record and, if all goes as well as it should, with a hit average around 33 per cent.

Comparing the above with 1949-1950 statistics, the result does not appear too bleak. Last season racked up a total of 63 productions. Twenty-one of these made the success grade. The hit percentage was therefore 33 per cent on the nose. It is possible that this year's final result will top that score, and certainly, at present viewing, it is likely to be no worse.

Other aspects of the season to date have not been so bad, either. There were 27 holdovers from the previous year, and altho only six of them remain on the scene, it has been possible, including limited run items, for pew-buyers to get a look at 79 legit productions since last May 1. New openings have lighted 22 theaters and a total of 31 playhouses have been in operation at one time or another.

# Sides and Asides

Continued from page 41

## Prepare 'The Innocents' For Broadway Return . . .

George Brandt and Herald Bromley are busy these days preparing "The Innocents," with Sylvia Sidney, for a three-week return to Broadway at the Broadhurst, beginning February 5. The firm is also trying to get Valentina Cortesa for the cast of "Samaritana," by Jacques Deval, and preparing "Springtime for Henry" for a Stem run this season.

## Twain's 'Hadleyburg' Skedded for Stem Debut . . .

Due for a March opening is "The Man Who Corrupted Hadleyburg," which Ezra Stone will direct. Charles Keaton has been commissioned to do the incidental music for the Bernard Evslin adaptation of the Mark Twain story. The producer is Lawrence Shubert Lawrence.

## Production Notes and Personal Intelligence . . .

"A Tree Grows in Brooklyn" has finally been chosen as the title of the George Abbott musical based on Betty Smith's novel of the same name. Columbia Broadcasting System (CBS) is putting up half of the \$200,000 nut. Recently added to the cast were Matt Frye, Albert Linville and Lou Willis Jr. . . . Jose Ferrer and Milton Baron may bring "The Musical Comedy Man," George M. Cohan's last play, to the Stem next season, with Ferrer directing and singing and dancing in the lead. . . . Luther Greene may bring "Within a Glass Bell" to Broadway in the near future. The author, William Marchant, a 27-year-old Philadelphian, has not had wares on the Stem before. A possibility for the lead is Mrs. Greene, known in the trade as Judith Anderson. . . . Guthrie McClintic taking a vacation after leaving St. Luke's Hospital, New York, where he was treated for a virus infection. . . . Richard Aldrich, Richard Myers, Julius Fleischmann and Otto Preminger have a new comedy by F. Hugh Herbert coming up. Entitled "The Moon Is Blue," it will break in at Wilmington, Del., February 16, and Boston, February 19. John Effrat is stage manager. On March 6 it will open at the Henry Miller, New York. Donald Cook and Barbara Bel Geddes head the cast. . . . The Aldrich-Myers-Fleischmann production of "The Guardsman" starts tryouts January 25 in Buffalo. . . . Lillian Hellman's still untitled new play will have five stars: Fredric March, Florence Eldridge, Jane Wyatt, Lucile Watson and Kent Smith. It's due to open at the Coronet March 7. William Gaxton will get a plaque from the Lambs January 28 for his 35 years in showbiz. . . . "The King of Friday's Men" booked into the Playhouse February 14. Dennis Hoey's part has been relinquished to Frederic Tozere. Others in the cast are Tudor Owen, Elliott Sullivan, Grania O'Malley. . . . Celeste Holm has asked for a six-week vacation from "Affairs of State," beginning next June. . . . Hiram Sherman elected chairman of Equity Welfare Committee. . . . Added to the cast of "Billy Budd" were Bernard Kates, Judson Pratt, James Daly, Norman Eittlinger, Charles Carshon, Leonard Yorr, Kenneth

Paine. . . Dwight Wiman's revival of "The Green Pastures" will hit Broadway February 26 after a two-week tryout in Boston. . . . "The King and I" is the final choice of title for the Rodgers and Hammerstein musical that up to now has been referred to as "Anna and the King of Siam." Show will definitely go to the St. James, probably March 29. It will tryout for a week in New Haven, Conn., beginning February 26, and three weeks in Boston, beginning March 5. . . . Leland Hayward considering stage adaptations of two novels by their authors, "The Magic Bell Knob," by Mary Norton, and "Moulin Rouge," by Pierre La Mure. . . . William Hogan is the new drama editor of The San Francisco Chronicle. . . . Joining the cast of "Not for Children" are Joan Copeland, Keene Crockett, Alexander Clark, Fred Wayne. "Mike MacCauley" opens in Santa Barbara, Calif., January 26, with Don De Fre, Eddie Bracken and Isa Miranda starring. Stanley Kramer has acquired the motion picture rights to "The Four Poster," an English play by Jan De Hartog, Dutch author of "Skipper Next to God." Kramer is also negotiating for "Death of a Salesman," "The Happy Time" and "The Member of the Wedding."

## Calling All 1-Act Plays

HARTFORD, Conn., Jan. 20.—Connecticut Theater, a new group organized to present arena productions, has announced sponsorship of a competition for the best original one-act play by a Connecticut author, with an award of \$250 to be made to the community theater producing the best play, as elected by a group of judges. Contest rules may be obtained from Managing Director William F. Condon, of East Hartford. Connecticut Theater's current plans call for a series of three-act plays over a summer season from June thru September at a theater yet to be found.

## Four Twelves

Continued from page 41

Kesselring's latest conceit is somewhat to this effect. Four fern generations of Osage Indian persuasion live together in a New York apartment. The oldest is 48, her daughter is 36, her granddaughter is 24, and her great-granddaughter is 12. This interesting arithmetical set-up has come about because each of first three has had baby trouble, one way or another, at an age when their minds should have been on dolls. The curtain rises on great-granddaughter's 12th birthday, thereby setting the stage for a continuing of the pattern.

Great-grandma is a concert singer. The others don't need to do anything, considering that Uncle Snake Tooth, a genial visitor from the reservation, seems well-heeled with oil wells. The rest is a miscellaneous hodgepodge, having to do with the family's attempt to buy and endow a home for erring females, which is interrupted by the moppet's declaration that she is pregnant and by a sinister visit from a fellow-tribesman, who started the ball rolling by raping great-grandma in a canyon 36 years ago. However, Uncle Snake Tooth solves the worst of the enigmas. Naturally it is discovered that the youngster isn't really that way, and the wind-up predicts a trio of assorted swains making honest women of the whole menage.

Out of this confusion, Kesselring manages more than an occasional amusing situation and a ditto funny line. But whatever overall amusement stems from 48 comes from individual playing rather than a contrived script and extremely sluggish staging by Otto Preminger. Ernest Truex gets considerable fun out of a grunting ex-warrior who hates soap and water. Anne Revere projects winningly as the matriarch of 48. Hiram Sherman is excellent as a dim-witted lover, and there are good performances from Joshua Shelley, Ludwig Donath, Royal Dano and young Pat Crowley. Doro Merande is practically

# A. A. Buckhantz Producing New Revue on Coast

HOLLYWOOD, Jan. 20.—A musical revue, *This Is It*, goes into rehearsal next week and is slated to open here late February. Allan A. Buckhantz is directing and producing the revue, an original in two acts.

Twenty-five numbers are skedded, with words and music by Kenny Wilson, Don Wilmot, Herb Greenhouse, John Wardell, Gil Bowers, Harry Holdane, Carl Eugster and Ben Ellyson. Stanley Caplon is doing the sketches. Shri Robinson and Bob Evans top an unknown cast. Theater has not yet been selected.

Buckhantz, employed by 20th Century-Fox, has directed productions in Lithuania and Germany and for the Fox Playhouse. Nick Carras is musical director; Roland Dupres, choreography; Thomas O'Neil, sets, and Damar Myers, wardrobe.

# L'Marr Wins 40G In 'Kate' % Suit

NEW YORK, Jan. 20.—A unanimous verdict by a jury in New York County Supreme Court this week awarded Richard LaMarr, theatrical agent, \$40,000, plus interest, in his suit against Arnold Saint Subber and Lemuel Ayers for services rendered in the production of *Kiss Me, Kate*.

In December, 1948, before the show opened in New York, LaMarr sued the producers for \$50,000 for services in setting up the production. The agent contended that he had brought Saint Subber and Ayers together and had arranged all deals with authors Sam and Bella Spewack and Cole Porter. For this he received no commission but was to share in profits to the extent of 5 per cent. When this allegedly was not forthcoming, LaMarr instituted the action.

LaMarr was represented by Lee Moselle, of Howard E. Reinheimer's office, with Murray C. Bernays as trial counsel. The defendants' legal spearhead was Samuel J. Silverman. Judge Philip Halpern, of Buffalo, was on the bench.

# Angel in Pawnshop

Continued from page 41

Everybody loves the gal, but all realize that she must be jolted into a bread-and-butter viewpoint—and thereby hangs Shiffrin's tale.

The gal has a lover, a killer, who is pursuing her with mayhem and murder in his heart. Altho she has fallen in love with the indigent writer, she is too unworldly to turn the gangster in. He arrives and in the ensuing fracas shoots the pawnbroker and gets himself killed. However, there is a satisfactory twist to the wind-up which pulls the fable back on the fantasy plane, after a dip into arrant melo.

## Dowling, McCracken Excellent

If any players can sell *Angel*, they are Eddie Dowling and Joan McCracken. Dowling is wonderful as the irascible pawnbroker who likes to spout poetry into a tape-recorder and then listen to his own voice. No stranger to playing mystics, it is the sort of part in which he is at his best. Joan McCracken brings an elfin, childish charm to the girl who has inured herself in 16th century romanticism, and with her chore shorn of its original terrifying long speeches and with more interpolated stepping she is completely delightful. The remaining parts are creditably filled, with bandsman Willie Lewis contributing some standout acting as well as virtuoso clarinetting. Bob Francis.

wasted on a loosely written part. Raymond Sovey has designed a pleasant living room, but there are no such high jinks going on in it, as in the one he dreamed-up for *Arsenic 10* years back. Bob Francis. Closed Thursday (18) after two performances. Printed for the record.

# Equity Library Theater

## INTOXICATION Lenox Hill Playhouse

(Opened Thursday, January 11)  
A drama by August Strindberg. Staged by Therese Hayden. Sets and costumes, Frances Riddick. Music, Ellen Bower. Lighting, Charles Parker. Stage Manager, William Dancy. Production manager, Burry Fredrik. Presented by Equity Library Theater, Inc.

Watchman . . . . . Jackson Young  
Jeanne . . . . . Patricia Larson  
Marian . . . . . Nancy Bonnie Schnapier  
Abbe . . . . . Paul Andor  
Emile . . . . . Robert Donley  
Maurice . . . . . Joseph Julian  
Girl . . . . . Svea Grunfeld  
Mme. Catherine . . . . . Maud Scheerer  
Henriette . . . . . Peggy Sanford  
Adolphe . . . . . Paul Stevens  
Commissaire . . . . . Rea John Powers  
Detective . . . . . William Myers  
Walter . . . . . Jackson Young

There is nothing very exhilarating about the Equity Library Theater's (ELT) presentation of *Intoxication* by August Strindberg. More apropos of the production is the play's former title, *There Are Crimes and Crimes*. Not that those involved are entirely to blame; Strindberg's play itself shows deterioration with age.

This fact may be the nub of the fault in its present revival. To overcome the datedness of their script, director and cast seem to have attempted to make it a conversation piece, to underplay its melodramatics. The result is not successful.

Strindberg makes a point that all crimes of thought, word and deed must be punishable, if not by law, then we ourselves pay the penalty with our guilty consciences. With that hypothesis in mind, the old Misanthrope develops his plot in a most absurd manner, with such flimsy circumstances as to be incredible. A young playwright, encumbered by a mistress and a child, wishes they were out of the way when his play becomes a hit. Such confession he makes to a new gal friend during a night of drunken revelry. But old conscience nips away, and he is forced to get a last look at mistress and daughter before he takes off with the new girl.

## Dire Doings

The daughter inconveniently dies after papa's visit, and the entire community accuses him of murder, plagiarism and all sorts of nefarious doings. And since he told his new friend he wished the daughter were not alive to stand in the way of his new happiness, he feels guilty. So after a torturous night, the pair split up. The gal, who already has an unpunishable-by-law crime, by the way, goes off somewhere, probably the river, and the playwright finds complete forgiveness from his old mistress when it's discovered their moppet died of a virus.

Director Therese Hayden has quite a problem to keep matters from becoming laughable, but in touching them lightly, she loses the importance of the play. She also has a note in her casting eye. Designer Frances Riddick, not faced with these problems, produces excellent fragmentary backgrounds, which are well lit by Charles Parker.

Program notes reveal that all the actors have had quite a bit of experience. Paul Stevens and Maud Scheerer prove it with fine performances. And that's that, except for the fact that little Nancy Bonnie Schnapier, the child, is a cutie and takes well to the stage.

In sum, ELT has come up with one of those unpunishable crimes. It has done better, Miss Hayden has done better and Strindberg has done better. As for the majority of the cast, this reporter can't say, but maybe their consciences will make them pay. Dennis McDonald.

# Toronto House

Continued from page 41

ticket sales of both the French-Canadian show of Gratiien Gelinas' *Fridolin* and the Sadlers Wells Ballet. For the former, which played a pre-Broadway date here, the house was sold out for every performance.

In the case of the ballet group, while some \$200,000 worth of tickets were ordered by mail, only \$46,000 could be taken in by the Royal Alex at capacity. Meantime, the house management is pushing the sales of *Mister Roberts*, which is scheduled in for a return date Monday (29). Ticket sale looks promising.

# New Coast Org To Do B'way Shows in L. A.

HOLLYWOOD, Jan. 20.—A new outfit, Show Busines, Inc., has been formed to present Broadway hits in Los Angeles. Shows will be presented simultaneously here and in New York.

Company is headed by Harry Jameson. With him in the venture are Gene Mann, Andy Perensho, Don Rose and Al Mateis. Mann and Perensho hold the lease on the El Capitan Theater, where the plays will be presented.

First production skedded is *Detective Story*, the Ralph Bellamy starrer. Kirk Douglas, Robert Mitchum and Humphrey Bogart are being mentioned for the lead. *Guys and Dolls* is next on the agenda.

# Out of Town Review

## THE WILLOW TREE Theater '51, Dallas

(Opened Monday, January 15)  
A drama by A. B. Shiffrin. Directed by Margo Jones. Costumes by Kenn Barr. Technical director, Marshall Yokelson. Press representative, Mabel Duke. Stage manager, Buss Scott. Presented by Margo Jones and Theater '51.

Enrico . . . . . Edwin Whitner  
Zelig . . . . . Edwin Tankus  
A Tramp . . . . . Marshall Yokelson  
Woman with baby carriage . . . . . Mady Correll  
A Boy . . . . . Leonard Fruhman  
Ronnie Brewster . . . . . Charles Proctor  
Angelina . . . . . Brenda Buell Vaccaro  
Sorkelch . . . . . Judy Rickman  
Kate Scott . . . . . Carolyn Martin  
Clark Wilson . . . . . Richard Venture  
Mrs. Brewster . . . . . Betty Greene Little  
Sam Dundee . . . . . John Denney  
Rosie Callahan . . . . . Grayce Grant  
Young Man . . . . . Charles Braswell  
A Cop . . . . . Spencer James

*The Willow Tree* is a psychological murder mystery obviously based on newspaper accounts of the activities of our less wholesome types of juvenile delinquents. *Tree* concerns a series of rapemurders committed in Central Park by a studious and intelligent youth, driven to his meanness, so says the play, by an overindulgent mother. Kate, a fem mag writer, delves into the more intellectual facets of the crimes, figures him out and induces him to confess all. There is likewise a detective concerned who wants to plug him at once and have it over with. There is also a cop-baiting reporter in what sometimes is believed to be the old tradition.

The script is tightly and effectively written by an excellent craftsman. *Tree*, however, is not consistently played to uphold the undertone of horror that the author obviously intended. The occasional banter is a bit too light, and all too often lines are played for laughs rather than shudders. Otherwise, however, the production is highly polished, and its presentation on an almost bare arena stage gives desired effect of a metropolitan park. The staging shows what Margo Jones can do when she puts her mind to it.

Characterization is good, with excellent performances turned in by Grayce Grant and Mady Correll, both playing comparatively minor parts. Charles Proctor, who is young enough to make the murderer seem even more sinister, acquits himself well. Betty Greene Little as the killer's mother and John Denney as the detective are good as they always are, in whatever roles the rep schedule happens to cast them.

*Tree* is a likely Theater '51 choice for a Stem try this year. It is considerably better adapted to New York audiences than was *Southern Exposure*, the Texas importation of last year. However, it might lose effectiveness via regular stage projection. Thad Ricks.

# BREAK-IN SCORES

CHICAGO  
Ti-Coq  
(Opened Harris Theater, Monday, January 17)  
Yes 1 No 2 Per Cent 33 1/2  
*Sun-Times, Emmett Dedmon*—". . . Excellent showcase for the talents of its author and its star, Fridolin. Its qualities as a play merit less praise."  
*News, Sydney J. Harris*—"It is an honest and affecting (play), adultly conceived and expertly performed. . . ."  
*Herald-American, Ann Marsters*—" . . . It is not always dramatically compelling. . . . It is a capable, bilingual cast."

## ARENAS AND AUDITORIA

### Waterville, Me., Gives Water Unit Raves, So-So Turnouts

By DAPHNE (DEE) POLI

WATERVILLE, Me., Jan. 20.—Sam Snyder's *Water Follies* drew plaudits from about 1,500 spectators at its opening here Friday (12). Show played two matinees and three evening shows, January 12 thru January 14, with just one capacity house on Saturday night. Both matinees were weak, with the Saturday matinee less than half a house, made up mostly of children at 60 cents admission. The opening Friday and the Sunday evening performance were under three-quarter houses.

However, *The Waterville Morning Sentinel*, called the show "swimsensational" and the finest entertainment ever seen in Waterville, in its review. With tickets selling for \$2.40, \$1.80 and \$1.20 for the evening shows and Sunday matinee, the Saturday matinee was unreserved with children 60 cents and adults \$1.

*Water Follies* was presented at the community building of Waterville, the old field house on the former grounds of Colby College. When the college moved lock, stock and barrel to a new set of buildings in a different section of Waterville the field house was left idle until two Waterville citizens, Jibryne Karter and Charles Fer-

ris, took it over for promotions. Still owned by the city, the building was renamed Waterville Community Center.

The building is about one-half to three quarters of a mile from the city center, deep in a valley. The building is strictly a field house—just four walls, with bleacher seats along the two sides seating approximately 3,300 persons, and a floor space of 90 by 170 feet. The center of the floor is taken up by the standard wooden basketball floor set in an iron ring. The rest of the floor is concrete. There is no balcony in the building.

Temporary dressing rooms for the *Water Follies* were made out of plywood and placed under one bleacher. A flight of stairs at the back of the building leads into a connecting building to three or four smaller rooms that can be used as dressing rooms. A small lobby with a box office window and two entrances was also temporarily installed out of plywood. The building has been used only for basketball and sporting events up to now, and the *Globe Trotters* and the *Water Follies* have been the first traveling entertainment to play here.

Karter and Ferris are interested in booking as many kinds of traveling entertainment for their community as they can produce in this type building.

### N. E. Chapter Of RSROA Sets Dance Contest

BOSTON, Jan. 20.—At a recent meeting of the New England chapter, Roller Skating Rink Operators' Association (RSROA), an inter-rink program was devised by which it is hoped closer social relations may be built between roller skaters of member rinks. Several events are planned to accomplish this aim, the first being a monthly dance contest to determine a New England RSROA dance champion team for each of a series of skate dances.

Basically, the plan is to feature one of the new RSROA dances each month at all member rinks. Each rink may determine by its own rules the two teams which will represent the rink at finals to be held the last Wednesday of each month. The two qualified teams of each rink will compete against other entrants for a monthly chapter trophy as well as individual trophies for first-place winners and medals for second and third-place teams.

Monthly finals will be held at the rink of the operator who is host to chapter members for their regular monthly meeting. January 31 finals will be held at Hartford (Conn.) Skating Palace to determine the Society Blues champions. February finals will take place at Roll-Lind, Norwood, Mass., on the 28th to determine Cross Tango champs. Other dances will be announced as the competitions progress.

Events are open to all amateurs who have not won first, second or third-place State titles in any division of competitive skating prior to October 1, 1950.

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#### Lewiston (Me.) Memorial

LEWISTON, Me.—The Lewiston Memorial Armory is one of the finest small armories in the country. City owned, but dedicated to Lewiston veterans, the National Guard trains in it and the board of education uses it for sporting events and physical education. The Armory, however, is also a community center.

With a horseshoe balcony of 1,033 permanent seats and bleachers set up downstairs seating 1,320, the building can accommodate 2,253 for arena type shows. An additional 2,500 chairs can be set up for stagings. The floor space is 145 by 124 feet. Sam Michaels, local promoter, handles all promotions or rentals of the Armory for entertainment.

### Brown Tees Off "Dimes" Drive By N.Y. RSROA

NEWARK, N. J., Jan. 20.—Predicting that New York City area rollerdromes of the Roller Skating Rink Operators' Association (RSROA) would raise \$10,000 this year, campaign chairman Victor J. Brown this week launched the annual "March of Dimes" fund-raising drive for rinks in the metropolitan RSROA chapter. This includes all members in New York, near-by Westchester, Long Island and parts of New Jersey within commuting distance of Manhattan.

"The need is great this year," said Brown, "and the National Foundation for Infantile Paralysis can rest assured that roller skating will not let its favorite charity down."

As in recent years, there will be a handsome wall plaque for the RSROA rink turning in the largest sum. Brown suggests that rink operators employ such tried-and-proven methods as benefit shows, raffles and the hustling of containers.

Last year the trophy was won by Shore Roller-drome, operated by Junda and Livingston in Neptune, N. J.

#### New One at Dartmouth

DARTMOUTH, N. S., Jan. 20.—Joe Lay, veteran hockey player of Kingston, Ont., has been named superintendent of new Memorial Rink here, now nearing completion. The rink, to be used for ice skating and hockey in the winter and roller skating in the summer, has been financed by public subscription and the town council.

## HOLLYWOOD ICE REVUE

(Opened Friday, January 19)

### Madison Square Garden, New York

Choreography and staging, Catherine Littlefield. Setting, Becker Bros.' Studio. Costumes, Billy Livingston. Skating interpretations, Elizabeth Kennedy and May Judels. Musical director, Jack Pfeiffer. Musical Arrangements, Paul Van Loan and Paul Sporsty. Manager, Ludolf Kassebaum. Stage Manager, Ray Gaynor. Production director, William H. Burke. Presented by Arthur M. Wirts.

**CAST:** Sonja Henie, Skippy Baxter, Freddie Trenkler, Michael Kirby, John Walsh, Johnny Parris, Tommy Osborne, Frank Lucas, Geoffe Stevens, Sid Spalding, Monty Stott, Elizabeth Kennedy, Herman Marleich, Joyce Lockwood, Jack Strand, Terry Lovelace, Helen Becker, Jean Curtis, Gloria Doggett, Arlayne Donnan, Barbara Franklin, Evelyn Kenny, Irene Konawich, Roberta Ann Larson, Virginia Lee, Ann Liff, Phyllis Martin, Kay Monroe, Damer Montgomery, Marvette Music, Sonja Rashkoff, Carole Richards, Rusty Rodgers, Dolores Rose, Shirley Bumble, Janet Shell, Alice Walsh, Catherine Webber, Stanley Beehiveau, Jack Bullock, John P. Coney, Gil Dennis, George Flaherty, Gene Fricks, Kenneth Goode, Arthur Griffin, Gordon Harris, Ray Hendricksen, John Kaspar, Garry Keran, John Konchalski, Kenneth Leslie, James Patridge, John Perry, Hugh Pope, Colin Rose Jr., Robert Rowe, William Schaffer, Marvin Shaw, Stanley Smith, George Wagner, Priscilla Fisher, Wall Hackman, Virginia Leigh, Jean Mason, Lela Rolontz, Georginia Rushford, Marlene Walz, James Kenny, Bobby Pearson, Dick Price, Robert Walker, June Statler, Virginia Stevens, Toomy Osborne.

**VOCALS:** Ken Stevens, Rita Stevens, Audrey Caley.

**HAWAIIAN QUINTET:** Danny Kuana, George Ku, Bernie Kai Lewis, Mel Peterson, Lawrence K. Silva.

This big hunk of garish entertainment has made its 14th return to town, and let it be said at the outset that time has left neither stain nor mark on its shiny finish. The petite Sonja Henie may have lost a bit of her sweep and precision in the years since her first films, but her showmanship and downright spunk are greater than ever. Her huge ensemble of attractive kids go thru their intricate and sometimes daring routines with admirable competence. And the comedy is as socko as any seen on ice or elsewhere recently, with principal plaudits going to the diminutive Freddy Trenkler.

Once the dainty Henie got on the ice there could be no doubt in the packed house that the champ was back. Working solo thru her famous hula and other exotic numbers or in the waltz or march, she got plenty of hands and had to beg off every time. She has two good partners in the lanky Michael Kirby in the white elegance number and in John Walsh in the mamba.

Skippy Baxter showed a lot of flash in his solo cowboy routine. Wearing a blue outfit, including the boots, he moved backward most of the time midst a mélange of spots, and finished with a flip while shooting off two pistols.

Enough credit cannot be given Catherine Littlefield for the choreography and to Billy Livingston for the costumes. Ensemble (24 lads, 24 lasses) work was so satisfying it got mitts on every entrance and exit. A couple of spills were covered nicely, but one chap's losing his hat in the Charleston number ought to teach them to pin the head pieces on next time. Stand-out chores were the spirited waltz, labeled *Danubiesque*, done in light blue light, and the snappy parade, done in red and gold costumes, the gals in shorties and the lads in breeches. The colorful Mexican and South Seas routines, the latter opening in black light, were also good.

The Three Bruises did their wash-woman routine with the floating bosom to constant yocking. The pleasantly nonsensical panda act got most of its laughs from staring at one spot in the audience. But the outstanding clowning of the evening, needless to say, came from mischievous little Freddy Trenkler. Whether dressed in mouse costume or as ragged tramp, he always had enough new tricks to draw fresh laughs, and the stunts he repeated, such as his long centrifugal glides, were always welcome.

The music of Jack Pfeiffer's ork and, for the hula number, the Hawaiian quintet, was more than adequate. The stately, overdressed show girls seemed to add little to the show.

If the agelessness of this show and its principals can be relied on, it will be coming back another 14 years or longer and will probably fill the Garden every time.  
Gene Plotnik.

## Lean Purses Crimp Paris Roller Sport

### Operator Promotes, But Educational Program Seen as Skating's Big Need

PARIS, Jan. 20.—If the average Frenchman had more pocket money, he'd do more roller skating. A visit to the only roller rink in Paris confirms this economic fact. The rink, situated in one of the working class districts of Paris, is called the Roller Skating. It has been in existence since 1947 and a live-wire management has attempted to bolster patronage in spite of several difficulties.

Problem No. 1 is the lack of money to spend on entertainment. Problem No. 2 is that French kids, unlike young Americans, do not grow up knowing how to roller skate. There are few convenient spots to skate outdoors in the city. Oddly, one of the only places you see children on skates is on the concrete promenade leading to the Pallas de Chaillot, a large concert hall and museum, where a sign expressly states, "Skating Forbidden."

#### Promotes Biz

Roller skating has attempted to hype a potential patronage by several enterprising methods, quite unusual considering the average French outlook on exploitation. The rink has organized roller hockey and has developed a league throughout France. The Blue Devils, team trained and sponsored by the rink, are current champions of France. Also, special free instruction is given youngsters in the 12-to-15 age group Sunday morning in order to bring them up to American proficiency of the same age group. Last year, the American roller show (*Skating Vanities*) played Paris and inspired the management of Roller Skating to attempt to develop acts that would draw attention to the possibilities of amusement on wheels. Two young girls from the rink's class left with the American show, and local acts are being recruited from the same class. At one of the big balls of the season, the Gala des Artistes, the skate act will be unveiled in hopes that it will draw further interest in roller skating.

#### Use Domestic Skates

All equipment used at Roller Skating is French, tho everyone

admits that English and American ball bearing skates are vastly superior. Price is again the stumbling block. Even youngsters who are seriously interested and would like to be professionals cannot afford imported skates, tho they are on sale in the rink's skate shop.

The rink operates continuously including the slow summer season when the heat and annual exodus of the French from Paris combine to lick most box offices. Peak months are spring and autumn. August brings the most foreigners, mostly Englishmen, Belgians and Swedes. Admission is 100 francs (about 30 cents), and skate rental is 60 francs (17 cents). Recorded music is used. Area of the rink is slightly less than that of a regulation hockey field and is rectangular. The floor was recently changed from cement to asphalt. Four banks of seats around the room are for spectators.

A staff of five runs the establishment and the usual French bar is run in conjunction with the rink.

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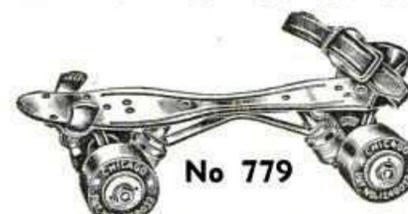
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## Roadshow Rep

**THE Johnstons, Marie and Mac,** recently vacationed with Marie's folks in Chicago. Marie and Mac are still in the home-talent booking business for a concern out of Kansas City, Mo. Mac was with Billroy's Comedians for many years. Their son, **Mackie,** recently celebrated his fifth birthday. . . . **Dick and Florence Darling** and their two children are wintering at their home in Jacksonville, Tex., after completing their second successive season with the Plunkett Show. . . . **Carl Briggs,** old-time rep agent, has been headquartered in Hot Springs for the past few years. He was with the Hila Morgan show a number of years. . . . **Hila Morgan** still is in Houston with her sister, **Lola,** widow of **Monroe Hopkins.** . . . **Norm Gray,** of the

Darr Gray Show, is a night clerk at the Hotel Seville, Springfield, Ill., where he has been employed for the past 10 years.

**BILL BOWERS,** formerly with the Hila Morgan and Allen Bros.' shows, is a newscaster at KTTS, Springfield, Ill. His dancing partner, **Wiley King,** is in politics in Carthage, Mo. . . . **Johnny Finch,** scenic artist of note, who painted the flash on the old Billroy show for nine years, is making his home in Grayville, Ill. He's also writing minstrelsy script. . . . **Leon Harvey,** another old repster, is still operating a theatrical agency in Columbus, O. Also making his headquarters in Columbus is **Homer Meachum.** He's been producing the firemen's annual minstrels there. He and his wife, **Blanche,** also are seen on their own video program, Mondays thru Fridays, over WTVN there.

## Drivin' Round The Drive-Ins

**AT A LEGISLATIVE** hearing in Boston, January 16, on a bill to prohibit the granting or renewal of drive-in permits in Massachusetts within 2,000 feet of a church before the Committee on Mercantile Affairs, State Sen. **William J. Keenan** and **Frank C. Lydon,** representing the Allied Theaters of New England, clashed over the type of patrons of drive-ins. The bill was termed "discriminatory" by **Ray Feeley,** rep for the Drive-In Theaters Association of New England. Senator Keenan, assailing open-airers generally, said he had been told by attendants and police that most drive-ins were "large houses of ill fame." Lydon told the committee that drive-ins were "patronized largely by the same family groups that attend near-by churches." The hearing marked another episode in a two-year controversy over the **Michael Redstone** owned drive-in at Neponset Circle in Dorchester, Boston suburb. A permit for that spot was granted by former Hub Mayor **James M. Curley** in the closing minutes of his administration over the objections of Senator Keenan and Rep. **John J. Beades.** Curley was flayed by former Rep. **Edward J. Mulligan,** who said the former mayor had promised clergymen in the district that he would oppose granting the drive-in permit. Representative Beades, sponsor of the present bill and foe of the Neponset drive-in, said the theater was close to St. Brendan's Church. He said the people in the district were unalterably opposed to the open-airer. Feeley said theater owners in the State should not be penalized because of the possible misappropriation of power by one mayor. He told the committee that the proposal singled out drive-ins for location restrictions not applied to dance halls, taverns and similar spots. Present Boston mayor, **John B. Hynes,** was chastised by Senator Keenan for not blocking renewal of the drive-in's permit. Representative Beades said he felt Hynes could have opposed renewal of the permit last year and thrown the legality of further operation on theater ops.



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## London Dispatch

By LEIGH VANCE

Continued from page 2

token \$14 fee for 10 minutes air time, are in revolt, demanding \$30.

### Legit Fold-Ups and Critics "Told-You-So's"

A post-holiday cold spell put the chill of rigor mortis on some of 1950's shakiest shows. Noel Coward's tepid musical, *Ace of Clubs*, at the Cambridge, folded last week. *Captain Carvallo*, at the Garrick, and *Mister Roberts*, at the Coliseum, closed tonight (20).

Critics are gleefully quoting themselves to impresario Leland Hayward, who objected to their pale praise of *Roberts* when it opened at the Coliseum last July. He claimed it was a "smash hit and would run for years." Production losses are reported "considerable."

Anticipated here in May is *Kiss Me, Kate*, as yet without a home. Showmen are wondering if the new vacancy at the 2,000-seat Coliseum might not change the date.

### The Rich Get Poorer; Poor Slay That Way

Palladium boss Val Parnell's reported offer of \$19,600 a week for Danny Kaye's spring session has set the columnists delving. . . . Top British film stars (James Mason and Stewart Granger class) who could make \$56,000 each for two pictures a year in 1946, are now grubbing along on less than half—if they can get it. At the other end of the scale, the average London cinema usherette staggers home with between \$6.30 and \$9.80 a week, in the provinces (sticks) \$5.30.

## Paris Peek

By ART ROSETT

Continued from page 2

while in New York. "I wanted to pay her a compliment, but I was so overwhelmed I could find nothing to say. I mumbled something in English to her, and she said, 'I'm sorry, I do not understand French.'"

### Petit Items About People and Places

Paris elevators were no match for Oliver Hardy the other evening. On his way up to the sixth floor wherein is located a restaurant, the lift groaned and inched its way up under Hardy's avoirdupois, finally grinding to a stop between the fifth and sixth floors. An engineer had to be called to set the lift in motion again, thereby releasing Hardy to freedom. Oliver smilingly apologized. "It was obviously my fault," he said. . . . Sabotage is suspected by the Racing Club of Paris on its new ice rink. Several matches had to be canceled because of the soft condition of the ice. Brine tank cocks were found shut instead of being left open. Two brine tanks were found to be only one-quarter full, and an engine had jammed up because emery powder had been mixed with the oil. . . . Linda Stevens, beautiful thrush formerly with Kay Kyser, who has been here for over a year garnering a great reputation as vocalist with Aime Barelli, is going home in the spring. . . . Tino Rossi cut short his tour of Israel and left for France aboard the steamer Filippo Grimaldi. Almost all of Rossi's performances were interrupted by left wing demonstrations in Haifa and Tel Aviv. On his first appearance a tear gas bomb exploded in the theater, driving out a house of 1,000. Later he met with hostile cries accusing him of Nazi collaboration during the war. . . . Lenore Lemmon, ex of Vanderbilt Jack Webb, has taken under her lovely wing a budding tunesmith who, she says, is a combination of Noel Coward and Dwight Fiske. . . . Recommended to visiting traders: *Le Selecte*, at 99 Boulevard Montparnasse, where actors are as plentiful as on Times Square. Reason being Madame Jalbert, owner, who loves all members of the profession, and whose bounty is internationally famous.

## Billboard Backstage

By JOE CSIDA

Continued from page 2

a Boy Scout merit badge, you can always read Pearson or the Alsops

### Incidental Data

Incidental Washington intelligence picked up from several drivers: The site on which the Pentagon Building now stands was once the Jackson Race Track. No rat races, just horses. During the Civil War, General Hooker's troops stationed in Washington, heavily patronized a group of establishments that had sprung up in the vicinity of the barracks. The general's name was, during that period, applied to the workers in said establishments. To this day you hear the term applied to some hard-working young ladies. What a way to go down in history!

### That Folsom-Wilson Team

Ran into Radio Corporation of America President Frank Folsom on the Congressional Limited going down and spent, as usual, a thoroughly interesting few hours. The talk got around to the late Joe Wilson, former executive vice-president of the RCA Victor division. Folsom, whose love and respect for Wilson matches mine, told some new tales about Joe.

Wilson was a certified public accountant and comptroller in the earlier days of the Folsom-Wilson teamship. Folsom was always a merchandiser, tho, at heart, so was Joe. But in their Chicago days with Montgomery Ward, riding to work together, Folsom would point to such buildings as the Wrigley Building, Marshall Field's, etc., and say: "Joe, there's a monument to a merchandiser. When did you ever see any monument to a comptroller?" Wilson reversed this gag years later when he tossed ideas at Folsom, the proposed cost

of which would horrify any comptroller in his right mind and even slightly staggered merchandiser Folsom.

Also, thru the good graces of Folsom, met and dined with H. L. (Les) Hoffman, president of Hoffman Radio Corporation, West Coast manufacturer of one of the soundest TV receiver lines in the country. Hoffman and his charming wife, Elaine (an ex-advertising copywriter), are two of the nicest people around. Hoffman has a staff of 125 engineers and theirs and his talents are coming in handy in this emergency. He also is one of the hardest hitting pioneers in the sports-video relationship in the country, and more about this in later issues.

### Quiet at the Embassy

It's peculiar that in as busy and crowded a town as Washington, show business, at least in some phases, should fare so poorly. Folsom, the Hoffmans, Rog and I happened to hit the late show in the Embassy Room at the Statler Tuesday night. Bill was Rosalind Courtright, the wholesomely sexy-looking chanteuse who does some nice work on the floor; Cardini, who has lost none of his dexterity with cards and cigarettes; Steve Kiskey, a better than adequate band with a real schmaltz fiddle tossed in by Kiskey, and the Evalyn Tyner trio, which makes solid between-shows music. While Tuesday night was considered an off night, business was under par even for same. Seems in Washington everybody's got so many headaches, they've got to go to bed early. By 2 a.m., you can fire buckshot down all streets in all directions, and you'd never hit friend, foe or neutral.

## Washington Once-Over

By BEN ATLAS

Continued from page 2

cidental is preparation to revive the Defense Communications Board which served in World War II. In addition, defense information agencies are introducing radio-TV liaison posts as part of the orthodox set-up. First appointee to one of these was Steve McCormick, who for several years was MBS's presidential announcer and WOL-Mutual operations chief. McCormick is at NPA.

### Cooper, Coy, Kirly & Others in News

Ed Cooper, radio-TV expert and top aid to Chairman Edwin C. Johnson (D., Colo.), of Senate Interstate and Foreign Commerce Committee, shifts to a bigger Senate post February 1. He'll become chief assistant to Sen. Ernest W. McFarland (D., Ariz.), newly chosen Democratic majority leader in the upper chamber. Cooper's Interstate Commerce job goes to Nicholas Zapple, who has been aviation specialist on the committee staff. . . . Chairman Wayne Coy, of Federal Communications Commission (FCC), starts his much-deferred vacation Wednesday (24) with a personal send-off from President Truman. Coy visited Mr. Truman at the White House yesterday (19) to make sure it was okay to leave. He's going to Arizona and California, returns March 1. . . . Col. Ed Kirby, head of army radio-TV, is in Walter Reed Hospital. Virus infection, say the doctors. He's reported resting and he'll be out soon.

Defense Department's bill to assure strategic military control when needed in domestic radio-TV during war emergency was formally hopped this week on Capitol Hill. . . . Among other new legislation: A proposal requiring that mention of political candidates on radio or TV must be accompanied by proper identity of sponsor and disclosure of how much the sponsor is paying for the program. . . . Also a new bill to lift the cabaret tax from anything bought before the start of the floorshow.

Senate Judiciary Committee last week favorably discharged a bill widening the present law banning interstate shipment of obscene disks. Present law, enacted last year, prohibits shipment of the disks by common carrier. New bill would extend the ban to carrying the disks by "any means." . . . Surprise support is turning up in some Capitol Hill quarters for legislation to charge fees for radio-TV bids and licenses. The legislation is sure to run into terrific opposition.

FCC's stand on color TV got what amounted to indorsement from Senate Select Small Business Committee which devoted three pages to the subject in its annual report. Committee avoided controversy, devoted bulk of treatment to historical resume. . . . Look for another headline-attracting phase this week in battle by educators to land non-commercial channels.

## Picture Business

By LEE ZHITO

Continued from page 2

possible substitute materials. MPRC is composed of all the major studios.

### Short Take Around The Film Studios

C. B. DeMille's b.-o. success with *Samson and Delilah* has prompted 20th Century-Fox to move into the Biblical field with *The Story of Esther*. Screen treatment by Frank and Doris Hursley was purchased by Fox, who appointed the pair as the picture's writers. Agent

Don Davis handled the deal. . . . No immediate shortage in raw film stock is anticipated by industry observers. . . . Busby Berkeley, now handling musical numbers in RKO's *Two Tickets to Broadway*, was signed last week to direct the Jerry Wald-Norman Krasna film salute to the USO, *The Big Show*. . . . Irving Allen will kick off a half dozen Westerns at Motion Picture Center and is currently beating the bushes for sagebrush musical talent.

TAX TIME IS HERE

The Facts Especially Of Concern to Showbiz

Continued from page 2

deduction for expenses paid during the taxable year for the medical care of the taxpayer, his spouse, or dependents of the taxpayer. However, the amount which can be deducted must exceed 5 per cent of the adjusted gross income. There is a further limitation as to the amount which can be deducted. The rule is as follows (excluding old age and blind persons' exemptions):

Table with 3 columns: Exemptions, Separate Return, Joint. Rows for 1, 2, 3, 4 or more exemptions.

The following are examples of deductible items for medical expenses besides doctors, dentists, hospitals, nurses, etc. You are allowed to deduct any payments for hearing aids, trusses, crutches, braces, artificial teeth, eye treatments, eye glasses, medicines, hospital and accident insurance premiums and hospitalization insurance. You can also deduct traveling expenses which are necessary to get medical care.

Deductions

Here are the items of allowable deductions which are most pertinent to the entertainment field: Accounting and legal fees (business); advertising; agents' commissions; arrangements; business gifts; charitable contributions; clipping services; cuts; costumes; dues in professional societies; depreciation of property used for production of income; entertainment for business purposes, meals, etc., while away from home conducting business, and miscellaneous expenses incurred in earning taxable income; management fees; photographs and reproductions; postage and stationery used for business purposes (for example, answering fan mail); professional cosmetics and makeup; professional trade papers and periodicals; professional laundry and valet service; professional maid

Pecora To Join

Continued from page 1

which he will finish for pension purposes—will expire soon. Pecora is currently filling out that term as a special referee for the appellate division of the State Supreme Court.

Significant

The music industry's acquisition of Pecora has special trade significance. It is considered as measurably strengthening ASCAP's first line of legal defense. Interesting, too, is the fact that this is the second time Schwartz & Frohlich have reached out for an ex-Supreme Court Justice. The first was the retention of Charles Poletti to buttress the Society's case about 10 years ago when it entered into its first consent decree with the federal government.

Pecora, who at the behest of the late President Roosevelt handled the stock market investigation in 1933-'34 which resulted in the creation of the Securities Exchange Commission, was a close friend of Nathan Burkan. Latter was founder of the firm of Schwartz & Frohlich and one of the pioneers in the founding of ASCAP. In fact, at a testimonial dinner at the Commodore 20 years ago, on the occasion of Pecora's retirement from the district attorney's office, Burkan was toastmaster.

Pecora is a devotee of opera.

service; publicity; rehearsal expenses; rental of equipment; rent of office used in conducting business; repairs of musical instruments and replacements (reeds, salaries paid in conducting business; transportation for business trips; union dues; uniforms.

When Deductions?

The above are cited as actual deductions which can be claimed on your return. If your income was over \$5,000, the law requires that you must use the long form—1040. If you use this form, you have the option of either taking a standard deduction or itemizing and claiming actual deductions. Single persons or married persons filing a joint return may take a standard deduction of \$1,000 or 10 per cent of their adjusted gross income, whichever is less. If a husband and wife file separate returns and the income of each spouse is \$5,000 or more, the standard deduction is \$500 for each spouse.

Standard Deductions

If you elect to take a standard deduction, you lose your right to claim specific amounts. It is recommended that the taxpayer compare the total of the actual deductions which can be claimed with the total amount of the standard deduction which the law allows. Naturally, if the standard deduction will give you the greater benefit, exercise your option to use the standard deduction and do not claim your specific deductions, and vice versa. The items of deduction set forth above are considered to be business expenses applicable to the entertainment field. To be considered as a business expense the general rule to be applied is as follows:

(1). It must be incurred in the trade or business carried on by the taxpayer; (2) the expenditure must not be for permanent items (such as capital expenditures); (3) the expenditure must be "ordinary and necessary" (in the trade or business carried on by the taxpayer).

In addition to business deductions, there are other items of deduction which do not pertain to a trade or business. The most outstanding and pertinent examples are medical expenses (outlined above), alimony payments, casualty losses and thefts. The husband who pays alimony pursuant to a legal decree of divorce or separate maintenance can take a deduction of the payments. The wife who receives the alimony must report it as income and file a tax return. In order for the above to apply, the payments must qualify as "periodic payments" and must be received after a divorce or separate maintenance decree. Lump sum payments on a divorce settlement are not deductible. Casualty losses and thefts are also deductible. You can deduct your loss from the destruction of your property, in cases of fire, automobile accident, storm or any other loss caused by natural forces. If your car is damaged by collision, you can deduct the cost of your damages providing the accident was not caused by a willful act or by negligence for which you are responsible. Theft losses are deductible providing the loss was not caused by your own negligence in losing or mislaying the article.

Non-Deductibles

Not every expense is deductible. Some of the most common non-deductible items generally claimed

(Continued on page 46)

AVERY—Leslie, front doorman on the old Sparks Circus for many years and later on Downie Bros' Circus, recently in Macon, Ga. A native of Middletown, N. Y. Avery settled in Macon after the Downie show folded several years ago. Survived by his widow. Services and burial in Macon.

BOROS—Feriike, 70, stage and screen actress, January 16 in Van Nuys, Calif. Interment in Glen Haven Cemetery, Van Nuys.

BRUCKNER—Richard R., 62, designer of theatrical stage equipment, January 17 in New York. He was the former head of Bruckner-Mitchell, New York, and was employed by Allied Processes, New York, stage equipment manufacturers. His widow survives.

CARNEER—Serena E., 83, mother of J. Bill Carneer, former carnival general agent and ride operator, January 8 at her home near Herrin, Ill. She also leaves another son, Harvey. Burial in Parma, Mo.

CASSIDY—Lillian, wife of W. L. Cassidy, concessionaire, of a heart ailment in her Toledo home, January 9. In addition to her husband, one brother, a daughter, three sisters and four grandchildren survive.

CHIDESTER—Robert W., formerly with Sells-Floto, Hagenbeck-Wallace and Cole Bros. circuses, January 11 at his home in Charleston, W. Va., of a heart attack. Survived by his widow, Jeannette, and a brother, William. Burial in Weston, W. Va.

show, "Why Radio Actors Go Mad," and in her own sketches, appearing as Chatty Hattie, Mrs. Idy Claire, discussing "Husbands as Hobbies," the "Oh, Damn Club" and "Streamlining the News." In "Real Polks From Thomkins Corner" she created the part of Stuttering Speed. In the late Al Jolson's radio presentation of "Uncle Tom," she played Chloe, Lisa, Topsy, Eva and Cassie. She also appeared on shows with Fred Allen, Eddie Cantor, Rudy Vallee, Beatrice Lillie, Walter Winchell, and Burns and Allen. Until last September she acted in television shows over New York networks. Survived by her husband, a son by a former marriage and two sisters.

HORRY—Mrs. Kate Ellis, 90, who made some of the first song recordings for the late Thomas A. Edison on the original Gramophone, January 19 in New York. The wax cylinders used in cutting the songs were lost when a fire destroyed Edison's laboratory.

HODGES—Dec, husband of Inez Butters, circus wire walker, and himself a former troupier with Downie Bros' Circus, recently in Macon, Ga. Hodges also had been a coin machine operator for several years.

HOLT—Jack, 62, veteran film actor, January 18 in Veterans' Hospital, West Los Angeles, of a coronary thrombosis. Born in Winchester, Va., Holt played starring roles for over 20 years and he successfully bridged the transition from silent films to talkies. His early-day pictures in-

TUPPER—Waldo T., 68, nationally known showman and general agent for Ringling Bros. and Barnum & Bailey Circus, January 18 en route from San Francisco to Los Angeles. Survived by his widow, Josephine; daughter, Mrs. Margaret Stahler; half-sister, Mrs. Martha Smith, and his step-father, Alfred E. MacKenzie. (Details in Circus Department.)

WADE—Walter A., 59, advertising executive who started such shows as the "Quiz Kids," "Lum 'n' Abner" and the National Barn Dance," January 16 in his home at Oak Park, Ill. He was president of the Wade Advertising Agency, which was founded by his father, Albert G., in 1909. Surviving are his widow, a daughter and a son.

WHITEMORE—Leslie R., 44, former manager of Grauman's Egyptian Theater, Los Angeles, recently in that city. Burial in Chapel of the Pines, Hollywood.

XENOPOULOU—Gregoire, 84, dramatist and president of the Greek National Theater in 1930, January 15 at Athens, Greece.

ZOPPE—Secondo, 44, head of the Zoppe-Zavatta riding act, at Gainesville, Tex., January 14 of a heart ailment. He came to America in 1936 to join Cole Bros' Circus and was with Hamid-Morton Circus last year. Surviving are his widow, two sons and three daughters, all with the act. Burial in Rochester, Ind. (Details in Circus Department.)

IN MEMORIAM Our Dear Brother



OCT. 29 1910

JAN. 22 1950

IRVING "DANNY" NEWMAN

Sol and Lil Newman Gabe and Ann Nahamas

COURSOL—Frank, 73, veteran circus advance man, January 13 in Bristol, Conn., while visiting a sister. A showman for over 50 years, Coursol was advance advertising agent with the Ringling circus until three years ago, when he served in a similar capacity for Cole Bros' Circus. Survived by a son, Alfred, Detroit; a daughter, Sophie, Springfield, Mass., and two sisters, Mrs. Phoebe Toscan, Bristol, Conn., and Mrs. Della Carezza, Waterbury, Conn. Burial in Bristol January 15.

CRANE—Kenneth O., 54, rides and concession operator, January 10 in St. Nicholas Hospital, Sheboygan, Wis. Survived by his widow, Valasca; six sons, Oakley, James, Richard, Douglas, Charles and Herbert; two daughters, Mrs. Kenneth Kampmann and Mildred, and a brother, John, who was with Al G. Kelly-Miller Bros. Circus last season.

DeMUTH—Harry, 83, former theatrical manager, January 13 at his home in Lancaster, O. Before his retirement 20 years ago DeMuth had worked for such producers as Charles Dillingham, Harry W. Savage, Klaw and Erlanger, and the Shuberts, having managed stage shows for them on Broadway and on the road. The last roadshow he toured was Jed Harris' "The Front Page." There were no immediate survivors.

DIETZ—Osmar H., 62, one of the five surviving members of the first Los Angeles Philharmonic orchestra, January 14 in Los Angeles. He was with the San Francisco Opera Company before going to Los Angeles. Dietz belonged to the Southern California Symphony Association and the Hollywood Bowl Association. Survived by his widow, Hulda, and daughter, Mrs. Katherine Lühring. Burial in Forest Lawn, Glendale, Calif.

DeMUTH—Harry, 83, former theatrical manager, January 13 at his home in Lancaster, O. Before his retirement 20 years ago DeMuth had worked for such producers as Charles Dillingham, Harry W. Savage, Klaw and Erlanger, and the Shuberts, having managed stage shows for them on Broadway and on the road. The last roadshow he toured was Jed Harris' "The Front Page." There were no immediate survivors.

GORDON—Elsie May, television and radio actress who played over 1,000 roles in the latter medium, January 18 in New York. She played the Chautauqua Circuit for five years and began her radio career with Graham MacNamee as a Gold Dust Twin. She appeared on one of the first National Broadcasting Company (NBC) video shows in Newark, N. J., about 1929. She conducted her own radio show, "The Aldrich Family," "Young Doctor Malone," "When a Girl Marries" and "Report to the Nation." Presented as a one-woman theater in a radio skit, she played five parts. She toured the country for years in a one-woman

cluded "Submarine," "Flight," "The Donovan Affair," "Father and Son," "The Great Swindle" and "Northwest Rangers," and he played the lead roles in nearly all the movie versions of Zane Grey's novels. His more recent roles were in "They Were Expendable," "My Pal, Trigger," and "Across the Wide Missouri," the last named starring Clark Gable and still to be released. Survived by a son, Charles (Tim), actor, and a daughter, Elizabeth.

JONES—Elec, 75, former circus, carnival and rodeo troupier, recently in Jefferson Davis Hospital, Houston. Jones settled in Houston in 1937 and had worked at the Sam Houston Coliseum there since it was built. Survived by three daughters, Mrs. Evelyn Sears and Mrs. Lenore Skeeter, Houston; Mrs. Dorothy Sobbe, Chicago, and a son.

MACK—Frank, (McKenna), former vaude performer in the team of Mack and (Jack) Long, recently of a stroke at his home in St. Louis. The team had also appeared with the Lassies White Minstrels. Survived by his widow, Dot, St. Louis.

MEIGHAN—Frances, widow of Thomas Meighan, silent film star, January 15 in Los Angeles. She was also prominent on the stage, playing in such hits as "The College Widow." Survived by two sisters, Blanche Ring and Mrs. Julie Norvel, and brother, Cyril Ring, all of Beverly Hills, Calif.

OLIVER—Ted, 42, Los Angeles ork leader, recently in that city. Burial in Inglewood (Calif.) Park Cemetery.

FAXTON—Pogue R., 44, owner-operator of the Merry Land Roller Rink near Glasgow, Del., January 13 at Wilmington, Del. Survived by his widow, two sisters and four brothers.

SLATER—Erman, member of the Rangers Quartet, vocalists, January 12 at Douglasville, Tex., of injuries sustained in an auto accident. The group headquartered in Shreveport, La.

SPARROW—Allen, 52, central division manager for Loew's Theaters from 1942 to 1946, recently in Memphis. Sparrow was with Loew's for 30 years and at the time of death was district manager for the southern division, with headquarters in Atlanta. Services in Washington.

SULLIVAN—Fred A., 77, stage and radio actor January 2 in Indianapolis. He appeared with James Hackett, E. M. Holland, Blanch Bates and Nazimova and played supporting roles in such plays as "The Walls of Jericho," "House of a Thousand Candles," "Prisoner of Zenda," and "The Crisis." For the last 13 years he was employed by the National Broadcasting Company, Chicago.

Marriages

ALLEMAN-MONTELL—Beverly Alleman, chorine in the Los Angeles company of "Kiss Me, Kate," and Tony Montell, singer with the same group, January 16 in Los Angeles.

CHARLES-STREET—Frances Charles, stage actress, and Robert A. Street, account exec for American Broadcasting Company (ABC), Western division, January 11 in Las Vegas, Nev.

DAVIS-WARNER—Roland Davis, Oklahoma City stagehand and former agent with the World of Today Shows, and Grace Warner recently in Rockwall, Tex.

DeBARDELABEN-TUCKER—Bob DeBardelaben, staff announcer for Station WCOG, Greensboro, N. C., and Jean Tucker in Greensboro January 6.

SCHAUFSTAL-SILVERNAIL—Erich Schaufstal, night club owner, and Hilda Silvernail in Bridgeport, Conn., January 7.

SOMERS-SMITH—John Somers and Jane Smith, daughter of Bill Smith, night club-vaude editor of The Billboard, December 23 in New York.

TOWERS-BOREM—Walter Towers, cookhouse operator on Percy Jones Shows, and Betty Borem, nonpro, recently in Dallas.

TRAVERS-SHEA—Celia Elizabeth Travers, pic actress, and Charles A. Shea Jr., January 13 in Palm Springs, Calif.

WILLIAMS-HARRIS—Leopold B. Williams, formerly with the Ringling circus, and Birdie Mae Harris, Savannah, Ga., recently in that city.

ZEBIK-WILLIAMS—Jack S. Zebik, showman, and Mrs. M. L. Williams, San Antonio, hotel operator and real estate dealer, recently in Sequin, Tex.

Births

DENT—A daughter, Karen Susan, to Mr. and Mrs. Wade Dent January 16 in New York. Parents are legit players; father is also a legit director.

DUNN—A son to Mr. and Mrs. Lloyd Dunn January 13 in Los Angeles. Father is director of merchandising for Capitol Records there.

GIBBS—A son to Mr. and Mrs. John Gibbs December 27 in Pittsburgh. Father is an announcer at KQV.

HODGINI—A son, Lord Edward IV, to Edward and Dorothy H. Hodgini December 26. Father is a member of the Hodgins, circus riding troupe.

JOHNSON—A daughter, Hollis, to Mr. and Mrs. Jerry Johnson January 15 in Los Angeles. Father is a partner in Jerry Johnson & Associates, record promotion firm; mother is Lois Konanits, formerly with the American Forces Network in England.

KELLY—A daughter, Sally Ruth, to Mr. and Mrs. Gene Kelly December 22 in Philadelphia. Father is radio announcer for the Phillies baseball club.

POKOIK—A daughter, Bonnie Renee, December 25 to Mr. and Mrs. Nate Pokoik. Father is owner of Nate's Sales Company, Chicago, merchandise and novelty jobbers.

SABU—A son, Paul, to Mr. and Mrs. Sabu January 2 in Burbank, Calif. Father is a pic actor.

SHIER—A son, Davil Neal, to Mr. and Mrs. Stanley Shier, December 24 in Newark, N. J. Parents comprise the dance team known as Kaye and Neal Stanley.



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Subscription form with fields for Name, Address, City, State, Occupation and a coupon for \$10.

IN MEMORY Of My Late Husband JOE GALLER Who passed away Jan. 27, '43 HINEY AND JOSEPHINE

GORDON—Elsie May, television and radio actress who played over 1,000 roles in the latter medium, January 18 in New York. She played the Chautauqua Circuit for five years and began her radio career with Graham MacNamee as a Gold Dust Twin. She appeared on one of the first National Broadcasting Company (NBC) video shows in Newark, N. J., about 1929. She conducted her own radio show, "The Aldrich Family," "Young Doctor Malone," "When a Girl Marries" and "Report to the Nation." Presented as a one-woman theater in a radio skit, she played five parts. She toured the country for years in a one-woman

## LOBBY COMMENTS

### Idleness Primes Jackpot Sessions On Southern Fair Meeting Route

COLUMBIA, S. C., Jan. 20.—An enforced layover of four days between the meetings of the Georgia and South Carolina fair associations principally served to stoke the fires of the jackpot league as show and attractions representatives sought the upholstered comfort of hotel lobby chairs to cut 'em up. Over the week-end, the lobby of the Jefferson Hotel here provided a fair facsimile of the Hotel Sherman's ground floor during convention week, altho not so drafty. The idleness, while not normally distasteful at this time of the year, resulted in some first-rate gripeing. The situation is not likely to develop again, however, since the

Georgia group announced that it would meet on the Monday preceding the South Carolina meeting in the future.

Louie Berger, in the east becoming "acquainted" on behalf of the Cavalcade of Amusements, found the territory somewhat different from the last time he prowled the red clay country some 25 years ago. Just getting to say "hello" to a fair official without losing an arm or a leg in the crush of truck show representatives anxious for a chance at the auction block is a formidable task, Louie reported.

#### Sniping Session

Lobby cross-fire had all of the color of tracer bullets at night

with such experts as Morris Lipsky and Ralph Lockett, of the Johnny J. Jones Exposition, Buckey Allen, World of Mirth, and Bobby Kline, Lawrence Greater, firing the pellets.

Curtis Bockus, general agent, James E. Strates Shows, dragged himself away from his new home in a just completed 17-story Jacksonville, Fla., apartment building. He was accompanied by Owner Strates who ruefully announced that he was getting out of the cattle business because he was unable to handle all transactions involving his Brown Swiss herd in up-State New York.

Auto race promoter, Sam Nunis, reportedly got more out of the South Carolina meeting than anyone else. He won a sizable chunk of the banquet ticket gross in a short pre-dinner session with the galloping dominoes.

Newcomers in the battle for  
(Continued on page 51)

### D. Baldwin Named St. Paul Fair Secy. To Succeed Ray Lee

#### Managers' Board Approves Plans For 225G Administration Building

ST. PAUL, Jan. 20. — Douglas K. Baldwin was elected secretary of Minnesota State Fair at the annual meeting of the Minnesota State Agricultural Society, in the Hotel St. Paul, here Wednesday (17). Baldwin succeeds Raymond A. Lee, who resigned this week after holding the position for 21 years.



DOUGLAS K. BALDWIN

Baldwin has been assistant secretary of the State fair since World War I, with the exception of three years during World War II, when he served as area director of the Red Cross in the Southwest Pacific from New Zealand to Korea.

#### Started in 1906

He has been associated with the State fair since 1906, when he worked as a water boy during construction of the old hippodrome. From 1937 thru 1942 Baldwin was given a leave of absence at the close of each Minnesota State Fair to serve as secretary-manager of Alabama State Fair, Birmingham. Baldwin is a past president of the International Association of Fairs and Exposition and is general chairman of the 1951 St. Paul Winter Carnival, January 27-February 4.

Robert J. Lund, Thief River



RAYMOND A. LEE

Falls, was re-elected president, and Norris K. Carnes, St. Paul, was renamed to a two-year term as vice-president of the board. Three members of the board were re-elected: P. J. (Pete) Holand, Austin, first congressional district; Henry W. Swenson, Chicago City, third district, and T. H. Arens, Aitkin, sixth district. Retiring secretary Lee was named a life member of the group.

#### Approve Building Project

R. C. Sorenson, Minneapolis, was re-elected treasurer of the State fair at the closing session and the board approved plans for a new \$225,000 Administration Building. Cost of construction will be taken from the \$252,796 profit of the 1950 State annual.

Plans for improvement of the fair's parking facilities also are being considered, President Lund said in his annual address to the group. Other speakers and their topics included Dr. J. L. Morrill, president of the University of Minnesota, *A Century of Service to the State*; Marilyn Fahning, *Report on 4-H Clubs*, and Warren B. Saufferer, *FFA and the Family*.

### Al Wagner Sues Sally Rand, NBC For \$2,000,000

CHICAGO, Jan. 20.—A \$2,000,000 suit against Sally Rand (Mrs. Harry Finkelstein) and the National Broadcasting Company was filed Wednesday (17) in Federal District Court here by Al Wagner, of the Cavalcade of Amusements.

Wagner charges that the fan dancer in a radio broadcast December 3 from the Chez Paree night club, in which she was appearing, said that Wagner owed her \$23,000.

In his suit Wagner denies he owes her that sum and that his reputation and credit were damaged by her statement. The NBC was included as a defendant, the suit points out, because Station WMAQ, which aired the program locally, made no effort to cut the program off the air.

Almost at the same time the suit was filed, a charge of disorderly conduct placed against the dancer was dismissed in Milwaukee. She had been arrested on that charge last July when playing Milwaukee with the Cavalcade of Amusements. Her lawyers told the Milwaukee District Court that her show was not disorderly and that she did not intend to return to Milwaukee.

## TAX TIME IS HERE

### The Facts Especially Of Concern to Showbiz

• Continued from page 45

By people in the entertainment industry are as follows:

1. Costumes. Costumes, you will note in the box above, are deductible. The government, however, has narrowed its interpretation of what type of costume is considered deductible. The costume, in order to be claimed as deductible, must be of a type that cannot be used for general or street wear. You must be able to prove that the article is unique and that it is impractical, because of the nature of the garment, to wear it anywhere but at your performances.

2. Convenience. You may find it convenient to take a cab to and from performances. Unless you can prove that this is absolutely necessary because of the fact that you are carrying an instrument or are in costume, etc., the government will consider this expenditure to be for your own convenience. Similarly, if you are given transportation expenses for a lower berth accommodation and you decide you want to travel in a roomette or compartment, this may be

considered to be for your personal convenience.

Other non-deductible expenses are throat treatments for singers, marriage settlements in a lump sum, medical and dental expenses which are less than 5 per cent of the adjusted gross income, traveling expenses between your personal residence and your place of employment, and federal excise taxes paid on furs or jewelry.

Lessons are not considered deductible. They are considered a capital expenditure. An example of this would be music lessons and singing lessons. Automobile expenses where the car is used solely for pleasure, life insurance payments, capital investments and capital expenditures (viz., if you put an addition on your house) cannot be claimed as deductions.

#### Capital Gains, Losses

Capital gains come about by the sales of capital assets. If the property is held over six months (in the case of an individual taxpayer) only 50 per cent of the gain is taken into account on his tax return and by use of the alternative  
(Continued on page 79)

## EDITORIAL

### Time To Re-Examine

The times ahead are uncertain.

That uncertainty points up the need for outdoor showmen's clubs to re-examine their finances, policies, operations and plans for the future.

A plan now under way to establish a federation of clubs adds urgency to this need. Such an organization, like the proverbial chain, would be only as strong as its weakest link.

Conceivably, a re-examination might show that some of the weaker clubs should face the realization that they have outlived their usefulness.

Not the least of the changes wrought in the last 10 years has been the shifting of many carnival winter quarters. Some cities which once were the hub for such bases no longer are, and their clubs, with support thus whittled, have declined, income and membership-wise. By the same token, clubs in cities which have developed as the center for show winter quarters generally have flourished.

#### The Strong and Weak

The need for a re-examination is just as essential by strong clubs as it is with the weak ones. Prosperity can be a heady wine. It can produce overly ambitious plans, too difficult to execute if times get rough. Too, it can lead to loose operation and sometimes obscure the prime objective of show clubs.

Primarily, the showmen's clubs were set up to serve as benevolent organizations dedicated to aid members in need. In fact, it was a major railroad circus disaster—the Hagenbeck-Wallace wreck in 1918—which gave substance to and underscored the true significance of the oldest of the clubs, the then-young Showmen's League of America. The SLA jumped in to help. It did a monumental job, providing burial in its Showmen's Rest for 53 persons killed in that disaster.

Since their inception, clubs have broadened their aid to needy members, with some providing hospitalization, medical care and, in some instances, other assistance. Meanwhile, most clubs have developed varied programs of social activities.

There is vital need for most of these activities. But the prime purpose of the clubs, that of aiding needy members, should be kept uppermost in mind.

Within the past six weeks, the 1951 officers of most of the clubs have been installed. It would be well if these officers, in approaching their responsibilities, were moved first by a recognition of their prime duty, that of making it possible for their respective club to give aid to needy members.

It should be remembered by all, officers and members alike, that many members now deceased contributed of their time, effort and money in the belief that such contributions were made to assure such assistance.

There is something human in most of us that prompts a desire to keep up with the Joneses. That applies to clubs as well as to individuals. It doesn't necessarily follow, for instance, that because one club has a well-appointed clubhouse that another should strive to outdo it, or even own its own clubhouse.

The building itself, after all, will not serve to aid members in need. To be sure, a club with its own clubhouse may be in a better position to sustain, even build, support. But such a venture should be made only after there is assurance that ample provisions have been made to take care of those who may require assistance.

#### Policy Scrutinizing Needed

Some policies, such as the use of clubrooms, for instance, should be carefully scrutinized to determine whether such usage is in keeping with the wishes of the majority or whether club facilities are made available only for a relatively small proportion of the membership.

Re-examination may show that clubs, in the face of inflation, may require bigger reserves. Or, on the other hand, it may show that some clubs have adequate reserves, that there is no pressing need to conduct fund-raising drives merely to add to already ample reserves.

It would be refreshing, indeed, if some clubs would come out with the statement that they are so situated financially that no fund-raising drives, or at least fewer drives, are needed. Such action might prove a tremendous boon, if only from a membership standpoint.

Re-examination, too, may show that some clubs are not utilizing their facilities to the fullest or that the facilities they have are used by too small a proportion of the membership to justify the cost.

A thoro re-examination may also correct other problems. In some clubs there is discord. Such friction is not uncommon with that found in similar clubs in other fields. But, officers who re-examine the cause of the discord may do much to end unpleasant feelings and at the same time set up safeguards which may prevent or minimize such situations in the future.

Discord is harmful to any organization, and officers intent on an administration that will be truly judged commendable will strive to eliminate it. Corrective measures will help. So, too, will a statement of policy made after officers have re-examined the club's policies and then, in line with these uncertain times, charted the course for 1951.

### Wirth, Endy Set To Handle Miami Event

MIAMI, Fla., Jan. 20.—First annual Variety Circus is slated for a February 23-25 run at the Orange Bowl here, with Frank Wirth, head of the New York talent agency bearing his name, and David B. Endy, operator of Endy Bros.' Shows, in charge of the promotion. Auspices are the Greater Miami Variety Club, Tent 33.

The date will embrace four performances, starting with a night show and ending with a matinee. Ticket prices will be \$1 for adults and 50 cents for children, with the stellar attraction of the show to be the Lone Ranger and his horse, Silver. There will be no reserved seats for the date except some

### SADDEST STORY EVER TOLD

COLUMBIA, S. C., Jan. 20.—Novelty men missed one of the year's best bets when they failed to turn out en masse to supply pennants, Confederate flags and other novelties to the eager, police-estimated crowd of 100,000 which attended the inauguration ceremonies and parade for Gov. Jimmie Byrnes here Tuesday (16). The crowd, claimed to be the largest ever seen here, was concentrated in the heart of town. Bands and school groups representing each of the State's 46 counties were on hand. This town's 20,000 school children were given a holiday. And not even a balloon in sight.

boxes which will be sold at premium prices as donations to the Greater Miami Variety Children's Hospital. The sponsors are hoping for an attendance of 100,000.

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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; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, .104 ea.

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 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, 1/2" diam, Red or Green Plastics, M... 1.50  
 Adv. Display Posters, size 24x36, Ea. .15  
 Cardboard Strip Markers, 10 M with Rubber Covered Wire Cages with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
 Thin, Transparent Plastic Markers, Brown, 1/4 inch, Per M... 1.00  
 Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numbers, 7 colors, loose, not tabbed, M... 2.00  
 Round White N. J. Cardboard Markers, 2 sizes; 1/4 inch dia., 1800 to 1b; larger size 1/2 dia., 1000 to 1b. Either size, 1b... 85  
 Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.  
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## CLOSE-UP: JOHN W. LEAHY

# Youthful Dreams Mature For Danbury Fair Boss

By JIM McHUGH

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

A CHILD'S remembered enthusiasm for a fair that persisted thru formative and adult years led John W. Leahy to the ownership and active management of the Danbury (Conn.) Fair. It was not until he had a half-century of living behind him that Leahy was able to fulfill a life-long ambition to be actively engaged in show business—and that is exactly what the annual represents, both as to the management and the thousands of spectators who annually attend the event.



JOHN W. LEAHY

Leahy is a native of Danbury and his earliest recollections, from about the time he was two, are largely concerned with the annual and the events which it featured. Like most youngsters, he kept and trained pet animals and early embarked on backyard show business ventures with box office rewards being tabulated first in pins and later in pennies.

The necessity of earning a living pointed his talents along more prosaic lines than show business. He became a machinist and later established his own show which he still operates. His principal business, however, has been selling oil since 1928. Currently, Leahy has 30 trucks operating from four terminals in making deliveries of oil products, mostly for home fuel consumption. He has his own dock terminal in Norwalk, Conn., where fuel oil is delivered by tanker. His annual sales amount to nearly 8,000,000 gallons.

In conjunction with his oil business, Leahy also supplies propane bottled gas for cooking purposes in country homes. Along with this he supplies a full line of burner units and allied products with the gas consumption measured by meters. The Leahy name and service are well known for miles around Danbury.

Having amassed considerable wealth, and with his business interests firmly established, Leahy was able to buy a controlling interest in the annual during the war. The first event under his management was held in October, 1945. He continued to buy stock as it became available, and today he owns it all, except for a few shares.

When he took over, Leahy found the plant in a run down condition. For a new arrival in fair management it offered little in the way of hope or encouragement. But, while Leahy had never before participated in the staging of an annual, he had given considerable thought to what he would do if and when the time was ripe. As a result, there was no stalling on his part. He formulated an attractive exposition that had appeal for all age groups. This was creditable, and not too surprising, in view of his ambition. What is surprising is the fact that he has managed to maintain the pace, giving the annual a new and fresh appearance each year, without a sign of a let-up.

Having made a sizable investment in the beginning, Leahy was not satisfied to sit back and try to recoup profits on his investment. With the assistance of C. Irving Jarvis, who had previously been associated with the Danbury Fair and who continued on in the post of assistant manager, Leahy started spending money as tho the fair was a State event with legislative backing and dollars. To date, he estimates that he has spent \$250,000 on physical improvements, an average of about \$50,000 a year.

The improvements inaugurated by Leahy are the kind that hit patrons right in the eye. Refurbished buildings and paved roads, a rebuilt grandstand and parking areas as nice as those to be found anywhere in the land, appropriate decorative features and uniformed, courteous attendants all helped to instill new life in a fair that was nearing its diamond jubilee. A single admission price of \$1.20, including free parking, and 77 free shows or attractions, was proclaimed. The public ate it up. Attendance soared to about 120,000, and Leahy had a like number of dollars to pay the costs and plan for the coming year.

Running time was increased from

(Continued on page 51)

## Mich. Fairs Nix Carnival's Cut On Outside Gate

DETROIT, Jan. 20.—The Michigan Association of Fairs at its convention here this week voted to bar any contracts by member fairs giving a percentage of a fair's outside gate admissions to carnivals. Action was taken at the urging of Clarence H. Harnden, Saginaw secretary.

A grievance committee to hold hearings on complaints against carnivals or booking offices also was set up by the association at Harnden's suggestion. The committee is to have the power to impose penalties. Harnden warned that a way of making a penalty stick should be assured. He pointed out a show might have enough friends among fairs as a whole to have the association's membership over-rule the committee.

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## Talent Topics

By CHARLES BYRNES and JIM McHUGH

Le Brac and Bernice, unicycle jugglers, after completing an engagement at the Bellevue Casino in Montreal are in New York to appear on Ken Murray's television show tonight. . . . The Cristianis, tumbling troupe who have had a long run at the Latin Quarter, New York, have been held over as part of the new show.

Vera McNary and the Marimba Co-Eds, five-girl act, has been signed by the Ernie Young Agency for the coming fair season. . . . The Novellos, ladders, are on a six-week Eastern theater tour with Louis Jordan's ork. The troupe, along with their second act, Toni, the Monkey Girl, recently signed for another fair season with Barnes-Carruthers Theatrical Enterprises, Chicago, and has inked a three-year management pact with the Music Corporation of America.

The Loyal Repensky Riding Troupe opened recently with the Circo Atayde Hermanos in Mexico City for an eight-week engagement, being booked into the date by Wilson Storey, Cleveland. . . . Alfred Landon and his midgets recently closed a three-week stint at the Alpine Village, Cleveland, and headed for a Florida vacation. . . . Miss Happy Harrison, of the pony and dog act bearing her name, has deserted the North for the warmer climes of Florida and is taking a winter vacation in Cleveland, Fla.

The Roscoe Armstrong Ford Act has canceled all '51 bookings due to the entrance of Manager Earl Armstrong into the United States Army. The unit had been signed to make fair dates for DeWaldo's Attractions but will remain off the road and plans to sell all equipment. This marks the second time in the 26-year history of the act that it was pulled off the road by a national emergency, the first in 1942.

The Littlejohns recently took delivery on a new house trailer in Memphis, where they are working the Silver Slipper.

Rudy Horn, sensational European juggler with a novel saucer-tossing routine, has signed up for the coming season with the Ringling circus. . . . Howard Nichols, hoop juggler, returned to New York after playing a week at the Chez Ami club, Buffalo.

Barbara Madrid, 16-year-old gal, did a peppy routine of tumbling on the Horace Heidt TV show Monday (8) night, at Columbia, S. C. . . . The Sherwoods, two boys and a girl, clicked solidly

with spectacular adagio-balancing stunts on Ed Sullivan's TV show Sunday (7) night. Also on Sullivan's show were Gautier's dogs in amusing tricks. . . . The Gaudsmith Brothers and their zanie canines were a comedy highlight of the Ken Murray TV show Saturday (6) night. . . . Paul Syddell and his pooches are in the stage-show at the Capitol, New York.

## Michigan Fair Confab Pulls Many Showmen

DETROIT, Jan. 20.—Turnout of carnival reps, attraction bookers and show suppliers at the annual convention of the Michigan Association of Fairs here this week was strong and was rated about on a par with last year.

Among those noted were: Al Wagner, Cavalcade of Amusements; Buck and Rose Steele, Steele's Cavalcade of Stars; Rose Lewiston, Peggy Cohen, Bernice Stahl, and Clara Balog, Michigan Showmen's Auxiliary; P. E. Gooding, J. F. Enright, William J. Goutermout, Mr. and Mrs. W. C. Leisure, Hal Efort, Gooding Amusement Company; George E. Lambert, Fair Grounds Speedway, Louisville; John Quinn and Harry Harris, World of Pleasure Shows; Gus Sun Jr., Giant W. Jacobs, Val Campbell, Edna Rae, Bob Shaw, Hal and Jerry Carmen, Gus Sun Booking Office.

Cherokee and Pearl Hammons, Cherokee Ranch Wild West Rodeo; Mr. and Mrs. Charles Zemater Jr., Charles Zemater Agency; Tommy Sacco, Sacco Agency; W. G. Wade, D. Wade, Cameron D. Murray, Mrs. Mildred Miller, Mr. and Mrs. Charles R. Hodges, Margaret Davis, Roscoe and Mayme Wade, W. G. Wade Shows; C. Joseph Bennett, Joyland Midway Attractions; Jack and Bebe Raum, Raum's Attractions; Earl Newberry, Jole Chitwood's Auto Daredevil; Dick Kurtze Jr., WLS Artists Bureau.

Boyle Woolfolk, Ben E. Young, Boyle Woolfolk Agency; M. D. (Doc) Howe, Children's World Theater; Frank M. Frystas, Fair Publishing Company; Sam J. Levy, Randolph Avery, Sam Levy Jr., Barnes-Carruthers Office; Pat Purcell, Toledo Sports Arena; Mr. and Mrs. Joseph Cavacello, Columbus Fireworks Company; Jimmy Waldron, Severin Hilo, William Postelwatt, Downriver Amusement Company; Mr. and Mrs. A. H. Sutton, R. B. Powers Company; Sam Goldstein, Leonard Gould, Irving Rubin, Majestic Greater Shows; Henry and Corine Luaders, United Booking Association, and L. A. Cross, E. J. Kiessel, Fox Tent and Awning Company.

John Anderson, Mr. and Mrs. Earl Coburn, Enquirer Printing Company; C. A. Klein, Margaret Klein, Klein's Attractions; Frank Ruttman, A. D. Michele, Hudson Fireworks Display Company; Rudy Rousse, Lucille Young, Ernie Young Agency; Fred Beardsley, Lucky Lott, Lucky Lott Hell Drivers; Reginald Voorhees, Voorhees-Fleekles Agency; John F. Reid, Eddie Miller, Walter O. King, Marc King, Happyland Shows, and Jack and Bessie Gallagher, Eddie Parker, Charles Rafal, Jake Welch, Jerry Bonder, Playland Shows.

Lloyd E. Holt, Interstate Fireworks Company; W. S. Myers, Myers Concessions; Art Hoard, Kochman's Hell Drivers; Mr. and Mrs. Charles H. Lee, Harry Taylor, Slim Bishop, Mr. and Mrs. Robert Louis, Lee's United Shows; Harry Mills, Mills Attractions, and Mr. and Mrs. T. P. Eichelsdorfer, Mr. and Mrs. Kurt Kuehn, Regalia Manufacturing Company.

Buddy Paddock, Johnny J. Jones Exposition; R. C. McCarter, Cetlin & Wilson Shows; John Mulder, Mulder Concessions; Ken Smith, WLS Midwestern Hayride; Irish and Lorraine Horan, Horan Lucky Hell Drivers; Ned Torti, Wisconsin Deluxe Company; Louis and David Rosen-

## Record Turnout Set by Showmen At Mo. Confab

JEFFERSON CITY, Mo., Jan. 20.—Turnout of carnival reps, bookers and show suppliers at the sixth annual convention of the Missouri Association of Fairs and Agricultural Exhibitions here last week was, like that of the fair men, of record proportions.

Included among show people in attendance were:

Al Sweeney, National Speedways, Inc.; Sunny Bernet, White Horse Troupe; Ernie Young and Rudy Rousse, Ernie Young Agency; Leo Overland, Jole Chitwood Thrill Drivers; John Lempart, John Lempart Company; Ernie Campbell, E. G. Campbell Tent & Awning Company; William (Billy) Senior, Barnes-Carruthers Fair Booking Agency; Eugene Staples, Staples Rodeo; Clyde Miller, Miller's Rodeo; Harold Kreft, Kreft Flying Service; Charles G. Oliver and William (Red) McCoy, Mound City Shows No. 1; Jack Wallace, Mound City Shows No. 2, and Pete Bailey, Pete Bailey's Hollywood Thrill Drivers.

John Francis, John Francis Shows; Mr. and Mrs. Sidney Belmont, Belmont Amusement Service; J. O. Greene, Snapp Greater Shows; Harold T. Braucht, Colorcraft Corporation; Russell Green, E. G. Staats & Company; Frank Sharp, Regalia Manufacturing Company; Fred Herrin Jr., Paramount Fireworks Company; Albert Martin and Jess Wrigley, 20th Century Shows; Eddie Moran and Charles Reed, Southern Valley Shows; George Flint and Frank Shortridge, Boyle Woolfolk Agency, and Mr. and Mrs. Orla Lashbrook and two sons, Lashbrook Tent & Awning Company.

Kenneth Garman and Vince McCabe, Sunset Amusement Company; Alma LaRose, LaRose Attractions; C. A. (Curley) Vernon and W. L. Smith, United Exposition Shows; Bobby Mack, Royal Crown Shows; William Collins, Tivoli Exposition Shows; L. O. Weaver, Grand American Shows; Mr. and Mrs. F. C. Bogle, F. C. Bogle Shows; Mr. and Mrs. W. (Red) Mahaffey, Mahaffey Tent & Awning Company; Roscoe Walkup, Walkup & Wohlberg Insurance Agency, and Chan Laube, Bush-Laube Concession Company.

J. C. Michaels Sr. and J. C. Michaels Jr., J. C. Michaels Attractions; William (Bill) Evans and Whitey Ivan, Evans United Shows; Ben Truex and Tom Drake, Truex-Drake Attractions; Ted Tillman and Eddie Gromacki, Ted Tillman Enterprises; Harry Beller, Beller's Miniature Mules; Frances T. Schulte, Schulte Paint & Lacquer Manufacturing Company; Eddie Campbell, Campbell's Rides and Concessions; Sam Wells and George Crabie, Twin City Shows, and Harry H. Zugg, Sammy Lane Shows.

## Cortland Sets Wirth, Strates

CORTLAND, N. Y., Jan. 20.—Dates for this year's edition of Cortland County Fair have been set as August 13-17, according to Harry B. Tanner, Cortland County Agricultural Society secretary.

Pacts have been cemented with James E. Strates Shows and Frank Wirth, head of the New York talent agency bearing his name, to provide midway and grandstand attractions, respectively. This year's event will take place a week ahead of the 1950 run.

berg, Triangle Poster Company; O. J. (Whitey) Weiss, Cavalcade of Amusements; Fred Maguire, Spielbauer Fireworks; Phil Warren, Michigan Tractor and Machinery Company; W. J. Williams, Gem City Shows, and Ray J. Williams, Ray Williams Shows; Mr. and Mrs. John C. Pollic, bingo operators; Mr. and Mrs. Charles Swain and Richard Swain, Midway Cafeterias, and Mr. and Mrs. Fred Randall, bingo operators.

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## Out in the Open

New York talent booker Stanley W. Wathon was laid low week before last by pneumonia and admitted to a hospital Friday (12). However, reports last week indicated that the energetic Stanley would soon be up and around again.

The New York poster printing firm headed by E. J. Warner until his recent death, will now operate under the management of L. E. Wagar.

Raymond A. Lee was presented with a complete desk set by the Royal American Shows, Thearle-Duffield Fireworks, Inc., and Barnes-Carruthers Theatrical Enterprises upon his recent retirement as secretary of the Minnesota State Fair, St. Paul.

Harold Kreft, owner of the Kreft Flying Service, infos that he again will do advertising by airplane for the Ozark Empire Fair, Springfield, Mo.; the Wisconsin State Fair, Milwaukee; Minnesota State Fair, St. Paul, and the Clay County Fair, Spencer, Ia.

He also advises that he will do aerial advertising for Frank Winkley stock and big car races in May at Springfield, Mo.; Hutchinson, Kan.; Spencer, Ia., and Marshalltown, Ia.

E. T. Eichelsdorfer, of Regalia Manufacturing Company, last week was able to walk a mile unassisted for the first time since last July when he was stricken with polio. He is convalescing at Betholly, Wash.

Tillie and Bernie Shapiro, proprietors of the Southern Poster Printing Company, parted numerous fair and show officials attending the annual meeting of the Georgia Association of Agricultural Fairs. They also were responsible for seeing that most of those attending got billing thru cards and bills hung in the hotel lobby. . . . Richmond W. Cox Jr., Cetlin & Wilson Shows publicist, is wintering in Spartanburg, S. C., his home town, where he is handling some advertising-promotion deals for local merchants.

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WRITE TODAY  
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The Whirlwind Floss Machine is the only machine sold on a money back guarantee. Write for circular.  
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Circle 6-1293  
Send For Our Complete Catalog

**Youthful Dreams Mature For Danbury Fair Boss**  
• Continued from page 47  
six to nine days, both to add a measure of rain insurance thru the lengthier run and to get in an additional Saturday and Sunday. The week-ends are all important in the operation of the annual and account for the bulk of the patronage. The annual is strictly a day event, one of the few remaining, and the gates are closed each day at dusk. Night operation could only be included if earlier dates were set, but Leahy has no intention of changing the October stanza because, among other things, it would be a violation of nearly 80 years of tradition.  
**Off-Season Events**  
Successful business man that he is, Leahy from the beginning was appalled at the thought of the vast plant lying idle on all but nine days a year. As a result he early inaugurated a program of midget auto racing that drew fans from 50 miles around and proved successful for a number of years. As usual, Leahy was thoro. He provided the racers with a macadam track. His next venture was speed-boat racing. This necessitated the construction of a special water raceway in the infield. The program was popular, but the noise of motors earned many protests and he discontinued the events.  
Last summer a theater-in-the-round, featuring musical comedy productions, was housed on the fairgrounds in the Big Top, a mammoth circus tent walled with wood structures, which is the main exhibit area during fair time. The legit presentation was reported very successful.

Leahy professes to always having had a yen to own a circus. He never has, and it isn't likely that he will. But he has perhaps ably filled the gap, both with his Big Top exhibit hall, which features as much canvas as most circuses ever get to carry, and the circus attractions which he annually features in front of the grandstand. The circus animals, including elephants, are on display in special barns when not working, and each day they form the nucleus of the circus parade which the fair features.  
**Leads Circus Parade**  
Every colorful person and animal takes part in the daily parade. Leahy is grand marshal, replete with white hat and cane, and obviously giving full vent to childhood desires. While in the planning stage it might have evoked from many a definition of "corny," the mass appeal of the parade is proven and it will probably be retained as long as Leahy is running the Danbury annual.

**Blackpool Pays 35% Dividend; Net Tops 480G**  
LONDON, Jan. 20.—Directors of the Blackpool Tower Company, operators of most of the big amusement units at the Blackpool shore resort, have recommended a final dividend of 25 per cent on the company's ordinary stock. This is to be added to a 10 per cent dividend already distributed, bringing the 1950 total to 35 per cent.  
Gross earnings of the Blackpool Tower Circus and the Winter Garden units, after deduction of taxes, totaled \$524,054.60. The units' net profits for the year were \$480,085.20, compared with 1949's net of \$628,070.80.  
Decrease in profits was due largely to the past season's serious dip in attendance, which was estimated at 2,000,000. Business slump was blamed on rainy weather.  
South Blackpool Jetty Company, operators of the Pier and amusement area at South Blackpool, also reported reduced attendance and lower grosses for the season but a dividend of 20 per cent, less income tax, has been declared. Expanded by the company for repairs and improvements during the year was \$72,800.

Emphasis on appeal at Danbury is centered in sight and sound. Massive displays, such as the New England Village, a promotion display used by the New York, New Haven & Hartford Railroad in Grand Central, New York, have been acquired by Leahy at a fraction of their cost to become permanent exhibits at Danbury. Each building has a special purpose and is appropriately labeled with both letters and cut-outs.  
Leahy visits a number of fairs each year in search of new ideas. His trips so far have been largely unproductive. His presentation ideas are unique and not copied. Seemingly, the well might run dry, but Leahy claims this isn't so, that he has a vast storehouse of ideas to be put into production.  
It isn't all showmanship at Danbury. Leahy is an astute business man and with the aid of Mrs. Leahy he has perhaps one of the tightest gates in the land. The latest in automatic ticket counting devices preclude the possibility of collusion. In a matter of minutes the admissions gross for any period can be checked with the number of ducats deposited. There is no pass problem. Leahy never let that evil get started under his management.

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2160 Patterson St.  
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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)  
Admiration Midway: Ida, La.  
American Midway: Brownsville, Tex., 27-Feb. 5.  
Hames, Bill: Forth Worth, Tex., 26-Feb. 4.  
Midland Expo.: Norco, La.  
Migrothy, Curly: Cade, La.  
Orange State: Key West, Fla., 30-Feb. 10.  
Prel's Broadway: (Fair) Sarasota, Fla.; Riviera Beach, 29-Feb. 3.  
Royal Expo.: (Fair) Lake Wales, Fla.; (Fair) Titusville 29-Feb. 3.  
Royal Crown: Largo, Fla.  
Southern Star: Pavo, Ga., 25-Jan. 3.  
Tassell, Barney: Mulberry, Fla.

**Circus Routes**  
Send to  
2160 Patterson St.  
Cincinnati 22, O.  
Davenport, Orrin: Grand Rapids, Mich., 22-27, Saginaw 28-Feb. 2.  
Polack Bros. (Eastern): (Auditorium) Flint, Mich., 22-27; (Field House) Lansing 31-Feb. 3.  
Polack Bros. Western: (Civic Auditorium) Hammond, Ind., 22-28; (Quimby Aud.) Fort Wayne 29-Feb. 4.  
Seers Bros.: Venice, Fla., 23; Sulphur Springs 24; Kissimmee 25; Pinecastle 26; Cocoa 27; Oviedo 29.  
West Bros.: Hot Springs, Ark., 23; Pine Bluff 24-25; Monroe, La., 26; Alexandria 27-28.  
Henle, Sonja, Ice Revue (Madison Square Garden) New York, 22-Feb. 7.  
Ice Capades of 1951 (Uline Arena) Washington, D. C., 22-Feb. 4.  
Ice Follies of 1951 (The Arena) Cleveland, O., 22-28; (Maple Leaf Gardens) Toronto, Can., 29-Feb. 2.  
Skating Vanities of 1951 (Fairgrounds Coliseum Salt Lake City, Utah, 24-28; (I. M. A. Auditorium) Flint, Mich., 31-Feb. 4.  
Miller's, Irvin C. Brown-Skin Models (Ritz) Alexandria, La., 24; (Ritz) Monroe 25; (Ritz) Shreveport 26; (81) Atlanta, Ga., 31; (Princess) LaGrange Feb. 1.

**Misc. Routes**  
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Cincinnati 22, O.  
The Billboard  
Payoffs, Chiselers Move Into TV As Time Squeezes Growth  
1950 Record Shows...  
Billboard's...  
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Billboard's...

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**TAMPA FAIR**  
Tommy Fuzzell will be at Marion Hotel for Arkansas Fair Meeting. See him for your Insurance Problems.  
For the Tampa Fair, make the Yacht SAL-AL III your headquarters, located in river in rear of Lafayette Hotel. Don't miss the opportunity to sample a special SAL-AL cocktail. Hours continuous—everybody welcome.  
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Good term contract if you have experience and some capital. Also need 10,000 Bleachers.  
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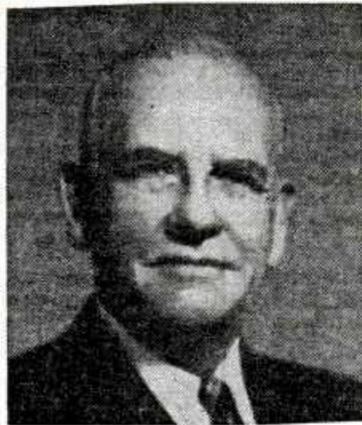
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Circle 6-1293  
Send For Our Complete Catalog

# WALDO TUPPER DIES IN WEST

Ringling General Agent Victim Of Heart Attack Aboard Train

LOS ANGELES, Jan. 20.—Waldo T. Tupper, 68, general agent for Ringling Bros and Barnum & Bailey Circus, died aboard a San Francisco-Los Angeles train Thursday (18). He had been in San Francisco on business and was returning to the home of his son-in-law and daughter here. Death was attributed to a heart attack.

Tupper had been with the Ringling show since 1948. Last season he was credited with the policy of selling all seats for certain circus



WALDO T. TUPPER

performances to industries, police, veterans and others. Under the plan, he sold nearly 270,000 admissions in 1950. He had been studying possible revamping of the show's advertising policies and had been promoting additional performance sales for the coming season.

In November Tupper came to Los Angeles for a vacation. He was to have returned to his Chicago office later this month.

#### Native of Canada

Born in Canada, Tupper came to the West Coast as a child and entered show business as an actor in stock companies. He worked with utility companies, as a gold miner and prize fighter. He was an early motion picture theater operator, having had the first movie houses in Arizona. For a short time he had an attraction at Venice Ausement Park here about 40 years ago.

It was as a promoter of business shows and a number of major festivals and pageants on the West Coast that Tupper gained some of his greatest successes. Among these was the 1931 Fiesta in observance of the 150th anniversary of the founding of Los Angeles. In 1935 he was director of exhibits at the San Diego Fair, and in 1939

## Op Describes India Quake

CALCUTTA, Jan. 20.—William R. Timmerman, known as Capt. J. Armstrong, operator of Armstrong's American Circus in India, reported in a recent communication that his show was in the damaging earthquakes which struck the Assam area in August.

He said the earthquake began with a roar while his show was in progress and that for seven minutes the ground rolled like an ocean. His band continued to play despite the crash of "falling mountains," Timmerman said.

Earth tremors continued for weeks after the major quake, he said. Show continued to play the Assam area, moving over broken roads and diverted rivers to make tribal villages, military bases and refugee camps.

## Warners Consider Lamont Biography

DECORAH, Ia., Jan. 20.—Arthur (Bozo) Lamont, clown, said here this week that a story of his life, written by Lois Lasater, of Dallas, is being studied by Warner Bros. for possible filming.

Lamont, a clown for 30 years, said he was informed that he would play the leading role if the story is filmed.

he staged the pageant and opening ceremonies of the Los Angeles Union Depot.

#### Agent for Russell

Tupper's entry into circus business came in 1942 when he was retained by Russell Bros.' Circus to arrange newspaper promotion of the show's Los Angeles stand. Shortly thereafter, he accepted the general agent's post with that show. He remained with the show when it was purchased by Arthur Concello in 1943. He was agent for the Beatty-Russell show in 1944, Russell Pan-Pacific in 1945 and Clyde Beatty in 1946.

He is survived by his widow, Mrs. Josephine Tupper; one daughter and two grandchildren. He was a member of the Shrine in Los Angeles. Funeral Tuesday (16) at Forest Lawn, Los Angeles.

## Davenport Org Draws Big Biz At Toledo Bow

Grotto Turns in Record Advance; Matinees Strong

TOLEDO, Jan. 20.—Orrin Davenport's Grotto Circus got under way Sunday (14) with a sell-out matinee and the heaviest advance sale in the date's history. Weather trimmed the turnouts Sunday and Monday (15) but the balance of the week held up strongly, with matinees showing the most power. Thursday night was a sell-out.

Ringling-Barnum acts arrived here from Cuba on schedule, Harry Thomas said.

He said this year marked the first time the Grotto had handled promotion work alone. A big banner and program sale as well as advance ticket sale was reported.

Org moves to Grand Rapids, Mich., following its week-end wind-up here.

## Royal Show Makes Indoor Stands; Framed in Hugo

HUGO, Okla., Jan. 20.—Personnel from circuses wintering here are playing indoor dates in this vicinity under the title of Royal Circus. Performing with the show are Mr. and Mrs. Jack Frazier, Jonnie Frazier, Harry Rooks, Shirely Logan, Freddie Logan and Mildred Welbes.

Ione Stevens handles the concessions and Charles Cuthbert is equestrian director. Mildred Welbes operates the electric organ. The org returns to Hugo on week-ends. Baby elephant, dogs, monkeys and ponies are carried.

## Kelly-Miller To Have Larger Menagerie Top

HUGO, Okla., Jan. 20.—Menagerie top of the A. G. Kelly & Miller Bros.' Circus will include two additional middle pieces next season to accommodate animals recently purchased from Stevens Bros.' Circus, General Manager Obert Miller said here this week.

New canvas will be used for a larger Side Show top, he said, and otherwise the circus will use canvas which was new last year. Several new acts have been contracted and most of the 1950 personnel will be back with the show in 1951, he stated. New wardrobe is being made. All winter quarters buildings, including new ones, are being painted.

## RINGLING EXECS IN CONFERENCE

SARASOTA, Fla., Jan. 20.—Ringling-Barnum executives will meet here today, presumably to discuss selection of a successor to General Agent Waldo Tupper, who died Thursday.

Among those expected to be present were John Ringling North, Henry Ringling North; Arthur Concello, general manager, and F. A. Boudinot, traffic manager and assistant general agent.

## Gould Names Acts; May Go Into Nebraska

James Cole Bulls To Return; Rides, Parade in Plans

ST. PAUL, Jan. 20.—Talent line-up for the 28th annual tour of the Jay Gould Circus again will include the James M. Cole elephants, Owner Gould announced at the Minnesota fair meeting here this week.

Also in the circus portion of the org will be the Albright Troupe, dogs, ponies and horses; Dot and Sonny Burdett, juggling, wire and rolling globes, and Tex and Kitty Allen, sharpshooting, ropes and knives. Clown alley is still to be set.

There is a possibility that the show will move into Nebraska for the first time this year, Gould stated. Route so far includes dates in Illinois, Iowa, Missouri and Minnesota, Gould's usual territory. Org will carry 10 rides this year and will continue to stage its street parade.

Staff remains unchanged, with Gould as manager, Mrs. Jay Gould as secretary-treasurer, and Elmer Brown, general agent.

Painting and rebuilding is progressing in Ottawa, Ill., winter quarters. Some new trucks have been purchased. A special line of paper from Central Show Print, Mason City, Ia., will be ready for the billing crew.

## Secondo Zoppe, 44, Dies in Gainesville

GAINESVILLE, Tex., Jan. 20.—Secondo Zoppe, 44, head of the Zoppe-Zavatta riding act, died at winter quarters of the Gainesville Community Circus here Sunday (14) of a heart ailment. He had arrived here Saturday (13) with his family to rehearse their act for the Hamid-Morton Circus opening at Memphis next month.

The family came to the United States in 1936 to join Cole Bros.' Circus and since then has been with a number of indoor and outdoor shows. They were with Hamid-Morton last year.

Surviving are his widow, Diana; two sons, Orizio and Enrico, and three daughters, Germana, Yolanda and Gilda, all with the act. Funeral and burial were in Rochester, Ind., the family's home.

# Biz, Legal Tangles Mount for Biller

Court Delays Naming Receiver; Bankruptcy Petition Reported

PROVIDENCE, Jan. 20.—Biller Bros.' Circus, a slow starter in its one-week stand here (8-14), gained momentum Thursday (11) and wound up playing to turnaway houses. But legal snafus hit the show on opening day here and were continuing.

In Superior Court Wednesday (17) George I. Cohen, attorney for the show, stated that a petition had been filed in United States District Court in New York to place the circus in bankruptcy. Judge Charles A. Walsh postponed for a week the naming of a permanent receiver.

Walter J. Hennessey, temporary

receiver, reported to the court here that he had collected \$17,461.24, including a loan of \$5,000 from Hugo H. and Mary D. Lennon, of Providence. The loan was said to have been made to get the show open. Hennessey said he had paid out \$17,420.77, of which \$2,475 was a repayment to the Lennons. A balance of \$40.47 was reported.

#### Receiver's Fee Awarded

Judge Walsh awarded Hennessey a \$2,500 receiver's fee which, together with the balance owed to the Lennons, will be preferred claims against the show's assets here. They include three elephants and two semi-trailer trucks. The circus owners agreed to meet the feed bills for the elephants, which had reached \$125.25.

Snow and mechanical difficulties were added to the Biller problems here. The weather cleared Tuesday (9), however, and remained good until the matinee Sunday (14). Starting houses were light halves. At the Saturday (13) matinee about 1,500 persons were turned away and the Saturday night house was another full one. The Sunday matinee was nearly full and the night show tapered somewhat. The local Armory seats about 5,000.

#### Hassle Clouds Opening

The date here started under a cloud in more ways than one, with the Biller management, American Guild of Variety Artists (AGVA) and the State-wide Knights of Columbus (K of C), local sponsoring group, in a tangle over back pay due show talent for the New York date. The K of C advanced \$2,000 to get the show to Providence.

A committee of five show members; Arthur Sturmak, co-owner of the circus, and K of C reps met Sunday (7) and negotiated until Wednesday (10) over the salary set-up both for New York and the stand here. It was finally agreed that performers' salaries would be distributed daily. This plan was carried out thru the local run, and acts received all money coming to them for the stand. The matter of cash due the talent for New York is yet to be settled. According to the show member, the K of C defrayed ticket printing, advertising and hall hiring expenses under terms of the contract between the K of C and the circus management. The pact stipulated that the first \$21,500 of the proceeds were to go to show management, and all above that figure was to be split between the K of C and the circus.

#### Special Show Changed

A special show originally slated to be presented at the armory Wednesday afternoon for patients of the Veterans' Hospital here was canceled. In its place, a group of acts visited the hospital Friday (12) and staged a show. Altho the K of C generally evinced satisfaction at the final result here, William J. Lynch, K of C State deputy and chairman of the committee, was less enthusiastic. He was reported as saying that he would like to help

(Continued on page 51)

## Accidents Dog British Orgs

LONDON, Jan. 20.—Bertram Mills Circus, at the Olympia exhibition hall, chalked up the third serious accident of its run recently, when Renate Rabe, a member of the Katyanas, five-girl trapeze act, lost her hold and fell 18 feet to the ring, suffering a fractured thigh and facial injuries. Aerialist Jean Quentin (Flying Meteors), fell recently also sustaining a fractured thigh. La Tosca, fem rope-walker, slipped from the wire and sustained minor injuries.

Accidents also have marred the run of Tom Arnold's Mammoth Circus, at the Harringay Arena. Leon de Rousseau, who was with Ringling-Barnum the past summer, received bruises in his 50-foot dive; and Harry Williams was seriously injured when he fell to the ring while driving a chariot in the Roman Chariot Race.

## Buck Lucas Org At San Antonio

SAN ANTONIO, Jan. 20.—Buck Lucas's circus unit is in winter quarters at Jameson's Saddle Barn here after working last season with Harold J. Rumbaugh's Horne Bros. Circus.

Lucas had five big show acts, concert and Side Show with the Horne org. He carried 28 head of stock and nine people. Next season he may play fairs and parks.

In quarters here are Faith King, Larry and De Duane, Red Compton, Hank Williams, Henry McCoy and Eddie Standland. Some new stock is being broken.

## Barker Books Ruston

RUSTON, La., Jan. 20.—Bill Blomberg's Barker Bros.' Circus will appear here January 31 for an indoor stand under auspices of the Ruston Lions Club. Sheriff Dan Durrett is chairman of the club's under-privileged children committee.

## Troubles Rise For 6 Triskas

PROVIDENCE, Jan. 20.—The Triska Troupe, Czech high-wire act, with Biller Bros.' Circus here, was having troubles of its own while the show found the going rough.

Three wives in the six-person act expect babies within the next few weeks. Maatej Triska underwent surgery here for an eye cyst. The salary which AGVA got for the troupe for its Providence run was diminishing. Their three-month visitors' visas, which have been renewed regularly during the past year, now are getting the brush-off from immigration officials. And they have lost their passports. The French government has stated it will not issue new passports and without them the troupe can't appeal for further visa extensions.

# Under the Marquee

**Frank J. Kelly**, veteran cook-house steward, letters from the Riley Hotel, Nevada, Mo., that he has recovered from the broken hip that kept him in the hospital for four months. He expects to be back on the road this coming season. Kelly started his trouping 45 years ago with **George Davis**.

**Ross Allen** has an interesting reptile exhibit and Indian village at Silver Springs, Fla. Allen is director; **Wayne Tucker**, manager; **Jack Raymon**, lecturer; **Bill Snyder**, publicity director and secretary; **Charles Lavus**, public relations. . . . **Joe Lewis**, now in Florida, will soon go to Peru, Ind., then on route of Shrine dates for **Orrin Davenport**. . . . **Doc Waddell**, of Mills Bros.' Circus, is on a tour of lecture engagements that will take him to top show towns between Columbus, O., and Buffalo, and then to Kansas City, Mo., and Los Angeles.

**R. M. Harvey**, veteran general agent, was quoted in a Des Moines, Ia., newspaper story Sunday (14) as saying he was undecided about which of three circus posts he would take for the 1951 season. The story told of Harvey's circus career and pointed out how railroad, advertising and pay-roll costs have climbed for circuses during recent years.

**Irene Lafferty**, with Polack Bros. for six years, plans to remain in Sarasota, Fla., this season. . . . **John Schultz**, woodcarver of Sequin, Wis., reports he has completed a Punch and Judy set for a circus Side Show. . . . **W. R. Brinley**, model circus operator, will have his show on the Faye Emerson TV program January 19. He played "Super Circus" in Chicago recently. . . . **Hardy O'Neal**, Shreveport, La., spent two days with **Bill Woodcock** in Hot Springs

recently looking over the latter's extensive circusiana collection.

**Malcolm (Shorty) Nelson** has closed his fifth season with the Passion Play and is wintering at Spearfield, S. D., reports **Orville Speer**. . . . **Michael Chingusky**, formerly with Hunt Bros.' Circus and Coney Island attractions, is a patient at Pilgrim State Hospital, West Brentwood, Long Island, N. Y.

**William Horstman**, Cole Bros. vice-president; **Lorne Russell**, treasurer, and **Art Johns**, Alliance Theater Corporation, were initiated into the Elks' Lodge at Peru, Ind., recently. . . . **Terrell Jacobs**, lion trainer, and **Charles Gable** are recovering from hand injuries received when lions clawed them. . . . **Waxey Dyke** has completed cutting of new Liberty horse trappings at Cole Bros.' quarters and his shop is working overtime.

**Doc Haag**, son of Mr. and Mrs. **Harry Haag** and grandson of the late **Ernest Haag**, of the Mighty Haag Shows, has been called into the army. He has been with the elephant department of several shows.

**Early Shipley**, clown, and his wife, escaped injury recently when their car was seriously damaged in an accident near South Bend, Ind. The Shipleys were en route to Toledo for **Orrin Davenport's** Grotto Circus there. They continued to Toledo by train.

**Max Otto Friedlander**, veteran European circus man, was the subject of **Omar Ranney's** "Stage & Screen" column in the January 8 edition of The Cleveland Press. Friedlander and his wife were visiting friends in Cleveland.

**Joe Horwath**, lion trainer with Dailey Bros.' Circus, has left Gonzales, Tex., and is breaking leopards and pumas at World Jungle Compound, Thousand Oaks, Calif. . . . **Pat Valdo**, director of personnel with Ringling-Barnum, spent a few days in New York last week.

Clown **Laurence Cross**, after finishing a week's stand with Biller Bros. Sunday night (14) at Providence, R. I., headed for his home in Ottumwa, Ia., with Chicago a stop-off point. **Laurence**, who was with **Clyde Beatty** last season, says that he probably will go out with that org again this year. . . . **Eileen Creelman**, movie critic for The New York World-Telegram and Sun, sojourned to Sarasota, Fla., quarters of Ringling-Barnum and in a story on the planned film of the Big One she quotes Press Agent **Roland Butler** at length. R-B's **Dick Miller**, who is photographing the show at quarters and sending the pix on to Hollywood for studio use, also comes in for mention in the writer's column.

**Sonia and Massimiliano Truzzi** were hosts to **Frederick Woltman**, New York World-Telegram and Sun staffer, last week in their Sarasota, Fla., home. The Truzzis met Woltman in 1940 when they arrived in the U. S. after R-B prexy, **John Ringling North**, signed juggler Max for a center ring spot with the Big Show. Woltman interviewed the Truzzis and the friendship ripened.

**Ben Davenport's** smallest elephant, **Eva**, died recently. . . . **Pete Cristiani** and **Norma Davenport Cristiani** are at King Bros.' quarters, Macon, Ga., with five elephants formerly on the Dailey show. There are 12 bulls now in the King quarters.

**Irah B. Watkins** and his chimps and **Sylvia's** dogs are on tour with Circo Atayde in Mexico. **Irah** cards from south of the border that both attractions are getting healthy reception.

**Joy Thomas**, lady clown with Hamid-Morton Shrine Circus, is recovering from a serious illness at her home in Gibsonton, Fla. She will open with the show in Memphis. . . . The **Bouncing Bodos**, currently playing club and theater dates in the South, were recent guests of **Joe and Lee Karston** and **Leonard Clemmer**, of

# Winter Quarters

## Cole & Walters

**HUGO**, Okla., Jan. 20.—Cole & Walters Circus has purchased a new advance car. The new Hugo Showmen's clubrooms have been completed. At a recent meeting Cole Walters supplied the dinner and **Dores Miller**, co-owner of Kelly-Miller, showed circus movies.

**Russell Cross**, of Cole & Walters, and **Dick Davies**, of Kelly-Miller, have left to enter the armed services. **Corky Frazier**, now in the air force, visited his family here.

**Jimmy Hamiter**, Kelly-Miller, has purchased a new car. **Mildred Welbes**, Cole & Walters, visited her daughter, Mrs. James Divine, at Wilmar, Ark., recently. The **L. K. McKays** visited the **Ross McKays** and the **Herb Walters**.

**Charles Rex** is working in the Cole & Walters quarters after spending some time at his Stewartsville, Mo., home. **Norman Auday** has returned to quarters from the West Coast.

**Herb Walters**, **Billy Reynolds** and **Zora Blair** observed birthdays on Christmas Day. Mr. and Mrs. **Dores Miller**, Mr. and Mrs. **Herbert Walters**, Mr. and Mrs. **Lee Bradley** and Mr. and Mrs. **Frank**

## Cole Bros.

**PERU**, Ind., Jan. 20.—**James Gephart**, general agent, and **Frank Orman**, general manager, have returned from business trips to St. Louis and Chicago, respectively. **Cliff Hutchehoff**, local contractor who is doing winter quarters construction work, conferred in Chicago with **William Horstman**, Cole Bros.' vice-president.

**John Smith**, horse trainer, has received another black horse for his Liberty number. **Jack Morris**, horse dealer of Akron, Ind., is on a buying trip for new horses for Cole Bros.

Mrs. **Walter Jennier** and children and Mrs. **Maude Millette**, sister of **Walter Jennier**, have returned from Sarasota, Fla. Recent visitors at quarters included **Whitey Wilbur**, superintendent of props, and his assistant, **Hausey**; **Cheerful Gardner** and wife, and Mrs. **Harry Haag** and daughter, the latter en route to Toledo Grotto show. **Corrine** and **Bert Dearo** have returned to Peru, Ind., for a few months.

**Ellis** went to New Orleans for the football games.

# Tangles Mount for Biller

Continued from page 50

stage another circus in Providence "but under different management."

**NEW YORK**, Jan. 20. — In a postscript to a lucratively poor New York stand and a good Providence date, **Biller Bros.' Circus** filed a petition for arrangement and reorganization Thursday (18) in Federal District Court here before Judge **Alred Cox**. In effect, the paper insures that all equipment and properties of the show will remain under the control of co-owners **Arthur** and **Hy Sturmak** and that creditors will be restrained from attempting to sue or attach the circus.

As of this week the petition was still subject to the approval of the creditors, but **Hy** said he felt sure they would be agreeable. He pointed out that the creditors' hope for getting back their cash was to let the show get back on the road this year and pay off the debts from the proceeds of regular season stands.

**Hy** said the total amount owed was in the neighborhood of \$20,000. The legal move here forestalled creditors, who had been making threatening noises in Providence, and superseded a temporary receivership slapped on the org in Rhode Island by a court lower in the judicial scale. **Arthur** guaranteed that all pay due talent for the abruptly ended New York date would be made good.

Under terms of the petition filed here 100 per cent of the show's indebtedness will be paid off at the rate of 25 per cent a year for the next four years.

## Lobby Comments

Continued from page 46

dates in the Carolinas are **Ross Manning** and **Vivona Bros**. Both are wintering in the south for the first time and prepared to go for full routes.

**D. D. Witcover**, president, and **Paul V. Moore**, general manager of South Carolina State Fair, had **Bucky Allen** as their guest in the association offices for the inauguration ceremonies staged for Governor **Byrnes**. The offices overlook the State house and provided an excellent view of the ceremonies and the parade which followed.

**George Whitehead**, back in action, booked **Bennettsville**, S. C. for **Wallace & Murray Shows**.

Acquaintances of **C. F. (Slim) Dunlap**, former concessionaire, were told that he is seriously ill at his home in **Charleston**, S. C., and anxious to hear from friends.

**Charlotte**, N. C. . . . **Edward J. Cuapert**, of the Ringling-Barnum advance, recently concluded a run of 34 one-night stands in Arkansas with his **Great London Spook Show**. Unit is booked for a string of one-nighters in Mississippi. . . . **Joe B. Webb** has been operating a gas station in **Thousand Oaks**, Calif., since closing as assistant manager and equestrian director with **Seal Bros.' Circus**.

**Dick Scatterday**, national ad rep for **Al G. Kelly & Miller Bros.' Circus** was in Chicago last week. . . . **Don Howland**, Columbus, O., circus fan and former trouper, was in Chicago for the furniture convention last week. . . . **Bob Drake** is leaving **Station WRQL**, Knoxville, for **Stuart**, Fla., where he will make tapes of his radio show. States that he will be with a circus this season as talker and doing **Punch and Magic**. His wife, **Estelle**, and daughter, **Eunice**, also will troupe. **Drake** was with the **Beatty** show in 1948.

**Mac McLean**, former legal adjuster with **Cole Bros.' Circus**, attended the recent meeting of the Georgia Association of Agricultural Fairs.

## Minn. Circuit

Continued from page 47

and Madison fairs, both new dates for the agency. **Boyle Woolfolk**, **George B. Flint** and **Doc Howe** were on hand.

**Charles M. Richter** and **Augie Morin**, of the Minneapolis office of the Music Corporation of America, in their first appearance at the Minnesota convention, reported a number of firm offers for fairs for **Spike Jones**, **Wayne King** and **Bob Crosby**, but actual contracts are being held up until the name talent's summer itinerary is checked. **Swenson Thrillcade**, represented here by **Aut Swenson**, announced signing to provide a thrill show for the Northwest Water Carnival, **Detroit Lakes**, Minn. Event is skedded for mid-July.

**Marlo to Thief River**—**Marian Marlo**, of **Marlo Show Productions**, closed to stage the night grandstand attraction at the **Thief River Falls** annual. **DeWaldo Attractions**, repped here by **DeWaldo**, added a new date to its route by signing for the grandstand attraction at the **Kasson**, Minn., fair.

Other attraction representatives and show suppliers present included:

**Duane (Red) Simon**, Enquirer Printing Company, Cincinnati; **Billy and Gladys Williams**, Williams & Lee, St. Paul; **Frank Duffield** and **Art Briese**, Theatre-Duffield Fireworks, Inc., Chicago; **Leo Overland**, Jole Chitwood Auto Daredevils; **Van Olkon** and **Allen J. Doran**, Animated Displays; **L. H. Fleckles**, Voorhees-Fleckles Fair Booking Agency, Chicago; **Fred Kressmann**, Rube Liebman and **Randolph Gertrude** and **Phil Avery**, Barnes-Carruthers Theatrical Enterprises, Chicago; **Don Gurney**, Tom Adelman, **Harvey Porter**, **Don Skogmo** and **John Barlis**, Minnesota Roadster Association, St. Paul; **Sunny Bernet**, White Horse Troupe. Also **Ernest Anderson** and **M. Bailey**, Speed Unlimited; **Eskel Andeson**, Tri-State Harness Horse Association; **Ben and Vilda Brune**, Black Hills Rodeo; **Rolf Hertzgaard**, Studio 13, Inc., Minneapolis; **Juanita Keldahl**, **Juanita Keldahl Entertainment Service**, Minneapolis; **Kenneth Lee**, Fair Publishing House, New London, O.; **Earl C. Peterson** and **Geraldine Lulk**, **Pete's Entertainments**, Minneapolis; **Francis Mullins**, B. B. Powers Company, Ashley, O.; **Ruby Nelson** and **J. C. Wolf**, Arrowhead Fireworks, St. Louis Park, Minn.; **Kenneth Utecht**, Bleuch-Hanson Trailer Sales, Minneapolis; **Roy Staples**, Staples Rodeo; **Bill Lindemann** and **Frank Sharpe**, Regalia Manufacturing Company, Rock Island, Ill.; **Maggie and Scotty Swain**, Chippewa Valley Barn Dance Show, Eau Claire, Wis.; **John Lempart**, show supplies, and **Walt Klausler**, Twin City Speedway.

## PHONE MEN

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Strong auspice. Deal starts now for March 16 show. Because of the nature of this deal and the manner in which it is framed every call is a tap.

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**CIRCUS ORIGINALS**  
Gentry 1913 folder with history, 3 colors, \$2.50; 30 grand old B&B Ish. lithos, \$6.00 ea.; Yankee Robinson sp. herald, 1915, 6 pix all \$5.00; Selfie Photo colored adv. cards, 2 for \$1.00; Walter Main, Rents Bros., Phillips UTC combo herald, letterhead, envelope and parade pix, all Main projects, the lot \$5.00. Send for new 1951 list—dollar bill with 3 pix free. P. M. McClintock, Box 891, Franklin, Pa.

## Mich. Assn. Asks State To Make Aid Available for Plants

### Would Have Non-Horse Racing Annuals Benefit From Mutuels

By HAL REVES

DETROIT, Jan. 20.—Two days' discussion at the Michigan Association of Fairs convention here this week bore fruit in three resolutions which passed unanimously.

The most controversial one condemned as "discriminatory and unfair" the present distribution of proceeds from pari-mutuels by which the entire amount allocated to fairs is given only to those fairs having harness races for payment of race purses.

New legislation is to be sought from the present Legislature to provide that this money be distributed to fairs for new improvements and for repairs to grounds and buildings.

Legislation to continue the present provision for payment by the State of 50 per cent of premium money also is to be sought. The full 50 per cent now is not neces-

sarily paid, outlays hinging upon budget contingencies.

A third resolution encouraged fairs to seek added revenue by raising either admissions or privilege fees. Floor discussion showed strong sentiment for raising admissions. Paul F. Richter Jr., of Hartford, took the view that a slight increase would not hurt attendance but cautioned that neighboring fairs should not compete for attendance by gate differentials.

It also was voted to continue the sponsorship of the annual School of Fair Management and to continue the issuance by the board of general passes to all fair board members. These are to be honored by all member fairs.

Clarence Bolander, State director of fairs in the Department of Agriculture, reported on 116 fairs held during the fiscal year, with two more yet to be held. He said that from the \$125,000 available, \$101,000 had been allocated to fairs for races last year. Twenty-nine fairs applied for matching money for racing purses, he stated. A total of 35 fairs held harness races. Bolander said that \$170,000 was now credited by the State to the account for harness races for

(Continued on page 53)

## Fair Assn. Meetings

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, Buffalo, February 3. Carlton J. Larson, Dunkirk, president.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 7-9. J. A. Carroll, Parliament Building, Toronto, secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 16. G. B. Boyd, Springfield, Mo., president.

## Urge Minn. Annuals To Take Big Role In Defense Program

### Seek \$1,000 State Aid Hike; Allen Doran Named President

By CHARLIE BYRNES

ST. PAUL, Jan. 20.—All-out participation by Minnesota fairs in the State's civildefense program and war effort as liaison agencies between authorities and the population of rural areas was urged by two speakers at the 92d annual meeting of the Minnesota Federation of County Fairs in the Hotel St. Paul here Monday thru Wednesday (15-17).

Stafford King, State's auditor, told the well-attended sessions that as educational institutions, the State's annuals should add informative exhibits depicting defense measures and include displays that would effectively tell the story of the nation's war effort.

Edward K. Delaney, mayor of St. Paul, urged fair execs to assume a big role in defense planning and suggested that the annuals might theme their events to the effort.

### Seek Aid Hike

Increase of State aid to individual fairs from the present \$1,500 to \$2,500 was asked by the federation in a resolution to the State Legislature. The organization also renewed its efforts to have the association's executive board prepare a uniform contract for all annuals to use in dealings with booking agents, carnivals and other amusement and attraction organizations. The latter resolution further recommended that a bond of \$2,500 be filed with the federation secretary by all attraction and amusement companies.

Allen J. Doran, Grand Rapids, was elected association president for 1951, with Earl E. Huber, Wheaton, moving into the vice-president post from treasurer. Clyde E. Kelsey, Wadena, took over the treasurer's position. George Gleixner, St. Paul, was re-named secretary. Harold Peterson, Minneapolis, was named director from District 5, to replace the late Col. William H. Donahue. Logan Scow, Long Prairie, was the only other new member of the board, being named director from District 6.

### Re-Elect Directors

Re-elected directors were Murray Jessen, St. Charles, District 1; Fred S. Lammers, Stillwater, District 3; Albert E. Thompson, Spicer, District 7, and J. W. Reseland, Fertile, District 9.

Speakers also included George W. Larson, outgoing president; Earl E. Huber, Allen J. Doran and George W. Gleixner. Open discussion on the manager's short

course, legislative program, conduct of federation affairs and plans for the future, was held following the organization's annual Secretaries' Breakfast, Tuesday (16).

Key speaker at the annual banquet and funfest, held in conjunction with the Minnesota State Agricultural Society, Tuesday night, was George A. Bowie, director of public relations for the Firestone Tire & Rubber Company. A floorshow booked thru Al Sheehan, Minneapolis, was staged. Acts included Vic Perry, comedy pick-pocket; Teddy Qualls, tap dancing; Podany Troupe, hand balancing, and Earl Dunn, mimic and emcee.

## Big Expansion Program Set At Spartanburg

SPARTANBURG, S. C., Jan. 20.—Long-range planning at Piedmont Interstate Fair here includes \$150,000 building program, it was announced by President Paul Black at the association's annual meeting Monday (15). Projects include \$50,000 livestock barn and pavilion, a textile building, new grandstand and exhibit buildings.

All officers were re-elected. In addition to Black they are J. Gordon Floyd, chairman of the board; Tom Moore Craig, secretary-treasurer, and Howard W. McCravy, W. W. Alman, W. A. Hambright, C. J. Lynch, O. L. Long and T. W. Calton, vice-presidents.

Black said that the 1950 event was the most successful of the six staged under the Piedmont Interstate title.

## Serier Re-Elected Kennewick Prexy

KENNEWICK, Wash., Jan. 20.—Benton County Fair Association recently re-elected Kenneth E. Serier president and tentatively set its 1951 show for August 24-26.

Ray Marsh was elected vice-president; J. C. Pratt, secretary, and Edward Tweet, treasurer. Frank Lampson, Theodore Gifford and A. C. Amon were named to the board of directors.

Coos County manager, reported on the resolution as submitted by his committee in 1949. The matter was put up for a vote and passed. It was also stipulated that while dues may vary according to pari-mutuel take, the 1 per cent to the association will not be less than \$50.

### Blinkhorn Speaks

The noon luncheon in the Rose Bowl of the hotel featured talks by Stanley Blinkhorn, secretary, Oregon Future Farmers of America, and Marshall Dana, of the United States National Bank. National 4-H winners were introduced.

The afternoon session included panel discussions with Milton R. Loney, president of Washington Fairs Association, discussing *How Washington Classified Fairs*.

The day ended with the annual banquet and ball in the Grand Ballroom. The show, emceed by Leith F. Abbott, featured the following acts presented with the compliments of the agencies: The Tumble-Aires by Consuelo Theatrical Agency; the Duanes, and Woods and Maureen, Norman Anderson Agency; Tucker Troupe, Bert Levey Circuit, and Dot and Dash, the Globe-Trotters, and Buddy Vincent by Hazel Rex. Hazel Rex and her orchestra played for the show with Al Uhle's orchestra for dancing. Decorations were installed by Harry Susman and Gene Rosencrantz.

## N. C. Rebuilding Plans Slugged By Lawmakers

### Pass Resolution To Probe Raleigh Plant Proposals

RALEIGH, N. C., Jan. 20.—The grandiose multi-million dollar rebuilding plans of North Carolina State Fair appeared doomed here Thursday (18) when the House and Senate passed a resolution calling for an investigation of the construction of a \$1,347,000 coliseum, the first of several major projects.

Fair Manager Dr. J. S. Dorton and Commissioner of Agriculture L. Y. Ballentine expressed little hope of achieving their goal, at least until war's end. They have not given up hope and will press their case to the end, but opposing forces, including the press, are formidable, and the consensus is that the plans will have to be postponed.

Rep. Edwin S. Pou introduced the House resolution calling for an investigation. He condemned the plan to build a "bigger and better carnival" while American boys are dying in Korea. Ballentine and Dorton, in rebuttal, said that the improvements program had been conceived as early as 1940 and that the coliseum "was not concocted in the name of a carnival." Dorton said that the building had the backing of every major livestock group in the State.

It was pointed out that the Reynolds Coliseum, within 10 miles of the fair plant, offered adequate facilities for the showing of cattle. It was also asserted that the money could be better used for aiding the mentally ill and for educational purposes.

It was reported that permission to build the coliseum had already been granted by the National Production Authority and that building contracts had been let. Preliminary work has begun, but it can still be halted with not great loss, it was said.

A large crowd of spectators attended the hearing, indicating that opposition forces had marshaled considerable aid.

## Names Brownridge Prez

PORTAGE LA PRAIRIE, Man., Jan. 20.—A. M. (Mac) Brownridge was elected president of the Portage la Prairie fair board to succeed Joseph Trimble. The latter was president for eight years and a member of the board for 50 years.

## Carnivals Discussed At Raleigh Conclave

### N. Y. Chambliss Defends Attractions; Called 2d in Importance to Annuals

RALEIGH, N. C., Jan. 20.—Although not programmed, carnivals came in for considerable discussion at the annual meeting of the North Carolina Association of Agricultural Fairs here yesterday. Gerald West, manager of a new event at Dunn, reported that the board of county commissioners, which had been prevailed upon to allow the participation of a carnival at his fair, has announced that carnivals will be barred from the county in the future. An unpleasant situation involving a carnival playing in a neighboring community and a lack of restraint on the part of some show operators at the Dunn event were given as causes.

Norman Y. Chambliss, operator of Rocky Mount Fair and long an outspoken friend of show people, said that the responsibility of controlling midway presentations rested entirely with fair officials who, he said, were in a position to dictate policy. Chambliss said that there were many reputable carnival operators who would work with fair officials in complete accord.

### Midways Important

While calling carnivals the second most important feature of a fair, Chambliss spoke out against shows which were coming into North Carolina at fair time and escaping the State's ban on the use of the word "fair" by any but bona fide events by using the word "festival" instead.

The Legislature has given the Department of Agriculture complete jurisdiction over all fairs. Chambliss asked that the law be reworded to make it impossible for carnivals to promote events under club auspices that would compete with fairs.

Garland Moss, manager of the Chase City (Va.) Fair, said that while many of the fairs in his State were only carnival promotions, his event was unaffected since he had been successful, thru the co-operation of the board of supervisors, in having established a \$250-a-day license fee for carnivals. He added that the high fee obviously was too much for most shows.

### Revenue Important

Moss said that carnivals were the biggest single attraction at a

fair and that the revenue derived from them was necessary to the successful operation of most annuals. He said that the appearance of shows in competition with the fair would undoubtedly affect the annual's income since the novelty for potential patrons would be lessened.

There was little booking action in connection with the meeting, since many of the dates had been signed, or promised, in advance of the gathering. An interesting situation was developing because several agents had contracted two, and even more, events for identical weeks, altho they represented only one show. The juggling of dates which must necessarily follow will require all of the dexterity and nimbleness of wit that the involved shows and their agents can muster.

## OFA Ups Own Dues; Sec. To Go on Salary

By SAM ABBOTT

PORTLAND, Ore., Jan. 20.—The Oregon Fairs Association (OFA) came a step closer to its goal of a paid secretary yesterday (19) when it unanimously voted to increase its annual dues to 1 per cent of the State's allotment from the pari-mutuel fund to individual fairs. On the basis of 1950, annuals, excepting the State Fair, Pacific International Livestock Exposition and eight other events, will have their yearly levy boosted from \$25 to \$67.50.

The move was made at a closed session, set up for fairmen to thresh out matters pertaining to use of fair funds, classification of events and legislation. Practically all were given some consideration, but not as had been anticipated.

Harold F. Phillippe, manager, Accounting Division of State, spoke at the morning session of the three-day meeting that ended today at the Multnomah Hotel. Taking as his subject, *Distribution of Fair Funds*, Phillippe covered the field briefly and threw the matter

open to discussion. Queries from the floor cleared problems in Phillippe's department as well as that of Douglas Decew, chief of Division of Audits, who was unable to appear.

### Financial Structure

Phillippe gave the basis for the increase in annual dues. Outlining the fair financial structure, he explained that the annuals were supported by two methods: (1) 1/20th of a mill on assessed valuation with money paid the State and back to fairs; (2) 60 per cent of revenue from Oregon racing. The first is devoted to premiums only. The racing money can be used for fair expenses. The association hopes to work a deal by which the State would deduct the 1 per cent before remitting to fairs.

Move to employ a secretary, to be located here, was submitted in a resolution last year. Leon Davis, Washington County fairman, led the drive to increase the dues. (Fairs getting stipulated amounts less than \$6,750 will pay out of their appropriation). Perry Roper,

# Terms Fairs More Important in War

## No Time for Pessimism, Ore. Assn. President Tells State Convention

By SAM ABBOTT

PORTLAND, Ore., Jan. 20.—Keynoting the 23d annual Oregon Fairs Association meeting, which opened a three-day session in the Multnomah Hotel here Thursday (18), Herman H. Chindgren, organization's president for 21 years, declared that the State's fairs have a constructive program and must forge ahead. The statement was the gist of his yearly report.

"This is no time for pessimism," Chindgren said. "We must assume that every fair in Oregon will be held. Our program is constructive and there is no reason for fairs not being held. They are more important in war than in peacetime."

The convention also was advised that several important matters affecting fairs will have to be discussed and plans made to deal with them. This, however, was not news to the delegates for the daily newspapers of the day showed that in Salem, where the Legislature is in session, two bills had been introduced on Tuesday. They were House Bill 64, to put racing money in the general fund rather than distributing it to county fairs and House Bill 72, for repealing racing laws and submitting the measure to voters at the next Statewide election.

### Urges Action

Chindgren urged the resolutions committee, named earlier in the initial session, to take action regarding present legislation.

The convention got under way in the afternoon after a morning devoted to registration and the appointment of special committees. The noon luncheon, attended by the representatives of 44 events, carnivals and booking offices, heard the welcoming address by Dorothy McCulloch Lee, the city mayor. Frank Dressler, Pacific Telephone Company manager and Chamber of Commerce executive, praised the fairs for developing the State's agricultural resources. He pointed out that the cities owed their growth and financial success to the rural areas that furnished the raw materials to the metropolitan areas.

### Show Reps

Fair suppliers of talent were introduced early in the gathering so that proper bookings might be made before the end of the convention. Among those represented were Browning Bros.' Shows, Douglas Greater Shows, George Klein, Monte Brooks Theatrical Agency, Redwood Empire Shows, Timber Carnival Association, West Coast Shows and West Coast Exposition Shows, Ranier Shows, Consuelo Theatrical Agency, Geller Productions, Bert Levey Circuit, Norman Anderson Agency, Jerry Ross Agency, Monte Brown, Eddie Burke Attractions and McConkey Artists Corporation, Snead Sound Company, Imperial Exposition Shows, Davis Amusement Company, Jay Sisler, Northwest Trotting Association and Paul Ail.

For the third consecutive year, the convention featured the exhibits of fairs and talent booking offices in the meeting hall. The fair booths competed for publicity awards with the trophy being donated by Eddie Burke Attractions, San Francisco.

Chindgren was introduced by Leon S. Davis, a director from Washington County. The president reviewed his past year's activities, giving a resume of his visits to fairs. He also thanked the board of directors and the membership for postponing the meeting. Originally scheduled for November, the confab was moved into 1951 to allow Chindgren to preside. He suffered injuries in an October automobile crash that

kept him confined to the hospital for two months.

### Fairs' Role

The president displayed an attractive exhibit telling the story of the fairs' participation in the American way of life. A brochure of fairs also was distributed. Chindgren said 25,000 of these had been given away at the State fair in Salem and the Pacific International Livestock Exposition here.

The session recessed its first day's schedule following an open forum discussion on judges and growing pains in livestock departments. The showing of 16mm. color films of Washington County and Coos County fairs ended the day. The projection was handled by Douglas Greater Shows, Kent, Wash.

# Name Leonard Prexy Of N. C. Association

By JIM McHUGH

RALEIGH, N. C., Jan. 20.—L. Y. BALLentine, Commissioner of Agriculture, reminded fairmen attending the 18th annual meeting of the North Carolina Association of Agricultural Fairs at the Sir Walter Hotel here Friday (19) that his department is still empowered by law to supervise activities of all annuals within the State. Answering an earlier criticism that promotion-type events were continuing in the face of controlling legislation passed a year ago, he said that regulations and rules were being formulated. He added that fairmen would be invited to have a voice in their formation so as to insure a reasonable formula.

Altho the House and Senate Thursday (19) passed a resolution calling for an investigation of a \$1,347,000 coliseum at the State Fairgrounds here, and the consensus is that the necessary State funds will be withdrawn, Ballentine intimated that hope was not entirely lost. However, there was no optimism in his statement that the future of the State Fair was uncertain.

Ballentine also urged that each fair build its public relations program. He pointed out that it is easier to get publicity for the amusement features than it is for the agricultural aspects, and that big crowds which attend fairs annually represent only a small percentage of the population.

### Leonard New Prexy

Curtis A. Leonard, Lexington, was elected president to succeed Dr. J. S. Dorton, who was recently elected president of the International Association of Fairs and Expositions. Philip T. Kaiser, Greenville, and W. C. York, Asheville, were elected vice-presidents. Mrs. Clyde Kendall, Greensboro, was re-elected secretary-treasurer.

Elected directors were W. M. Oliver, Reidsville; Dr. A. H. Fleming, Louisville; Norman Chambliss, Rocky Mount; W. B. Burchett, Enfield; Corbin Green, Hickory, and Hobart Brantly, Spring Hope.

Oliver asked that the customary banquet, which was discontinued two years ago, be revived. Besides furnishing a measure of entertainment, it was said the evening social affair would serve to hold fair representatives here longer. Many of the fair officials have been in the habit of arriving in time for the business sessions and leaving immediately after their conclusion.

### Turnout Heavy

The attendance of fair officials was reported the heaviest in years, including a number of Negro fairmen. As usual, a large number of carnival and attraction men also attended.

R. J. Pearce, fair consultant, emphasized the need for additional space for both industrial and agricultural exhibits. He said the \$5,000 building limit still made it possible to complete numerous minor repairs.

B. Arp Lorraine, editor of *The Mecklenburg Times*, reviewed the history and future of North Carolina fairs. Dr. J. Hilton, dean of agriculture at North Carolina State

# Mich. Assn. Asks for State Aid

Continued from page 52

1951. On the State has paid 40 per cent, he said that present budget figures indicate a further payment of 5 or 10 per cent.

### Richter Heads Org

Richter was elected president for 1951. He presided in the absence of out-going president, William Kell. Elected vice-presidents were Harold Sellers, Cheboygan; Clinton D. Buell, Kalamazoo; Irving L. Pratt, Ludington; H. D. Parish, Midland, and Joy O. Davis, Mason. Re-elected to the secretary-treasurer post was Harry B. Kelley, Hillsdale.

Among those heard during the discussion regarding State appropriations were D. Robert Jones, assistant manager, Ohio State Fair, Columbus, who outlined the Ohio system; William V. (Jake) Ward, public relations counsel for Illinois fairs, and Charles Figy, Michigan director of agriculture.

### Foreign Fairs Described

James D. Friel, manager, Michigan State Fair, gave a summary

of seven fairs he visited last year in Europe. He described the Milan, Italy, fair, which drew 4,000,000 in 18 days in a town of 1,000,000, and he cited the Milan policy of posting six to eight bills where American fairs would use two or three. He said the fair had 42 acres of farm machinery exhibits and 572 exhibits by American manufacturers.

Hans Kardel, Eaton County Fair, urged co-operation by fairs with 4-H Clubs and also listed responsibilities 4-H Club members had to the fairs.

Secretary Kelley announced at the Tuesday (16) session that an amendment to exempt fairs from payment of the 3 per cent State sales tax had been introduced in the Legislature. Several fairs have been held tentatively liable for the tax.

### Governor, Poet Speak

G. Mennen Williams, first governor to attend the annual banquet in about 10 years, told fairmen he advocated a packaging promotion campaign, with fairs selling the idea of firms using advertising matter on packages to bring the farmer closer to the consumer.

Edgar A. Guest, poet, entertained at the banquet with a biographical talk and a number of poems. Gordon Schlubatis, past president of the association, introduced Dr. Guy W. Hill, Michigan State College, who was toastmaster.

Floorshow had John Lattin, roly-boly; Ann Ryan, vocalist; Buddy Ross, accompanist; Joe Termini and Company, musical novelty; Charmaine Gregory, tap dancer; Chormay and Cherie, musical novelty; Two Dons, harmonica, and Sam J. Levy, emcee.

College, paid tribute to Dr. Dorton for his efforts in behalf of agriculture thru general and spoke in favor of fairs in general.

Other speakers included Garland Moss, of the Chase City (Va.) Fair; George A. Hamid, talent agency head; Gerald West, Dunn, N. C., and Walter Denmark, who reported that he is planning a new fair after being in retirement.

# S. C. Group Seeks To Build Interest

## Business Sessions Draw Good Crowd; Re-Elect Prexy Black, Other Officers

COLUMBIA, S. C., Jan. 20.—Seven additional members were elected to the board of governors of the South Carolina Association of Fairs at its annual meeting in the Jefferson Hotel here Wednesday (17) for the purpose of stimulating interest among the State's annuals. The board, which now totals 11 members, blankets the State.

None of the excitement which accompanied the inauguration of Governor Byrnes Tuesday (16) carried over to the meeting altho attendance topped the 100 mark with fairs, carnivals and allied interests well represented. Fair officers generally regarded the future as unpredictable. The possibility of no curtailments of any kind was not voiced. Consensus was that 1951 will be a banner year all around, barring the actual advent of war.

All officers were re-elected. They are Paul Black, Spartanburg, president; J. Cliff Brown, Sumpter, vice-president; Tom Moore Craig, secretary-treasurer, Spartanburg, and J. M. Hughes, Orangeburg, chairman of the board. Re-elected directors were H. L. Kirby, Union; D. D. Witcover, Columbia and Howard McCravy, Spartanburg. New directors are J. H. Saylor, Anderson; Tom Huey, Rock Hill; John L. Walsh, Greenwood; D. M. Harper, Marion; Frank Sutton, Newberry; A. E. Cramer, Florence and W. M. Frampton, Charleston.

### Good Year Seen

President Black reported that all member annuals enjoyed good runs in 1950. Altho he refrained from predicting the future, he intimated that a good year lies ahead. Audrey Ward, district extension agent, held his audience for 25 minutes with one of the most interesting talks heard on the meeting route. Combining humor with hard facts, Ward stressed the importance of fairs.

Pointing out that the nation's agricultural income topped 45 billion dollars, Ward said that fairs offered the perfect medium for the advertising of accomplishments in agronomy. He said that there was a need for showmanship in the display of agricultural exhibits and the responsibility rested with the fair, since the

farmer was not gifted along these lines. The participation of carnivals at fairs is not over emphasized, he said.

### Publicity Outlined

Richmond B. Cox Jr., Cetlin & Wilson Shows publicist, urged fairs to actively seek the co-operation of all available media by providing essentials such as proper working quarters and by furnishing pre-opening entertainment. He advised against the exclusive use of newspaper advertising and said that television was gaining stature as a publicity medium.

Mrs. Margaret Moore, of Piedmont Interstate Fair, Spartanburg, spoke on women's participation. Other speakers included J. M. Anderson, mayor of Columbia; George A. Hamid Jr., talent agent; R. J. Pearce, fair consultant, and W. M. Harris, district supervisor of agricultural education.

About 125 attended the banquet. Entertainment included Aubrey Ward, humorist, and a recital by the Foster Dance School.

# Rome, Ga., Reports \$6,766 Net for '50

ROME, Ga., Jan. 20.—The 1950 Coosa Valley Fair yielded a net profit of \$6,766.38, according to an announcement by officials of the fair association.

The statement of operations showed revenues of \$22,099.65 and expenses of \$15,333.27. Three new directors were elected—J. P. Martiniere, Lamar Baxter and H. L. Morgan. Frank Caylor, Arthur Ragsdale and Jack Kent were re-elected.

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## Pine Island Sold To Dennis Collins

Williams Sells Manchester Funspot For Reported 50G; Expansion Planned

MANCHESTER, N. H., Jan. 20.—Pine Island Amusement Park here has been sold by Barney J. Williams to Dennis Collins, of Medford, Mass., for a reported \$50,000.

Collins has been associated with Lincoln Amusement Park, North Dartmouth, Mass., for the past 11 years.

He said that major revamping of Pine Island will be carried out unless it is curtailed by war restrictions. First on the list of improvements will be addition of new rides, remodeling of old ones, revitalization of the dance hall and efforts to make Pine Island pond suitable for swimming.

At present the spot has 8 major rides, 2 kiddie rides, Funhouse, rink, ballroom, 6 games, 3 refreshment stands, Arcade, shooting gal-

lery, athletic field and picnic facilities.

Park was started in 1906 and at one time consisted of 135 acres. During the intervening years several parcels of the land have been sold, leaving the present site at 31.5 acres.

Collins heads the new corporation, Pine Island Park, Inc.

## MONTREAL OP DELAYS PLAN FOR FUNSPOT

Cassidy Reports Project Pending, '51 Bow in Doubt

MONTREAL, Jan. 20.—B. F. Cassidy said here this week that plans for opening a new park near here have mired down for the present but that the project still is pending for the future. He said he was not sure whether any effort would be made to operate this season.

The new firm has not yet prepared the site it purchased last fall and has not purchased rides. Cassidy stated that it would be easy to obtain rides, however, because a number of ride operators in this area are seeking permanent locations. Possibility of transportation restrictions were cited as the reason.

The new company acquired 30 acres in a Montreal suburb and planned to make a pitch for French-Canadian patronage.

## Kiddie Device Firms Effect Building Knot

NEW YORK, Jan. 20.—A tie-up has been effected between Arthur Nelson, of the Weld-Built Body Company here, manufacturer of mobile kiddie rides and operating concern of a Long Island kid park, and Harry Traver, head of the kiddie device firm bearing his name in New Rochelle, N. Y., for the building and sale of certain moppet rides previously made by either firm alone.

Nelson is shipping Jeep rides to Traver's customers at West View Park, Pittsburgh, Pa., Richard Smith's Kiddieland at Eight Mile Road, Detroit, and to Smith's Kiddieland on Route 6, Paterson, N. J.

Nelson also is developing some new devices with Traver which will appear at Nelson's spot on Jericho Turnpike, Long Island. Nelson reports that his shop is filling orders despite delays in getting materials. The delays are expected to worsen as government emergency rulings are extended.

Nancy, died Friday (19) after it became tangled in a chain. It was one of the first animals in the zoo when it was opened in 1933, Director Robert Bean stated.

## Fritz Attorney Expects Gov't To Urge Speed

CHICAGO, Jan. 20.—Joseph E. Green, an attorney for Arthur Fritz in the admission tax case pending in United States Circuit Court of Appeals, said here this week that the appeal may be heard in May. No definite date has been set, however.

Green said the Bureau of Internal Revenue probably will file its brief shortly. The Fritz brief will be filed within 30 days thereafter.

The attorney said he believed the government may seek to expedite the case in order to have a definite ruling as soon as possible in view of the government's efforts to obtain more revenue.

At least one other amusement enterprise considered filing a suit similar to Fritz's, Green said, but the plan was dropped in order not to confuse the issues.

In the Fritz case the Federal District Court here ruled that amusement rides were not subject to the 20 per cent federal admission tax. Subsequently, the government appealed that decision. Fritz has been assured of adequate financial support to take his case to the Supreme Court, he said recently.

## Chi Zoo Tabs 2d Highest Attendance

CHICAGO, Jan. 20.—Brookfield Zoo near here reported it attracted 1,565,290 visitors in 1950, a score second only to its total in 1938, when over 2,000,000 came to see the then new giant panda. The 1950 attendance ranged from 40,541 on June 30 to 2 on December 6.

Herbert Bradley, vice-president and chairman of the animal committee, resigned and will make a trip to Africa in search of animals for the zoo. Directors adopted a 1951 budget of \$438,000 at their meeting here this week.

One of the zoo's four elephants,

## Kiddieland Op Reports Strong Picnic Booking

PARK RIDGE, Ill., Jan. 20.—Jess Buhler, operator of a kiddieland in this Chicago suburb, said this week that picnic bookings are on a par with those of a year ago but slightly short of the 1949 high. His kiddieland caters to picnics of industrial and organizational groups.

Neither his spot here nor his

kiddieland at Bloomington, Ill., will include any major additions this season, Buhler stated. Some major additions were planned, but now can not be carried out in view of government restrictions.

The Bloomington spot probably will open March 25, Easter Sunday, for week-end operations. Rural school children comprise a

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major part of the kiddieland's early season business there, he said. Four rides will be used in Bloomington.

The Park Ridge spot probably will open late in May. Nine rides will be put into operation.

## Sunset Amusement Signed by Minn. Red River Circuit

### Collins Org Adds Wadena Fair; Gold Bond Sets Proctor Annual

ST. PAUL, Jan. 20.—K. H. Garman, owner-manager of the Sunset Amusement Company, signed to provide the midway attractions at the five-fair Minnesota Red River Circuit at the annual meeting of the Minnesota Federation of County Fairs here this week. The loop includes annuals at Mahanomen, Barnesville, Roseau, Fertile

and Warren and was last played by Sunset in 1948. Garman also inked the Jackson Fair, new for the shows, and repeat dates at Faribault, Thief River Falls and Perham fairs. Org will make its first appearance at this year's Hutchinson (Minn.) Water Carnival, June 22-24, and the Montevideo, Minn., July 4 celebration.

William T. Collins Shows, repped here by Owner Bill Collins and Art Signor, assistant manager, added one new fair to their '51 route with the signing of Wadena. Org also announced signing repeat stands at Wilmar and Redwood Falls, both in Minnesota, and the Britt, Ia., Hobo Convention. Collins reported taking delivery of a new Skyfighter from the Allan Herschell Company, North Tonawanda, N. Y., and a new Side Show top from the O. Henry Tent & Awning Company, Chicago. Org also has placed an order for a Midge-o-Racer with the Eyerly Aircraft Company, Salem, Ore.

#### Inks Proctor

Gold Bond Shows closed here for the midway contract at the Proctor, Minn., Fair, new for the org, and announced one other new fair pact at Rice Lake, Wis. Also recently signed was the Rockford, Ill., business men's celebration, the third week of September. Owner Mickey Stark and Fearless Gregg, cannon act, repped the org here along with Gary Garde, former assistant manager, now chief of police of Mount Sterling, Ill.

One new Minnesota fair and seven repeat dates were signed by Rogers Bros.' Shows at the confab. New to the org is Pine City, with repeats at Mora, Barnum, Two Harbors, Farmington, Princeton, (Continued on page 57)

## Blue Grass Inks Du Quoin Fair

DU QUOIN, Ill., Jan. 20.—Midway contract for the 1951 Du Quoin State Fair here was awarded this week to the Blue Grass Shows. C. C. (Specs) Groscurth, owner, and W. E. (Bill) Snyder general agent, closed for the Blue Grass org.

While here, Groscurth and Snyder joined in announcing the contracting of the Gibson County Fair at Princeton, Ind. Both that fair and the annual here are new to the show.

## Bergen Revamps WOM Back End

### Nine Major Show Units Added To Create New Attractions Line-Up

COLUMBIA, S. C., Jan. 20.—Nine major changes in the attractions line-up on World of Mirth Shows were announced by Frank Bergen, owner-operator, at the annual meeting of the South Carolina Association of Fairs meeting here Wednesday (17). The scheduled changes cover the widest range of pre-season activity since he took over the management of the shows, Bergen said.

Charlie Taylor, formerly with Cavalcade of Amusements, will have the Minstrel Show. Bertha (Gyp) McDaniels has signed her Penny Arcade and Rocky Road to Dublin, units formerly with Johnny J. Jones Exposition. Walter McCracken will present the Monkey Show and Pony Ride, and Peter Sevelo has the Unborn Show. Charley Stone will have his Wild Life Show and a television show, which he presented at Atlantic City.



J. W. GILMAN

## J. W. Gilman Shifts To Superior Shows As General Agent

CASTRO VALLEY, Calif., Jan. 20.—J. W. Gilman, secretary-treasurer of Crafts 20 Big Shows, Inc., for four years, has been named general agent of Superior Shows, Wyatt Shepherd, owner-manager, said. Gilman begins his duties February 1.

Gilman, an accountant before entering show business, is now in the East and will return to his North Hollywood home before taking over his new assignment.

Superior Shows made their debut early in 1950.

## Cavalcade Gets Michigan State Fair Contract

DETROIT, Jan. 20.—Al Wagner's Cavalcade of Amusements Friday (19) were awarded the midway contract for 1951 Michigan State Fair.

The fair is a repeat for the Wagner org and assures the show of a stronger fair route than last year. Chief among the other top fairs already signed by Cavalcade are Nashville, also a repeater, and Atlanta, the latter new to the org's route.

The Johnny J. Jones Exposition, railroad show, and the W. G. Wade Shows, a truck show, also bid for the Michigan contract.

## Mrs. Marie Dawson Dies; Relatives Are Sought

BOSSIER CITY, La., Jan. 20.—Mrs. Marie Dawson, shooting gallery operator with the World's Fair Shows here, died following a self-inflicted rifle shot Tuesday (16). She was about 52 years of age. Her remains are being held while efforts are made to locate relatives.

## ORGS HIT VOID IN S. C. DATES

### Annuals Dodge State Fair Week Leaving Units Pasture Prospects

COLUMBIA, S. C., Jan. 20.—Dates of a football game, together with the invasion of the field by the Cavalcade of Amusements, resulted in a number of Eastern shows hitting the scuffling route in search of fairs scheduled to run the week of next October 22.

It all came about when officials of the State Fair here scheduled their event to include Thursday, October 25, the date set for the traditional football game between the University of South Carolina and Clemson College. As a result, most of the other annuals within the State avoided the date like a plague and there are too few fairs to accommodate the number of shows with open dates.

This situation, which stems from the vagaries of calendar and a pact which calls for the staging of the football classic during the third full week in October, will prevail again next year, it was said. Reportedly, the situation arises every six years.

#### Cavalcade Cuts In

Al Wagner's signing of Wilson, N. C., for his Cavalcade of Amusements, eliminated a spot played by Endy Bros. last year that the Cetlin & Wilson Shows could have used. Wagner also signed Orangeburg, S. C., but since that event also changed its dates both to avoid competing with the State fair and to include another football classic, it is reported that James E. Strates Shows, which showed the event last year, could not play it in 1951. Since Wilson is scheduled for the week of October 8 and Orangeburg for the week of October 15, Cavalcade also is interested in a date for the week of October 22.

At the conclusion of the South Carolina Association of Fairs meeting here Wednesday (17),

## Marks Bags 14 Annuals In 3 States

COLUMBIA, S. C., Jan. 20.—Allan Travers, general agent, John H. Marks Shows, announced a solid route of 14 fairs here Thursday (17). The annuals, many of them repeat dates, are located in Virginia and North and South Carolina.

Those in Virginia include Lynchburg, Galax, Roanoke, Fredericksburg and South Boston. North Carolina events are Burlington, Hendersonville, Albemarle, Hickory, Fayetteville and Monroe. In South Carolina, Marks will play Greenwood, Greenville and Camden.

Travers had virtually all of the dates signed before attending the annual meeting of the South Carolina Association of Fairs here, the first session of its kind that he has attended this year.

Last year, in his first season with Marks, Travers took the unit north, including locations in the metropolitan New York district. He did not announce which route the shows would seek for still dates this year.

Owner Marks, who recently underwent a series of successful eye operations in a New York hospital, did not attend the meeting here.

## Laredo, Tex., Cele Confirms Loos Pact

LAREDO, Tex., Jan. 20.—Midway contract for the Washington birthday celebration here between the sponsors and J. George Loos, of the Great United Shows, was revalidated this week by unanimous vote.

No other carnival will be permitted to play this city during the February 17-March 4 celebration. The Loos org will play the event for its 30th year.

many of the truck shows were facing a similar void in their schedules, and even worse, confronted with the possibility of having to slug it out with the railroaders for any annual which adopted the troublesome dates. By meeting's end, as far as showmen were concerned, October 22 ranked with the most memorable of Confederate dates.

Greenville, which will run State Fair week, promised considerable action, until Allan Travers, general agent of John H. Marks Shows, announced that he had it tucked away with a deposit on the line.

World of Mirth Shows, which play the State fair and Anderson Fair, had no worries.

## 10% Amusement Levy Opposed By Ore. Fairs

PORTLAND, Ore., Jan. 20.—House Bill No. 11, calling for a 10 per cent tax on amusements, will be opposed in the Legislature by the Oregon Fairs Association (OFA). A number of carnival owners here for 23d annual OFA meeting discussed the pending legislation and mapped plans to defeat it.

A. A. Geer, of the State Fair in Salem and head of the OFA legislative committee, told *The Billboard* that the organization also is against House Bills 64 and 72. No. 64 calls for diverting the fairs' money from the racing fund into the general fund. The latter bill seeks to oust racing and calls for a vote on the matter at the first Statewide election.

According to several fairmen, the bill taxing entertainment has little chance of passing. Involved in the proposal and subject to be taxed, if passed, are sports events and movie theaters.

Ed Browning, of Browning Bros.' Shows; Mike Krekos, West Coast Shows, and Earl O. Douglas, Douglas Greater Shows, met here and discussed the pending legislation.

Geer's committee submitted a resolution to the association this morning calling for all members to contact their legislators and urge that they vote against the three bills.

## Capital City Inks Pacts For 16 Spots

NASHVILLE, Jan. 20.—Capital City Shows will provide the midway attractions at 16 fairs and celebrations in Kentucky, Tennessee and Georgia this year, J. L. Keef, owner-manager, announced here at the org's winter base.

Kentucky spots inked include the July 4 celebration at Stearns; Boyle County Fair, Danville; Clay County Fair, Manchester; Knox County Fair, Barbourville, and Hardin County Fair, Elizabethtown. Georgia dates are Gwinnett County Fair, Lawrenceville; Tri-County Fair, Manchester; Dodge County Fair, Eastman; Macon County Fair, Montezuma; Ben Hill County Fair, Fitzgerald; Worth County Fair, Sylvester; Turner County Fair, Ashburn; Legion Street Fair, Camilla, and Grady County Fair, Cairo. Tennessee spots include Anderson County Fair, Clinton, and Lincoln County Fair, Fayetteville.

Org is adding a Rock-o-Plane, two giant searchlights and a light plant and will carry a total of 12 rides. Following shows are set for the season: Jimmie Teasley's *Harlem Hot Shots*, Lee Houston's snakes, Jack Allen's two-headed baby, Alton Davis's zoo, Pierce Davis's *Law and Outlaw* and Don Marconi's *Girl and Peep* shows.

## Mich. Org Hosts Fair Executives At Annual Party

DETROIT, Jan. 20.—The annual party for fair secretaries and their wives held by the Michigan Showmen's Association in its clubrooms Sunday night (14) as a preliminary social event of the annual Michigan Association of Fairs meeting drew a full-house.

Tables were reserved by Harry B. Kelley, secretary, Michigan Showmen's Association; Al Wagner, Cavalcade of Amusements; John Quinn, World of Pleasure Shows; Cameron Murray, W. G. Wade Shows; Roscoe C. Wade, Joyland Shows; Charles Lee, Lee United Shows; Floyd E. Gooding, Gooding Amusement Company; Leonard Goldstein, Majestic Greater Shows; Dr. Louis Firestone, Flint Amusement Park; R. C. McCarter, Cetlin & Wilson Shows; Sam Levy, Barnes-Carruthers booking office; Ned Torti, Wisconsin DeLuxe Company; Bernie Mendelson, O. Henry Tent & Awning Company; Harold (Buddy) Paddock, Johnny J. Jones Exposition; Pat Purcell, Toledo Sports Arena; A. DiMichele, Hudson Fireworks Company; Sam (Pork Chops) Ginsburg; John Reid, Happyland Shows; Joe Fredericks, Motor State Shows; Eddie Parker, Playland Shows and Dick Napolitano.

#### Guests

Guests included Charles J. Figy, Michigan Commissioner of Agriculture, and Cass Wasung, representing the Michigan State Fair.

Committee for the MSA included Edward Horwitz, chairman; Stanford Baker, co-chairman; Frank Blooming, Louis Maltin, Sam Burd, Edgar McMillen, Sam Fine, Lloyd Westerman, Irving (Stash) Rubin, George Harris and Jack Dickstein, emcee. Music was furnished by Jimmy Pilgrim's orchestra, with Margie Carter, vocalist.

## Reidy Installed As '51 President Of Chi Show Folks

CHICAGO, Jan. 20.—Jack Reidy was installed as president of the Show Folks of America Tuesday night (16) in the Hotel Sherman.

Other officers installed included Charlie Zemater, first vice-president; May Adams Stoker, second vice-president; Coral Chapple, recording secretary; Helen Wong, corresponding secretary; Thomas J. Coulthard, financial secretary, and Walter F. Driver, treasurer. Jack Kaplan was installing officer, and Peggy Marshall was installing marshal.

## Hallock, Bistany Named As Ted Lewis Staffers

FAIR LAWN, N. J., Jan. 20.—Ted Lewis Shows, which bases here, has added Robert (Bob) Hallock as general agent, with Leo Bistany as business and assistant manager.

Org will open near Washington, about April 1, Owner Ted Lewis announced. A new Schultz trailer, to be used for the office, was purchased recently.

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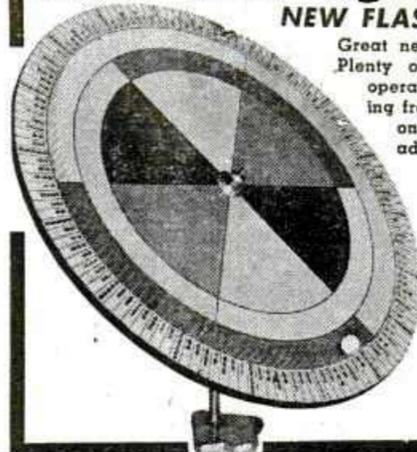
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## Midway Confab

James Thompson and daughter, Edith, are playing night clubs around Washington with their mental act. Thompson also is readying plans for his Circus Side Show which he again will have on the King Reid Shows. He has added two new acts, Criss Saunders, sword swallower, and Bob Dawson and his wrestling bear.

Mr. and Mrs. Bob Atterbury are resting at their Minneapolis home before going out with the Larry Nolan Shows, Bob as general agent, his wife as the free act. Mr. and Mrs. D. F. Redd, of the Nolan org, are in St. Louis. Redd will be foreman of the Merry-Go-Round, while his wife will handle a ticket box. . . . Milton Andrews has signed as electrician on the Nolan show. His wife will have a pan game. . . . Le Roy Huffman, Poncho Mendoza and Walter Jenkins, all Nolan ride boys, are wintering in Denver. Other items of interest on the Nolan show: C. H. Burleson, last year with Nessler's Shows, has signed as night watchman. Gary and Mary Hern are at Tempe, Ariz., where he is operating a paint and sign shop. Gary plans to remain off the road the coming season but has signed to paint the Mickey Wilson Shows and do all the fronts and art work for the Larry Nolan Shows. Last season the HERNs operated the Nolan Girl and Side Show units.

Billie Bell has been signed as head talker, emcee on Linda Lopez's Side Show for the Brownsville and Laredo, Tex., stands. Roster of the Lopez unit will include Maybelle, blade box; Louise Logsdon, double bodied, and Cotanka Rose.

Clyde Graham reports from Oklahoma City that he has retired after 40 years in outdoor show business. He has been ill the past three years. . . . Don and Faye McMahon, who have had their sound car and concessions with the Borderland Shows the past three years, are wintering in San Antonio. . . . Tex and Josephine Conroy, talker and annex attraction with the Carl J. Lauther Side Show, are at the Lauther estate at Millers Tavern, Va. Tex played his 15th date as Santa Claus at Lit Bros.' department store, Philadelphia. They recently bought a Chevrolet station wagon and Vagabond house trailer thru Pete Burns, Washington, formerly with the Lauther show and now a taxi dispatcher.

Jack Scanlan, the past seven years a ride foreman with the W. S. Curl Shows, has joined the "Icelandia" skating show as refrigeration engineer. . . . Walter Byers, president of the Ohio Concessionaires' Association, and wife Alta have bought a bungalow in the Linden Heights section of Columbus, O. He has sufficient acreage for a winter quarters which he expects to build. He is now buying rides, trucks, etc., for a tour in 1951.

Harry E. Wilson letters from Gibsonton, Fla., that Filardos Nick, a dog owned by former outdoor showman Gene Filardo, appearing for the first time in competition, copped first prize in the German Shepherd class and second prize for all classes in a show held at Tampa. Gene, who operates the Hitching Post Grill and is a member of the Greater Tampa Showmen's Association, and his wife, Grace, trained the 18-month-old pooch.

Paul T. Robertson, owner-operator of Robertson's Rides, reports that his winter quarters are in Ellenton, Ga., and not Valdosta, Ga., as previously reported.

Leo Burk is framing a 10-in-1 and a Girl Show in Texas, preparatory to joining the Playland Shows. . . . Eli Jaffe, son of Harry Jaffe, who is enrolled at the Morgan Park (Ill.) Military Institute, recently visited with his family in Detroit. . . . Bobby Kork recently spent a couple of weeks in Washington, D. C., with Charles Hunter and Jack Rogers, who were on the James E. Strates Shows during the past season.

Joe and Sally Brown have settled in Tampa, where they plan to remain for keeps. . . . En route to Tampa to join the Royal American Shows, C. E. (Chuck) Jones was a guest at the Cleveland Legion Post No. 2 Christmas party for underprivileged children. Professor Shultz (William Fridell) offered magic, and Jack Lydick, Cleveland bingo caller, served as emcee. . . . Mr. and Mrs. A. L. Thompson, owners of "Dog Stars on Parade," report one of the dogs gave birth to five pups on a stack of old Billboards, giving the pups an early start in show business.

Mrs. Louise (Queenie) Lankford is wintering in Augusta, Ga. . . . Ray Stewart, formerly with Coleman Bros.' Shows, is a lieutenant in the Poughkeepsie, N. Y., police department. . . . Lucille Bunch has been moved to her home in Kennett, Mo., from the Baptist Hospital, Jackson, Miss., where she was under medical care for 46 days. She would like to read letters from friends. . . . Lottie F. Ganote, owner of Jayhawk Amusement Company, is wintering in California. She reports the show will open in Kansas City, Mo., in April. . . . Jack and Virginia Barnes, who are wintering in San Antonio, have enjoyed visits with Mr. and Mrs. George Florie and children, Mr. and Mrs. W. B. Forbes, Mr. and Mrs. Paul Ebersole, Mr. and Mrs. Harold Eutah, Mr. and Mrs. Fred Miller, Mrs. Herman and Mary Jane Helton, Mr. and Mrs. Albert Taylor and Mr. and Mrs. D. Wayne Steck.

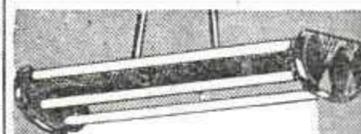
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Opening in Alabama in April with a complete route of proven Still Dates and early Celebrations and Street Fairs. Sell X on Bingo, Cookhouse, Diggers, Photo, Popcorn, Long Range. All other Concessions open. Shows Wanted: Ten-in-One, Monkey, Circus, Snake, Fat, Motordrome, or any Show of merit. We have three 20 by 40 Tents with banner lines. What have you for the inside? Rides: Have ten office owned. Help Wanted: Ferris Wheel Foreman and Second Man, Merry-Go-Round Foreman, Octopus Foreman, Man to handle three Kiddie Rides. Must be sober, honest and reliable. Also want Licensed Drivers.

FOR SALE: '42 Chev. Tractor, 33' Trailer. Ideal for Grab or Long Range Concession.

All replies: JOHN PORTEMONT

BOX #524, ATHENS, ALA.

## Last Call—KEY WEST—Last Call

11 — BIG DAYS — 11 — JANUARY 30 TO FEBRUARY 10

MARATHON REGATTA to follow, February 12. Thousands of people. Martin County Fair, STUART, Fla., week February 19; OKEECHOBEE Legion Fair, week February 26; Dania Tomato Festival, week March 5; Pahokee Fair, week March 12; then north.

WANT RIDES—Tilt-a-Whirl, Caterpillar, Merry-Go-Round, Kiddie Rides. WANT SHOWS—Side Show, Monkey Show, Snake Show, Girl Show, Eddie Greeno, wire me; waiting to hear from you. Al Wallace, wire. CONCESSIONS—Cook House, Photo Gallery, Milt Camp, Custard, Scales, Age, Shooting Gallery or any kind of legitimate Concessions. Wire, as time is short—don't write.

## ORANGE STATE SHOWS

LEO M. BISTANY, Mgr.

Hotel Laconcha, Key West, Florida

## For Sale COOKHOUSE For Sale

24X34 FT. BUILT LAST YEAR, USED ONLY THREE TIMES.  
SEATS 40. WILL SELL FOR HALF OF COST.

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C/O ARKANSAS LIVESTOCK SHOW,

2601 HOWARD

LITTLE ROCK, ARK.

## FOR SALE—6 KIDDIE RIDES

Merry-Go-Round, Sunshine Choo Choo Train and 4 Gondolas, Boat Ride with large steel tank, Fire Truck Ride, Airplane Ride and Truck Ride. All in good condition, price is reasonable. Complete to open park. Includes fencing, wiring, flood lights, etc. Write or Call

C. H. BORTEN

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PHILADELPHIA 21, PA.  
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'America's Finest Show Canvas'  
TENTS—SIDESHOW BANNERS  
USED—IN STOCK  
80' Round Top, 3-40' Middles. 50' Round Top, 2-30' Middles. 40'x100' Square Hip Ends, all 10' Wall. 20'x30' Hip Roof, 8' Wall. Bernie Mendelson—Charles Driver  
O. Henry Tent & Awning Co.  
4862 N. CLARK ST. CHICAGO 40

## 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.

## PAGE BROS.' SHOWS

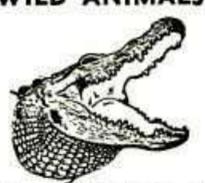
Opening April 14th, Springfield, Tenn. Want—Hanky Panks of all kinds, Bingo, Arcade, Popcorn; must have other Concessions. Some P.C. open. Operator for Fun House, Monkey Show, Snake Show, Girl Show and Side Show. Ride Help on all Rides—Tilt Foreman, Wheel Foreman, Spitfire Foreman, Merry-Go-Round Foreman, Man to take charge of Kiddieland. All must drive.

W. E. (SHOTGUN) PAGE, MGR.—Hill Top Trailer Park

8312 Florida Ave., Tampa, Fla., until March 1st; then Springfield, Tenn.

**INSURANCE**  
**IDA E. COHEN**  
 175 W. JACKSON BLVD.  
 CHICAGO, ILLINOIS

**FOR SALE**  
 Complete Inside Side Show, also 1 1/2-ton Chev closed in body Truck, 1938; 12 8x10 Banners, 1 Center Game Banner, 8 Speaker Horns, 1 Record Player, 2 Speaker Pipes, 3 P.-A. Sets, 1 complete 2 Headed Baby Jar and Box; 1 Electric Chair, complete; 1 Neon Sign (Mystery of Birth), 1 Neon Sign (World Fair Freaks), 1 complete set of drapes, also for annex, 1 Tom Drum and Bass Drum, 1 Red Cabinet for wardrobe, 1 Switch Box, 9 Chairs, 4 Tables, 1 Step Ladder, 1 Rollaway Bed, 1 Tool Box, 1 Cot, 4 Sledge Hammers, 1 Complete half-girl illusion, 5 Spot Lights, 1 roll of wire, 1 neon fuse box, 1 coil box for electric chair, 1 set flanges for drapes, box of odds and ends costumes for show. The best time to see this would be 12.5 p.m. Would like to sell all complete if possible, the Chev. 1938 van and show. Will also sell truck individually if have to. Complete price for truck and show \$1,200.00. All this can be seen here—Bobby Jean Aughtmon 1169 Nebraska Ave. c/o Trailer Village, Tampa, Fla. Can also contact T. W. "Slim" Kelly, at Tampa State Fair, Jan. 30-Feb.10

**EVERYTHING FOR THE EXHIBITOR . . . . . WILD ANIMALS**  
  
**WILD ANIMALS, INC.**  
 Silver Springs, Fla. Phone: 668 White

**WANTED**  
**First-Class Carnival**  
 To Play at Livingston County Volunteer Firemen Convention at Dansville, New York. Sponsored by Dansville Fire Department. During week of July 2 thru 7th. For further information, please contact immediately:  
**IRVING BLAKE**  
 Convention Chairman  
 Dansville, New York

**NOW BOOKING 1951 SEASON**  
 Concessions of All Kinds  
**OPENING MARCH 10**  
 Contact Winter Quarters  
**Magic Empire Shows**  
 Andalusia, Ala.

**FOR SALE**  
**SPITFIRE**  
 1947—good condition with special trailer—\$6,000.00 cash.  
**M. L. BRODBECK**  
 Kinsley, Kansas

**FOR SALE**  
 Balloon Racer, 16 units, like new. Suitable for park. Also 5 kw. Light Plant, mounted on 2-Wheel Trailer with practically new tires. Would also like to book Long and Short Range Galleries, Dart Game, Ball Game, etc., in good park. Have all kinds of Concessions.  
**BILL CORBETT**  
 P. O. Box 4317 West Tampa, Florida

**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

**LEGAL ADJUSTER**  
**AT LIBERTY for 1951**  
 Can bring three or four Concessions.  
**GLEN OSBORN**  
 Apt. 623-B, 2531 14th St., N. E.  
 Washington, D. C.

**JULY 4TH CELEBRATION**  
 At Iroquois, Illinois  
 Want Rides, Concessions, Shows, etc.  
 For information write  
**CLINT OWENS**  
 Iroquois, Illinois

**WORLD OF PLEASURE SHOWS**  
 Now contracting for 1951 SHOWS—RIDES—CONCESSIONS  
 Opening in April. Vicinity of Detroit.  
**JOHN QUINN, Owner**  
 6923 Cathoun St. Dearborn, Mich.

**Minnesota Signs Sunset**

• Continued from page 55  
 Glenwood and Pine River. Earl, D. C. and L. H. Rogers were on hand for the shows along with S. J. (Scotty) Cole.

**Signs Three**  
 Mr. and Mrs. Charles Carroll and Mr. and Mrs. John McDonald repped Veterans' United Shows here and announced signing fairs at Slayton, Laverne and Worthington.

Carl J. Sedlmayr, Carl J. Sedlmayr Jr. and Bob Lohmar, of the Royal American Shows, visited with members of the Minnesota State Fair Board here en route to the Winnipeg meeting.

Alva Merriam, owner-manager of Merriam's Midway Shows, bought a Spitfire from K. H. Garman, of the Sunset Amusement Company, at the meeting. Merriam announced signing a repeat at the Cannon Falls, Minn., Fair July 2-4.

**Adds New One**  
 New to the route of the William C. Dobson Shows this year will be the Luxemburg, Wis., Fair, it was announced here by Owner Dobson. Org also signed here to provide the midway at the North Branch, Minn., Festival, June 22-24. Show was repped by Mr. and Mrs. William C. Dobson, Dorothy Pickering, Millard Roberts, Ned Patterson, Mae Eves and R. E. Patterson. As their guests they had Mr. and Mrs. Douglas Curran and Mr. and Mrs. Victor Capell, of the Black River Falls, Wis., Fair, and Victor Pohl and George Stefan, of the Glenwood City, Wis., annual.

Starlite Shows, newly framed org, was represented here by Ross Sinderson and M. R. (Spot) Mason, who announced signing the midway at the Osage, Ia., fair. Babe Ehmman, Merchandise Sales,

**Snapp, Sunset Ink Mo. Fairs**

JEFFERSON CITY, Mo., Jan. 20.—Snapp Greater Shows will provide the midway attractions at the Hannibal (Mo.) Fall Festival and Fair as the result of a contract signed here by Frank Russell, manager, and J. O. Greene, org's general agent at the Missouri fair meeting.

Ken Garman, owner-manager of Sunset Amusement Company, came up with contracts from four Missouri annuals, including Warrensburg, LeMar, Columbia and Cape Girardeau.

**GTSA Banquet Set for Feb. 4**

TAMPA, Jan. 20.—The Greater Tampa Showmen's Association will stage its second annual banquet and ball February 4 at the Davis Island Country Club here, Paul Sprague, banquet committee chairman, announced.

A good number of reservations have already been received, according to Sprague. The reception will be at 7 p.m., followed by the banquet and a floor show and dancing.

**Wolf Signs 7 Annuals**

COLUMBIA, S. C., Jan. 20.—Ben Wolf, owner-operator of Wolf's Amusements, announced the signing of seven fair dates at the annual meeting of the South Carolina Association of Fairs here Wednesday (17).

They are Martinsville, Va.; Easley, Seneca, Greer, Greenville and Anderson (Colored) all in South Carolina, and Nashville, N. C.

**Newcomers Sign To Bill Lawrence**

COLUMBIA, S. C., Jan. 20.—Mr. and Mrs. Eddie Newcomer will handle all billposting assignments for Lawrence Greater Shows, it was announced here this week. Deal was set by Bobby Kline, shows' general agent.

The Newcomers have served in a similar capacity with the Cavalcade of Amusements and John R. Ward Shows, among others. Eddie handles the posting, while Mrs. Newcomer distributes the window cards and lithos.

accompanied the two to the convention.

**Other Carnival Reps**

Other carnival representatives here included:  
 Mr. and Mrs. Jack Vomberg, Badger State Shows; William Amacher, Tri-State Shows; Johnny Denton and Cash Wiltse, Gold Medal Shows; Mr. and Mrs. Jay Gould, Jay Gould Circus; John Francis and Harold Schafer, John Francis Shows; Mr. and Mrs. William Wolf, Ed Bussey, Paul Zerbes and Eddie Coy, Wolf Shows; Leo Clibor, Mrs. Mildred Clibor, Mr. and Mrs. Ervin Skie and Bill Smith, Rocco Shows; Steve Guillaume, Mrs. L. Stipe, Lance Stipe and William L. Stipe, Stipe's Shows; Marvin Henderson and Don Trueblood, Home State Shows; Ed Dickinson, Dickinson Concession Co.; Bob Nelson and Cliff Manderscheid, Royal United Shows; Al Martin, 20th Century Shows; Mr. and Mrs. Archie Nelson and Marilyn Olson, Nelson's Midway Shows; Bernard Thomas and Robert F. Platt, Art B. Thomas Shows; Bob (Diggers) Parker and Lee Moss, diggers.

**George Golden Installed by Miami Club**

MIAMI, Jan. 20.—George A. Golden was formally installed as president of the Miami Showmen's Association at the club's regular meeting here, Tuesday (9). The ceremony was attended by more than 200.

Other officers sworn in by installing officer, Phillip Cook, included Leo Bistany and William Cowen, vice-presidents; Ralph Endy, treasurer; Carl Hanson, secretary, and Howard E. Stahler, executive secretary. Newly elected third vice-president, Bernard (Bucky) Allen, was absent due to business.

Carl J. Sedlmayr, outgoing president, made a brief talk and was given a rising vote of thanks for his service. He in turn enlisted 112 names for the plaque that will be placed on the proposed new clubhouse.

**San Francisco Club Installs Weidmann As '51 President**

SAN FRANCISCO, Jan. 20.—Fred Weidmann was installed as president of the Show Folks of America, Inc., Monday (8) at the regular meeting of the organization here. Nate Cohn, as installing officer, also instructed the following new officers on their duties: Bill Kindel, first vice-president; Tony Masseth, second vice-president; Ed Helwig, third vice-president; Bill Coles, treasurer; Albert Roche, corresponding secretary, and Edna Raiford, recording secretary.

Outgoing President Mike Krekos was in the chair at the regular meeting, assisted by Doris Monette, Charlotte Porter, Lola Krekos, May Teixeira, Estelle Rosenthal and Blanche Treanor.

Newly elected members were Harry Phillips, Edward M. Edwards and James Piccolo. On the sick list were Otto Boehn and Al Rodin. Harry Friedman won the Pot of Gold.

**A. J. Grey Engaged To Organize Show For Norfolk Area**

NORFOLK, Jan. 20.—A. J. Grey has been engaged by a group of local people to organize a show to play to the defense workers of this area. To be known as the Old Dominion Shows and Exposition, the org, according to present plans will have four or five rides and about 25 concessions.

A free act and nightly giveaways also are planned. In addition, org will have an exposition tent 60 by 150 feet to be used for commercial exhibits. Make-ready is now under way at 319 Woolsey Street here.

**Dobson '51 Route Sans Still Dates**

WILLERNIE, Minn., Jan. 20.—The William C. Dobson Shows will open its season in mid-May to a route that will include no still dates, but will be confined to fairs and sponsored celebrations, William (Bill) Dobson, owner, announced here at winter quarters. Org's tour will take it into Wisconsin and Minnesota.

Work at the winter base here is well under way. Plans for the new season call for the addition of 1 major ride, 2 kid rides and 8 new light towers.

**FOR SALE TO CLOSE ESTATE FROZEN CUSTARD OUTFIT**  
 2 Easy Way Custard Machines—(1 1948 Chevrolet Truck with aluminum body.)  
 1 beautifully equipped Custard Trailer, lots of plate glass, slim line electric lights. In perfect condition. Passes all California State inspections. All ready to start work.  
 Also 1-2 Wheel Trailer to haul the extra machine. Have signed contracts for the following fairs from March 8, 1951:  
 San Bernardino Orange Show  
 Del Mar Fair  
 Stockton Fair  
 Sacramento State Fair (2 locations)  
 Fresno Fair—All in California  
 Over \$15,000.00 worth of equipment to be sold as a going concern with the contracts included.  
**MUST BE A CASH DEAL**  
 Will accept a reasonable cash offer. Write, wire or phone  
**MRS. HARRY TAYLOR**  
 11368 Exposition Blvd., Los Angeles 64, Calif.  
 Phone Arizona 7-4501

**Positively Largest Spring Date in Florida!**  
**40th ANNUAL SEMINOLE SUN DANCE**  
**WEST PALM BEACH, MARCH 5TH-10TH**  
 150,000 Last Year — Located on City Streets — Free Gate — Mammoth Parade — Nightly Extravaganza.  
 CAN PLACE—All Skill Games, Ball Games, Coke Bottles, all types Shooting Galleries, Photos, Rabbit Racer, Merchandisers, Glass Pitches, Hooplas, Darts, Fish Pond, String Game, Spot Game, Age and Scales, Demonstrators, Novelties, Jewelry, Balloons, Popcorn, Floss, Apples, etc. (No Grab, Bingo, PC or Flats).  
 Address all letters and wires to  
**CHIEF MAC, SUN DANCE TRIBE**  
 P. O. Box 403, West Palm Beach, Fla.

**PRELL'S BROADWAY SHOWS**  
 GET WELL WITH PRELL  
**WANTED**  
 RIVIERA BEACH, FLA., Firemen and V.F.W. Fair, January 29 to February 3; Then SOUTHWEST FLORIDA'S LEE COUNTY Agricultural Fair, Ft. Myers, Feb. 5 to 10  
**7 More Florida Fairs To Follow**  
**RIDES—SHOWS—CONCESSIONS**  
 Eat and Drink Stands, Novelties, Photos, American Mitt Camp, Glass Pitch, Hanky Panks of all kinds.  
 Harry Le-Roi wants Monkey Show Help. Prof. Ritz, get in touch.  
 Ride Help: Drivers preferably, Ticket Sellers, Grinders, Talkers.  
 All address:  
**SAM E. PRELL, This Week Sarasota, Fla.**

**JAMES E. STRATES SHOWS, Inc.**  
**Can place for Orlando, Fla., Fair, Feb. 19-24**  
 Legitimate Concessions—No Grab or Cookhouses. Can place Popcorn and Candy Apples.  
 Will book two more Shows with neat frameups for Orlando Fair. Shows that don't conflict. Will book Monkey Circus for Orlando Fair and all season. Have complete frameup and wagons for same.  
 Want to buy 70-foot Round Top with three 40-foot middle pieces with sidewall. No poles or stakes. Top must be flame-proof and in A-1 condition. Can place three colored porters for train.  
**JAMES E. STRATES SHOWS, INC.; Dick O'Brien, Mgr.**  
 ROUTE 1, BOX 49 ORLANDO, FLA.

**J. A. GENTSCH SHOWS**  
**WANT WANT WANT**  
 For Opening Forest, Mississippi, State Stock Show, February 26th, with two more State Stock Shows and the best Spring Route in the South to follow.  
 Will book two more Major Rides, Spitfire, Octopus, Scooter or Highball, Want any 10¢ Stock Concession, Frozen Custard (Crane, wire me). Also want Arcade. Want good Cook House, can guarantee you support. Pat Mitchell and Telegram Slim, wire me.  
 Want Second Men, who can drive, on all rides; Blackie Conture, wire me. Good proposition for any worth while Shows with own outfit, also Motordrome.  
 Leonard Neal wants Agents, write him. All replies to  
**J. A. Gentsch, Winona, Miss. Phone 403W**

Used Everywhere for Over 35 Years  
**ROLL TICKETS**  
 PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** DEPT. B SHAMOKIN, PA.  
 Send Cash With Order. Stock Tickets, \$21.50 per 100,000.  

100,000	\$29.00
10,000	\$9.50
20,000	\$11.75
50,000	\$18.25

**WHEELS OF ALL KINDS**  
 HORSE RACE, B'G SIX, MO. EY, ME'C AN-DISE, PENNY PL C', BOARDS OVER UND R, LAY DOW CLOTHS, ETC.  
 Our West Coast Representative: M. Monette & Co. 1013 Mission St. San Francisco 3, Calif.  
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**VIVONA BROS. Combined Shows**  
 H. B. Shive, Representative  
**HAVE FOR SALE**  
**2-100 KW. TRANSFORMERS**  
 (Universal Type)  
 Built to pass any inspection and mounted on 30-ft. Semi. WILL BUY Electro Freeze Frozen Custard Machine. WILL BOOK a modern Midway Cookhouse.  
 We are now in the process of booking DATES for 1951  
 Can place high class Midway Attractions and useful Show People—all departments.  
 103 S. 21st St., Irvington 11, N. J.  
 Phone: Essex 3-9112

**W. G. WADE SHOWS**  
 Now Contracting  
 Legitimate Merchandise Concessions of All Kinds For 1951 Season  
 C. P. O. BOX 1488, DETROIT 31

**DUMONT SHOWS**  
 Want to Book for Season of 1951 Shows, Rides and legitimate Concessions. Also Manager for Side Show and Girl Shows. Sober and reliable Ride Men who drive. For Sale—Three 75 kw. late model Transformers with or without trailer. Winter quarters opens March 1.  
**LOU RILEY**  
 P. O. Box 496 Augusta, Ga.

**POSITIVELY NO OTHER CARNIVAL will show LAREDO, TEX., during the**  
**Washington Birthday Celebration—Feb. 17 to March 4**  
 16 DAYS — 3 SATURDAYS AND 3 SUNDAYS  
 CAN PLACE Caterpillar, Mixup, Tilt-a-Whirl, Scooter and Fly-o-Plane.  
 WANT Fun House and Motordrome and Grind Shows.  
 CAN USE Hunky Panks, Ball Games, Long and Short Range Galleries and Novelties, also Popcorn and Peanuts.  
 WRITE OR WIRE **J. GEORGE LOOS** BOX 455 LAREDO, TEX.  
 GREATER UNITED SHOWS

**BURLESQUE UNDER THE BIG TOP**  
 OPEN JAN. 31, BARKSDALE FIELD, BOSSIER CITY, LA.  
 All people connected at Killeen, wire. Hedy Joe Starr, can place girls, top pay. Also Drummer and Comic. Following people wire quick: Kenneth and Charley Guyton, Charley Osteen, Sammy Epple, Webber from Dallas and Ray Allen. All wire.  
**SCOTT LAMB, Shreveport, La.**

**LEGION AMUSE. PARK, CITY OF DOTHAN, ALA.**  
 CONCESSIONS—Custard, Novelty, Cook House, Grab, Juice, Jewelry, sell exclusive. Also all Stock Games not conflicting. RIDES—Tilt, Scooter, Merry-Go-Round, Caterpillar, Kid Rides for Kiddyland. SHOWS—Big Snake, Mechanical Show, Educational Show, Girl, Musical Revue with Band, Ten and One, Wild Life, anything outstanding for park. Two Phone Men, must be sober. All replies:  
**JOHN J. CARUSO, Mgr.** DOTHAN, ALA.  
 P.S.: Sammy Lowery, can place your Motordrome:

**MOTORDROME FOR SALE**  
 Will sell Drome to responsible party with a small down payment, balance to be paid with small weekly percentage of gross. Will book on show at liberal terms and furnish transportation. Write.  
**M. A. BEAM, P. O. Box 367, Windber, Pa. Tel. 784J**

By the time you get to know how to read a girl like a book it's too late to start a library.  
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**TICKETS**  
 of every description  
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STOCK TICKETS	SPECIAL PRINTED
One Roll ..... \$ 1.50	Cash With Order Prices:
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ROLLS 2,000 EACH	30,000 ..... 15.50
Double Coupons	50,000 ..... 25.50
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No C. O. D. Orders	500,000 ..... 133.00
Size: Single Tkt., 1x2	1,000,000 ..... 258.00

# Club Activities

**Miami Showmen's Association**  
 236 W. Flagler St., Miami  
**Ladies' Auxiliary**  
 Dolly Young was installed as president with appropriate ceremonies Monday (8) at Leon & Eddies' Restaurant here. Other new officers include Mae Levine, first vice-president; Ruth Schreiber, second vice-president; Lois Hanson, treasurer, and Alberta Mack, secretary.  
 Raynell Golden served as emcee and Freda Wilson as installing officer. The following represented other show clubs at the candle lighting ceremonies: Nan Rankin, Chicago; Midge Cohen, New York; Sarah McCaffery, Caravans, Inc.; Sadie Schwartz, Dallas; Anne Derrnoga, Kansas City; Lois Hansen, St. Louis; Hattie Wagner, Detroit; Dora Pierson, Hot Springs; Dorothy Finnerty, Los Angeles; Clover Fogle, Tampa, and Martha Weiss, Miami.

Past presidents of this auxiliary who attended were Betty Endy, Leona Parker, Raynell Golden, Louise Endy and Hilda Roman. Visitors included Jerry Gaughn, Evelyn Stone and Myrtle Geter, all of Tampa, and Flora Elk, New York.

**Hot Springs Showmen's Association**  
 310 1/2 Central Ave., Hot Springs  
 HOT SPRINGS, Jan. 20.—Club held its first meeting in its new home in the DeSoto Hotel Thursday (11). Building committee, under direction of Harry Zimdars, arranged the move.  
 Among visiting showmen called upon for brief talks was Louis Keller, president of the Showmen's League of America, Chicago. Following the meeting the Ladies' Auxiliary served a buffet supper. Club held a house warming Saturday (13).

**Showmen's League of America**  
 400 S. State St., Chicago  
 CHICAGO, Jan. 20.—George W. Johnson handled the president's duties in the absence of Lou Keller. Assisting him were Walter Driver, treasurer; Joe Streibich, secretary, and Morris A. Haft. George W. (Nick) Francis was reinstated as a member. Mel Harris is in the Masonic Hospital here for minor surgery. Charles S. Botto writes that he is still confined. Also on the sick list are Roy Barrett, W. O. Perrot, W. C. Deneke, Ainslie Lambert, Frank J. Bligh, William Blencoe, Jack Gallagher and Joe Shapiro's wife.  
 S. T. Jessop will represent the club at the Greater Tampa Showmen's Association banquet. He and Floyd E. Gooding will speak for the organization at the February 6 meeting of the proposed Federation of Showmen's Clubs in Tampa.

Bob Parker stopped off for a visit en route from the St. Paul meeting. Back after long absences were Sam Arenz, Charles Drobynk, Sam Beyers and Les Davis.  
 George W. Johnson and the house committee are busy preparing to move to the new quarters. Rube Liebman and Ralph Glick are preparing the '51 membership drive. Neil Webb was in town and reported plans completed for the League's purchase of \$3,500 in Canadian government bonds.  
 Walter Driver was appointed chairman of Poppy Day for the Al Sopenar American Legion Post. Lester J. Davis and his bride, the former Nancy Quisenberry, have made their home in Chicago.

**Ladies' Auxiliary**  
 Club celebrated its 33d birthday at the regular Thursday (18) meeting. Mrs. Ralph W. Glick, president, was in the chair, assisted by Mattie Crosby, first vice-president pro tem; Mrs. Mae Taylor, second vice-president; Mrs. L. M. Brumleve, treasurer pro tem, and Mrs. Robert Miller, secretary.  
 Correspondence was read from Nan Rankin, Mrs. Joe Streibich, Lucille Hirsch, Anna Jane Bunting, Grace Fillingham, Lee Gluskin and Billie Wasserman, who is confined to the Chicago Fresh Air Sanitarium.  
 Mrs. Delgarian Hoffman, assisted by Mrs. Brumleve, served as Hostesses at the party. Mrs. Glick was presented with a gift by the membership and a telegram was read from Edna F. Mayer.  
 Committees for 1951 are: Finance—Mrs. L. M. Brumleve, chairman; Mrs. William Carsky, Mrs. Henry T. Belden, Mrs. Margaret Hock and Mrs. Blanche Latto. Ways and Means—Mrs. Lillian Lawrence. Ethel Wadoz, Mae Smith, Ida Chase and Mrs. Michael J. Doolan. Relief—Mrs. Henry T. Belden, chairman; Mrs. Louise Keller, Mrs. Norman Plashkin. Press—Mrs. Lee Gluskin, chairman; Mrs. Robert H. Miller, Mrs. Tom Henderson and Mrs. Virginia Kline.  
 Membership—Mrs. Al Wagner, chairman; Mrs. Nan Rankin, Mrs. Dolly Young, Mrs. Shirley Lawrence Levy, Mrs. Noble C. Fairly, Mrs. Joseph L. Streibich, Mrs. Arval Hoyt, Mrs. Martha Moss, Mrs. Sally Murphy, Mrs. Ed Roth Dolly V. Snapp, Louise R. Donohue, Mrs. Sam Glickman, Edna Burrows, Bess Hamid, Mrs. Harry Ruben, Minnie Simmonds and Sophia Carlos. Official greeters, Mrs. William Carsky, Mrs. Henry T. Belden and Mrs. Margaret Hock. Sergeants at arms, Mrs. Joseph L. Streibich and Mrs. Max Brantman.

**Lone Star Show Women's Club of Texas**  
 3105 Forest Avenue, Dallas  
 DALLAS, Jan. 20.—Club held open house in the Baker Hotel during the Texas Association of Fairs and Expositions meetings. Sally Murphy was in charge of entertainment. Jimmy Liberman was instrumental in having Mr. Coats decorate the room, assisted by Ketta Lindsay.  
 Betty Harris, assisted by Madelyn Chambers, Marie Obluck, Barbara Woody and Inez Carroll, were in charge of the bar. President Millie Cepak and Edna Hacker comprised the welcoming committee. Hattie Longchart and Corene Green had the award books, punchboards and sale of dance tickets.  
 Executive table was presided over by Secretary Martha Moss

**Missouri Show Women's Club**  
 415A Chestnut St., St. Louis  
 ST. LOUIS, Jan. 20.—Estelle Regan, acting president, called the regular meeting to order in the absence of Goldie Fisher. Also on the rostrum were Norma Lange, treasurer; Verna Schantz, secretary, and Babe Weinstein, social secretary. Minnie Quillen is on the sick list.  
 Lillian Pope, sponsored by Verna Schantz and Esther Speroni, was elected to membership. First prize, donated by Estelle Regan, was won by Ida McCoy, Door prize, donated by Norma Lange, went to Faye Davis.  
 Over 300 children attended the Christmas Party held in the clubrooms. Meyer Katz, George Regan, John Francis and Euby Cobb were in charge. Edith Maxwell entertained.  
 On hand for the New Year's Eve party were Edwin Schantz, chef, who with his assistants served a turkey dinner; Verna Schantz, Estelle Regan, Lotis Francis, Clara Campbell, Janet Hart, Bobby and Loretta Riley, Gullian Riley, Bonnie and John Riley, Larry Becker, Mr. and Mrs. John Lantz, Mr. and Mrs. George Regan, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Jim Rogers, Russ Edwards, Mr. and Mrs. Carl Pope, Esther Speroni, Mr. and Mrs. Chaney, Mr. Schultz, Walter Payne, Red Kelly, Cash Wilks, H. O. Staples, Jeanette Hart, Daisy Davis, Morris and Joan Lipsky, Bertha Marx, Mary Russo, Arlene and Teresa Sidenberg, Si Horwitz, Flo Marten, Mary Thompson, Jim Flannigan, Neomia Meeker, John Oliver, Mr. and Mrs. John Francis, Billie (Zoot) Reed, Ralph Hoffman, Heavy Vaughn, Buff Huttel and Florence Parker and party.

**National Showmen's Association**  
 1564 Broadway, New York  
 NEW YORK, Jan. 20.—On the sick list are Stanley W. Wathon at Bethany Deaconess Hospital, New York; George D. Hensley, Bellevue Hospital, New York; Sam Weisser and William Malanga, Kingsbridge Veterans' Hospital, Bronx and Henry Fein, Welfare Island, New York. Joe Rinaldi is back on the job at Palisades (N. J.) Park after being laid up several weeks. Julius Roth has been ill at home.  
 Sams Levy, of Lawrence Greater Shows, left to attend fair meetings. Ross Manning also is away for the same purpose. Sam Cohen, of Proll's Broadway Shows, left for Sarasota Fla., to join the org and Al Burt, Steve Libitz Morris Saul, George Regan, Louis Elias and Saul Seligson are all headed for Miami. Mr. and Mrs. D. D. Simmons are off on a jaunt to California.  
 Among recent visitors were E. K. Johnson Cetlin & Wilson Shows; George Bernet, Eastern State Exposition; Al Camin, Michael Wynn, Jack Hornfeld Louis Weinstein, Al Janpol Louis Williams, Eli Guralski, Sam Rothstein, Samuel Karp, Frank Silverman, Ward Graves, Edward Nacht Morris Levi, Sam and Irving Berk, Lee Lewis, Jack Siegel, William Miller, Harry Rosen, Ben Merson, Mack Kassow and Max Gruberg.  
 Arthur Campfield returned from a stay in Miami. Shut-in members send their letters of appreciation for gifts provided by the shut-in committee. Next regular meeting will be held Wednesday (24).

and Treasurer Pearl Vaught. The hand-made quilt, donated by Ruth Martone, was won by Mrs. George Loos. She donated it to the club for a future award piece.  
 The bedspread, donated by Honey Vaughn, was won by Edna Hacker. Luggage went to Virginia McGillivray and Mrs. Hacker.  
 On the sick list are W. A. Shaffer, owner of the Shaffer Shows, and Mrs. Tom Melody and Crist Ayers, both of Fair Park here. Margaret Thorp's condition continues critical. Club members have donated nine pints of blood to her. As a result of this emergency, a blood bank is being started.  
 Jack and Ketta Lindsey are on an extended tour thru the South and plan to attend the Tampa Fair.

**Greater Tampa Showmen's Assn.**  
 Tampa, Fla.  
**Ladies' Auxiliary**  
 TAMPA, Jan. 20.—Mrs. C. J. Sedlmayr Jr. presided at the regular meeting which was attended by 98 persons. New members are Cicilia Garcia, Bessie Birchman, Janet Harrison, Hattie Manzat, Georgia Mattox, Edna Huffine, Johanna Biggers and Catherine Garrett.  
 Correspondence was read from the ladies' auxiliaries of the Showmen's League of America and National Showmen's Association, Show Women's Club of Missouri and the Florida Chapter of the National Foundation for Infantile Paralysis. Members and their husbands were invited by Mrs. Larry Ford to a surprise party for her husband.  
 Clover Foyle, of the welfare committee, reported that a gift has been purchased for Jean Thompson, who is in a sanitarium. Betty Harwick's committee sent flowers and cards to members who are ill.

**Pacific Coast Showmen's Association**  
 1235 S. Hope St., Los Angeles 16  
 LOS ANGELES, Jan. 20.—Regular meeting was presided over by Michael J. Doolan, president. Also on the rostrum were Jerry Mackey, Charles Walpert Frank Warren and Al (Moxie) Miller, all vice-presidents; Al Weber, treasurer, and Lou Manly, secretary.  
 Elected to membership were Warnock W. McMillan, Louis Leonard and Jack Littlefield. New members inducted were Roy Hoaglund, Roy Ward, Sam Snobar and James P. Frey.  
 Max Hillman was named chairman of a committee to investigate the organization of an American Legion Post in memory of Tony Chotos, who was killed in World War II.  
 Brief talks were made by Harry Woodin, Ted Levitt, Gladstone Atkinson, James M. Brown, Bill Lownie, Gus Lind, Jack Alpert, Al Freedman, Basil (Hap) Young, Orville N. Crafts and Charles Petross.  
 C. H. Allton was named chairman of the Hi-Jinks Party skedded for February 12. Jack Kenyon was awarded the door prize.

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# FEMS' ATTIRE COLORFUL AT L. A. BANQUET-BALL

By VIRGINIA KLINE

LOS ANGELES, Jan. 20.—Ladies' gowns vied for first honors with colorful floral decorations at the annual banquet and ball of the Regular Associated Troupers here Tuesday (9) in Larry Potter's Supper Club.

Hostesses at the cocktail party, which preceded the banquet, included Mrs. Norman Schue, who wore a moonlight white gown with the traditional red carnation corsage worn by all the hostesses. Mrs. Alfred Scott chose a black lace with hip-hugging peplum and Mrs. Doris Devine a pink chiffon. Mrs. Ernie Barrickman came in an after-five black formal and Mrs. Sam Dolman chose a white gown in silver-threaded lame with a cummerbund waistline of crystal beads.

Other hostesses included Mrs. Joe Krug, in white with a heavily beaded crepe; Mrs. Eddie Harris, in black lace in an off-the-shoulder model, and Mrs. Rose Fitzgerald, who selected a black sequin trimmed obliquely across the bodice.

### Floral Decorations

The speaker's table was set off by a bower of red carnations and white lobelias. President Dave Friedenheim was seated in the center of the table with his wife, Emily, who wore a short formal of black, the skirt a sweep of satin and the blouse an overlay of chantilly lace. The first vice-president, Lilabelle Williams, was next in line in an apricot pink evening blouse with black floor-length skirt. Rose Feldman, guest of Second Vice-President Larry Nathan, chose a sheath gown in toast lace, while Mabel Bennett, third vice-president, came in black lace with tiered net lace sleeves.

The club's new treasurer, Florence Lusby, wore a ruby red bolero over a red formal in silver lame. Mrs. M. H. Ellison came in ivory lace with molded yoke in off-the-shoulder line. Helen Smith, secretary, was in a golden yellow formal with low molded yoke and long matching gloves. Opal Manley's gown was of black velvet with iridescent sequins of midnight blue across the bodice. Ann Doolan was in black filmy Marie France lace, trimmed with an orchid corsage, while Muriel Smith chose a topaz green short formal with an antique locket on a wide ribbon around her neck.

### Chooses Black

Mora Bagby chose a black princess silhouette gown trimmed in gold. Nell Robideau came in black, the entire bodice of misty sequins. Mr. and Mrs. Toney Spring came in from Phoenix, Ariz., for the event, with Mrs. Spring attending in a frost gray gown trimmed in silver sequins. Fred and Nellie Baker Ramsey were down from San Francisco, with Nellie in black lace, with soft folds of lace in the V-neck line.

Mr. and Mrs. Jerry Mackey played host to 16 guests, including Mrs. Mackey's mother and father, Mr. and Mrs. George Meredith. Gladys Mackey wore black portrait velvet with wide neckline and outline traced in sequins. Her mother, Mrs. Meredith, chose a black lace model with swirling lace folds. Mrs. O. N. Crafts' white model was featured by a halter bodice of rhinestones and a basque

flared skirt of tulle net. A French champagne tinted lace with cape shouldered fashion was worn by Mrs. Frank Warren, while Mrs. Vera Downey came in Roman-striped taffeta with black lace bodice.

Clara Conners, who recently started work as stand-in for movie star Alexis Smith, selected a white chiffon with topless bodice and full bouffant skirt. Mrs. Charlie Walpert's black gown was heavily beaded in gold and gold sequins on the bodice. Mary Ludington came in black, the accessories of multi-colored sequins and gold. Marie Ladoux's evening skirt of blush pink was topped by turquoise blue bodice.

Mrs. Elmer Hanscome, who had been ill in San Francisco, came down for the banquet and wore a buttercup maize formal with Hawaiian trim in lace net panels. Mrs. Lee Brandon's black velvet was topped by a gay evening hat of beige. Mrs. Joe Gilman's black dinner formal was contrasted by her blond hair arranged with gardenias. Edna Kanthe selected a quilted white formal skirt with white blouse, while Martha Levine chose a floor sweeping white with silver-topped bodice. A net formal in pastel pink with tulle fishu was worn by Donna Day, while Rose Westlake chose a black lace, the camisole bodice of net.

### Crystal Trim

Myrtle Hutt, who will leave soon for San Francisco, came in black, the waist deep and the neckline outlined with crystal beads. June Gilligan's black lace was trimmed with a lace yoke. A heart-shaped yoke of velvet was the feature of Zoe Wick's black gown. Mrs. Jack Kenyon selected a blue in a soft cloud shade with her ermine wrap. Mrs. Moxie Miller wore black with widened shoulder line of beaded lace in pastel shades. Black lace was chosen by Fay Curran, with a head square of lace. Mrs. Ed Butler's ivory white gown had gold sequin and bead trim and was topped by her mink wrap.

Mr. and Mrs. C. H. Alton were host to 10 guests. Mrs. Alton came in a white venise lace, the shoulder stole of the same material. Guests were Mr. and Mrs. Charles Mason, Mr. and Mrs. Charles Gladwell, Mr. and Mrs. Jack Shell, Mr. and Mrs. Ray Alton and Mr. and Mrs. Saul Katz, the latter celebrating their 20th wedding anniversary.

### Orchid Corsage

Lucille King's gold green was trimmed with a corsage of white orchids. Tillie Palmateer wore black with a head crown of silver sequins. Ebony lace gown, worn by Elsie Calvert Brizendine, had black sequin trim at the waistline. Mrs. Moe Eisman wore mink brown in a deep neckline model and Mrs. Teddy Levitt came down from San Francisco to wear cloisonne pink in soft chiffon. Vivien Gorman chose a black velvet with hand-tipped collar of seed pearls. Jenny Reigel's wisteria chiffon was trimmed in silver. Mrs. Arthur Eslick wore white with creamy gold trim while Sis Dyer came in a shocking pink with silver bead trim. Mrs. Beryl Rears wore an evening suit of mauve gray with orchid corsage.

Mrs. Bill Meyer wore blue in gold-threaded chiffon. Marie Bailey chose jacquard pastel chiffon with a red fox evening wrap, while Emily Bailey wore black trimmed with silver. Minnie Pounds selected black lace with satin coin-dot panels. Ruth Korte came in black with cala lily deep decolletage in white.

### American Beauty

PERRYVILLE, Mo., Jan. 20.—Equipment is being made ready by Bud Pyle, Ray Perkins and Oshia Dopp. Recent visitors were Mr. and Mrs. William Hanft, who have booked their cookhouse; Mr. and Mrs. Mac Matthews, of Marshfield, Wis., and Bill Sonenson, kiddie ride operator for this org. Mr. and Mrs. H. Eutah are vacationing, via auto, thru Texas, Old Mexico and Louisiana. Eutah, in addition to operating his concessions, again will be lot man and *The Billboard* sales agent. — KATHERINE SHARP.

## Winter Quarters

Floyd O. Kile

BATON ROUGE, La., Jan. 20.—Work is progressing at a good pace under the supervision of Mr. Bullard, altho repainting and major improvements won't be started until mid-February. Owner Floyd Kile will take a ride unit to Francisville, La., February 22 to play the three-day West Feliciana Fair. He and Mrs. Kile postponed their Mexico trip due to an ear infection suffered by Mrs. Kile.

Mr. and Mrs. George Gaines are still in Ohio and Mr. Schotzell is in Kansas City. The Smiths are due back February 1 and Mr. and Mrs. Dove in March, as the show will open April 1.

Owner Kile recently took delivery on a novelty ride as well as two trucks. Org will carry 6 rides and 25 concessions on still dates and will play Louisiana, Arkansas and Mississippi. Following fair meetings in those States, Kile will drive to Alabama on a business trip. Mrs. Holman will manage the Kile bingo stand and will also serve as agent for *The Billboard*.

### Georgia Am. Co.

AYERSVILLE, Ga., Jan. 20.—Org is preparing for a 36-week season, opening in this State in March and playing Georgia, North Carolina and Virginia territory. A new tractor and trailer have been delivered to transport the Merry-Go-Round. Org will have six rides four shows and 20 concessions. The following are working in quarters: E. H. Gilliam, Lolo Tinsley, Raymond Wilkbanks, Bob Mulky, and H. H. Scott. Betty Scott is doing the cooking.

The following fairs have been booked: Warrenton, Irwinton, Springfield and Monticello, Ga. Recent visitors were Mr. and Mrs. Horace Williams. They have bought a home and tract of land six miles north of Adel, Ga. Mr. and Mrs. A. T. Stowe also have visited. Personnel will remain the same. H. Henry is owner; H. H. Scott, manager, and Mrs. H. Henry, secretary-treasurer. — MRS. H. HENRY.

### Tennessee Valley Am.

ALBANY, Ga., Jan. 20.—This is the second year for this org to winter here. Work is progressing, with most of the major jobs finished. Shows have added a new 20 by 50 marquee top. Poles and ticket boxes will be painted in the org's colors, orange and blue. Two trucks were bought at close of last season. On a recent trip, Manager Theo. R. Meadows bought a light plant to augment the 50 kva. transformer. He also will operate the plant on Sundays for benefit of house trailers.

Show rides are stored in Co-Owner W. E. Page's quarters in Springfield, Tenn. They will be readied after March 1. Ray Cotton states that he will be in early. Doc Roberts' med show is across the street from Albany quarters. — MRS. UNA MEADOWS.

### Wolfe Amusement

LANDRUM, S. C., Jan. 20.—Repairs on rides and shows got under way a week ago with John Lytle supervising work on rides and Blackie Holt directing carpenter and paint shop work. George Kee is assistant to Lytle. New horses will be installed on the Merry-Go-Round. Color combination thruout is to be red and white.

Mr. and Mrs. R. E. Halstead returned from Detroit, where they visited relatives and Red Jurnigan and family. Ernest Sylvester returned from Florida, where he visited Gilbert and Mable Render at Fort Pierce, and now is busy lining up the season's route. He reports seven fairs under contract and expects the route to be completed by February 1.

### Brewer's United

HOUSTON, Jan. 20.—Manager R. D. Brewer bought the All Fairs Shows, consisting of five rides, three show tops and fronts and six trucks which have been added to the Brewer org. The Brewers purchased a new home here and have winter quarters in the back yard, where work is now being done. Shows will open at Houston, February 15, and will play the Humble (Tex.) Fair, April 19-21, followed by the Dayton (Tex.) Fair and Rodeo and the Katy (Tex.) Fair and Rodeo. Org has booked eight fairs and six celebrations. — R. D. BREWER.

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ART STUDIES—FOR ARTISTS, PHOTOGRAPHERS; and alluring models; 12 glossy 4x5 photos to set; sample set, \$1; 12 sets (all 12) \$7.20; Free girls and novelty list. Hansen Sales, 2851 Madison, Chicago 12. fe3

ASSORTED "HECKLERS" EVERYDAY Comic Cartoon Greeting Cards; fast dime retailers; dealer price 60 cents dozen of one kind with envelopes; usable samples 14 subjects, \$1 postpaid. Treffe La Senay Studios, 355 Santa Clara Ave., Oakland, Calif. fe10

BALL POINT PENS—BRAND NEW, FAST selling style; transparent section; gold-tone caps; excellent cartridges; 15¢ each gross lots postpaid; dozen 16¢ each; sample 25¢; 6 for \$1; Assorted Colors; Refills, Display Cards Available. Crescent Sales Co., 150 Broadway, N. Y. C. fe10

BARGAINS! SAVE UP TO 50% HOISERY, Lingerie, Towels, School Supplies, Blades, Novelties, Carded Goods, Drygoods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gifts with first order. Reliable Jobbers, 311-H North DesPlaines, Chicago 6. ja27

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. ja27

BUY NYLONS DIRECT FROM MILL—Write for Jobbers' prices. Joy Hosiery Mills, Delaware, N. J. mh10

CAN CAN DANCER—SEXSATIONAL Novelty, \$1, including wholesale prices; confidential lists. Tupler Bros., 216 W. Jackson, Chicago. fe3

COMPLETE LINE OF PLASTICS—SCALING, Table Cloth, and many more. Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest prices; free literature. Samuel Rosenzweig Access. Co., 8 Herzl St., Brooklyn 12, N. Y. fe3

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., 24 White Plains, N. Y. ja27

EASIEST MONEY YOU EVER MADE! BIG Commission selling work shoes, guaranteed six months, exclusive cushioned shoes. Free outfit. Concordian Shoes, 2-A West Concord, Mass. fe3

FREE FOLIO—700 MONEY MAKING Deals; Plans, Formulas, Supply Sources; Unusual Items. Kalamite-A, Box 572, Dayton, I. O. fe3

GIRL PHOTOS, MODELS, SHOW GIRLS—The most beautiful spectacular collection; 369 miniature photos; 100 prints; on 4x5 prints, all different, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. (BB)10. fe3

GIRL PICTURES—BEAUTIFUL POSES; 25 assorted, \$1. Fred G. Hin, 1314 Douglas St., Dept. NM., Omaha, Neb. fe10

HUSTLERS, PITCH PEOPLE—FAST Perfume deal; new angle ups take; big profit. Hammond Co., 303 N. Ash, Wichita 7, Kan. ja27

LADIES' FULL FASHIONED NYLONS—Converters #1 grade, \$6.50 per dozen; #2's, \$3.50; #3's, \$1.50 per dozen; #1's and #2's enveloped and packed 3 pairs to the box; #3's handed 12 pair to the box; sample of 3 pair #1's, 3 pair #2's and 12 pair #3's for \$4 postpaid; satisfaction guaranteed. Utred Sales Co., 118 Main St., Chattanooga, Tenn. fe3

LET "PORT OF OPPORTUNITIES" SHOW you the most profitable things to sell! Hundred new products monthly. Publishers, Gardenville 12, N. Y. ja27

LUCKY CALENDARS—TELL LUCKY Days, Lucky Numbers; send dollar for starting outfit; brings back ten dollars; also, Magic Joker Novelties (dime sellers). Seventy Pieces, dollar prepared; satisfaction guaranteed. Wholesale Pauly, 2295 Concourse, Bronx 53, N. Y. fe3

MAKE \$200 FIRST WEEK WITH OUR NEON Signs; 25¢ return for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. mh31

MAKE PERFUME AT HOME—INFORMATION free; men women. Write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. fe3

NEW: "EZE-CHANGE POCKET DUPLICATION Stamp; reproduces signatures, writing, typewriting up to 5-colors at 1 time! Big \$1.25 seller! \$7.20 doz., f.o.b.; sample, \$1. Tower Press, Inc., Box 591, Lynn, Mass. fe3

NOTHING LIKE IT! TREMENDOUS PROFITS; fast selling gift item just in time for Valentine's Day; sells all year round; exquisite perfume packed in talking gift box that actually says "Hello Sweetheart"; it's amazing! Rush \$1 for postpaid sample; dozen, \$4.80; plus postage. Annette Products, 2937 Summerdale, Chicago. fe3

OSCAR, THE HUMAN CARROT—STAR-Lining photograph of a natural freak grown in a Seattle garden; amuse your friends; sell by mail, 900% profit; sample, 25¢. Adam G. Grove, 13220 E. Ramona Blvd., Baldwin Park, Calif. fe3

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. fe3

QUANTITY OF PUNCH BOARDS FOR sale at a sacrifice. Box 608, Billboards, 1564 Broadway, N.Y.C. ja27

RFD SALESMEN—MAKE EASY EARNINGS with America's leading, fastest selling poultry magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune, Box 100, Mount Morris, Ill. mh31

SALESMEN, DISTRIBUTORS—FAST Selling Jewelry Items; direct factory connection. Cackering Co., B-19 Bank St., Attleboro, Mass. fe17

SELL DUPONT UNIFORMS—COMPLETE line famous exclusive Hoover styled nylon uniforms for beauty shops, nurses, doctors, waitresses, others; best quality, splendid values; exceptional income; real future; equipment free; write fully. Hoover, Dept. K-109, New York 11, N. Y. mh24

SELL NEW, USED CLOTHING FROM home, auto, store. Men's Suits, \$1.25; Leather Jackets, \$8; Overcoats, \$6; Dresses, \$18; Ladies' Coats, \$38; other bargains; catalog free. S & N, 565 C Roosevelt, Chicago. np

SIDELINE SALESMAN—SELL "SCRIPTO" Pen-Pencils; wholesale price list. Write Box 146, Park Ridge, N. J. Factory Distributors. fe3

SPECIAL—INCH DISPLAY ADVERTISE—Line famous "Milk Order World," year, \$24. Wood's Popular Advertising Service, Atlantic City, N. J. fe3

STAG ASSORTMENT FOR MEN! RED HOT Cartoons, Photos breath-taking lovelies. \$1, postpaid. Steele, Box 4763-K, San Francisco. fe17

RED HOT MONEY MAKER—SELLS FOR \$1; 1000 cost you \$6; \$994 profit; sample, instructions, \$1. Worldwide Sales, Everts, Ky. fe3

UNUSUAL CLEARANCE! HURRY! Assorted 10¢ to 59¢ sellers, Notions, School Supplies, Leathergoods, Stationery, Toys, Novelties, Gifts; 100, \$3.50; 300, \$10. Metro, 60 South St., Boston 11, Mass. fe3

WE OFFER YOU A DISTINCTIVE GIFT item; a charming handblown gold plated perfume bottle (purple size), hour-glass design, special screw stopper to prevent leakage; packaged with felt container in gift box; extremely expensive looking; excellent value; profits unlimited; sample, \$1; \$7.20 dozen. White Cosmetic Laboratories, Inc., 936 N. Michigan, Chicago. fe3

YOUR OWN BUSINESS SELLING ARMY surplus, new and used clothing; lowest prices; enormous profits; catalog free. Moro 558-B Roosevelt, Chicago 7. np

100 COMIC CARTOON CARDS, \$1—FREE List for your Letterhead. Chesires Fun House, 739 Polyzoides, New Orleans, La. fe27

1951 DIRECTORY—"FREE WHOLESALE Merchandise Catalog; 110 profitable supply sources; a must for every buyer; details free. Progressive, 131 E. Fourteenth, Cincinnati 10, O. fe3

### ANIMALS, BIRDS, PETS

CHIMP TRAIN—DUE TO ILLNESS, TWO highly trained chimps for quick sale, highest bidder; they roller skate, ride bicycle, tight rope, stunts and etc. Miami Rare Bird Farm, Kendall, Fla. fe3

FOR SALE—PENNANT'S MARTIN OR South American Tyra; ideal What is it; animal trade for Coati, Monkeys, Kinkajou, Leo, Latsen, Batesville, Ark. fe3

FOR SALE—BEAUTIFUL PINTO MARE for your barn act; also high schooled; for more information, write Eirene McConnell, Rutherford, Minn. fe3

FOR SALE—SOMERSAULT DOG; MALE Fox Terrier, \$65. Deloris Burdick, Alexandria, La. c/o General Delivery. fe3

FREE—SPECIAL SHOWMEN'S PRICE LIST on Snakes, Reptiles, Animals, Birds for exhibit; prompt delivery domestic poisonous and non-poisonous Snakes, South American or Mexican Boas; ten percent discount telephone sales. Wild Animals, Inc., Silver Springs, Fla. Telephone 668-White. fe3

GIANT SEA TURTLES—HARMLESS; VEGETARIANS; great attractions; live anywhere, \$150; other tropical birds, animals, etc. Marine Gardens, Clearwater, Florida. fe10

MALE ANNUNIS BABOON—TRAINED, handled by woman; Duraculis, Rhesus, Tyra, \$60; Young Tame Gray Foxes, \$15. Raccoons, \$15. Jack Moran, Morristown, Ark. fe3

OCTOPUS PRESERVED IN FORMALDEHYDE; approx. 15" across; best offer. Randall, Apt. #1, 12989 Williams Drive, Madeira Beach, St. Petersburg, Fla. fe3

### BUSINESS OPPORTUNITIES

AMUSEMENT ROAD TO RICHES—AUTOMATIC Miniature Bowling Alley (13 1/2 ft., 18 1/2 ft., 23 1/2 ft.); can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$950 starts you; indoors-outdoors. Kinpin, 128 North Court Square, Memphis 3, Tenn. fe3

FOR SALE—ROLLER RINK, 100 FT. square, volcanic ash, beautiful snack bar, Wisconsin hard maple floor, overhead natural gas and heaters. For Collins Amusement Co. Dba. Lone Ford Roller Rink, 1009 Laporte Ave., Fort Collins, Colo. fe17

FOR SALE—BOWLING ALLEY; 12 BRUNS-wick Alleys; completely equipped; downtown location; \$45,000 full price; \$25,000 down. Write Eldon A. Godfrey, 3460 E. Carpenter Rd., Flint, Mich. fe10

FREE FOLIO—700 MONEY MAKING Deals; Plans, formulas, supply sources; unusual items. Kalamite, E. Box 572, Dayton, I. O. fe3

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies, buy direct from Indians; prices reasonable; free list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. fe24

## NEW CUTE DOG

Walks—Shakes Bone—Good Action. We are first to have this number. DOZEN, \$8.00; SAMPLE, \$1.00. CASE LOTS OF 40 DOZEN, \$7.20 DOZ.



No. 3097

NO	ITEM	DOZEN
3090	WALKING BEAR W/FISH	\$7.20
3050	BABY TORTOISE	3.60
3052	COWBOY ON HORSE	7.20
3053	AUTO	3.60
3056	MOUSE	1.85
3059	DANCING COUPLE	2.30
3062	WADING DUCK	2.30
3063	PECKING BIRD	2.00
3068	BEGGING DOG, FUR	6.00
3069	ROLLOVER CAT	4.25
3077	HARLEM SPORT	6.50
3079	STOP & WALK BEAR	7.20
3080	SMALL BEAR	3.50
3081	CIRCUS ELEPHANT	7.20
3082	JUMPING FUR DOG	5.50
3083	SHARPSHOOTER	5.00
3088	SANTA ON SLED	7.20
3089	SINGING BIRD	2.00
3095	ANGORA RABBIT	4.80
3096	CAMEL W/RIDER	7.20
3097	CUTE DOG W/BONE	8.00
3098	SMALL WALKING BEAR	5.40
3099	WALKING ELEPHANT	7.20

## MECHANICAL TOYS

(Occupied Japan)



No. 3067

LARGE CLEVER WALKING BEAR \$7.20 Doz.

All Numbers in Stock for Immediate Shipping. First Come—First Served. 25% Deposit, Bal. C. O. D. WISCONSIN DELUXE CO. 1902 No. Third St. Milwaukee 12, Wis. Phone: Locust 25431

## CLOSE-OUTS!

Be prepared! Goods are getting hard to get! Prices are going up. It's now or never at these low prices!

- Tumbling Fido, Dz. \$4.00
- Playa, Fiddle, Dz. 3.50
- Beg Puppy, Dz. 3.00
- Hopping Dog, Dz. 3.00
- Squirrels, Dz. 4.50
- Sparkling Airplanes, Dz. 3.50
- Small Size Bears, Dz. 3.00
- Chrome Aladdin Lighters, Dz. 6.75
- L. Pearl Pistol Lighters, Dz. 9.00
- Imp. Atomizers, Ass'd Colors, Dz. 3.00
- Opera Glasses, Ass'd, Dz. 6.00
- Telescopes, Dz. 3.50
- Table Lighter, 3 Pc. Set, Dz. 7.50
- Metal Animal Lighters, Gr. 24.00
- Miniature Porcelain Tea Set, Boxed, Gr. 12.00
- 3 Pc. Pen Set, Dz. 4.00
- 4 Pc. Lighter or Knife Set, Dz. 4.00
- Lg. Ass'd Glass Animals, Imp. Porcel., Gr. 12.00
- Small Glass Animals, Ass'd, Gr. 6.00
- Imported Novelties, Ass'd Porcelains, Vases, etc., Gr. 5.75
- Smoking Pipes, Dz. Ass'd #1, 6.00
- Ass'd #2, 3.00
- Bankrupt Jewelry Stock, all Boxed, Pin Earrings, Necklaces, Beads, etc. 100 Pk. Ass'd 25.00
- Perfume, 25¢ seller, Gr. 6.00
- Popeye Soap, Each bar shaped & labeled "Popeye," Case of 500 Bars, 5.00
- Stuffed Flush Animals, Ass'd, Special Closeout! Dz. 7.50
- Movable Eye Glamour Dolls, 11" high, each in celotex box, Dz. 12.00
- Stum (Giveaways), Novelties, Toys, Gifts, Good grab bags, giveaways for all kinds of games, 3000 Pk. Lot. 25.00

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D. Mdse. Distributing Co. 19 E. 16th St., Dept. BB, N. Y. City 3

## More Profits for You

YOU GET	OUR PRICE
\$1 Large Chrome Pistol Litter	40¢
\$2 Massive Black Handle Pistol Litter	48¢
\$3 Beautiful Engraved 100% Automatic Pistol Litter	80¢
\$2 Silver Miniature Litter, size of postage stamp	40¢
\$3 Mother of Pearl Miniature Litter, size of postage stamp	45¢
\$3 Silver Table Lighter Set, w/urn and tray	\$1
\$15 Rolls Razor, deluxe premium pkg.	\$7
\$8 Gold Cross & Chain Set with diamond	\$1
\$1 Large Walking Bear, Perforating Seals	50¢
\$1 Silk Sachet Pillows	8 1/2¢
\$1 Scatter Pins, 25¢ each, plate, fast selling Western subjects	8 1/2¢
\$1 Famous Constance Bennett Face Powder or Old Brocade Cologne, fancy bottle	8 1/2¢

\$29.95 26" highly pol. Hula Lamp w/ motor in hips. Gives a realistic, provoking hula mvt., sells on sight, complete w/ fancy satin shade. \$11.97

5,000 Amazing Closeouts—See Catalog.

TED BURKE INDUSTRIES Dept. B-28

10 W. 27 St., New York. MU 4-6756

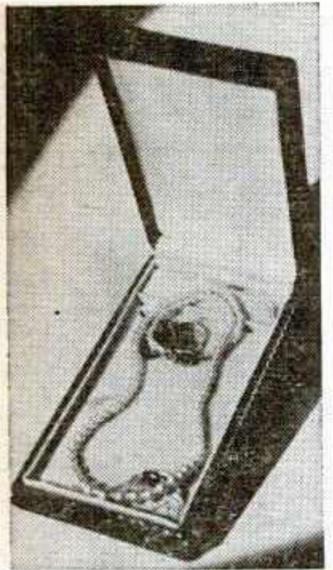
## BINGO PROMPT SHIPMENTS

SPECIALS LAPBOARDS FLASH BOARDS BINGO BLOWERS Folding Tables and Chairs

—Write for Free Catalog—

H. A. SULLIVAN 104-22 BLVD., DEPT. 1 ROCKAWAY BEACH, N. Y.

CLOSEOUT!

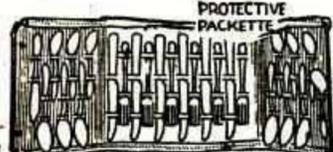


Beautiful imit. Pearls in 3 1/2 x 6 1/2 Leatherette Gift Box (hinged, plush & satin lined) special. Doz. \$4.80

Ball Point Pens, with Metal Caps and Clip, \$8.00 Gr.; Flashlights, Nickel Plated, 2 Cell 6" Adl., \$4.80 doz.; Plastic Wallets, Carded, men's & ladies', secret pocket, Alligator, Lizard, Sealskin, etc., \$4.80 doz.; French Opera Glasses, adjustable, Black & Chrome, \$3.00 doz.; 15 Jewel Waterproof Men's Watches, stainless steel, Radium Dial, retails for \$49.50, special, \$9.80 ea.; 7 Jewel Ladies' Watches, Strapped, Boxed, Guar., \$4.80 ea.; Stainless Steel Kitchen Knife Sets, Boxed, \$6.50 doz.; Knight in Armor Table Lighters, \$4.75 doz.; Western Horse Clock, Bronco and Rider, 12" High, \$48.50 doz.

FIGURINES, 7" & 8" high, excellent detail, Colonial and Dutch, beautifully colored. Doz. \$2.00

VASES, hand-painted china with 22K Gold Trim, 12 to carton. Doz. \$2.00



24 pc. Malacca double-plated flatware. Serv. for 4, complete with packets. Special \$2.45 ea. doz. lots



Silver-plated Shaker set in lined Gift Box, very flashy, were \$12.00 doz., now \$4.80 doz.

25% deposit, bal. C.O.D., minimum order \$15. MIDWEST PRODUCTS 1231 W. 3rd St. Dayton 7, Ohio

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Large distributor of Sales Boards, doing high volume business, seeks premium and novelty items for resale to Operator-Jobbers. Send literature and prices.

BOX D-485 c/o THE BILLBOARD Cincinnati 22, O.

SWISS WATCHES FROM IMPORTER

All brand new and guaranteed. Men's, sweep, radium pushpins \$2.95. Basin, 2 pushbutton Antimagnetic \$3.35. Calendar, automatic window, sweep, radium \$3.75. 7 Jewel men's, sweep radium pushpin case, chrome \$3.95. 7 Jewel men's Waterproof, sweep radium, stainless steel back \$6.00. 15 Jewel men's Waterproof, radium stainless steel back \$8.25. All other sizes and quantities available. Ask for Catalog. Genuine Leather straps, 15¢ each, minimum order, one dozen. Special Quantity Prices upon request. TRANSWORLD TRADING CO. 565 Fifth Avenue New York 17, N. Y.

FACTORY CLOSE OUTS

25,000 "Buddie" Coin Holders or Change Purse. Beautiful leatherette and plastic, sells regularly 29¢ and up. While they last, \$11.72 per gross. SAMPLES AT 25¢ EACH—HURRY VINCO SALES & DIST. AGENCY 1132 Hensley Ave. Hamilton, Ohio

WANT TO MAKE REAL MONEY!

You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to: JOHN HARTMAN Dept. BB-127 53 West Jackson Blvd. Chicago 4, Ill.

HOME MAIL ORDER BUSINESS FOR SALE

Suitable for disabled person. Taylor, 4015 N. Oketo, Chicago 34, Ill. LETTERS, PRICE LISTS, CIRCULARS—1,000,000 copies, \$3; on your stock. Frank Costello Press, 767 Milwaukee Ave., Chicago. MO 6-1267.

"PRICED TO SELL"—ROLLER RINK AND Amusement Park with new 2-B.R. House on beautiful north shore of Minn.; will consider some good income property in trade in Minnesota or Wisconsin. For further information write: Income Estates Co., 2431 Hennepin Ave., Minneapolis, Minn. Attention, Wallie Zimmerman. fe17

RACING AND AMUSEMENT PARK—NEW \$18,000 drive in service; 25 miles from site of the new bomb plant that is to employ 24 thousand people; only place in miles of which beer can be sold; over \$125,000 investment offered for half; terms: 30% down, balance 10 years. Seay's Realty Co., Augusta, Ga. fe17

SACRIFICE SALE—SKATING RINK, DANCING, Shooting, Barbecue, 2 Acres Land; you add courts, concessions, home. Daniel Jave, Hallettsville, Tex.

SAVE MONEY! WHERE TO BUY ALMOST any product, material or equipment; 50¢ each, 3 for \$1. Satisfaction guaranteed. Airmail reply service. Donald Kelly (since 1937), B-9544 Whitcomb, Detroit 27, Mich. fe3.51

WOULD YOU PAY 3% FIRST \$350 MADE? Book "505 Odd Successful Businesses" free; work home; expect something odd. Pacific-VR, Oceanside, Calif.

24 LANE BOWLING ALLEY — ONE OF Texas' best spots; 75 million industrial payroll; \$10,000 or \$15,000 down. Port Arthur Bowling Alley, 2749 Beaumont Road, Port Arthur, Texas.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 66 in this issue.

COSTUMES, UNIFORMS WARDROBES

THEATRICAL PAPER MACHE MADE TO order. John Praetorius, Box 932, Riviera Beach, Florida, formerly of N. Y. for 15 years. mh31

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE; Candy Corn Machines, steam powered Popcorn and Peanut Wagons cheap. Krispy Korn, 120 So. Halsted, Chicago. mh31

OUT OF PATTEN—LIKE NEW BULOVA. Elgin, Wittenauer watches, \$9 each. Park Sales, 1941 Sedgwick, Chicago. fe3

SKATING RINK, PORTABLE—COMPLETE ready to go; priced right; write Box #C-293, c/o Billboard, Cincinnati, Ohio.

STEEL PORTABLE BLEACHER SEATS FOR Sale; 220 feet long, 6 tiers high; seats and footboards 8 inches wide, made of finest white pine lumber can be used all in one line or horse-hoe shape. Apply South Jersey State Fair, Broadway-Stevens Building, 300 Broadway, Camden, N. J.

5 WOOD PELLET BOARD CABINETS—With Boards, \$300 profit; all \$50. J. W. Williams, Box 1184, Macon, Ga.

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ALL 16MM. SOUND — 1,000 FEATURES, 2,000 Shorts, Serials, \$5 reel, 50 DeVry Natco Projectors, \$150 each. Roshon, North Court Square, Memphis, Tenn.

BARGAINS GALORE—THEATER AND Sound Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens, S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. ja27

BUILD KIDDIE RIDES FROM TESTED Plans: Auto, Boat, Airplane and \$100 Chairplane, \$5 each; Ferris Wheel, \$8 Train, \$10; Free Catalog. Brill, Box 875, Florida, Indiana.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ja27

CUSTARD KING FREEZER — 20 GAL. continuous flow, used one season; must unload; also Power Plant 5,000 watts, 85% overload, 120 and 240 volts, single phase, 60 cycles. Rose Dell Santi, 188 Baltimore Ave., Hillside, N. J.

FOR SALE CHEAP—12X16, 40X70, 50X80 and 50x20 Tents; all good for a couple of seasons; Bale Rines, Flexible Steel Cable, Pulleys, Lay Out Pins, Stake Puller, set Clown Boxing Gloves, Edna Hershey, Troy, Tenn.

FOR SALE FOR CASH—KIDDIE PONY Cart Ride; Ten Cart Rides; National Amusement Device Co. built; in A-1 condition; used 8 months; 3 h.p. motor; plenty cable; tools and ticket box; price, \$2,000. Fred Jones, Fifth Ave. Hotel, Huntington, W. Va.

FOR SALE—1950 F-5 FORD TRUCK; 176 Wheelbase, Cab and Chassis never used; Chevrolet School Bus 1 1/2, Ton; 1949 Motor; best built Bucking Ford; must sell due army call. Armstrong, Montezuma, Indiana.

LUNCH STAND — SELF PROPELLED; Chevrolet motor; equipped to dispense Pop Corn, Peanuts, Candy Apples, Root Beer, Hamburgers, Hot Dogs, soft drink and coffee; built year ago at cash of \$9,000. Owner called to service; will sacrifice; must be seen to appreciate; proven money-maker. Write The Corn Crib, Cuthbert, Ga.

POPCORN MACHINES, PEANUT ROASTERS, candy floss, geared popping, candy corn kettles. Northside Co., 509 E. 4th, Indianapolis, Iowa. fe24

SECOND HAND FILMS BOUGHT, SOLD and Exchanged. Write for our Lists. Film Classic Exchange, Fredonia, N. Y. fe17

SETS OF COSTUMES FOR LINE GIRLS—Very reasonable; also Illusions. George Dexter, Apt. 3, 779 8th Avenue, N. Y. C. Circle 5-9408.

SLIGHTLY USED TENTS—ALL SIZES: 15x15 to 40x100. George's Tents, 103 North Street, Auburn, N. Y. fe3

SMALL CANDY FLOSS OUTPUT—VERY good condition, ready to operate; low priced; snapshot on request. J. King, 1219 N. Blackstone, Jackson, Mich. ja27

THEATER CHAIRS—SCREENS, 4,000 FOLDING Chairs, Projectors, Tents, Furs. Lone Star Film Co., Box 1734, Dallas, Tex.

FOR VOLUME—OFFER CUTLERY and FLATWARE



Attractively Boxed, Stainless Steel Throughout, 10 Pc. Set—\$2.80.



SILVERWARE VALUES 24 Pc. (Bulk Pack), Ea. \$2.50. Display Chest 2 Pc. Type, Flat \$1.80. Leatherette Anti-Tarnish Chest \$1.40. 4 Pc. Steak Set, Gift Boxed \$1.60. 15 Pc. Cutlery Set, Gift Boxed \$4.00. 5 Pc. Cleaver Set, Gift Boxed \$1.75. 3 Pc. Kitchen Set, Gift Boxed \$1.30. Carving Sets, From \$1.80. Scores of other numbers for every type of operation. Premiums, Auctioneers, Dealers, Concessionaires, etc. Guaranteed finest quality, lowest prices. Write for Catalog, F.O.B. N. Y. 25% with orders, F.O.B. N. Y. THOMAS A. WOLFE, INC. Dept. B14 1133 Broadway New York 10, N. Y.

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The Perfect Demonstration Item. Hot Seller on Radio and Television.



The Sensational, Much Talked About Magic Towel! Made of extra-heavy rayon-plastic with non-woven, lint-free, chamois-like softness! Towel measures 18"x27". Cleans • Washes • Dries • Polishes ALL YOU DO IS RINSE THE STAINED TOWEL IN WATER! Like magic, dirt, ketchup, grease, Worcestershire sauce, etc., disappear from towel. You can use the towels over and over again! Packed in sealed, clear cellophane bags, 10 towels (assorted colors) to each bag. Package of 5 Towels 35¢ Ea. in 100 32¢ Ea. in 1000 Sample Package, \$1.00 IMMEDIATE DELIVERY 25% Deposit, Balance C.O.D. SALLY GRAY 80 East 11th St. New York 3, N. Y.

FIRST TIME EVER OFFERED! SENSATIONAL 4-in-1 POCKET KNIFE and MANICURE SET

Sells on sight to men and women. A natural for premium users, salesmen, wagon jobbers, stores, etc. • Beautiful Pearl Handle • Stainless Steel Blade • Stainless Steel Cuticle Scissors • Stainless Steel Nail File • Stainless Steel Cuticle Pusher • Key Chain Attachment \$10.00 Retailer — Satisfaction guaranteed. We want you to see it—only \$5.00 BACK! Must be for Sample, \$4.50. Shipped Prepaid—Cash with order. 25% with order, Balance C.O.D. JACKSON and PETERS CO. 20 E. Jackson Blvd. Chicago, Ill.

MECHANICAL TOYS

(Occupied Japan) EASTER SPECIAL PICK CHICK \$1.25 Doz. ITEM DOZ. Boxes \$4.80. Crawling Baby 5.30. Dancing Couple 2.35. Duck with Frog 2.75. Frog 2.65. Jockey and Horse 3.00. Naughty Dog 4.70. Pig 2.70. Small Porter 3.95. Traveling Boy 3.95. Immediate Shipping F.O.B. Seattle, Wash. 25% with order, Balance C.O.D. ANDREWS & GEORGE Company, Inc. 1416 Alaskan Way SEATTLE, WASH.

SWING PIANO BY MAIL—30 SELF TEACHING Lessons, \$3; over 50 publications, classical and popular; order boprhythmology new progressive piano solo, \$1; new work; order free samples. Phil Breton Publications, P. O. Box 1402, Omaha 8, Neb. np

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 10¢, Balda, the Lightning Cartoonist, Oshkosh, Wis. fe3

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog. Buyer's Guide, both 50¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. fe24

PUNCH STAGE AND CHARACTERS—TO exchange for old vent figures; send for book "How To Become a Ventriloquist," price, 50¢. Berger, 33 Maple, Ft. Mitchell, Covington, Ky.

SENSATIONAL FIVE SPIRIT MENTAL Acts, all different. Send 50¢ for two. All live \$1. Satisfaction guaranteed. Frey Services, 642 Linden, Portsmouth, Va. ja27

SUB-MINIATURE RADIO PHONE For Mentalists; weighs less than pound, easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 South High, Columbus, O. fe24

MISCELLANEOUS

"BELLY TANKS"—\$9.95; STEEL, SIX OR ten foot size; free picture. Buck's Auto Parts, 1625 "T", Merced, Calif. fe17

DELICIOUS NEW CHOROPHYLL CANDY—Destroys bad breath promptly; send \$1 for 60 candies. Adair Nossman Associates, 400 East Tremont Ave., N. Y. 57, N. Y.

GENUINE DIAMOND-LIKE ZIRCONS—Wear them for good luck, good looks, good style; brilliant, perfect half carat, sample \$1; one carat \$3. Field Brothers, 39-N South State, Chicago 3, Illinois. fe3

LIFE TIME COLLECTION OF BING Crosby Recordings; to be sold to highest bidder; send for free list. Jack Van Denck, 4606 Maple, Bellaire, Texas.

MALLS—16 LB. WOOD, LAMINATED HARDWOOD, solid Hickory Laminated, \$1.85 ea.; f.o.b. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10

MEAL TIME GRACE—DON'T BE EMBARRASSED; get 10 Meal-Time Prayers; send \$1. M. Wilcox, 3524-B East 53d Street, Kansas City 8, Mo.

MEXICAN JUMPING BEANS—A WONDER of nature; 50¢ for package of 25 beans; \$1 for hundred; \$5 per thousand; postage paid; send cash or m. o. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10

NEW EXCITING BURLESQUE FILMS—Sound and silent, 16mm. Panoram; wholesale only. Raynor Sales Co., 343 S. Dearborn, Chicago 4.

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MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGANISTS AND SKATING Rink, Attention: I have for sale Hammond Consoles CV No. 14,000, BV No. 22,282, M No. 1211; excellent condition. Also 6 F-40 speakers for rinks; will buy anything \$20 per thousand postpaid. P. O. Box 1351, Waterbury 4, Conn. 4-6879. fe10

PERSONALS

AT YOUR SERVICE—PERSONAL SHOPPER! On the road, or deepest in rehab? We'll shop for you. Meet for Simon Poser Co. 41 Union Square, NYC. Algonquin 5-6070. fe24

BUFFALO ADDRESS FOR YOUR BUSINESS and personal mail; also secretarial and phone service, \$5 month up. House of Yauk, 499 Fargo Ave., Buffalo 13, New York. fe3

FREE—A NEW TESTAMENT FOR YOU; write. Showmen's Testament Fellowship, P. O. Box 1, Pontiac, Mich. fe3

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HAVE A CHICAGO MAIL ADDRESS—Business or personal; information free. Schultz House, 3116 N. Seminary, Chicago 27. ja27

PHOTO SUPPLIES

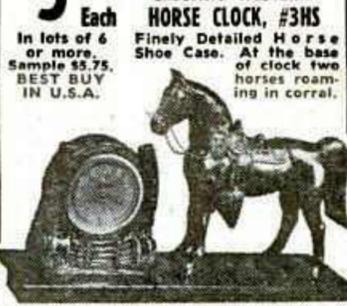
COMIC FOREGROUNDS—BACKGROUNDS—DP Paper, Chemicals, Mounts, Photo Novelties; good DP Camera bought, sold. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. fe24

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SESSIONS ELECTRIC HORSE CLOCK, self-starting sweep second hand movement. Gold, Silver or Rose Gold finish. 6 or more, \$6.75 ea. Sample \$7.25 ea. 25% deposit with order, bal. C. O. D., F. O. B. Chicago.

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FREE! FREE! WHOLESALE CATALOG

MONEY-MAKING OPPORTUNITY! Agents—Distributors—Salesmen! Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today! Novelties • Jewelry • Toys • Premiums • Leather Goods • 35¢ Woodward GEM SALES Detroit 26, Mich.

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The Perfect Gift. Leather Covered, Individually Boxed \$6.00 Doz. (Sample, \$1.00)

25% Deposit, Balance C.O.D. Write for Price Lists IMPERIAL MDSE. CO. 893 Broadway New York 3, N. Y.

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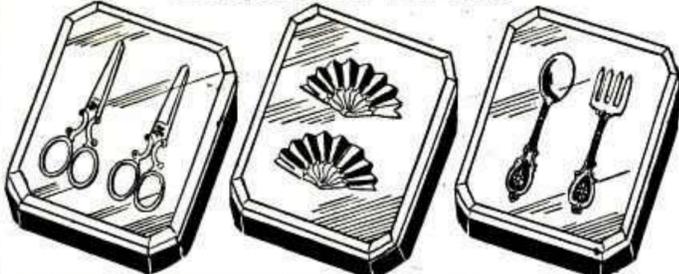
PAY NO MONEY—SEND NO MONEY My values in made-to-measure suits are so sensational, thousands of men order when they see the actual garments. I make it easy for you to get your own suit to wear and also to MAKE MONEY IN FULL OR SPARE TIME! MY PLAN IS AMAZING! Just take a few orders at my low money-saving prices—that's all! Get your own personal suit, and make money fast taking orders. You need no experience. You need no money now or any time. Just rush your name and address for complete facts and BIG SAMPLE KIT containing more than 100 actual woolen samples. It's FREE! Send name and address today! PIONEER TAILORING CO. Congress & Throop Sts. Dept. N-1017 Chicago 7, Ill.

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Her dance delights everyone! Turn the crank and the little nudie wiggles herself away. A real charm! Comes in transparent plastic disc. Immediate Delivery. 25% with order, bal. C.O.D., F.O.B. New York. New Catalog Ready. SUPER SALES CO. 25 E. 17th St. New York City

Greatest Fur Values Ever Offered! Brand New FUR COATS \$19.50 EA. Send \$2.00, bal. \$17.50 c.o.d. Mink Shade or Blackoney Coat. Mink-Dyed Coney Cape Jacket, sample \$19.50 ea. If not satisfied, money refunded within 3 days! Wire or list today for free price list and catalog of complete line! ROSE FUR CO., Dept. P-23 20 W. 27th St. New York 1

### LATEST JEWELRY FAD... Hand-Painted PIN SETS



Women are going "Ca-Ca" over these perfect hand-painted miniatures. Twenty different styles with safety catches. Each set in sparkling plastic gift box. Sells on sight!

**\$5.40** per doz. (include 50¢ postage for sample dozen)

25% Deposit, Balance C.O.D.

**IMPERIAL MDSE. CO.**

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### POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case  
**\$3.40** EACH IN CASE LOTS OF 30  
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- Case lots of 30
  - No. 140 TOWAS ..... \$3.15
  - No. 144 Midway ..... 3.15
  - No. 145 Magnet ..... 4.05
  - No. 146 Mingo ..... 4.05
- Less Than Case Lots, Add 10¢ Per Blanket.  
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Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.

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**Merchandise You Have Been Looking For**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**  
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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### REINFORCED FOLDING CHAIRS Immediate Delivery

New, durable, roomy and reasonably priced. Made of tough, mixed Northern Hardwood. WRITE FOR LOWEST PRICES  
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IS NOW AVAILABLE ATTENTION, CONCESSIONAIRES AND NOVELTY WORKERS  
Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

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1. Nationally advertised, new, guaranteed, boxed LOUIS Watches, 17 jewels, for ladies or men ..... \$14.50  
7 jewels ..... 11.50  
2. New 14K, gold Watches, 17 jewel, ladies' or men's ..... 16.50  
3. Diamonds—Write for lowest price list.  
Attention, Agents and Salesmen—Buy at wholesale. Write for FREE merchandise list or trophy catalog. Terms—25% deposit, balance C.O.D. Shipments prepaid with full payment.

**EASTERN-WESTERN ENTERPRISES**  
Manufacturers—Manufacturers Agents—Wholesale Distributors  
740 McKean Avenue Showroom—Sales Donora, Pa. Phone 1300

**All Extra Heavy Mountings**  
10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold.  
#B2256—Genuine 1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal.  
Per Doz. \$15.75  
#B2200—1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal.  
Per Doz. \$4.00.

NEW CATALOG Listing Complete Line. Sample Assortment—\$7.50, \$15.00, \$25.00. \$1 Per Doz. Deposit on all C.O.D. Orders.  
**DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa**

### Punch Work Demonstrators

You can make MORE money selling our PERFECTED ART NEEDLES.  
Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order.  
Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.  
**HOME ART and NOVELTY CO.**  
1160 Farwell Ave. CHICAGO 26, ILL.

### PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. fe10  
ATTRACTIVE PRINTING AT REASONABLE prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$6. Apartment 305, 5103, Forty-Third Ave., Hyattsville, Md. fe3  
LOW-COST FOLDERS—3x5, \$3 100; WRITE free samples, prices, other sizes. Penn Photomounts, 335 Woodland, Glenside, Pa. fe24  
"NEARGRAVURE EMBOSSED" LETTERHEADS! Sparkling—Outstanding Show designs; Golds and Colors. Samples dime; state profession. Soliddays Colorprint, Knox, Ind. ja27  
RUBBER STAMPS, 3 OR 4 LINES. \$1 postpaid; Stamp Pads, 50¢; 1000 Business Cards, \$2.75. Smallwood Printery, 2715 Vine, Cincinnati, O. fe19  
WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. fe24  
3-LINE RUBBER STAMP, 7 1/2—CUSHION Mounted, Knob Handle; Extra Lines, 15¢; 300 Gummed Name and Address Labels, 75¢ in 2 colors, with carrying case! Money back guarantee. Tower Press, Inc., Box 591, Lynn, Mass. fe19  
14X22 WINDOW CARDS, THE BELL PRESS, Winton, Pa. fe24  
100 8 1/2 x 11 LETTERHEADS, 100 NO. 10 Envelopes, Hammermill Bond, 5 lines copy, \$2; samples free. Ace Press. Clearwater, Fla. ja27  
100 8 1/2 x 11 HAMMERMILL LETTERHEADS, \$1; 6 1/2 Bond Envelopes, same; samples, prices included. "Gem-Lite" Press, 12691 Charest, Detroit B12, Mich. fe10

### SALESMEN WANTED

HIGH CLASS DEMONSTRATORS—NOT THE "Got-em-on" hit 'em-on" fun variety; also want items for mail order television demonstration presentation; must be new, novel, unique and of good practical utilitarian value; not interested in "borax" as we sell on money back, satisfaction guaranteed basis. Video Sales Corp., Box #777, Detroit 31, Mich.

### HELP WANTED—ADVERTISEMENTS

**RATE—12c a Word Minimum \$2**  
Remittance in full must accompany all ads for publication in this column. No charge accounts.  
**Forms Close Thursday for the Following Week's Issue**

### AERIALISTS—MALE AND FEMALE; LONG season in establishing high act; state all, photo. Xcellos, 102 Gold, New Britain, Conn. fe10

BOOKER—OLD REDPATH-HORNER CHAUTAUQUA organization offers profitable permanent interesting field work with leaders of civic groups in smaller cities; advance \$100-\$150 weekly, with semi-monthly bonuses; need car. Write Director, 3419 Broadway, Kansas City, Mo. fe3  
CAN OFFER LOT MAN GOOD JOB MAY 1, up and down small carnival around Baltimore; salary and P.C. Write G. Manly, 1002 N. Rolling Rd., Baltimore 28. ja27  
CAN USE MALE AND FEMALE AERIALISTS for 1951 season; can supply rigging, good transportation and route. Send late photos to Aerial Productions, Box 283, Lovington, Ill. fe10

GIRL WANTED TO JOIN ACROBATIC ACT, will teach; not over 5 1/2 ft., 120 lbs.; send photo. E. Snyder, LaFoca Trailer Villa, Fruitville Rd., Sarasota, Fla. fe3  
GIRL SHOW WORKERS FOR NITE CLUB—Season or permanent; lodging furnished. Send photo and age; salary expected. Mrs. Cameron, Club 17, Savannah, Ga.

LADIES TO TRAVEL—MUST BE NEAT APPEARING, no age limit; to talk to customers in chain stores; Fred "Sink" Cummings, 3123 Boardman, St. Louis 9, Mo. ja27

LEAD ALTO AND TROMBONE—STEADY Buddy Bair, Box 113, Ph. 7272, Colomes, S. D. ja27

LEAD TRUMPET, PIANO AND BASS FOR commercial semi-name band; only above average men apply; state previous bands, draft, age, etc. Bishop, 1172 Union Commerce Bldg., Cleveland, O. fe3  
OPENING FOR READER—NO DRUNKS OR chasers; no other readers in town; permanent location. Apply Frank Coleman, Kiddie Land, Temple, Texas.

PIANIST—TENOR BAND; MUST READ and fake; steady locations; wire immediately. Jack Kerns, Elmo Club, Billings, Mont.

WANTED—YOUNG LADY AS ASSISTANT for illusion show; must be experienced; salary \$85 per week and transportation; send photo, advise age, etc.; guarantee 15 weeks. Kirma, San Carlos Lodge, Ft. Myers Beach, Fla.

### AT LIBERTY—ADVERTISEMENTS

**5c a Word, Minimum \$1**  
Remittance in full must accompany all ads for publication in this column. No charge accounts.  
**Forms Close Thursday for the Following Week's Issue**

### BANDS & ORCHESTRAS

ATTENTION, BOOKING AGENTS AND Club Operators; the Johnny Humphrey Quintet is just finishing a sensational six weeks engagement at the Habana Madrid Club, Key West, Florida; featuring two vocalists; a hundred fine arrangements from dixie to bop; a real show backer; novelties; an outfit that cuts a danceable beat; we desire another Southern location, but will consider all offers; available after February 28; contact Johnny Humphrey, c/o Habana Madrid Club, Key West, Florida, after Feb. 28, Johnny Humphrey at 7421 No. Damen, Chicago, Ill.  
FOUR PIECE BAND—ANYTHING CONSIDERED, anywhere; have bus; draft exempt; wire prepaid only. Box #C-296, c/o Billboard, Cincinnati, Ohio. fe3

### MISCELLANEOUS

MECHANIC—20 YEARS' EXPERIENCE ALL types of coin operated equipment; can also make your Aircons as dependable as any other phonograph 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; submit ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

WELL-KNOWN ORIENTAL DANCER, ALSO international singer at liberty; club work, banquets, etc. Fay Aitork, LU 8-5144. fe3

### MUSICIANS

A-1 DRUMMER FOR CIRCUUS—OWN transportation; wife, tickets or wardrobe; union. Gene Davis, Box 7145, Tampa, Fla.

A-1 RINK ORGANIST—THOROLY experienced; dependable; full co-operation with operator and pro; prefer Eastern location. Box #C-295, Billboard, Cincinnati, O.

ALTO, TENOR, CLARINET, BARITONE, Soprano; want professional production assembly line work; three nites week. The Residence, 101 East Liberty Street, Puxnuxlawney, Pa.

AT LIBERTY—ALTO OR TENOR SAX; doubling clarinet; read, fake anything; old time or commercial modern. Paul Donnelly, Anamosa, Iowa.

AT LIBERTY—HAMMOND ORGANIST & Pianist; experienced; desires position. Write Marjorie Ekedahl, 14 1/2 Cowing St., Jamestown, N. Y.

AT LIBERTY—TENOR-ALTO SAX MAN, double Vibes for combo; no reading; draft exempt; 27 yr. good; good; modern style & take-off; (no bop) play list, 2nd or 3rd; cut or no notice; pictures on request; single. Wire or write: Musician, 2324 Seymour Ave., Cheyenne, Wyoming.

### MAKE MONEY WITH FAMOUS, EASY-selling Bostonian Shirts; spare time, full time sideline; fabrics, outfit free. Bostonian, 89 Bickford, Dept. B-77, Boston 30, Mass.

SELL ELECTRIC DEODORIZERS—NEW, est hit on the market; start your own service route with monthly income assured. Airolator, 1529 Park, Indianapolis, Ind.

### SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St. Chicago. CA-6-2544.

SIDE SHOW BANNERS, 8x10 FEET, \$34.75; artistic, painted on good cloth; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. fe24

### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. mh10

### WANTED TO BUY

CANDY, SANDWICH OR GUM MACHINES manufactured by Stoner; Model N Dugrenier Gum Machines and Columbus Vendor P. Nut Machines; state price and condition. F. O. Box 264, Columbus, O. fe24

CHAIRPLANE—SMITH—SMITH; MUST BE in first class condition. Write Norman Carpenter, Mendon, O. ja27

CIRCUS ROUTE BOOKS, ROUTE FOLDERS, Programs, Letterheads. J. E. Dillard, Seneca, S. C.

USED PHONOGRAPH RECORDS—1920 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West 66th St., N. Y. C. fe10

WANTED TO BUY—KIDDIE CARS FOR kiddie ride; Fred "Sink" Cummings, Allen's Rides, Rt. #2, Oroville, Washington.

### PIANIST—SOCIETY AND COMMERCIAL; read and fake, experienced for shows; draft exempt; sober and reliable. Will travel. Horace W. Lasser, 622 McCall Drive, Corpus Christi, Tex. Phone 4-1474.

TROMBONE—LEAD MAN IN 3 BONE SECTION since May '50; available now; smooth tone and articulation. George Stanley, 1150 North Ninth, Springfield, Ill. Phone: 3-6867.

TROMBONIST; ALSO ARRANGE—AVAILABLE immediately; read, fake; sober; reliable; 5 years semi-name experience; 4-F; commercial band preferred; write or call. Joe Bramlet, 902 Broadway, Hannibal, Mo. Phone #7.

### PARKS & FAIRS

ASTOUNDING! AWE INSPIRING!—135 FT. high in the sky; unique breath taking high ladder trio; a World's Fair attraction, featured in many big city outdoor stadium thrill circuses, celebrations; priced at \$700 per engagement of one week or less; no pro-rated propositions, please! Photos, Mats, Paper! Week; no fractional; for circus; pro-rated deals; free lithographs, newspaper mats furnished; inquire, using your own letterhead. Box C-290, care Billboard, 2160 Patterson St., Cincinnati, O. fe3

AT LIBERTY—CATCHER AND LEAPER for flying return act. W. A. Bill Dunn, c/o Billboard, Box #C-294, Cincinnati, Ohio.

B A L L O O N ASCENSIONS, PARACHUTE jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 12, Ind. fe10

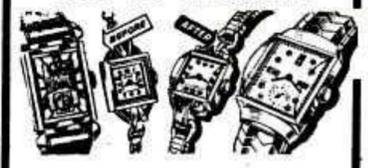
"ENGAGE" CHARLES LA CROIX, OUTSTANDING trapeze act, for outdoor and indoor events; platform required outdoors. For full particulars address: Charles La Croix, 1304 S. Anthony, Fort Wayne 4, Indiana.

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; for circus; pro-rated deals; free lithographs, newspaper mats furnished; inquire, using your own letterhead. Box C-290, care Billboard, 2160 Patterson St., Cincinnati, O. fe3

### VAUDEVILLE ARTISTS

ALL AROUND PERFORMER—BLACK face, Irish, old maid, punch, ventriloquist, novelty musical tramp; change specialties for a week up in acts, bits, for med. tent shows; etc.; producing address: Charles La Croix, 1304 S. Anthony, Fort Wayne 4, Indiana.

### MAKE BIG PROFITS With No Investment



### OLD WATCHES MADE NEW

Any Watch Rebuilt With  
• New Case • New Dial All for (Choice of latest styles) Only—  
• New Crown • New Hands  
• New Crystal  
• Watch cleaned, repaired and timed by our expert watch makers  
**\$8.95**

### 10-DAY SERVICE ALL WORK GUARANTEED

Write or Ship Your Old Watches to  
**JOSEPH BROS.**  
Watch Builders  
59 E. MADISON ST.  
DEPT. B-271 CHICAGO 3, ILL.

### Sell Ultra-Blue Stock Signs

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs!  
**COST 6c—SELL 35c**  
15 Samples Ultra-Blue Store Signs, 7x11 \$1.00  
15 Samples Ultra-Blue Retail Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00  
15 Samples Store Signs, 4x6 ..... 1.00  
6 Samples Store-Hour Clock Signs, 7x11 1.00  
6 Black Enamel Restaurant Signs, 7x11 1.00  
8 Samples Paper Sales Streamers, 8 1/2 x 22 1.00  
Sample Assortment of Pricing Tickets... 1.00  
Above Samples Mailed Postpaid  
100 Ultra-Blue Stock Signs, 7x11, \$4. No COD's  
L. Lowy, 812 B'way, N. Y. 3, N. Y., Dept. 605

### HOT ITEM This is it

Mechanical Toys in stock now. Easter on Parade, color-bright just like Santa on Sled, \$7.20 Doz., \$81.00 Gr. Bunny pulls sled, has basket of eggs and 3 chicks. Also Plush Begging Rabbit, long ears, \$7.20 Doz., \$81.00 Gr.  
**DAN CAR NOVELTY CO.**  
494 Broad St. Newark 2, N. J.

### NO. 4—7 JEWEL MILITARY WATCHES

Copy of \$1,000 original, platinum finish, 17 jewels, beautifully boxed, \$125.00 retail price tag, each \$18.00. In lots of 3, each \$16.00. 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.



# BUYING SERVICE of Premiums, Novelties, Appliances and Radios for Coin Machine Distributors and Novelty Jobbers

- DO YOU KNOW VALUES? ARE YOU PAYING THE LOWEST PRICE FOR MERCHANDISE?
- HOW MUCH TIME ARE YOU DEVOTING TO BUYING NOVELTIES?
- WITH THE SCARCITY OF MERCHANDISE IN THE OFFING, YOU SHOULD HAVE AN ALERT ORGANIZATION TO FOLLOW THROUGH FOR YOU—TO ASSIST YOU IN GETTING THE PROPER MERCHANDISE AND PROMPT DELIVERIES.

WE ARE BUYERS FOR MANY OF THE LARGEST COIN MACHINE AND NOVELTY DISTRIBUTORS IN THE COUNTRY. WE UNDERSTAND MERCHANDISE—KNOW WHAT YOU NEED FOR PRIZES. WE HAVE A SERVICE OUTLINING NEW METHODS OF APPROACH. WE SEND YOU WEEKLY BULLETINS OF SPECIAL MERCHANDISE AT SPECIAL PRICES. MERCHANDISE IS SHIPPED AND BILLED DIRECTLY FROM THE MANUFACTURER. REMEMBER—WE ARE SPECIALISTS IN THE NOVELTY AND PREMIUM FIELD. WE ARE ABLE TO GET PRACTICALLY ANY MERCHANDISE YOU NEED. OUR CHARGE IS VERY NOMINAL—BASED UPON THE AMOUNT OF MERCHANDISE THAT YOU PURCHASE MONTHLY.

WRITE, WIRE OR PHONE FOR DETAILS, ADVISING US WHAT TYPE OF BUSINESS YOU HAVE, OR COME IN TO SEE US.

## S.N.S. COMPANY

DEPT. BB  
134 NORTH LA SALLE STREET, CHICAGO 2, ILLINOIS  
Randolph 6-4399

# Pipes for Pitchmen

By BILL BAKER

C. W. EVANS . . . old-time pitcher and carnival concessionaire, is making his home in Los Angeles where he plans to get back into the pitch business via mail. Evans, who says he's a left-over from the old days when pitchmen made money and carnivals stands really worked for stock, is better known in the pitch field as G. Dudley Evans. His last try at the pitch game was in the '20s when he worked rug cleaner and cigar lighter pencils. Evans also had the prize package stand on the Johnny J. Jones Exposition after leaving the pitch field.

THAT VACANT LOT . . . on Main Street between Church and Liberty streets in Spartanburg, S. C., which was familiar to numerous pitchmen, will be replaced by a retail store building currently under construction. It was the only vacant lot in the city.

BUCK BRIGHT . . . is working out of his pitch headquarters in Spartanburg, S. C.

FOLLOWING . . . a successful 1950 season under canvas, Doc Milton Bartok letters from his winter quarters in Miami that he plans to go out bigger than ever in 1951 with his Bardex Medicine Company. "We plan to use a big top and have most of the

old bunch back, plus a number of new members of our organization," Bartok writes. "We will open late in April and contemplate as long a season as last year. Syd H. Carter, who is wintering in Los Angeles, was down with a cold for awhile, but he's up and raring to go, as are Sparky Oscar, Lee Jones and several other members of the organization. Ted Jones is whipping the band into shape. Show will move on new trucks and it will have a seating capacity of 2,000, with the new style seats acquired last season. Last year the show carried 25 people on stage and it is planned to use a larger chorus in 1951."

E. G. NEUSCHWANGER . . . is wintering in Lawton, Okla., and framing a knife-sharpener layout which he will take on the road soon.

ANYONE KNOWING . . . the whereabouts of Frank and Marge Martilli is asked to have them contact Mae Clark in Port Orange, Fla. G. Hamlin reports that she is seriously ill there.

BIG AL WILSON . . . and George Roberts are still in Oklahoma City laying plans to open a new monkey pitch.

TOM JENKINS . . . advises from Asheville, N. C., that he's still working the sales and tobacco markets with polish to fair returns in Western North Carolina.

DOC LOCKE . . . and Pender, his partner, are still working the sales and tobacco markets in North Carolina with sheet and getting their share of the folding money.

HORACE BRAZIEL . . . is reported to be correlating some long green with the leaf at Georgia spots.

WALTER (BIG) SIX . . . who concluded a good run with pens in Woolworth's and Kresge's five and dimers in San Francisco recently, has left the city for Sacramento on the first leg of a slow journey eastward.

DOC BLANTON . . . is spending the winter at his ranch in Spindale, N. C.

## PITCHMEN! SALESMEN! HOT ITEMS WANTED FOR TV PITCHES

If you have a hot, fast-selling ITEM . . . our PROFIT-SHARING DEAL can win you MORE MONEY . . . pitching on TV.

WE FINANCE, PRODUCE, PACKAGE the complete deal . . . in a NATION-WIDE volume operation.

Our reputation is written in its own SUCCESS story . . . thru PROFIT-SHARING method.

Contact us IMMEDIATELY! Give full details. Replies confidential.

Television Advertising Associates, Inc.  
913 Cathedral St., Baltimore 1, Md.

### Shamrock Specials

- Plain Shamrock, Gr. \$1.00
- Shamrock With Clay Pipe, Gr. 1.75
- Shamrock With Clay Hat, Gr. \$1.75
- Miniature Irish Flag, Gr. \$1.00
- Irish Style Clay Pipe, Box (3 Doz.) 2.40
- Green Cellophane Carnations, Doz. 44¢ Per 100 \$4.50
- Irish Paper Hat Candy Box (2"x3") Doz. \$1.25; Gr. \$1.50
- St. Patrick's Day Balloons, Gr. \$4.75
- St. Pat Crepe Party Hat, Gr. \$4.50
- Jointed Green Wiggle Snakes, Doz. .85

Prices do not include shipping charges. INCLUDE EXTRA MONEY FOR POSTAGE WITH ORDER. 25% deposit required on C.O.D. orders.

### SENSATIONAL DISAPPEARING NICKEL-TRICK

MAKE NICKELS APPEAR, DISAPPEAR or CHANGE TO DIMES!

This mystifying trick novelty is the No. 1 seller of the year. Your friends will be amazed when you show it to them. 4 piece polished brass. Individually boxed. Everyone buys.

**SAMPLE \$1.00**

1 doz. \$5.00—Jobbers, Distributors, Quantity Users, write for price quotations. ORDER NOW. Prices F.O.B. Chicago. 25% deposit, balance C.O.D.

**Nickel Specialty Co.**  
Old Post Office, Box 1361, Chicago 13, Ill.

### KIPP BROTHERS

Wholesale Distributors Since 1880  
260-43 SOUTH MERIDIAN ST., INDIANAPOLIS 25, IND.

### MEN—Build a Wholesale Route GET INTO A Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

World's Products Co., Dept. B-R, Spencer, Ind.

### PHOTO KNIFE

Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo.

1584BB \$3.90 Per Doz.

10 Doz. \$3.50 or More—Per Doz.

**ROHDE SPENCER CO.**  
223-225 W. Madison St., Chicago 6, Ill.

### IDENTS

- \$12.00 GRG. 6 UP CUFF BRACELETS \$21.00 GRG. \$2.00 BZL
- SPORT PENDANTS \$30.00 GRG. \$2.75 BZL
- HOLY YEAR CROSS \$4.75 DOZ.

SAMPLE ASSORTMENT \$5.00—STATE YOUR BUSINESS 25% DEPOSIT ON ALL C.O.D. ORDERS

**Price Photo** 604 WEST LAKE STREET PHONE FRANKLIN 2-2567 CHICAGO 6, ILLINOIS

### Buy Your HOSIERY DIRECT FROM MILL

All gauges—51, 54 and 66, in 15 and 30 deniers; prices from \$1.50 a dozen and up. Satisfaction guaranteed or money refunded.

**TENNESSEE VALLEY MFG. CO.**  
2408 Dayton Blvd., Chattanooga 5, Tenn.

### LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

**GAINOR SALES CO.**  
414 Transportation Bldg., Detroit 26, Mich. Phone: Woodward 2-8015

### STOPS FOGGY WINDSHIELDS NEW Chemical Mitt

Amazing Discovery! Autoists will never see a FOGGY STOP Windshield Cleaner. Just give your windshield chemical treated mitt—at once glass sparkling crystal clear. Mist, frost, sleet, snow, dirt, grease, tar, mud, etc. Erases in seconds. Cleans, polishes, and protects. 25¢ per car. Write for FREE sample & list 88

**MOSS PHOTO SERVICE** 153 W. 46, N. Y. 19

### Manufacturers, Attention

What do you have to sell? Manufacturer's Agent and Jobber calling on jewelry, drug, variety, general stores and pool rooms in North and South Dakota desires new items.

**P. O. BOX 809**  
Dickinson, North Dakota

### ILLUSTRATED COMIC BOOKLETS THE KIND MEN LIKE (VEST POCKET SIZE)

They are loaded with rare cartoons. Full of Fun and Humor. 20 DIFFERENT booklets sent prepaid for \$1 in plain sealed wrapper. No. C. O. D.

Grayko, Dept. 2135, Box 520, G.P.O., N.Y.C. 1

### PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY

- 8 x 10—5¢, Postcard—2¢
- 6x6, 20x30—\$2.30 40x53.
- NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.

Write for FREE sample & list 88

**MOSS PHOTO SERVICE** 153 W. 46, N. Y. 19

### OUR MOTTO A SQUARE DEAL TO EVERY CUSTOMER

Fast Sales, Big Profits—Part or full time, original Koehler stock signs, 1500 varieties, sell all places; 4 1/2 x 11", 7x11". Also religious and changeable signs. Special offer, \$4 per 100 or \$1 for 20 7x11 best sellers, or for free catalog write KOEHLER, 335 Goetz Ave., Lemay 23, Missouri.

### CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package & Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

**SUNBEAM PRODUCTS**  
634 4th St., South St. Petersburg, Fla.

### STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.

**ADIRONACK CHAIR CO.**  
1140 J'way, N. Y. (27 St.), Dept. 6, MU 3-138

### OAK-HYTEX FLYING SAUCER BALLOON

Red Hot Pitch Item Action! Noise! order from your jobber

**The OAK RUBBER CO.**  
RAVENNA, OHIO

### \$1 STARTS YOU IN BUSINESS

FREE CATALOG COMPLETE LINE

INTRODUCTORY OFFER. Send only \$1.00 for 2 fine quality ties. Special group top value \$1.00 sellers direct from manufacturer. Now only \$7.20 per doz., your cash profit \$4.80 per doz. Regular \$1.50 and up values. New designs, expert workmanship. Lined at both ends, 100% wool interlining. Money-making opportunity supreme. Act now! We pay postage. Money back guarantee. PHILIP'S NECKWEAR, 20 W. 22nd St., Dept. 735, New York 10, N. Y.

### ENGRAVERS

with it since 1907

phones: Bayport 1-5338

Send for new 1951 CATALOG

day and night service

**MILLER CREATIONS**  
7759 Avalon Ave., Chicago, Ill.

### SOMETHING NEW!

1. Unpainted Home "Television Bar."
2. Travelette Electric Bingo Blower.

Priced so you can buy today!

**LIPKA MFG. CO.**  
617 East 11th St., New York 9, N. Y. Spring 7-2327

### LOOK—NOVELTY & TOY BUYERS—LOOK

Firefly, the Electric Yo-Yo, it lights as it spins. Spectacular, Brilliant, Thrilling. Does all the tricks. List price, 79¢ each. Your cost, list less 50%. F.O.B. factory. Packed 36s and 144s. Order today and be ready for big March season. Sample sent prepaid at list price. 9000 other fast sellers at regular trade discounts.

**BLUE MOON CO., FF, Ravenswood, W. Va.**

No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides \$3.50 per doz. \$39.00 per gr.

No. 191-C MEN'S DOUBLE HEAD IMIT. CAMEO With Gold Flash Sides \$3.75 per doz. \$42.00 per gr.

Free Catalog. Minimum order, one dozen. Send 25% with order, balance C. O. D.

**STERLING JEWELERS**  
44 E. LONG ST. COLUMBUS 15, OHIO

### THIS WEEK'S LOW PRICE SPECIALS

YEAR ROUND SELLERS

Big 4 3-Pc. Pen Set attractively boxed with Pee Wee Lighter, assorted color grips, \$12.00 doz. With pearl grips, \$13.50 doz. With World's Smallest Charm Lighter, \$10.50 doz. Same Pen Set with Ladies' and Men's Wallets, attractively boxed, with Western Scenes. Attractive designs, also Plain Grains in both Plastic and Leather. New Styles. Real Values—Per Doz. 4-Pc. Sets, \$10.00, \$12.00, \$15.00, \$18.00 doz. 6 Sample Sets, \$10.00. Big Stock Pistol Lighters, \$5.00, \$8.00, \$12.00. Four Samples, \$5.00.

25% Deposit, Balance C.O.D.

We prepay with full remittance.

**UNITED ENTERPRISES**  
175 Fifth Ave. New York, N. Y. ORegon 3-2419 Suite 1810

### WRIST WATCH

14K GOLD-PLATED CASE

Only \$3.50 Ea.

### Brand New! Not Reconditioned

Biggest buy in the field! A wonder-seller and profit-maker! Two-tone dial. Radium dial and hands. Red sweep second hand. Removable pins. Rush order while they last.

10% Deposit, Balance C. O. D.

**BURTON SALES CO., Dept. N-27**  
843 W. Madison St. Chicago 7, Ill.

### ONE SECOND DEMONSTRATION YOU HIT THE JACKPOT

with SLOT MACHINE DICE!

### Exclusive Just Roll 'Em Out!

Gives all the fun and thrills—and PAY-OFF of the most expensive slot machines.

Game includes 3 DICE with ACTUAL CHARACTERS in full color and PAY-OFF CARD that lists the odds.

People buy them to play at home, at clubs, at parties, over store counters, at the bar, etc.

You pay only \$4.00 per dozen or \$45.00 for a gross. Make real money on this outstanding game.

Order today — or send \$1 for sample game. Write now to HIT THE JACKPOT.

**EXCLUSIVE PLAYING CARD CO.**  
Dept. BB, 1139 S. Wabash Ave., Chicago 5, Ill.

### BALL POINT PENS \$13.25 Per Gr.

With METAL CAPS and CLIPS

Visible Ink Supply—Cheaper than Refills

Long Lasting, Regular Size.

25% deposit with order, balance C. O. D.

**ARTHUR LEE CO., Dept. B-27**  
16 Court St. Brooklyn 2, N. Y.

### CHEWING GUM

All flavors! Kept factory fresh with cellophane wrapping

Price at half of standard brands. Write for information on all types and sizes, including Ball Gum—BUY AT WHOLESALE—regular and bubble.

**American Chewing Products Corp. AND SAVE**  
4th and Mt. Pleasant Ave., Newark 4, N. J. Hall 1

## ELGIN • BULOVA • BENRUS

### Watches for Big Profits

Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new.

15-Jewel	17-Jewel	21-Jewel
\$12.65	\$14.65	\$18.95

• Gold Plated Stretch Band, 95¢ add.  
• R. G. P. Combination Band, \$1.50 add.  
• Leatherette Gift Box, 65¢ add.

**25¢** Cash or stamps brings you our 72-page new 1951 wholesale catalog—will be credited to your first order.

### Rhinestone Case Watch

Copies of expensive \$200 & \$300 watches. Rebuilt movements guaranteed like new. 7 Jewel—

**\$9.95**

17-Jewel, \$12.95

Rhinestone Dials at No Extra Charge

**MIDWEST WATCH CO.** 5 S. WABASH AVE. CHICAGO 3, ILL.

## Mdse. Topics

### New York:

Many wholesalers are out of town this week. If you want to locate them, check at the National Housewares Show, Navy Pier, Chicago. The show lasts until January 25. . . . At the local Lamp Show (January 14-19), big "scare" orders from buyers were the talk of the trade. It appeared that every buyer anticipated his needs thru the spring and early summer. Promotionally priced table lamps were in greatest demand. The expected scarcity of metals after March 1 brought a rush of buying for copper and brass lamps. However, many manufacturers said they refused to accept orders at the fixed prices for more than 90 days ahead. Of course, large chains were in a position to make special deals and undoubtedly did so. George F. Little directed the show.

## LOW PRICES—While Stocks Last!

In spite of rising markets, we will not raise prices while our stocks on hand lasts!!

### Popular Styled LIGHTERS



**PISTOL LIGHTERS**

Small size. Imitation mother-of-pearl insert on handle. Highly polished chrome. 2x1 1/4 inches, including base. Each in box.

No. BB83J861 Dozen **\$5.00**



**CAMERA STYLE LIGHTER**

Best Quality  
With Compass

Camera style with compass on front. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. BB83J822 Dozen **\$12.00**

## Opening 1951 with a BANG!

### "The Matchless Flames" from Hollywood

LOOK LIKE AN ORDINARY LARGE MATCH PACK—BUT, INSIDE . . .

- **15 Glamorous Art Studies** in full-color all-different packs; wide variety of models, poses. Kodachrome. 3
- **Sensational Value** 15 photos for price of 1. A handy pocket size item—they'll buy every style.
- **Real Gag Appeal** offer a light, then watch the fun. Premium or souvenir imprint available.

SEND \$1.00 FOR 4 SAMPLES, \$10.00 FOR 5 DOZEN ASST., \$21.60 GROSS SHIPPED PREPAID—RATED ACCTS. OR 25% DEP. WITH ORDER, BAL. C. O. D.

**ORDER TODAY . . . it's hot!**

## GOLD ARROW PRODUCTS

7509 Melrose Ave. Hollywood 46, Calif.

Pal Blade Company is planning to spend a record ad budget of \$1,000,000 this year. Pal Blade's 1950 sales are said to have jumped 42 per cent over 1949. Al Paul Lefton Company, New York ad agency, handles the account. . . . Harry Litwin is offering vinylite plastic belt and bags, featuring an elaborate simulated needlework design. In assorted colors, the ladies' belts sell for 59 cents each and the bags for \$1.98. . . . A new all-plastic planter has been introduced by Bernard Edward Company. The centerpiece planter is shaped as an Oriental pagoda with a hanging ring-like planter pot. In contrasting color trim, he item is 12 inches high. Ideal Novelty & Toy Company has a giant 18-inch vinylite inflatable Easter egg. Brilliantly decorated, the 98-cent retailer has a sealed-in weighted base, and always bounces back to an upright position. . . . Ed-U-Cards has announced its newest product, Fingertip Puppets. Made of cardboard, the item is a collapsible theater with six animal head cutouts for hand puppet play. The child's fingers become the legs or paws of the animals. Complete with instructions, the number is scheduled to go on sale February 1 at 39 cents retail.

### TABLE LIGHTERS

**Aladdin's Lamp Lighter**

Table Lighter in a classic design. Silver finish. 4x1 1/4x2 1/2 inches. Each in box.

No. BB83J836 Dozen **\$8.00**

**Western Boot Lighter**

Bright polished or oxidized silver finish. 3 1/2x3 1/2 inches. Each in box.

Bright polished. DOZEN \$7.20  
No. BB83J859  
Oxidized finish. No. BB83J861.

## A NEW HIT!

### WESTERN PISTOL PENCIL

Press Hammer—Bang! Out comes pencil. Two-tone replica of Western six-shooter. Complete with eraser and extra leads. Each in a holster card.

DOZEN \$5.40 GROSS \$59.00

Prices do not include shipping charges. INCLUDE EXTRA MONEY FOR POSTAGE WITH ORDER.

5% deposit required on C.O.D. orders.

## KIPP BROTHERS

Wholesale Distributors Since 1886  
280-33 SOUTH MERIDIAN ST. INDIANAPOLIS 23, IND.

## Sell DUNHALL WATCHES For BIGGEST PROFITS

### 14K Gold Plated CHRONOGRAPH \$4.15

- Jewel Movement
- Copy of \$75 Watch
- Brand New
- Asst. Radium Dials
- 1-Yr. Service Guarantee
- Individually Gift Box'd
- Genuine Leather Strap
- With Matching Gold-Plated Link Expansion Band, \$1.00 Add'l

Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C.O.D.

## DUNHALL IMPORTS Co.

101 CEDAR ST., N.Y. 6, N.Y.

Sun Rubber Company is turning out rubber army toys. The various implements of defense are reproduced in olive drab with silver U. S. insignia, white rubber wheels and steel axles. For example, there's an ambulance (3 3/4 inches Long) selling for 15 cents, and a 6-inch tank that costs the consumer 59 cents. . . . Majestic Silver has introduced its new rose bouquet pattern of stainless steel flatware. The tableware is in the medium price range. . . . Popeil Bros.' Do-Nut Maker is reported to be a big seller. The item gained impetus thru local television show demonstrations. . . . Beattie Products, manufacturer of pipe and cigarette lighters, has announced its first price rise on lighters since 1940. . . . Rexon is telling the trade it will exhibit its 1951 line of imported novelty items at the coming National Association of Tobacco Dealers conventions and show to be held in Chicago.

### 17 Jewel Waterproof Wrist Watch

INCABLOC MOVEMENT  
Radium Dial  
Sweep Second Hand

Chrome plate case with stainless steel back. Chrome finish expansion band. Each in gift box.

No. BB5W161 EACH ONLY **\$13.50**

## SPECIAL BUY!!

## VALENTINES!

PRICE LIST READY  
WRITE FOR COPY

### CELEBRATION GOODS

N4079—Balloons Asst. Gr. . . . .	\$2.35
N5101—Adult Paper Hats. Gr. . . .	4.80
N6308—Min. Met. Hats. Gr. . . . .	4.80
N1202—6 1/2 In. Paper Horn. Gr. . .	5.50
N7201—8 In. Tin Horn. Gr. . . . .	8.50
N9005—Serpentine Confetti, Asst'd colors, 50 rolls in box (800 streamers). Box . . . . .	2.75
N9000—Bulk Confetti, 50 Lb. Bag	6.25
N9004—Pkgd. Confetti, 100 Pkgs. for . . . . .	2.75

Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

## Quick Photo Invention!

### PDQ CHAMPION PHOTOMASTER

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/4 by 3 1/4 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. BB

## PDQ CAMERA CO.

1161 N. Cleveland Ave. Chicago 10, Ill.

Coming Events: New York Gift Show, February 26-March 1; 5 cents to \$10 Variety Merchandise Fair, March 5-9, and the American Toy Fair, March 5-16. All are New York exhibitions.

Legion of Merit Department: After World War II, Goodyea Products (drug jobbers) raised a big sign above its front door and display windows. The sign has hung there ever since. It reads: "Let's no hungry ex-service man pass my door. Come in, buddie, and ask for Harry."

## Imported Expansion Bracelet

For men's watches. Heavy duty flexible bracelet in chrome finish.

No. BB27W105 DOZEN \$3.50

## HAMMOND ELECTRIC ALARM CLOCK

FANTASY ALARM. Moulded plastic marbelized ivory color case with 3 1/2" ivory color dial. Gift finish metal bezel. Slow speed, synchronous movement, with alarm. Size: 4 1/2x4 1/4x1 3/4 inches.

RETAIL \$5.50 PLUS TAX \$3.23  
NO. BB62W742 EACH

25% deposit required on all orders

## N. SHURE CO.

200 W. ADAMS STREET CHICAGO 6, ILLINOIS

## LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA

## LARGE DISCOUNTS

In Case Lots of 40 Doz.

Large Walking Bear w/fish . . . . .	\$7.20
Large Walking Circus Elephant . . .	7.20
Mechanical Hopping Squirrel . . . .	7.20
Large Walking Chimpanzee . . . . .	7.20
Stop & Walk Bear . . . . .	7.20
Hula Hula Dancer . . . . .	5.50
Fur Jumping Rabbit . . . . .	5.50
Fur Jumping Dog . . . . .	5.50
Small Walking Bear . . . . .	5.50
Walking Wire Dog . . . . .	5.50

25% deposit with order, balance of order sent C.O.D.

Rated accounts sent open.

## WHOLESALE OUTLET CO.

545 Fifth Ave. New York 17, N. Y.

## FANETTE THE POCKET PEEP SHOW

She humps, wiggles, nods her head. Just turn the crank and this little Blue-eyed Blonde comes to life. Made of soft flesh-like plastic in clear plastic "fish-bowl" box. Looks equally lifelike from front or back.

\$5.40 DZ., \$54.00 GROSS

Sensational Seller at \$1.00. 50% with ord.—Bal. C.O.D. Prepaid if check accompanies ord. Sample \$1.

## THE STANDWELL COMPANY

2709 So. Hill St., Los Angeles 7, Calif

## FATIMA THE ORIGINAL ONE

Sensational Dancing Girl. What a Movement! Selling like wild fire all over the country.

\$3.25 DOZ.  
\$37.50 GR.

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

## TALKING VALENTINES

Pull thumb nail across plastic strip. Voice says HELLO, SWEETHEART. Complete with mailer and individually packed in cellophane. Also Birthday Cards. Voice says HAPPY BIRTHDAY.

**\$1.80 PER DOZ.—\$12.50 PER 100**

Samples, 25¢ each, postpaid.

Dealers, write for special Easter price lists. Complete line of plush and plastic Easter Toys and Easter Baskets.

## NOWOTNY-BURRELL & CO.

907 ROOSEVELT AVE. SAN ANTONIO, TEXAS

## ZIRCONS

Set in Sterling Silver, Rolled Gold Plate and Gold Filled Mountings. Samples, \$1 each (no C. O. D.) Wholesale circular FREE. State your business.

## GLOBE JEWELRY CO.

DEPT. 21-C WHEELING, W. VA.

## LARGE!

Catalogs—many illustrated, of thrilling novelties, choice books, phonograph records, etc. WRITE for FREE copy today!

## Paragon Agencies Co.

2-B Sammon Avenue, Toronto 6, Canada

## 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 FRITCHIE CHOCOLATES

Frederick, Maryland

## BINGO MEDIUM & HEAVY WEIGHT CARDS

### SPECIALS LARGE SIZE (5x7)

## K & B CARD CO.

BOX 126 WADSWORTH, OHIO

## JUMPING FUR DOG

FIRST QUALITY

Original Special Jumping Fur Dog. Each one individually boxed.

\$2.75 DOZ.  
\$32.00 GR.

## JUMPING FUR DOG

FIRST QUALITY

Original Special Jumping Fur Dog. Each one individually boxed.

\$2.75 DOZ.  
\$32.00 GR.

## EMPIRE HOLDS DOWN PUNCHBOARD PRICES

WRITE TO EMPIRE TODAY FOR PRICE LISTS AND ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST MOST UP TO DATE PUNCHBOARDS EVER MADE - AT AMERICA'S LOWEST PRICES!

## EMPIRE PRESS

466 W. SUPERIOR ST. CHICAGO 10, Mohawk 4-4118

MANUFACTURERS OF THE FINEST IN PUNCHBOARDS & PUSH CARDS

## ATTRACTIVE-UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by RAY MERTZ & CO. 525 S. Dearborn St. • Chicago 5

## Blackhawk Boards Jar Deals

Write for list Galentine Novelty Co. South Bend 24, Ind.

GET FAST ACTION 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

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ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
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 1.25
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00 1.55
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98 2.58
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89 2.25
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20 2.25
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00 2.25
1000	10¢	TEN CENT SAW BUCKS	Avg.	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.**

### 3 NEW 10¢ PUNCHBOARDS

1,000 HOLE—SUPER THICK

SOON TO BE RELEASED

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WATCH THIS SPACE

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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.

## Salesboard Sidelights

Superior Products, Chicago, is all smiles over the reception given two of its newest board releases, Stage Coach and Poncho. **Ralph Cryer**, advertising manager, said the numbers, which are about seven weeks old, are really moving up to prairie-fire sales levels. Firm's entire line, however, is showing a big pick-up as the last of the holiday lull does a definite fadeout, he adds. **Irving Greenfield**, Great Falls, Mont., was a recent Superior visitor paying both a social and business call. Said Greenfield: "Business was never better, and shows signs of getting better." **Ed Selveen**, assistant to **Irving Sax**, general sales manager, put on the O. D.'s as of Monday (15) when he entered the armed forces.

**Jerry Scanlan**, Chicago, has a new sales record to crow about for his Gold Front pellet machine, introduced a month ago. He carries over his beaming when talking about the sales prowess of his newest field representative, **Bob Robinson**, who covers Maryland and the Virginias. Jerry says Bob reports similar success with his premium line, which he carries in addition to the Scanlan Little Chief and other games. For himself, Jerry says he is planning a Texas trip, with the starting date possibly this week.

**Edward P. Meserole**, president of American Trade Stimulator Company, Inc., of Washington, announces that firm's Punch-off Free board, slated for national distribution and backed by the

AMVETS, will be handled by the following representatives for these areas: **Johnny King**, covering New York City; **William Spieler**, Hartford, Conn.; **Angelo Colangelo**, Pittsburgh; **Tony La Rosa**, Atlantic City; **Rueben C. McKenty**, Philadelphia; **Nick Costello**, Baltimore; **Billy Edwards**, Miami; **Joe Sullivan**, Los Angeles; **James E. Simomson**, Kansas City, Mo.; **Sam Shanker**, Alexandria and Arlington, Va., and **Eugene and Barney Owens**, Boston.

## Letter List

Continued from page 63

- |                            |                     |                       |                |
|----------------------------|---------------------|-----------------------|----------------|
| Terrell, T.                | Webb, Mary          | Weller, Sam & Anna    | Wilson, Henry  |
| Terrill, Roy               | Weiner, Sam & Anna  | Weintraub, Sam        | Wilson, Ted    |
| Tetts, Walter F.           | Weir, Alexander     | West, D. & L.         | Young, Brigham |
| Thomas, William E.         | West, George        | West, W. E.           |                |
| Thomas, Paul               | West, George        | Westbrooks, C. A.     |                |
| Thomas, Robert L.          | Weston, Gustavus G. | Weston, Harry (Lefty) |                |
| Thompson, George A.        | Weston, William     | Whalen, James E.      |                |
| Thompson, George           | Whelan, James E.    | White, Frank          |                |
| Thompson, T. T.            | White, Mr. & Mrs.   | White, Jack J.        |                |
| Thoural, Robert            | White, Mrs. M.      | Whitney, Mera         |                |
| Timberlake, John E.        | Whitney, Mera       | Whitney, Ed           |                |
| Tinfall, E. L.             | Whitney, Mera       | Whitney, Ed           |                |
| Tinkelman, Richard A.      | Whitney, Mera       | Whitney, Ed           |                |
| Tobell, Allen              | Whitney, Mera       | Whitney, Ed           |                |
| Tobell, Mrs. Faye          | Whitney, Mera       | Whitney, Ed           |                |
| Tobert, Ed S.              | Whitney, Mera       | Whitney, Ed           |                |
| Todd, Edward               | Whitney, Mera       | Whitney, Ed           |                |
| Tom, George                | Whitney, Mera       | Whitney, Ed           |                |
| Tonson, Daniel             | Whitney, Mera       | Whitney, Ed           |                |
| Turner, Tom                | Whitney, Mera       | Whitney, Ed           |                |
| Tracey, Gilbert & N.       | Whitney, Mera       | Whitney, Ed           |                |
| Tracey, Leonard            | Whitney, Mera       | Whitney, Ed           |                |
| Tracey, Edward Raymond     | Whitney, Mera       | Whitney, Ed           |                |
| Tracy, W. R.               | Whitney, Mera       | Whitney, Ed           |                |
| Trela, John Carl           | Whitney, Mera       | Whitney, Ed           |                |
| Trent, Betty               | Whitney, Mera       | Whitney, Ed           |                |
| Treedy, Mrs. Al            | Whitney, Mera       | Whitney, Ed           |                |
| Trovel, Don Lee            | Whitney, Mera       | Whitney, Ed           |                |
| Trovel, Roy Douglas        | Whitney, Mera       | Whitney, Ed           |                |
| Tull, Carl                 | Whitney, Mera       | Whitney, Ed           |                |
| Tumini, Henry              | Whitney, Mera       | Whitney, Ed           |                |
| Turner, Jack               | Whitney, Mera       | Whitney, Ed           |                |
| Turner, James              | Whitney, Mera       | Whitney, Ed           |                |
| Van Horn, C. M.            | Whitney, Mera       | Whitney, Ed           |                |
| Van Derve, William         | Whitney, Mera       | Whitney, Ed           |                |
| Vaughn, Quentin James      | Whitney, Mera       | Whitney, Ed           |                |
| Veve, Toby                 | Whitney, Mera       | Whitney, Ed           |                |
| Vielia, Professor          | Whitney, Mera       | Whitney, Ed           |                |
| Vigers, Mr. & Mrs.         | Whitney, Mera       | Whitney, Ed           |                |
| Villeneuve, Harry          | Whitney, Mera       | Whitney, Ed           |                |
| Wagner, Louise             | Whitney, Mera       | Whitney, Ed           |                |
| Wales, Jr. H. E.           | Whitney, Mera       | Whitney, Ed           |                |
| Walton, Ralph Jackie       | Whitney, Mera       | Whitney, Ed           |                |
| Wall, John                 | Whitney, Mera       | Whitney, Ed           |                |
| Wall, Otis                 | Whitney, Mera       | Whitney, Ed           |                |
| Walters, Lee               | Whitney, Mera       | Whitney, Ed           |                |
| Ward, David E.             | Whitney, Mera       | Whitney, Ed           |                |
| Ward, George               | Whitney, Mera       | Whitney, Ed           |                |
| Ward, J. Robert & Juliette | Whitney, Mera       | Whitney, Ed           |                |
| Warren, S. R. (Bill)       | Whitney, Mera       | Whitney, Ed           |                |
| Watson, Helen              | Whitney, Mera       | Whitney, Ed           |                |
| Wasserman, Martha          | Whitney, Mera       | Whitney, Ed           |                |
| Wasso, Ralph               | Whitney, Mera       | Whitney, Ed           |                |
| Watson, Mrs. Virgie        | Whitney, Mera       | Whitney, Ed           |                |
| Watson, Ronald W.          | Whitney, Mera       | Whitney, Ed           |                |
| Weaver, Carl               | Whitney, Mera       | Whitney, Ed           |                |

## MAIL ON HAND AT NEW YORK OFFICE

- 1564 Broadway  
New York 19, N. Y.
- |                        |                           |
|------------------------|---------------------------|
| Alvin, Mike            | McKeon, E. & M.           |
| Ashby, Mr. & Mrs. Paul | Meeff, Horace             |
| Baron, Renee           | Millella, Ruth            |
| Burton, R. A.          | Moran, "Bit"              |
| Cameron, Louis Charles | Moore, Ben                |
| Carr, Joe A.           | Oliver, James & Candy     |
| Cassella, Michael      | Perrom, Mr. & Mrs. J.     |
| Chester, Frank         | Quick, Elmer              |
| Codona, Lala           | Radeloff, Frank           |
| Cole, Olive Cooper     | Reed, Dan                 |
| Costello, Marie G.     | Rex, Jay                  |
| Cox, Charles G.        | Richard, Nat              |
| David, W. K. Bill      | Ross, Leonard             |
| Delaney, Joyce         | Roune, Smokey             |
| Donahue, Ruth          | Royal, Splinter           |
| Fagan, Mary            | Saluta, Frank             |
| Goldie, Jack           | Sans, Nick                |
| Goodwin, Alice S.      | Sherry, Bob               |
| Kaplan, Harry          | Simmonds & Simmonds       |
| Kay, Tiny              | Slater, Dewey             |
| Kirchhoff, Mary        | Smith, M. (Marty)         |
| King, Nell & Fred      | Soloman, Sol              |
| Kuon, June             | Spiegel, Ethel            |
| LaFleur, Arthur        | Straight, George F.       |
| LaPaine, Jack          | Sullivan, Nellie          |
| Latourell, Violette    | Swartz, Jack              |
| Levy, Sam              | Troy, Jimmy               |
| Lewis, Daisy           | Tunatall, M. E.           |
| Litchfield, Slim       | Walker, Sylvester         |
| Logan, Scott           | White, George             |
| Marlow, Paul           | Whitney, Mr. & Mrs. Jerry |
| Marks, Dewey           | Wilson, Henry             |
| McCurdy, Ed            | Wilson, Ted               |
| McAler, Norman         | Young, Brigham            |
| McIntosh, Wm.          |                           |

## MAIL ON HAND AT CHICAGO OFFICE

- 188 W. Randolph St.  
Chicago 1, Ill.
- |                       |                |
|-----------------------|----------------|
| Bonware, Frank        | Mallwin, James |
| DeBell, Jack          | Moody, Bubba   |
| DeWitt, Ely           | Wagner, Harold |
| Gray, Fred            | Walt, Kenneth  |
| Halstead, Virginia G. | Walker, James  |
| Hansen, Lawrence      | Parker, Lee W. |
| Kozel, Joseph J.      | Pierce, James  |
| Lee, Ginger           | White, Frank   |
| Letter, Ted Glenn     | Whyte, Carl    |

## MAIL ON HAND AT ST. LOUIS OFFICE

- 390 Arcade Bldg.  
St. Louis 1, Mo.
- |                         |                       |
|-------------------------|-----------------------|
| A-John, Joseph          | Conner, Theodore      |
| Albert, Elmer           | Conroy, Roy           |
| Allen, William Harrison | Conway, Clarence      |
| Amick, Bill             | Crain, Winfield       |
| Asby, Frank             | Darwin, Melvin E.     |
| Ashmore, Victor R.      | Davenport, Bert       |
| Baker, Bob D.           | Davis, Louis Edgar    |
| Baker, Charles A.       | Davy, Mrs. Marion M.  |
| Baker, H. J.            | Delaney, Mrs. Edna    |
| Bales, Mrs. Dorothy     | Delro, Duke           |
| Bateman, Edna V.        | Dorrell, James V.     |
| Bennett, Mel            | Donovan, Forest O.    |
| Bernard, Anthony        | Dunn, Earl F.         |
| Betra, Mrs. John        | Edwards, Albert       |
| Braufright, Bruce E.    | Ellis, Woodrow Wilson |
| Brauford, Arkie         | Enslow, Walter        |
| Bryer, Lillian          | Eran Milton           |
| Bradley, Clyde          | Evans, Tom & Frank    |
| Burge, Lloyd            | Evans, Tom & Frank    |
| Burns, Miss Florida     | Evans, Tom & Frank    |
| Cagle, Jack Wilber      | Evans, Tom & Frank    |
| Caloian, Carl           | Evans, Tom & Frank    |
| Cannon, Frank & Tom     | Evans, Tom & Frank    |
| Cannon, Harry           | Evans, Tom & Frank    |
| Carroll, Clifford R.    | Evans, Tom & Frank    |
| Chapman, Mrs. Mary      | Evans, Tom & Frank    |
| Christenson, Walter     | Evans, Tom & Frank    |

## 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. Newgaard Ave., Chicago, Ill. fe10
- AAA-1 BARGAIN AUTOMATIC BOWLING** Game; completely reconditioned; real pins, \$69.50 each. Jerry Nelson, 2320 Milwaukee Ave., Chicago 47, Ill.
- AAAA-1 SALE—NILS COOKIE MACHINES.** Write Goodman Vending Service, Lebanon, Pa.
- CAST IRON STANDS—WEIGHT, 25 LBS.** \$4 each; in lots of 30 or more \$3.75 each; top flanges, only \$3 each; top plates for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; 1/2 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.
- CLOSING OUT—LIKE NEW SHIPMAN** Stamp Machines, \$15 each. Hurry. Address Stamp Vender, 123 Uni. Place, Lincoln 4, Neb.
- DIGGERS—ERIES, HAND OPERATED FOR** Carnivals; without coin chutes; Motorscopes, Electro-Hoists, Buckley, Rotary Merchandisers, Parts, National, 4243 Sanson, Philadelphia, Pa.
- FOR SALE—50 USED 1¢ COLUMBUS** Vendors, Model Z, 2M and G, @ \$6.50 each; cash with order. Birmingham Vending Co., 540 2d Ave. N., Birmingham 4, Ala. ja27
- 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 Skee Ball Alley, priced right. Reliable Skeeball Co., 2512 Irving Park Chicago, Ill.
- 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.
- MILLS "ANIMATED" ESMERELDA PRE-** diction Machine, 5¢ Wax Figure, perfect with new uniform, \$400; 3 Motoscope Diggers, Roll Doors, Mahogany Cabinets; 2 Buckleys Diggers Treasury Islands; 1 Exhibit Diggers, floor model, all 5¢ play, with three extra motors; make offer, all or part. Primm Enterprises, 217 Jessamine Blvd., Daytona Beach, Fla. fe3
- MODEL V'S—WITH 8 POUND GLOBES;** now in operation, \$8 each. LeBlanc Vending Co., Breaux Bridge, Louisiana.
- PENNY JENNINGS OR VICTORS, 5¢;** Penny, three or five compartment Vending Machines, \$10; Penny Flipper Counter Games, \$10. Al Hoff, 1920 Rose Street, Balto 13, Md.
- POKERINS—4 TABLES, PERFECT, 5¢** Slot; one or all, \$75 each. J. Myer, 2301 W. Baltimore St., Baltimore, Md.
- POOL TABLES—BELGIUM TYPE, 3x6. RE-** conditioned at factory; like new; equipped with new score rack; bargain! Order your supplies from us. Fischer Mfg. Co., Tipton, Mo. ja27
- SPECIAL—25 1¢ OR 5¢ NUT MACHINES,** \$6 ea.; 25 5¢ Cebo Hot Nut, \$20 ea.; 5¢ Asco Hot Nut, \$12.50 ea. Wanted: Advance 211s, Silver Kings, Hunters, Counter Games. We repair Advances, Northwesters, A.B.T. Guns, Masters, Cameo Vending, 432-B West 42d, New York. fe3
- STAMP FOLDERS DIRECT FROM MANU-** facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. fe3
- STAMP FOLDERS—DIRECT FROM MANU-** facturer; unlimited quantities; immediate delivery; write for prices. Veedeo Sales Co., 400 Market St., Philadelphia 3, Pa. LOcuet 7-1448.
- USED PIN GAMES—CLEAN, READY FOR** location, \$25 each; Caribbean, Triple Action, Treasure Chest, Bumpy Dumpty, Shanghai, Sally, Mardi Gras and Wisconsin; Used Super Shuffle Alleys, \$25; with Fly-Away Pins, \$75; Wurlitzer Counter Model Stands, \$10 each. Frank Guerrini, Burnham Pa. fe3
- WANTED—NATIONAL CANDY MACHINES** 9-18 and 6-18; state number, price and condition. For Sale—Six Penny Motoscope Movie Machines, \$20 each or \$100 for lot. J-A Automatic Sales, 217 Harvard Street, Boston 24, Mass. fe3
- WANTED TO BUY—USED KENEY** Bowling Champ Conversions for shuffleboards. Reliable Shuffleboard Company, 2512 Irving Park, Chicago, Ill.
- WANTED—USED DRINK VENDORS;** state quantity; best price; name and condition in first letter. Automatic Enterprises, 2307 W. Pico Blvd., Los Angeles 6, Calif.
- WANTED—ARCADE EQUIPMENT, GUNS,** Games, etc.; state condition and price. Mike Munves Corp., 577 Tenth Ave., N.Y.C.
- WILL TRADE—SIX PRACTICALLY NEW** Asco Hot Nut Vendors, Four 1¢ Machines; used; for what have you? Alexander, Box 388, Hannibal, Missouri.
- 6 8 KENEY TEN PINS BOWLING** Machines, used 2 months, best offer. William Ambrunn, 213 W. Passaic Ave., Bloomfield, N. J. Edison 8-9462. fe17
- 25¢ WALTERS AUTOMATIC PUNCH-** board; 6 J. P. Charley refills, like new, \$37.50; 2 Esco Draw Poker Counter Games, good condition, \$25 each; 20 Navajo Counter Games, like new, \$5.75; 1/2 deposit, bal. c.o.d. satisfaction or money back on any of above. O. T. Forbes, 6696 Airline Hwy., Baton Rouge, Louisiana.
- 200 MERCURY ATHLETIC UNIVERSAL** Counter Model Grippers, A-1 reconditioned, factory guaranteed; money back if not satisfied; all or part, \$12 each; regular price now, \$49.50; wire or write. C. Rozinski, 4796 Garland Ave., Detroit 13, Mich. ja27
- \$500 BRANDT ELECTRIC COUNTER AND** Sorter; all combinations. Standard Cigarette Service, 359 Chestnut Street, Springfield, Mass.

- |                         |  |
|-------------------------|--|
| Praken, Mr. & Mrs.      | Moorehead, Buddy                                   |
| Frawley, Dennis         | Charles Morgan, Miss Pat                           |
| Garnett, Willie Augusta | Morgan, William E.                                 |
| Garner, Sammie          | Neely, Robert "Bob"                                |
| Gilson, Earl L.         | Neff, Eddie  |
| Goad, Charles           | O'Donnell, James & Ruth                            |
| Goodrich, Babe          | Ogilvie, L. B.                                     |
| Gowdy, Pamela           | O'Haras, Joyce                                     |
| Graveland Greater Shows | Osburn, Friday                                     |
| Graham, William         | Osburn, James Willard                              |
|                         | Page, William A.                                   |
|                         | Henry Jr. Patterson, Mrs. Rose                     |
| Hackett, Eddy           | Perkins, Jack                                      |
| Hancock, Mrs. Vera      | Pike, Mrs. Estelline                               |
| Hannor, William         | Pitre, Allen                                       |
| Hartney, James Harold   | Pope, Ernest                                       |
| Hartley, W. H.          | Popkin, Willis B.                                  |
| Hartley, Nellie Mae     | Rawlings, Bill, Jack                               |
| Hartman, William        | Ray, Charlie                                       |
| Hartman, Bill           | Reagan, Eddie                                      |
| Harvey, Mrs. Ada        | Redd, Delbert E.                                   |
| Harvey, Al              | Reinhardt, Geo.                                    |
| Harvey, Henry           | Reynolds, Miss Peagle                              |
| Hath, R. L.             | Richardson, Frank                                  |
| Higgins, Woodrow        | Robter, Lawrence S.                                |
| Hook, E. R.             | Satterly, Esther                                   |
| Howard, George C. Jr.   | Sebaney, John                                      |
| Huber, Arthur J.        | Sherrin, Thomas                                    |
|                         | Gertrude M. Smith, Edw. Bates                      |
| Hudgens, Mrs. Hazel     | Smith, Henry N. & M.                               |
| Huebner, Ronnie Letty   | Smith, John P.                                     |
| Husband, Mrs.           | Smith, John P.                                     |
|                         | James E. Smith, Milford                            |
|                         | Snook, Albert T.                                   |
|                         | Snyder, Bill                                       |
|                         | Sorenson, Chester                                  |
|                         | Spacy, W. A. G.                                    |
|                         | Starkey, John                                      |
|                         | Stark, Eugene                                      |
|                         | Steck, Dwayne R.                                   |
|                         | Stonericher, Otto Lee                              |
|                         | Sulzinger, Jim                                     |
|                         | Sutton, F. M. Jr.                                  |
|                         | Talbot, Orley                                      |
|                         | Taylor, Betty Jean                                 |
|                         | Taylor, Dick                                       |
|                         | Thomas, Art B.                                     |
|                         | Thomas, K. B.                                      |
|                         | Thompson, Charlie                                  |
|                         | Tiffin, Alfonso Edgar                              |
|                         | Tipton, Jimmie Gene                                |
|                         | Larabee, Mr. & Mrs. Tomlin, Willie F. "Slim" Lucky |
|                         | Larne, Frenchy & Mom                               |
|                         | Vaucka, Frank Fred                                 |
|                         | Vonmoro, Albert J.                                 |
|                         | Wagoner, Harold                                    |
|                         | Walt, Kenneth                                      |
|                         | Walker, James                                      |
|                         | Walters, Lee Bob                                   |
|                         | Warfel, Roy W.                                     |
|                         | Waters, J. A.                                      |
|                         | West, Mr. & Mrs. W. E.                             |
|                         | McLean, Ray  |
|                         | McGee, B. P. (Mack)                                |
|                         | Wetherbee, Harold                                  |
|                         | McHenry, Myron F.                                  |
|                         | Whelan, Mr. & Mrs. Ed                              |
|                         | Madsen, Pete & Harry                               |
|                         | Williams, Alfred                                   |
|                         | Malbin, Edw.                                       |
|                         | Williams, Walter L.                                |
|                         | Marshall, Paul                                     |
|                         | Mathews, Mr. & Mrs. Wilson, H. A.                  |
|                         | Mathews, Mr. & Mrs. Wilson, H. A.                  |
|                         | Meyer, Mr. & Mrs. C. N. "Doc"                      |
|                         | Wood, Julian L.                                    |
|                         | Wright, Donald M.                                  |
|                         | Wright, Donald M.                                  |
|                         | Wuetherick, John C.                                |
|                         | Yehle, Frank X.                                    |

**WIN 1951 TELEVISION SET**

25¢

**TV PB DEAL**

Invest \$39.50—  
Make \$800.50  
Profit

Let local merchant display the TV for you; then pay for it after board is punched out. Impossible to win on 1 lucky punch. 5,000 Holes at 25¢ Punch takes in \$1,250.00 Board pays 92 cash prizes \$235.00

Your Net Cash Receipts \$1,015.00  
Your TV cost approx. \$175.00  
Your cost this Deal \$9.50 214.50

**YOUR NET PROFIT \$800.50**  
Our \$39.50 Deal Price includes \$5

## Detroit Shuffle Assn. Launches New League Play

DETROIT, Jan. 20.—A whole new series of shuffleboard leagues to play a single schedule of games to run into April or May, is now being launched by the Detroit Shuffleboard Association (DSA), under John C. Westerdale, director of league play.

About 200 teams are now playing a regular all-season schedule, but the demand for additional participation has continued to grow, and the example of taverns which have established their own teams has proved contagious. The result is that other locations have sought to have teams established for their own players.

### Locations Contacted

All known locations not now in a league are being circularized by Westerdale with a renewed invitation to participate, but he is pointing out that only locations able to produce a going team within 10 days are being sought. The number of spots ready to join the trend is making it relatively easy to create new leagues in midseason. Westerdale pointed out that leagues cannot be set up now to run later than May, to avoid the onset of hot weather. Co-operation of all operators also is sought to enlist other interested location owners.

The DSA league play office is taking responsibility to provide rule books, score sheets, schedules and weekly reports, as well as other procedure necessary in the co-ordination of a league operation as extensive as this. In addition, the office is bonded for the payment of the prize money.

## 5-Player Game In Production At United Mfg.

CHICAGO, Jan. 20.—United Manufacturing Company thru Sales Manager Billy DeSelm announced production on Five Player Shuffle Alley, a shuffle bowling game on which up to five may play at one time.

Designed with a dime drop chute, the new United product is available in either 8 or 9-foot lengths. Playfield is two feet wide. The multi-player game has five separate scoreboards and clearly indicates which player is taking his turn. Since it utilizes the rebound principle, average playing time per player is less than a minute. Game has 20-30 scoring, fly away pins and a strike and spare marker on the backglass.

United also is in production on Twin Shuffle-Cade, a two-player game in which the player tries to make a good score by shooting a puck up an incline into designated target holes.

## Industry Problems Mulled by NCMMDA

### Miami Beach Meet Eyes NPA Orders, Legal Measures; Key Committees Set

MIAMI BEACH, Jan. 20.—Spurred by the confused international trade picture and the resulting restrictions of materials used in coin machine production, an almost 100 per cent attendance highlighted the winter meeting of the National Coin Machine Distributors Association (NCMDA), held at the Martinique Hotel here Monday thru Thursday (15-18).

Because of the importance of the daily sessions, practically every meeting was held behind closed doors. Led by President Lou Wolcher, these consisted primarily of interpretations of federal and State legal measures which had either been put into law in the past few weeks or bills which had

## MULL GAMES IN MILITARY CLUBS TO UP REVENUE

HAMPTON, Va., Jan. 20.—With bells banned from military posts, operators of coin amusement games may find new placement opportunities in officers' and non-commissioned officers' clubs now facing a severe loss in revenue.

Club administrators at Langley Air Force Base have disclosed that there is a strong possibility that coin-operated games of skill will replace the bells at the post to recapture some of the lost income. Shuffle bowling, target units and high-score games were among those mentioned as possibilities.

## Hook Bowler Wins License For Chi Area

CHICAGO, Jan. 20.—Local operators can now apply for a license for the Bally Hook Bowler under an order issued by Judge John Sbarbaro in Superior Court here Tuesday (16). License fee for the game is \$25.

The order resulted from a suit by Sidney Kromer, president of the Broadway Amusement Company here, following a suggestion last November by the Appellate Court that firms desiring to operate shuffle bowling games in Chicago sue for a writ of mandamus. Prior to that, operators sued for injunctions to prevent the police from interfering with the operation of such equipment. Kromer was represented by Benjamin Lebin and Joseph William Bernstein, attorneys.

The city thru Assistant Corporation Counsel A. A. Pantelis opposed the suit on the grounds that if such non-gambling equipment were permitted it might lead to the legal use of units which is considered gambling equipment. Judge Sbarbaro, however, ruled the city's ordinance banning bagatelle or pigeonhole games did not apply to shuffle bowling.

## BELL ACTIVITY UP

### 7 States Mull Bills; Nev. Seeks Exemption

CHICAGO, Jan. 20.—Seven State legislatures were mulling proposals this week concerning bell machines, the majority of them stemming from the recently enacted federal law prohibiting the inter-State shipment of gaming devices.

Nevada moved to protect its legalized gambling Wednesday (17) with Assembly Bill 5 which would exempt the State from pro-

## Trade Moves To Offset Impact of Copper Order

### Game Firms Cut Lines, Eye Music; Vending Mfrs. Mull Alternatives

CHICAGO, Jan. 20.—With the National Production Authority (NPA) copper order now established as one of the major threats to continued production of coin machine equipment after March 1 (The Billboard, January 13), manufacturers of games and venders were making several moves to offset the dead-line impact. Under the amended version of the M-12 NPA order, firms in production on equipment when the deadline rolls around will have until April 30 to complete output in progress.

Chicago manufacturers of games indicated this week they were permitted to use in January and February 85 per cent of the average amount of brass mill and wire mill they used in the first half of 1950 and copper in foundry products at the same quarterly rate as in the first six months of last year. All, however, were finding the metal was already a problem. In the case of one manufacturer who would normally be turning out two or more amusement products in this high de-

mand period, a decision was reached to make but a single unit in quantity. A second plant known for its diversified game line was contemplating a similar move.

### Test Metals

Other firms which have no alternative but to stick to their traditional single item output are making tests to substitute other metals where copper and brass had been a stand-by. Those taking this tack emphasized in no case would they use a different metal if tests indicate the efficiency or the service features of the games will be affected.

Another move gaining momentum was the tendency of leading game plants to eye the music machine field, which in the NPA copper order has been granted certain exceptions which appear to not hamper juke output. Williams Manufacturing Company entered this field in December with a 45 r.p.m. counter box known as the Music Mite, and a short time later, Chicago Coin Machine Company bowed its Band

Box, music machine play stimulator. It also announced it had a selective 45 r.p.m. "coming soon" but offered no other details. Two other major amusement machine producers are now rumored to have plans for counter model jukes for release before the end (Continued on page 79)

## Grant Shay Ad Manager Of Keeney Co.

CHICAGO, Jan. 20.—The appointment of Grant Shay as advertising manager of J. H. Keeney & Company was announced Friday (19) by President Roy McGinnis. Shay entered the trade in 1926 when he joined the staff of Mills Novelty Company, then located at its Green Street plant. Later he



GRANT SHAY

successively became assistant and advertising manager of the firm. When Bell-o-Matic was organized in 1946 as world distributor of Mills Bell Products, Shay was named advertising and promotion manager. In February, 1947, he was elected vice-president in (Continued on page 79)

## Shuffle Bowl Tournney Seen Boosting Play

CAMDEN, N. J., Jan. 20.—The first shuffle bowling tournament of 1951, sponsored by Mid-Jersey Amusement Association (MJAA), tees off here Monday (22), with operators hopeful that the competitive interest aroused among players will hike grosses considerably.

A successful tournament was run off by the operators' group five weeks ago, with 300 players participating. With a new 1951 car the first prize, MJAA executives expect that about 350 locations will take part.

### Contest Set-Up

High scorers in each location each week will be eligible to compete in that location after six weeks to eliminate all but one. Winners of the location prelims become eligible for the finals, to be held in Deigan's Sports Center here. There will be smaller prizes awarded to toppers in the weekly contests.

Tournney rules are simple and allow the use of any coin shuffle bowl games that happen to be installed in locations. In the final event, however, all games will be identical to give each player an equal chance.

MJAA officers are Joe Medvene, Leo Spector, Jules Obus, Joe Scola and Maurice Parkin. Zaven Hovsepian handles promotion for the tournney.

## Court Warns Colo. Officers: No More Location Threats

### Sue To Protect Game and Music Stops Against Loss of License

DENVER, Jan. 20.—A series of suits brought in Colorado cities have resulted in court orders restraining the State from threatening tavern owners with loss of their liquor license if they do not remove coin-operated amusement games and phonographs from their places of business.

State Secretary George Baker and his inspectors were ordered by District Court Judge Edward C. Day Wednesday (17) not to threaten tavern operators selling 3.2 beer with loss of their licenses if they have coin machines in their establishments. The order was issued following a test case filed by Stanley H. Johnson, Denver attorney and former district judge, on behalf of two tavern owners and a coin machine company.

In their complaint, Joseph L. McCrary, operator of the Pine Room, 7474 Morrison Road; Bertha L. Sexton, operator of the Colonial Drive Inn, 4888 West Colfax Avenue, and the Midwest Music Company, 8600 West Colfax Avenue, asserted that inspectors from Baker's office had ordered them to remove coin-operated machines from their taverns or lose their licenses. The Midwest Music Company said it had asked Baker to countermand an order issued to him January 2 which declared that it was unlawful to have any apparatus or device to win or gain money in a tavern.

On January 5 Baker said he was only interested in banning bell machine operation and that he was not concerned with music machines and other such devices. The (Continued on page 78)

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## New Pins, Jukes Short in Can.; Game Play High

BOSTON, Jan. 20.—New pin games and music machines are short in Canada, and Dominion operators are scurrying around for equipment, according to Leonard Drapkin, president of Lawrence Novelty Reg'd, Montreal, who was in the Hub this week visiting distributors.

Drapkin, who operates about 300 scales, shuffle games and phonographs in Montreal and the Quebec areas, said five-balls and one-balls are at peak play in Canada, while music machines have shown declines.

Drapkin declared jukes were good during the war years in (Continued on page 78)

## Launch Sales Drive on S&S Scoreboards

FLINT, Mich., Jan. 20.—The S and S Manufacturing Company of Flint, which has been manufacturing scoreboards for shuffleboard operation for about two years, is launching a national distribution and promotion campaign for the first time.

Located at 2011 North Franklin Street, S and S makes an electrically operated and coin-controlled (Continued on page 78)

visions of the federal legislation. The bill is now being studied by the Judiciary Committee.

(Under terms of the federal law, States must pass legislation specifically exempting themselves from shipment law. State laws, already on the books and permitting the operation of certain types of gaming devices, must be further strengthened with specific legislation before they are allowed to bring gaming equipment across the State line.)

### Club Legalization

The same day, House Bill 30 was dropped into the New Mexico Legislature. This bill would provide for State licensing of bell machines but limit the license (Continued on page 79)

particular significance and were about to be introduced in legislatures.

Other points of discussion which not only concerned the NCMMDA but every distributor in country, included the part the distributor will play in the mobilized economy now taking place; National Production Authority (NPA) orders announced since the first of the year; preparation and maintenance of older equipment in the face of interrupted production, and the appointment of new products and industry relations committees.

While the new products committee was pointed out as one (Continued on page 78)

## Pepsi Bottlers Warm Up To Cups at Annual Meeting

Pre-Mix, Self-Contained Units Exhibited by Glascock and Hupp

CHICAGO, Jan. 20.—Seven manufacturers of vending equipment—two of them with cup drink machines never previously shown—exhibited their wares at the annual convention of Pepsi-Cola bottlers held this week at the Palmer House. Manufacturers said the bottlers showed more enthusiasm for cup equipment than at any previous Pepsi meeting.

While the business sessions were closed to all except Pepsi bottlers, it was understood the company's president, Al Steele, outlined an

aggressive advertising and promotion program designed to build volume. Whatever the details, bottlers on the floor seemed enthusiastic and confident in the future.

One Pepsi bottler from the Southwest summed up the situation this way: "Two years ago I would have sold my business for \$250,000. Today I wouldn't sell for less than \$1,000,000."

### Who Was There

Vending machines exhibited on the floor were Hupp, Lion and Glascock cup units, Mills, Jacobs, Vendorlator and Ideal bottle dispensers. Of the bottle units, newest was F. L. Jacobs' 51-capacity model with space for 30 in pre-cool.

Glascock, of Muncie, Ind., is best known as a contract manufacturer (largely for Ideal of Bloomington), but this time showed its own pre-mix selective cup drink machine with a capacity of 500 drinks. Glascock officials said the unit was a test model and emphasized that it currently was not in production nor are orders being taken for delivery.

### Use Gas Pressure

The Glascock machine is unique in many features. Instead of using motors and relays as an actuating force, the unit depends entirely on CO<sub>2</sub> pressure. Insertion of a coin trips a hair switch which permits mechanical delivery of the cup and opening of the drink dispensing valve. The unit has a positive displacement pump deliver-

ing six ounces per stroke of the cylinder.

Spokesmen for the firm said they could not comment on a probable price for the vender until the company's plans for the unit are made.

### Motorless Hupp

The Hupp Corporation, Cleveland, showed a motorless, ice-cooled cup dispenser which will be sold exclusively to Pepsi bottlers for about \$450. Hupp is readying units for a field test.

The new Hupp model is entirely independent of electric and water lines, uses a 100-pound cake of ice and a heat-exchange cooling system. The machine is equipped with a timer and locking device to limit sales to 4 per minute, thus insuring a cold drink.

Water is stored in two, five-gallon tanks, and sirup in a single 2½-gallon container. A separate key unlocks the ice chamber so that a fresh supply can be loaded by an ice company delivery man. A 100-pound cake of ice, Pepsi engineers said, would provide maximum refrigeration for 500 drinks.

Because of its portability, Pepsi intends pushing the Hupp machine as a good sampling vender which a bottler can use to weed out good locations and good sites within locations. Absence of water and electric connections will enable the bottler to wheel the vender from location to location, or from one spot within a location, such as manual vending machines are moved.

## 5c CANDY, ICE CREAM IN BEAN TOWN FADE-OUT

BOSTON, Jan. 20.—The nickel ice cream cone is fast disappearing along with the nickel candy bar in Boston. Ice cream cones, which had hit a 7-cent top, went to 10 cents this week, and the regular 10-cent cone went to 15 cents. The 6-cent candy bar price move began spreading from the subway concessions, which first brought the wartime price back, to hotel, theater and drugstore candy counters. During World War II, nickel bars went to a top of 7 cents. So far, the 7-cent signs haven't gone up on candy counters, but there is every indication that they may be before long.

## How One Vender Co. Seeks Steel Supply Answer

Contacts Top Firms Via Letter Asking Fair Price Policy

CHICAGO, Jan. 20.—Like many another manufacturer of vending machines, Bel E. Hall, president of Belvend Manufacturing Company and board chairman of the Vendall Company, is concerned from day to day with the tightened materials situation. But Hall has a fresh approach to at least one of his shortages.

This week Hall directed a letter to the presidents of large steel companies outlining the growth of his company and asking the question: "Will the steel industry stand by and let the small manufacturer become a trader in the black market to survive?"

Exerpts from some of the points made in Hall's petition: "We are a small manufacturing company organized about three years ago. We manufacture automatic merchandising equipment . . . almost 100 per cent of our equipment goes into army camps, navy bases and defense factories, and every pound of steel we purchase goes into such equipment.

### Prohibitive Prices

"Several times weekly we are offered steel in large tonnage, but at prices averaging 20 and 21 cents per pound. Purchasing this steel would price our equipment out of competition. When we approach

(Continued on page 70)

## Refrigerated Candy Storage Benefits Cited

NEW YORK, Jan. 20.—Refrigerated storage of most candies can be a real benefit, both flavor and future-needs wise, according to J. G. Woodroof, of the Georgia Experiment Station. During a recent refrigeration industry meeting here, Woodroof declared tests proved that refrigerated storage at temperatures, which were previously thought harmful, actually lengthens shelf-life and makes candy "much more salable."

Basing his report on studies made at the experiment station, Woodroof said the tests made on packaged candies demonstrated that shelf-life could be increased five to eight times if the packaged candy was held at the proper temperatures. High temperatures, he pointed out, affect candies adversely in four ways: Color, taste, texture, insect infestation.

(Continued on page 69)

## 1-Cent Vender By Merc. Gum

SAN ANTONIO, Jan. 20.—Mercury Gum Company here is marketing a new penny ball gum vender, Penny Price, featuring a one-piece mechanism, precision aluminum castings and a square-type globe. Price is \$10.50 for two to nine machines, scales down to a base list of \$8.85 for 50 or more units.

Firm, located at 216 Routt Street, offers extra globes at 65 cents each, a cast-iron stand for \$2.65.

## Boston Candy Meet Sees Vender Success With 10-Cent Bars

Predicts Eclipse for 5-Cent Peg, Penny Candy, Nut Operations

By GUY LIVINGSTON

BOSTON, Jan. 20.—The vending machine industry will find no resistance to a 10-cent price on bars. The 5-cent bar will disappear from the market. Nut vendors may be forced to shift over to sugar goods, while the penny candy vending operation will be out. These were the forecasts at the 26th Boston Candy Show at the Hotel Statler here January 14-17.

During the four-day show, attended by more than 2,000 from the New England States, Eastern New York, New Jersey and Washington, D. C., representatives of the 22 manufacturers exhibiting were all agreed that the price situation was getting out of hand, and that price controls would have to be imposed.

"No 10c Resistance"

R. A. Bowman, manager of the

NEW YORK, Jan. 20.—Where tobacco wholesalers have gone into vending they have been most successful when they have formed regular operating routes as against selling coin-controlled equipment outright to locations.

This view, supporting a belief long held within the field of automatic merchandising, gained support from an unexpected quarter this week with the publication of the Year-End Chart for Business Planning by the National Association of Tobacco Distributors (NATD).

Issued as a "planning guide" for 1951, the comprehensive manual offered the following "recommen-

dation" to wholesalers mulling expansion into cigarette vending.

"Some contention has cropped up recently regarding the conventional method of placing a machine on location as the property of the operator or the outright sale of the machine to the location. While no one can foresee the future, the practice which has been most successful is that of placing machines on location as the property of the operator."

This analysis, the result of study

## COFFEE VENDER WINS VET VOTE

MIAMI, Jan. 20.—On the ground floor of the busy Miami Veterans' Administration Building a Kwik-Kafe coffee vender, installed by Coffee-matic Vending Service, is doing a heavy volume.

Vets awaiting their turn to be interviewed in connection with educational training benefits or other business falling under the G.I. Bill of Rights, patronize the machine in a seemingly endless flow.

The nickel price is less than the majority of restaurants in Miami charge, since most have hiked the tariff to a dime. Coffee-matic, however, says it intends to hold the nickel price as long as possible.

## Candy Execs Make '51 Speculations

CHICAGO, Jan. 20.—With curtailed availability of other goods, people will have more money to spend on candy in 1951, Victor H. Gies, Mars, Inc., predicts. He is backed by William A. Yantis, Chase Candy Company, who forecasts that "demand for candy should be enormous in 1951."

Commenting on the dime bar picture, Harry Goldenberg, Goldenberg Candy Company, said: "The 10-cent bar will soon make 1, 5 and 7-cent lines things of the past."

by NATD's management services division, gained added significance when balanced against the flurry of direct-sale activity within the industry recently.

Only a month ago it became known that the Joseph P. Manning Company, major New England tobacco distributor, had tied in with Arthur H. DuGrenier, Inc., machine manufacturer, in a direct-selling campaign. Previously, the Manning organization had handled a low-capacity manual vender produced by Yeaton Manufacturing (The Billboard, December 23).

In a curious sidelight, it is noted that Clarence D. Hunter, a top

(Continued on page 69)

## Spray on Paint Can for Vender Touch Up Jobs

CLEVELAND, Jan. 20.—Spray-on Products, Inc., has introduced a special self-spraying device for use on venders. Called the Spray-on Self-Spraying Touch Up Tool, unit is a pressurized can with a press-button top, lists for \$1.85.

Firm stresses the touch-up tool, which is palm size and weighs under a pound. It comes filled with either a lacquer or enamel for use on a specific manufacturer's product and contains the same paint as used on that firm's production line.

A Sprayon unit is now available for Hupp Corporation drink venders, containing gray lacquer for use on firm's Pepsi-Cola machines. The special Hupp and other color tailored units can be ordered from Sprayon Products, 2075 East 65th Street, Cleveland 3, O.

## COMMON SENSE PAYS \$\$

## How a 1,000-Unit Op Was Built in 4 Years

PITTSBURGH, Jan. 20.—"Any busybody for a while can take pennies out of a machine in a good location while that machine looks brand new," says Sydney Weinstein, partner, Sidmor Vending Company. "But over a period of time it takes a bit of common sense to maintain operations properly, pull in a continuous profit, and expand carefully."

In four brief years, Sidmor's has vaulted from scratch into a 1,000-machine (80 per cent ball gum, 10 per cent candy, 10 per cent nuts) operation, active in Western Pennsylvania, Maryland, West Virginia and Ohio.

"A full 80 per cent of the basis of this operation lies in our service," says Weinstein. "The other 20 per cent is in supplying the machines with products and collecting the money."

### We Owe It To—

"Three biggest reasons for our progress, are keeping our machines operating perfectly, keeping them clean and well painted with no chips nor screwdriver nicks on the enamel.

"Our reason for keeping ma-

chines in top repair is that this increases the number of units of equipment we own. In our line of vending, a new machine is supposed to have depreciated fully in four years. Yet after four years our machines adequately maintained are as good as new. So the new machines we buy in most

(Continued on page 71)

## Would Roll Back S. Carolina Cig Tax to 3c Total

COLUMBIA, S. C., Jan. 20.—Rep. George S. Harrell, of Florence County, has introduced a bill in the Legislature which would cut the 5 cents State tax on cigarettes to 3 cents per package. The Ways and Means Committee is studying the bill.

The move is being spearheaded by representatives from the tobacco belt. Last year lawmakers from this section strongly opposed increasing the tax on cigarettes on the ground that it would reduce consumption.

# 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**



*I believe you can help me get results*

*Yes, Mr. O.M. We know your problems*



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ALL SUCCESSFUL OPERATORS KNOW THIS FAMILY

Yes, MR. OPERATOR MERCHANT, you can easily service, by yourself, as many as 500 machines.

because of . . .

1. Greater Profits
2. More Satisfied Customers
3. Easier Servicing
  - a. No Jams
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Cordially,  
**Sam Kopf**

VEEDCO SALES CO.

**VICTOR MACHINES ARE MAKING MORE MONEY FOR MORE SUCCESSFUL OPERATORS THAN ANY OTHER MACHINE**

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Try VICTOR Once and you will Buy VICTOR Always!

**VEEDCO SALES CO.**

2124 Market St. Phone: LOcust 7-1448 Philadelphia 3, Pa.

# Wholesalers Take Note!

Continued from page 68

Manning executive, is chairman of the NATD board of directors.

### Report Aimed at Doubters

With as many as half the members of NATD estimated as engaging in vending, either directly or thru affiliated companies, the manual's chapter on venders addressed itself primarily to those distributors who "still . . . question the feasibility of operating vending machines."

Stating "the vending machine, as an instrumentality of dispensing pre-sold products, is here to stay," the manual points to expansion within the industry and "ample evidence that more and more nationally advertised, easily handled and frequently purchased products will be channeled thru vending machines."

The following are among the conclusions reached in the NATD study:

"We feel that, as it pertains particularly to tobacco and confectionery products, the vending ma-

chine fits neatly into the operations of the wholesale tobacco distributor.

"Viewed either from the standpoint of sound merchandising or in self-defense (because of the encroachment of the . . . machines into his area of operation) it has proved sound business policy for the . . . distributor to operate vending machines. Moreover, if the wholesaler himself does not place machines in his territory, some other type of operator will do so.

"The vending machine opens the door of most industrial and defense plants for the . . . distributor.

"A substantial number of distributors have engaged in the vending machines business by purchasing existing operations. In most cases that has proved quite satisfactory.

"The percentage yield on vending machine operation compares more than favorably with that of conventional wholesaling."

# Refrigerated Candy Storage

Continued from page 68

The much-touted graying of chocolates as a result of refrigeration is actually not founded in fact, according to Woodroof. He said the graying really comes from high temperatures, such as exposure to sunlight, and that experiments proved it did not result from chilling chocolates to 68, 50, 34 or even zero degrees for as long as six months. However, exposure to sunshine or the equivalent temperature for as little as one hour did cause graying.

Candies stored at 32 degrees retained the same high quality as when stored at zero for four to 10 months, Woodroof declared. But candies containing peanuts, chocolate, or other oily materials became slightly stale when stored at low temperature for such periods. Other types remained completely fresh. He warned that removal of candies from storage at these low temperatures should be done successively thru warmer rooms during a 24-hour period to avoid condensation of moisture.

It was found that most candies held up firm, retaining good texture and color, at a 50-degree temperature. Only those containing nuts, butter, cream or other fats became stale or rancid within four months. Woodroof maintained that the 50-degree temperature would be good for transporting candies or for temporary stockpiling, but not for prolonged storage, as there was a detectable loss in flavor in four months with most tested candies.

Only hard candies or other types containing sugar ingredients kept in good condition for over six months at 68 degrees. All other types became stale, lost original flavor and luster.

In tests with candies stored at 86 degrees, practically all samples lost quality on all scores beginning on the first day and increasing thereafter. Other tests showed that storage temperatures below 50 degrees prevent insect infestation, which becomes active at about 50 degrees.

Woodroof said nougat bars stored at 65 per cent relative humidity became sticky within a few days at room temperature, but at 40 degrees or lower they did not grow tacky for several weeks. He

pointed out that since sugar ingredients predominate in candy formulas and are water soluble, a jump in moisture content of only 2 per cent could result in major deterioration of many candies.

Candies with a moisture content of 12 to 16 per cent, such as marshmallows, gum drops, coconut, jelly beans and fudge, should be stored at 60 to 65 per cent relative humidity. And types with moisture content of 5 to 9 per cent, such as nougat bars, nut bars, hard and soft creams and caramels, should be held at 50 to 55 per cent relative humidity. Candies with moisture content below 2 per cent, including milk chocolate bars, chocolate covered nuts and all types of hard candies, should be stored at 45 per cent relative humidity or lower, Woodroof stressed.

## WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

### ALMONDS

- California Vendsize, packed in 5 lb. vacuum sealed tins, 20 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

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Finest Steel Safe Cabinets, Brand New.

Triples . . . \$198.00

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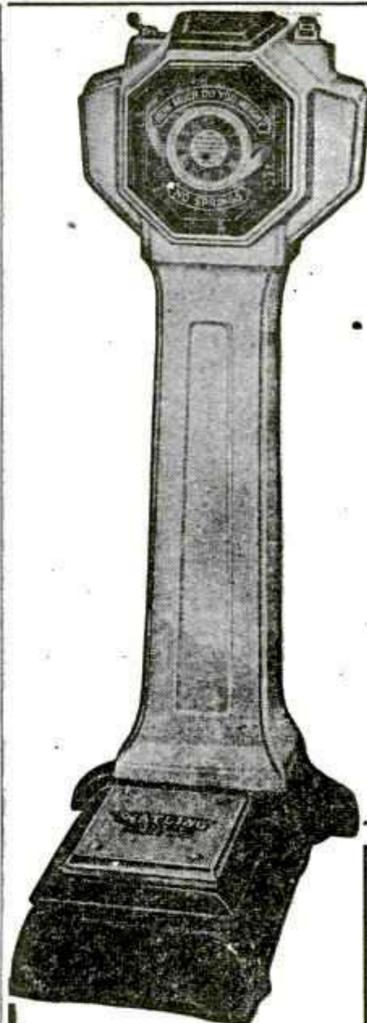
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Size: 48" high  
24" deep  
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ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

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**NEW Northwestern '49 Special**

16 or 56 Immediate Delivery!

Single \$17.35 EA.

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Write for Charm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping.

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Direct From Manufacturer. UNLIMITED QUANTITIES—IMMEDIATE DELIVERY. Write for Prices.

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**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** EACH Lots of 3. \$6.75

16 or 56 MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

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**FREE** 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

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ONLY \$11.75 Each (24 or More)

100 or More ONLY \$11.25 Each Glass or Plastic Globes

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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.

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**USED VENDING MACHINES**

UNEEDA-PAK CANDY . . . \$70

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All Makes and Models of Used Cigarette Machines

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GIVE TO THE RUNYON CANCER FUND

## Form Company To Op Hobby Horses

NEW YORK, Jan. 20.—Mountie Enterprises Company has been formed at 565 Fifth Avenue here to operate coin hobby horses. Major partners in the new firm are Harry Saltzman and Rhea Fink. Limited partners, who together contributed \$13,000 to help launch the venture, are Raymond Golden, Irving Moskowitz and Arthur Goldstein.

To date the company has placed equipment primarily in department stores on floors where children's goods are sold. Some, installed during the pre-Christmas buying season, are understood to have done a brisk business. The metal hobby horses, strong enough to support adults, simulate different equine gaits for a minute or more upon insertion of a dime.

From LITTLE ACORNS mighty INCOMES grow!

**ACORN**

The only completely die-cast aluminum precision-built

**5c ALL CHARM 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.

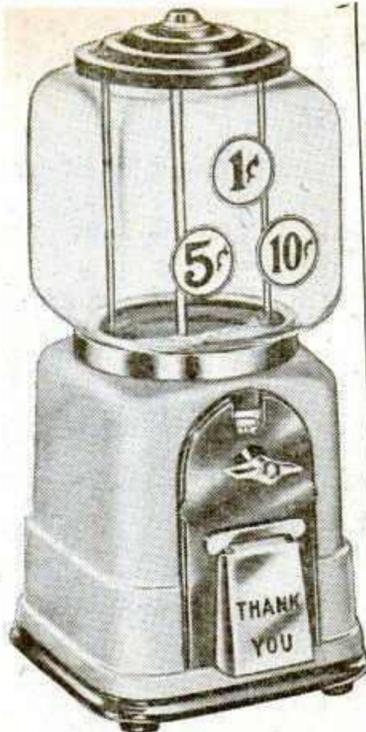
DISTRIBUTORS!

Choice Territories Still Open—Write, Wire, Phone! East & Midwest

M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh—AT 1-6478

Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

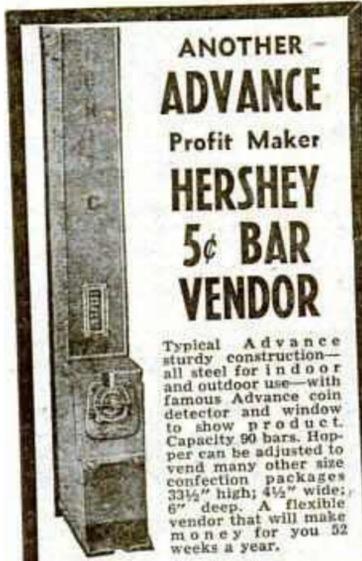
**AK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.



**UNIVERSAL DE LUXE**  
**NOW BEING DELIVERED in**  
**1c-5c OR 10c CHUTE**  
 for Vending Pistachios, Almonds,  
 Pecans, Cashews and Mixed Nuts

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



ANOTHER  
**ADVANCE**  
 Profit Maker  
**HERSHEY**  
**5c BAR**  
**VENDOR**

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 1/4" high; 4 1/2" wide; 6" deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE 2 to 11 ..... \$16.15  
 \$20.15 12 or more ... 15.10

**ORDER TODAY**  
 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
**J. SCHOENBACH**  
 Distributors of Advance Vending  
 Machines  
 1447 Bedford Ave., Brooklyn 25, N. Y.



**TOP VALUE—**  
**LOW PRICE!!**

A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.

4 or more \$12.00 each  
 100 or more \$11.25 each  
**ROY TORR**  
 LANSDOWNE, PA.

The First Really New Cup Drink Dispenser in More Than a Decade



Tear Out  
 And Mail Ad  
 For Details

**AUTOMATIC PRODUCTS COMPANY**  
 250-B W. 57th St., N. Y. 19, N. Y., PLaza 7-3123

**RAKE'S**  
**SUPER-SPECIALS!**

**Immediate Delivery!**  
**NEW Northwestern**  
**'49 Special**

Cuts Costs  
 and  
 Servicing  
 Time in Half  
 Less Than  
 25. \$17.35  
 Less Than  
 100. \$17.15  
 Over  
 100. \$16.95



AVAILABLE IN 1c OR 5c PLAY.  
 PLEASE SPECIFY WHEN ORDERING.

**"RAKE"**  
**24 PAY PLAN**  
 ON VENDING MACHINES  
 WRITE FOR COMPLETE DETAILS  
 Specify What Machines You Are  
 Interested in Purchasing.

**NEW VENDORS**

- NW Model 49 ..... \$17.35
- Acorn Standard ..... 13.95
- Acorn Jumbo Cabinet ..... 14.95
- Acorn All-Purpose, 5c ..... 14.95
- SK Bulk, 1c or 5c ..... 13.95
- SK Charm King ..... 13.95
- SK Ball Gum ..... 13.95
- 10 or More Silver Kings, \$12.50 Ea. .... 9.75
- Victor Topper Standard ..... \$12.75
- Victor Topper Special ..... 13.50
- Victor Topper Double ..... 25.50
- Victor Universal ..... 15.45
- NW Deluxe, 1c & 5c ..... 27.00
- NW Model 29 Ball Gum ..... 10.50
- Columbus 46 1c Bulk ..... 12.00
- Columbus 46 5c Bulk ..... 12.75
- Columbus 46 1c Ball Gum ..... 11.50
- Columbus Tri-Mores ..... 16.00
- Columbus Bi-Mores ..... 36.00
- Master Bulk, 1c ..... 13.95
- Master Bulk, 1c & 5c Comb. .... 17.50
- Advance Sanitary Napkin ..... 22.50
- Advance Model D Ball Gum, 1c ..... 9.95
- Lucky Boy 1c Bulk ..... 29.50
- Exhibit Card Vendor, 1c ..... 69.00
- NW Roll Type Stamp, 1c & 5c ..... 19.50
- Model G V. Col. Adams Gum, 1c ..... 22.50
- Model N 4 Col. Adams Gum, 1c ..... 22.50

**RECOND. VENDORS**

- Columbus 46Z, 1c Bulk ..... \$ 7.50
- Columbus 46ZB, 5c Bulk ..... 8.00
- SK 1c or 5c Bulk ..... 8.00
- NW Deluxe 1c & 5c ..... 12.50
- NW Model 39, 1c Bulk ..... 7.50
- Shipman Stamp, 1c & 5c ..... 22.50

**RECOND. CIG. & CANDY MACHS.**

- DuGrenier Model W, 9 Cols. .... \$89.50
- DuGrenier Model S, 7 Cols. .... 69.50
- U-Need-a-Pak Model E, 8 Cols. .... 79.50
- U-Need-a-Pak Model A, 8 Cols. .... 89.50
- National 9-30, 9 Cols. .... 89.50
- Rowe Imperial, 6 Cols. .... 69.50

**All Above Machines**

- 25c Operation**
- DuGrenier Candy Man, 5c ..... \$ 59.50
  - Stoner Univendor, 6 Cols., 5c. .... 145.00
  - Stoner Univendor, 8 Cols., 5c. .... 210.00

**WE TAKE TRADE-INS**

**LIBERAL ALLOWANCE**  
 1/3 Deposit, Balance C. O. D.  
 Full Payment Must Accompany All  
 Orders Under \$200.00.  
**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

**CLOSING-OUT SALE!**

**BUS & THEATRE**

**5c MINT VENDORS** JUST **\$2** originally \$10 each!

**1,200 PRICED TO GO!**  
**MECHANISM IN TOP CONDITION!**

Reap the benefits of this unusual Disposal Sale! Popular Bus & Theatre 5c Mint Vendors ... at just 1/5th their normal price! All coin mechanisms guaranteed perfect! While they last!

Send Your Order to

**ACE**  
**COLLECTION AGENCY**  
 6527 Whitworth Drive  
 Los Angeles 35, California

**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. 9-0606  
**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia 32, Pa.

**GIVE TO THE RUNYON**  
**CANCER FUND**

**Candy Meet Sees Success**

• Continued from page 68

ever, we are producing more today than ever before."

**Nut Price Hikes**

The picture in nuts was graphically portrayed by Lawrence Sloane, president of Emmy Almond Company, of Brookline, Mass. "Nuts are short and high," he said. "We have paid as much as 10 per cent and as much as 100 per cent more in the last few months. Pecans have doubled in price in the last six months. While price control is the only answer, unfortunately most nuts are on parity. Almonds are up 40 to 50 per cent."

He said filberts had taken the least price rise, but were up 30 to 35 per cent. He could see no future for peanut operators, pointing out that the price of peanuts from 1942 to 1951 has quadrupled. "In 1942, you could buy excellent peanuts for 10 cents a pound," he said. "They are now 40 cents a pound. There is no profit in peanuts, and many are going completely out of the peanut business. "Prices are going up and quality is going down."

He advised nut vending machine operators to switch over to sugar goods or other bulk candy before the cost of operation puts them out of business.

**Skimpy Chocolate Bars**

Officials of the Walter Baker Company, Dorchester, Mass., said that cocoa beans were 35 cents a pound, and before the last war, the best cost 5 to 7 cents a pound. "Any solid bar of chocolate is now a skimpy deal," one official said. "With Mars, Peter Paul and Mr. Jones 10-cent bars now on the market, the 10-cent bar is very common."

As far as price control being the answer for cocoa beans, Baker officials felt it was not the answer, pointing out that soft money countries always work out barter

deals cutting into the U. S. supply. Allocations would be the answer, they contended.

George Kaye, of Kaye Candies, New York, said that cellophane is becoming hard to obtain as an added factor, and that the manufacturer's only way of cutting operational costs is to cut down labor costs thru more mechanized operations.

As far as consumption was concerned, the manufacturers predicted that there would be an increased consumer demand for chocolate and other confectionery products of all types, plus the terrific demand from the armed forces. They felt the outlook was extremely good and there was little danger of pricing themselves out of the market.

**How One Vender**

• Continued from page 68

the warehouses to purchase steel, we are told that we do not have any history behind us and that they must take care of their old customers first.

"I believe this to be very unfair, as I am an ex-serviceman and all my associates are ex-servicemen. It is our belief that we should be entitled to the same break as the large manufacturers who built their production records on war work and established sources of supply during the time we were in the armed forces.

"We have built a solid little business and were making satisfactory progress when discrimination hit us. Even if cost were not a factor, we have no desire to resort to the shady practices of black marketeers, nor do we want to break any laws. All we ask is a chance for fair play in a free economy."

**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.

- GUARANTEED NORTHWESTERN SPECIALS—Used**
- DELUXE, 1c or 5c, Baked Metallic Finish, Red or Green—Sample ..... \$14.95
  - 10 or More ..... 12.95
  - 33 BALL GUM PORCELAIN, 1c ..... \$7.45
  - SILVER KING, 1c or 5c ..... 6.95
  - 7.45 MASTER PORCELAIN, 5c ..... 7.45
  - 39 PORCELAIN, 1c ..... 7.45
- MERCHANDISE AND SUPPLIES**
- PISTACHIO, Jumbo Queen ..... 62c
  - FANCY TULIP, Large ..... 60c
  - INDIAN NUTS ..... 56c
  - CASHEW, Whole ..... 58c
  - CASHEW, Butts ..... 53c
  - VIRGINIA PEANUTS, Whole ..... 34c
  - ALMONDS, 480 Ct. 5lb. Vacuum Packed 85c
  - RAINBOW PEANUTS, 28c
  - MIXED NUTS ..... 53c
  - BOSTON BAKED BEANS ..... 28c
  - LICORICE LOZENGES 25c
  - M & M ..... 39c
  - JELLY BEANS ..... 25c
  - BALL GUM, All Sizes (150 Lbs. Min.) ..... 26c
  - Freight Prepaid ..... 42c
  - ADAMS, All Flavors ..... 42c
  - WRIGLEY'S, All Flavors ..... 46c
- 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

**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 \$75.00

TOE-EQUIPMENT—UNCONDITIONALLY GUARANTEED  
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
 Parts and Mirrors available for all makes and models.

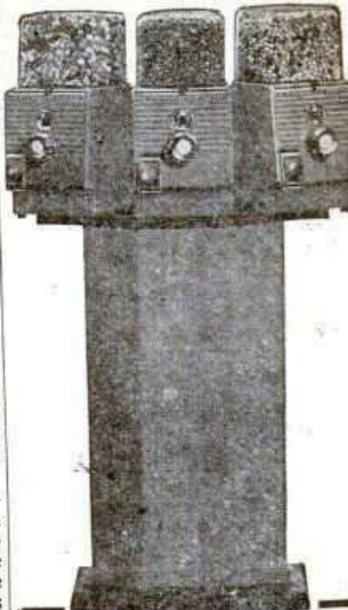
**UNEEDA VENDING SERVICE, INC.**  
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New 166 CLYMER ST. Reconditioned—LIKE NEW As Is EVergreen 7-4568 BROOKLYN 11, N. Y.

**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.

**—LARGEST— PROFIT MAKER**

5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS  
 • 5c Change-over parts available for all 1c Models  
 • Sample, \$13.95 Ea. 10 @ \$12.50 Ea. 100 or more, write for low price.  
 5c HOT NUT, \$39.50  
 Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write.  
 Ask about the new "Hunter."  
**SILVER KING CORP.**  
 622 Diversey Parkway Chicago, Ill.

**GET \* NEWER CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
 415 Neptune Street, Pittsburgh 20, Pa.

**\$10 BUYS \$13 WORTH FUNNY FACE CHARMS!**

Skulls, Indians, Devils, Pirates, Clowns and Cannibals.  
 1000 PLASTIC ..... \$4.50  
 1000 PLATED ..... 8.50  
 Total Value ... \$13.00  
**BOTH FOR ONLY \$10!**  
 F.O.B. Jamaica, N. Y.  
 BUY AS MANY DEALS AS YOU LIKE

**EPHY**  
 Samuel Ephy & Co., Inc.  
 91-15 144th Place, Jamaica 2, L.I., N. Y.

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### Seek 2-Cent Hike In Calif. Cig Tax

SACRAMENTO, Jan. 20.—A move to add a 2 cents per pack cigarette tax is under way here and is expected to be placed before the 1951 session of the Legislature. The project is not without opposition.

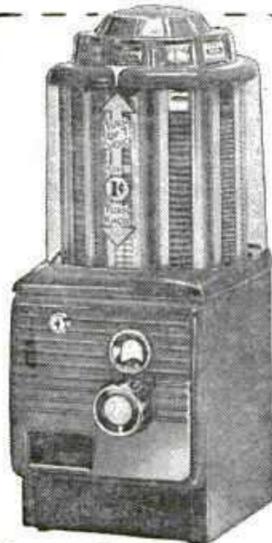
Chairman Francis Dunn Jr., of the Assembly Education Committee said that school authorities are "discussing" the added taxation to raise \$35,000,000 for augmented school aid. Also supporting the levy is the California Teachers Association, which believes the increase needed to support basic aid per pupil from \$90 to \$100. Under this last plan approximately \$50,500,000 would be needed in new grants to public schools.

J. J. Hollibaugh, Huntington Park, Assembly revenue and taxation chairman, when asked if he'd support the hiking of cigarette taxes declared that he would vote to lay it on the table and that with the due regard for the support of education he did not believe new taxes for schools or other purposes were needed.

Sen. Ben Hulse, of El Centro, who is due for appointment as the new chairman of the Senate Finance Committee to succeed William P. Rich, who did not seek re-election, said that he could not go along on new taxes.

Teachers and other school people were behind a tobacco tax proposed by Gov. Warren at the last legislative session. The tax failed to pass.

### OPERATORS -HERE IT IS!



### Northwestern

#### SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor... big capacity... fast servicing... simple construction... It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION  
829 E. Armstrong St. Morris, Illinois

### DRAW UP FLOOR PLAN FOR 1951 NAMA SHOW

CHICAGO, Jan. 20.—The floor plan for the 1951 National Automatic Merchandising Association (NAMA) Exhibit, scheduled for November 12-15 at Civic Auditorium, Cleveland, will be in the mail to prospective exhibitors soon, it was announced this week. Plan was drawn up upon the return of Thomas B. Hungerford, 1951 convention chairman, and Bernard Osmond, convention manager, from an inspection of the exhibit space and hotel facilities.

With their return to Chicago Thursday (18), it was also announced that a special host com-

mittee, to supervise Cleveland convention arrangements, had been appointed. The nine-man group, headed by Chairman George Golden, Golden Cigarette Service, is made up of the following Cleveland operators: Ralph D. Walters, Spacarb of Cleveland; J. J. Cole, Consumer Cigarette Service; Don Keeling, Keeling Nut Company; Charles H. Glueck, Charles Vending Company; Louis B. Golden, Ace Cigarette Service; W. N. Ischie, Canteen Company of Cleveland; William A. Fleischer, Fleischer Vending Company, and Sheldon R. Lichtig, Richard Sales.

### Common Sense Pays \$\$

Continued from page 68

cases do not replace worn-out machines, but add to our equipment.

"Fortunately for us, in examining our equipment, we are able to pick out slight defects when the machines come into the shop. We empty the money, clean the machine thruout, check each unit for mechanical failure, and place the machines which show rough usage on a shelf for servicing."

#### Check Methods

To make this operation pay without incurring too many expenses, Weinstein uses a two-point checking system as rigid perhaps as that used by the telephone company.

When (point 1 of the checking system) machines come in scratched up, Sidmor's instead of putting them back on location overnight, sets them on a shelf until there are 25 in all, and has them repainted as a job-lot. "Costs \$3-\$5 more per machine," says Weinstein, "but for us it pays off in increased returns."

"Secondly, many operators' machines get completely out-of-order, because they are run for a time before they break down completely without being adjusted. Just a trace of ingenuity often will prevent expensive breakdowns."

#### New Parts

Where many vending operators feel that so long as a coin goes thru the machine once-or-twice it is okay, Weinstein puts 25-30 coins thru each machine before being satisfied on its operation. And if the machine rejects say the 17th coin, Weinstein puts in two or three new parts costing \$1 to \$1.50, even if the imperfect parts are relatively new.

"Otherwise," says Weinstein, "out on location the machine again may balk in the neighborhood of that 17th coin, and I begin losing 'take.' Before long that loss is imperiling my location."

In explaining why there should be need for immediate replacement even of new parts, Weinstein says, "Among the parts we receive from a manufacturer in a \$100 order there may be bad ones."

"Reason is, that when the parts are stamped out by the manufacturer, the stamping machine sometimes gets off-center, yet not enough for the stamper to notice it. You see the manufacturers usually stamp 1,000 units before recheck-

ing, and the stamping machine working at high speed may become a shade off-center from unit 960 to unit 994.

"We don't blame the manufacturer for this small number of imperfects nor return these misfits to him, because his charge is so low."

#### Know How Helps

A mechanical bent helps Weinstein in this servicing. He has been handy with "dies-taps-drills" since he was 13; had a nice job with Westinghouse Electric until he was called into the service. He was group leader during the war at the navy's West Coast base repairing radar and switchboards.

"During all those years," he says, "I learned how to make stubborn repairs by knowing dozens of tricks in the art of turning a screwdriver, a skill so many ball-gum venders don't have."

Today, while his partner, Morris Moskovitz, sells machines into new locations and maintains them, Weinstein's screwdriver pays profits.

"In this connection," says Weinstein, "my free training in the navy during World War II taught me that in getting people to work with me I should try doing something for them."

"You can't spend too much time at it, but in trying out the idea one of our route men found a stubborn location-prospect trying to fix a stove, went back out to his own truck and came in with the tools that helped the old fellow out; then got a ball-gum machine installed on trial as a return favor."

#### Doesn't Always Work

"The policy, however, doesn't work everytime. There's such a thing as butting your head up against a stone wall. I ran into one prospect who thought I didn't amount to much because I did some manual work."

"So I made it my business indirectly to prove myself to him: I soon learned he actually didn't know enough about manual work to realize that it required skill. Today, he is one of my best friends."

"Convincing some of these hard-headed prospects may hurt you, but with today's competition the work of it pays off."

This interest in people, a gift for mechanics, and common-sense application of both, is making the Sidmor Vending enterprise pay off.

### Conn. Drink, Cig Tax Returns Show Increase

BRIDGEPORT, Conn., Jan. 20.—Connecticut people are drinking and smoking more than a year ago. This is shown in alcoholic beverage and cigarette taxes collected during the past six months, compared with the same period a year ago.

During the period ended January 1, taxes collected on sale of alcoholic beverages jumped approximately 17 per cent, while cigarette tax receipts rose about 2½ per cent.

Some of this was caused by "scare buying," following the June outbreak of the Korean war.

Sales of beer rose 43 per cent during the period, with liquor climbing 37 per cent. Wine taxes dropped 19 per cent.

### McAdoo Tru-Ade V-P

CHICAGO, Jan. 20.—Tru-Ade, Inc., has announced the election of W. S. McAdoo as vice-president. McAdoo will continue to serve in his previous post as treasurer and assistant to the president, while assuming the general administration and co-ordination of all company activities.

### Hires Biz Down After Dec. Price Increase

PHILADELPHIA, Jan. 20.—Charles E. Hires Company reported a drop in business volume as a result of a price increase in December on its 8, 12 and 24-ounce bottles. Edward W. David, president, stated this was offset by an improvement in net income, however.

Hires' sales for the first quarter of its fiscal year ending September 30, 1951, were estimated 2 to 3 per cent above the \$1,170,342 reported for the same quarter a year earlier. Net loss was expected to be higher than the \$46,547 for the preceding initial quarter, due to higher costs.

David said Hires' poorest months are November thru March, when only 20 per cent of its annual volume is returned.

### Peanut Operators

Make your machine produce greater profits for you with delicious Large Red Roasted Virginia Peanuts.  
Extra Large ..... 37c Lb.  
Medium ..... 35c Lb.  
TRAHD NUT CO.  
Granville, Ill.

### New Popperette N. E. Distrib

BOSTON, Jan. 20.—Harry Poole, Commonwealth Avenue coin machine distributor, has been made New England distributor for the new Popperette machine, manufactured by Popperette Corporation, Milwaukee, and distributed by Biltmore Distributing Company, Chicago.

### FRENCH BOY POPCORN

SHIPPED ANYWHERE IN THE COUNTRY

Packed in 3 1/2 peck glassine bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.  
3441 W. North Ave. CHICAGO 47

### CHARMS they can't resist!

You'll want to get in on this profit-parade today! Sell the charm line that leads the field... that kids and grown-ups find irresistible!

### An Amazing Variety in Plastic & Metal

For immediate delivery—shipped the same day your order is received! An entire series of proven best-sellers! Order today!



#### "WILD WEST" CHARMS

Guns, Chaps, Bucking Broncos, Saddles, Indian Heads, Boots & Spurs.

Plastic	.....	2.50 per 1000
Copper	.....	4.75 per 1000
Silver	.....	4.95 per 1000
Gold	.....	5.35 per 1000



#### "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	.....	8.50 per 1000



### "BONUS" PRICES on these Wanted Items!



(pictured)  
Chain—.05 each  
Jump Rings—.05 per dozen  
Earrings—.05 per pair

Small deposit will send your order immediately—balance C.O.D. Freight prepaid on all orders of \$100 or more!

### OPERATORS VENDING MACHINE SUPPLY CO.

1023 SOUTH GRAND AVENUE • LOS ANGELES 15

### Another GUGGENHEIM EXCLUSIVE!

## Coins OF THE UNITED NATIONS

Here they are—the sensational, realistic-looking Plastic and Metal Plated Coins of the United Nations—24 different countries in the complete assortment! Real sales appeal—plus perfect vending because they won't jam in machines!

METAL PLATED COINS—Three denominations (25, 50, 100)—three finishes (Bright Silver, Copper and Brass)—24 Nations! Total assortment: 72 different Coins.

ONLY \$8.00 per M

PLASTIC COINS—Three denominations (1, 5, 10)—assorted vivid colors—24 Nations! Total assortment: 72 different Coins.

ONLY \$4.50 per M

Cash in now on the tremendous interest in the United Nations with these exclusive Guggenheim Coins!

SUGGESTION! Get on Our Mailing List and Send for Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

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, 66¢ lb.  
Full Cash With Order.

Plastic Auto-graphed Footballs, \$4.25 per M.  
Metal Plated, \$6.00 per M.

RAIN-BLO GUM, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200 or more with freight prepaid, 26¢ lb. less 2%.	COLORADO BALL GUM—All Sizes, 25¢ or 40¢ carton, 26¢ lb. in 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

## "Wurlitzer Days" Skedded To Bow 1951 Phonograph Line

NORTH TONAWANDA, N. Y., Jan. 20.—Operators across the country will get their first look at the 1951 line of Wurlitzer phonographs and accessories next Sunday and Monday (28-29), as company distributors mark National Wurlitzer Days. Although a description of the line is being withheld until the initial show day, it was learned that two phonograph mod-

els will be introduced as well as new remote equipment.

In making known the company's plans, Ed R. Wurgler, general sales manager of the phonograph



ED R. WURGLER

division, said: "Our distributor organization is planning an open house which will be held simultaneously in each office throughout the United States. Invitations have been sent to every operator in the

country asking that he come in and enjoy the hospitality of his Wurlitzer distributor and see our new models which will be on display."

### Shortage Note

Noting that shortages arising out of the stepped-up defense effort make it "difficult to estimate how long or in what quantity we will be able to produce our 1951 line," Wurgler urged all operators planning purchases of new equipment to get orders in quickly.

"We have been fortunate in being able to make the switch-over very rapidly from 1950 to 1951 production," he stated, "and distributors are able to promise early delivery to operators who get their orders in on Wurlitzer Days."

Wurgler asserted the new machines "incorporate features never before seen in the automatic phonograph field." He withheld information on the prices at which the machines will be offered.

Meanwhile it was learned that company outlets are making elaborate preparations to dress up the unveiling with visiting disk artists, and food and refreshment buffets.

## Appoint Culp Okla. Distrib For Wurlitzer

OKLAHOMA CITY, Jan. 20.—Culp Distributing Company has replaced Commercial Music Company as Wurlitzer distributor in Oklahoma, it was announced this week. Culp has taken over the quarters formerly occupied by Commercial here and has opened a branch office at 1405 East First Street, Tulsa.

Commercial, with offices in Dallas and San Antonio, continues as Wurlitzer distributor in Texas and part of Louisiana. It was understood that the reassignment of the Oklahoma territory came about thru a mutual agreement between the two outlets and the Wurlitzer company.

C. A. (Shorty) Culp, head of Culp Distributing, has been active in the coin machine business since 1932. He has operated phonographs and games in the area around his Tulsa home and for the past two years has represented several game manufacturers, handling new equipment and parts. He also owns a Chevrolet agency in Chelsea, Okla.

"We are taking immediate steps to get our showroom in Tulsa ready for Wurlitzer Days (see separate story) and plan to have a showing for Oklahoma operators in both cities," Culp said. "The same parts and service facilities will be available from both offices."

## S. Calif. Ops Tab Biz Costs

LOS ANGELES, Jan. 20.—The Southern California Music Guild (SCMG) has mailed questionnaires to 455 music ops in Southern California in an effort to determine biz costs in this area. At the conclusion of the survey, SCMG will issue fair-trade notices to ops in the nine counties covered by the guild.

At the monthly meet Monday (15) Prexy David A. Wallich welcomed nine new members. They were Joe Lopez, Los Angeles; R. A. Gibson, Los Angeles; E. Stewart Trimble, Bell; J. H. Honeg, Los Angeles; Hugh McElhenny, Los Angeles; Lennart Brothers, Los Angeles; Leon Flynn, Wilmington; John L. Nelson, San Luis Obispo; and A. G. Peek, Alhambra. SCMG will meet again in mid-February at which time results of the survey will be made public.

## Music Guild Warns Calif. Ops: Don't Violate Trade Act

### Legal Action Will Be Used Says Guild To Enforce Fair Trade Law

OAKLAND, Calif., Jan. 20.—Officials of California Music Guild said this week that they are scrutinizing part of the State's juke box operating business for violations of the Fair Trade Act and that any violators will be faced with legal action.

The Guild's intentions were outlined in a written statement prepared by Harrison W. Call, counsel for the group. "I would like to say," Call emphasized, "that it is the intention of the California Music Guild to enforce the Fair Trade Act to the letter."

In his statement, Call traced the background of California's fair trade legislation, first written into law in 1913 and strengthened considerably during the past 15 years. Purpose of the law is to prohibit the sales of commodities or service, or the output of a service trade, at less than the cost to the seller or the person rendering the service.

### What Cost Includes

Cost, Call pointed out, includes without limitation the following items: Labor (including salaries of executives and officers), rent, interest on borrowed capital, depreciation, selling cost, maintenance of equipment, delivery costs, credit losses, all types of licenses, taxes, insurance and advertising.

More recently, Call continued, the Legislature has set forth the purpose of the act as follows: "The Legislature declares that the purpose of this chapter is to safeguard the public against the creation or perpetuation of monopolies and to foster and encourage com-

petition, by prohibiting unfair, dishonest, deceptive, destructive, fraudulent and discriminatory practices by which fair and honest

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## Cincy Ops Say Nix To Dime Juke Play

### Call On Local Disk Distribs Seeking Price Relief; Report 10c Play N. G.

CINCINNATI, Jan. 20.—As an outgrowth of its January 9 meeting in the Hotel Sheraton Gibson here (The Billboard, January 20), Automatic Phonograph Operators' Association (APOA) has set up a committee to call on local distribts to follow up its lengthy discussion on the recent price hike in records by major diskeries.

The committee hopes to put its findings before the second annual national meeting and exhibit of the Music Operators of America (MOA) in the Palmer House, Chicago, March 19-21. Charles Kanter, APOA president, who is slated to conduct a seminar on the record situation at the meeting, said here this week that altho his org is cognizant of the fact that record production, material and labor costs are on the rise, his group feels that the music operators should have been consulted as to their reactions when the major recording companies contemplated an increase in prices for their disks.

### Must Absorb Hike

Kanter said that the music op, who pays 6 cents more per recording since the hike went into effect, feels that he is bearing the brunt of the load because he is compelled to continue servicing locations which feature 5-cent play machines. He points out that in the case of the retail stores, the consumer, not the retailer, absorbs the new price hike.

To the suggestion of the recording companies that the music op convert his machines to dime play or to cut the locations' monthly earnings, the local group reveals that both plans have been tested without success. In the first place, they contend, the location owner believes that the oper-

## HOTEL LOBBY JUKE SWELLS POLIO CONTRIBS

COLUMBUS, O., Jan. 20.—Industry good will plus a sizable contribution to the polio fund resulted from a recent juke installation by Ferguson & Grace Music Company here. The phonograph, a Seeburg 100 45 r.p.m. model, was placed in the lobby of the Deshler Wallick Hotel with a large placard above it requesting visitors and guests to "Hear your favorite selections . . . all contributions donated to the Infantile Paralysis Fund."

F. & G. Music reports that during the time the machine was on display in the lobby it collected nearly \$200 for the fund. Firm plans annual placement of the juke in the hotel to stimulate contributions to the polio cause.

## Evans Names 2 To Distribute Constellation

CHICAGO, Jan. 20.—H. C. Evans has appointed distributors to handle the Constellation music machine in three territories, Les Rieck, music division manager, announced Thursday (18).

They are: T. B. Holliday Company, Inc., for North and South Carolina. Firm is headed by T. B. Holliday and has offices at 727 Main Street, Columbia, S. C., and 1200 West Moorehead Street, Charlotte, N. C.

Scott-Crosse Company for Eastern Pennsylvania and adjoining territory along New Jersey border. Morrie Gross is the principal and headquarters are at 1423 Spring Garden Street, Philadelphia.

Evans now has 25 Constellation distributors.

## Location P-R, 45's and Parts Theme Op Meet

CHICAGO, Jan. 20.—Music Operators of Northern Illinois (MONI), during their regular monthly dinner meeting last week (10), devoted the discussion-period to an increased promotional program on the location-owner level, 45 records, and a potential shortage of parts. Probable reissue of the war-time nickel, containing copper, silver and manganese, and its effect on coin mechanisms was also debated, with fears that a lighter weight coin would result in operating difficulties.

Spokesman for the group, Andy Hesch, A. H. Entertainers of suburban Arlington Heights, said increased emphasis was being placed on gaining location good will for the juke and minimizing television competition. A series of "before and after" placards, show tavern activity during a television broadcast and then with the video off or absent. Latter view depicts a busier bar, gayer and larger crowd than during the television "entertainment." Other planned location-owner cards include one showing an empty, or nearly so, coin box in conjunction with frequent free video offerings, with its companion picture illustrating an overflowing coin box with the television set x-ed out. A direct implication was that larger juke earnings paid off in larger commission totals.

### 45 Debate

With several members reporting satisfactory play, generally, with their 45 r.p.m. equipment, a go-slow attitude was indicated on immediate expansion of new speed operation. According to some experimenting operators, while 45's gave better reproduction, longer surface life and eliminated breakage, artist representation was not as yet fully rounded out. Citing an example, one operator said while all top tunes were available on 45, in some instances regional preference in artists for such tunes could not be satisfied. It was hoped this would be remedied to make way for all-out and all-region use of 45's similar to the current 78 offerings.

### Parts Picture

The parts question again held interest this month, after drawing much attention during the December meet. MONI operators told of a growing scarcity of juke small parts, including tubes, needles. "What we want when we want it, is not always possible to obtain these days," was the consensus. It was suggested that operators carefully buy parts in advance, in anticipation of future needs and with emphasis on those items with the highest replacement records.

The January MONI meeting, held at Simmonin's Restaurant & Tavern, Algonquin, Ill., will be followed by the February (14) meeting scheduled to be held in the Hapsburg Inn, on north River Road.

## "INFLATING" THE RENTAL \$

### Op Details Methods Used In Home Placement Push

CHICAGO, Jan. 20.—"There is nothing like actual placement of a rental juke in a basement or other appropriate in-the-home spot to build both repeat rental business plus greater on-location juke box consciousness on the public's part," Adolph Raymond, A. & M. Music Company, emphasized this week. Raymond has several years of rental business promotion to back his views and his own tailored rental program to drive home his point.

With the development of a public relations approach in late 1949 to the formerly "off again on again" attitude toward the rental phase of his operation, Raymond discovered a way to pump new profits in home rentals with little or no extra expense. Here is how he worked out his system.

Basis of the plan is to keep a careful list of all rental inquiries, whether or not they resulted in

actual placement. This in itself, aided by "cold" response from his Red Book (telephone) listing which plays up the rental service, results in a year-by-year build-up in the rental possibilities. However, Raymond stresses that the possession of such a list in itself does not mean added rental business unless the operator "digs for the gold" in the list.

### Call-Backs Pay

A. & M. Music does its "digging" by keeping all rental inquirants juke conscious via periodic call-backs. During periods when holidays offer no excuse for contacting customers, latter are asked if there are any special parties, occasions, etc., coming up that would be made more enjoyable with a juke box. Prior to holidays, of course, all names are checked. The theme of all such calls are reminders that each is a preferred

(Continued on page 74)

## 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:

**MUSIC HITS HIGHEST PEAKS.** Record, sheet sales zoom as diskeries cash in on fear of war scarcity. (General and Music departments.)

**LONDON JUMPS INTO MAJOR DISK FIELD.** New U. S. policy to put London in competitish with major Americans. (Music Department.)

**PAB HITS POP FIELD.** The new diskery enters the pop field with six tunes cut. (Music Department.)

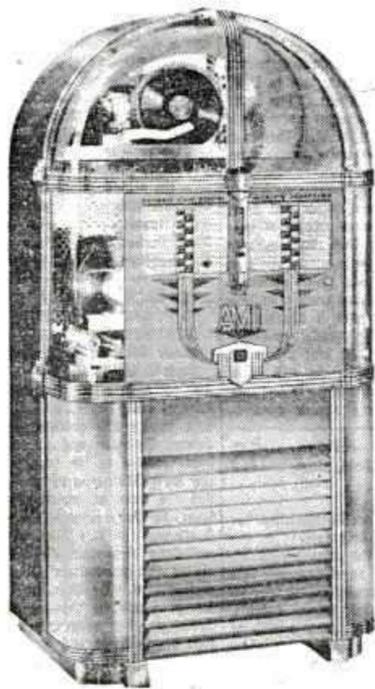
**DISK FIELD HIT BY NEW JITTERS.** Producers maintain upward trend while dealers continue price war. (Music Department.)

And other informative news stories as well as the Honor Roll of Hits and pop charts.

# "It's all mine!"

PAID  
10-21-50 AMI  
IN FULL

Happy day for the operator who makes his final payment on a juke box, his contract stamped "Paid in Full!" That great day comes more quickly when the juke box is an AMI. Lower initial cost, savings in interest, reduced service expense and modest outlay for records—all the while enjoying a top take—spell ownership in a hurry for the AMI operator. Best of all, AMI juke boxes have a trade-in or resale value that recaptures a substantial percentage of the original investment.



**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

## Cincy Ops Nix Dime Play

Continued from page 72

potent reasons for not converting to dime play, Kanter said, include the fact that the public resents the 10-cent play. (2) Local operators have learned from the numerous surveys they have conducted that the music machine customer normally buys a 20-cent bottle of beer and uses the nickel change to play a record. (3) Over 75 per cent of all coins collected from juke boxes here are nickels.

Kanter said that his group believes that the operators' set-ups should be given a more thorough study by the recording companies. APOA, he says, feels that each label's music operator department should strive to give the music operator better service, which in turn would result in increased good will between company and operator and permit each to work in closer harmony in helping make the records hit tunes. The local music group points out that the music operator takes all the gamble on a new disk. They must take the recording company's word that a new disk is a hit tune, but they contend it doesn't always work that way. They believe that the record becomes a hit only after it has served its apprenticeship on the juke boxes and thru disk jockey plugging.

### Fear Conservative Buying

Because of the current price hike, many local ops fear that the music operator will be more conservative in his buying of disks in the future. Locally, the consensus seems to be that the ops will wait until a record has reached hit-tune standards before purchasing the recording and placing it in their machines. If this line of thinking becomes a reality, music ops feel that the results could be disastrous to the recording companies.

The local group believes that the only way for the record companies to counteract this trend will be for the diskers to do something for the music operators to help

them off-set the new record costs. Kanter pointed out that history proves that during the numerous strike periods over the past two years, when a patron had the price of a juke box play, but not the purchase price of a recording for sale in retail outlets, music machines proved a highly potent money-maker for the recording companies. He also declared that the 1949 fiscal year would have been a poor one for the diskeries, excepting for the fact that many million dollars' worth of platters were purchased by music machine operators over the country.

## Ask Bankruptcy of Ristaucrat Distrib

NEW YORK, Jan. 20.—A petition asking involuntary bankruptcy proceedings against Ristaucrat Distributors of New York, Inc., was filed in Federal Court here Thursday (18). It alleged that the corporation while insolvent, made payments of a preferential nature to its officers, I. Berman, Felix Maltz, Herbert Frankel and Alan Markel.

Edwin M. Slote, attorney for the petitioner, the Ristaucrat Sales Corporation, Appleton, Wis., said he is asking for a court order permitting examination of the distributor's officers and premises.

Maltz admitted his firm is in debt to Ristaucrat Sales, but alleged that the Wisconsin company had reportedly violated a franchise agreement by selling direct to operators in territories assigned to the New York outlet.

## "Inflating" Rental

Continued from page 72

customer for whom specially serviced equipment is waiting their entertainment pleasure."

Follow-thru service is also a rule and is put into immediate effect upon the rental being returned to the shop. A. & M. phones the customer to inquire how he liked the service, what suggestions he may have for improving the service "with the next installation," etc.

Putting a clincher on his rental promotion program, Raymond insists that a good-sized card with firm's name, address, phone number be mounted in a prominent position toward the front of each rental's record compartment. He finds that the cards encourage requests for his machines from people who have seen them at parties and plan to reciprocate with parties of their own.

## Turning Back The Clock

10 Years Ago

CHICAGO, Jan. 18, 1941.—With the winding up of the 1941 Coin Machine Show here, records revealed an attendance of 7,900, an increase of 2,000 over the 1940 event. The 203 exhibit booths in the Hotel Sherman required the opening of an extra floor never before used in the industry shows. Another record was that of exhibiting companies—a total of 127 firms were on hand.

Cup and bottle venders, candy, cigarette, bulk machines were shown in greater numbers, while the newest types of amusement equipment, movie machines and various types of machine gun-moving target games were present in trend-making force.

Mills Novelty announced that its second day of Mills Fiesta, held during the convention and termed *Celebrity Day*, drew over 3,000 operators and distributors. James Mangan, director of merchandising and advertising, officially opened entertainment proceedings. . . . A highlight of the O. D. Jennings open house party was firm's new telephone music system.

Another Windy City firm, Buckley Music System, Inc., held its first annual party for its distributors. F. H. Parsons, vice-president, was chief host of the affair. Pat Buckley, president, occupied position of honor at the banquet table. General Sales Manager Herb Perkins spoke on production plans for the year. . . . At its open house, J. H. Keeney & Company introduced the first bumper-type game to come off its new production lines. Jack Keeney, president, unveiled the game, called *Velvet*, and with Sales Manager William Ryan predicted a successful career for the super-score, super-award game.

Some 3,300 persons attended the annual CMI banquet which marked the end of the '41 convention. CMI President Dave Gottlieb made a brief after-dinner speech. With him at the speakers' table were the officers and directors of CMI; Dick Hood, vice-president; George Moloney, treasurer; Richard Groetchen, secretary; James A. Gilmore, executive secretary; Herb Jones, show chairman, and David Rockola and A. E. Gilbert.

15 Years Ago

CHICAGO, Jan. 18, 1936.—With the closing of the eighth annual Coin Machine Show at the Hotel Sherman here it was announced by 103 participating firms that \$1,277,000 of business was written. Biggest gains were noted in displays of juke boxes, cigarette venders, and electrical developments for games.

Attendance was reported to be 9,000, with the annual banquet drawing 3,322. Helping to swell convention interest were the simultaneous meetings held by the National Association of Coin-Operated Machine Manufacturers, National Automatic Distributors Association and the National Council of Coin Machine Operators' Associations.

Last named organization re-elected Ralph T. Young president; Fred A. Mann vice-president, and John Beckman, secretary. The National Association of Coin-Operated Machine Manufacturers elected Walter A. Tratsch president, A. E. Gebert, vice-president; D. W. Donohue, treasurer, and C. S. Darling executive secretary. Named to the board of directors were Claude R. Kirk, Homer E. Capehart, David Rockola and Harry Stoner.

Elections held by the National Automatic Distributors Association placed J. D. Lazar in the presidency, William Marmer as secretary-treasurer, R. L. Wilds as managing director, and Davis S. Bond, I. H. Rothstein, S. Carl Mantell, M. M. Marcus and Louis Wolcher on the board of directors.

On the exhibit floor, visiting coinmen paused for a second look at one of the highest priced pieces of equipment to be shown—a new game priced at \$1,500. Chicago Coin Corporation debuted a series of four games, two one-ball payouts at \$115 (Straight 8 and Track Odds) and one at \$89.50 (Casino). Fourth game was the \$39.50 Ginger. Pacific Amusement Manufacturing Company led with its Pamco Palooka and Pamco Parlay, a \$115 one ball and a \$169.50 changing odds pay table, respectively.

Leading play contender at Bally Manufacturing Company was its Bally Derby, a one shot game in two models, ticket at \$123 and payout at \$115. J. H. Keeney offered Repeater, one shot at \$99, and Big Five, two-ball game, at the same price. Stoner Corporation kept its hand in the field with Top Hat.

## Classical Reviews

Continued from page 22

BALLET MEMORIES—Ronnie Munro Ork 75  
—Delibes: Coppelia—Scene and Mazurka, Prelude and Valse Lente; Gounod: Faust—Ballet Music: Danse de Phryne; Delibes: La Source, Scarf Dance; Sylvia: Valse Lente and Pizzicato; Ponchielli: La Gioconda, Dance of the Hours; Chopin: Les Sylphides, Mazurka No. 23 in D; Rossini: William Tell, Passo a Sei; Luigini: Ballet Egyptian, Finale (4-7"). London (45) LSF-43

Munro has packaged a batch of the more familiar bits and pieces in the ballet literature in an effective light orchestral setting. It all makes for easy listening and, in several instances, hummable melodies. With the interest in ballet music at a peak, a package of fragments could prove a brisk counter item. An album of this sort would be best salable via pop merchandising methods—all-night and dinner time pop deejays could offer hefty aid.

EILEEN JOYCE PIANO RECITAL, VOL I 65  
(1-10")  
Decca-Parlophone (33) DL-7504

Chopin: Fantasia Impromptu; Sinding: Rustle of Spring; Grieg: Scherzo Impromptu; Grieg: Butterfly; Melodie; Liszt: Premiere Valse Oubliee; Rachmaninoff: Prelude in G Minor; Moszkowski: Valse in E Major.

On the strength of her concertizing in this country and previous waxings released here on the London and English Decca labels, Miss Joyce has built a fair-sized following. The Joyce coterie, however, would expect some heavier works from the highly accomplished pianist. This set, then, composed of the lighter keyboard writings, will have to find its place among the light classic buyers. Recording is excellent and the English pianist demonstrates some superb technique on these short selections.

HANDEL: JEPHTHA-HAYDN—SYMPHONY IN C MAJOR—Zoltan Fekete and The Salzburg Mozarteum Ork (1-12") 67  
Mer (33) MG-10066

A pair of imposing novelties have been issued on this LP. Of major note is the Haydn symphony, which is alleged to have been found recently and which apparently has not ever before been heard. It has been restored in this Fekete arrangement and possesses many worthy and even majestic moments. The second piece is Fekete's own orchestral suite derived from the Handel oratorio, "Jephtha." Fekete's skill at orchestration and reconstruction of the 18th Century masters is quite noteworthy, particularly in the instance of the Haydn. The "Jephtha," save for some impressive moments in the Overture and the closing "Hallelujah Chorus," does not strike as a completely successful venture. Fekete conducts the Salzburg Mozarteum orchestra thru sound performances of both works.

MARTINU: THREE MADRIGALS—MOZART: DUO NO. 2—Joseph Fuchs-Lillian Fuchs (1-12") 67  
Decca (33) DL-8510

The absolute artistry of the brother-sister violin team is the prime sales point of this excellent LP. Coupling is explained by pointing out that Martinu was inspired to write the Madrigals for the team after hearing them tackle the Mozart Duo (which rounds out the coupling). The Madrigals are scored richly, at many points giving the impression of fullness to be found in larger chamber ensembles. Both the Martinu and Mozart are played with fluent musicianship by the team and duo has been recording with wonderful clarity and resonant sound. This is an excellent slicing for chamber music addicts and could help develop a following for the Fuchs family, together and individually.

SERGE PROKOFIEV: SYMPHONY NO. 6 IN E-FLAT MINOR, OP. 111—The Philadelphia Ork, Eugene Ormandy, Cond. (1-12") 80  
Columbia (33) ML-4328

The wide acclaim accorded this symphony following its initial performance in this country late in 1949 was not a reaction of the moment. The valid proof that this work is of monumental stature will be found in this first recording of it. This is a profound personal expression by the composer and gains strength in Prokofiev's magnificent flare for creative orchestration. The work, created of a perceptive musician, has an inherent power and drive which are too rare in the modern scheme of musical things. It is not unlikely that this symphony will stand as one of the landmarks of composition for our times. The Philadelphia under Ormandy aids immeasurably to do the giant work true justice. In this, they succeed with a penetrating interpretation supported by high-grade musicianship. The recording is one of the best orchestral etchings turned in by Columbia. As this work begins to penetrate concert programming, it is likely that this disk will develop a sizable demand.

DVORAK: SLAVONIC DANCES—Fok Symphony Ork of Prague, Karel Jirak, Cond. (2-12") 65  
Mer (33) MGL-4

Several of these dances are well-established favorites; however, some of the less favored in the group possess equal chunks of the pulsating earthiness which Dvorak wrote into these pieces. This is evident as this complete recording of the 16 dances in the two sets of Slavonic Dances unfolds. The two 12-inch LP records provide a wealth of light and pungent listening; the question is—how many customers are there who will be willing to go for such a large chunk of these pieces when the individual faves from the group are available singly? The recordings, transferred from Czech masters, are fairly dullish alongside current standards. But it is plain that the performances and playing are rich in vitality, spirit and understanding.

MOZART: FANTASIA IN C MINOR (K. 475); SONATA IN C MINOR (K. 457); FANTASIA IN C MINOR (K. 396)—Rudolf Firkušny (1-12") 68  
Col (33) ML-4356

The Fantasia (K. 475) and Sonata (K. 457), which were intended to be played together, represent a high point in Mozart's writings for solo piano. Some of the composer's most imaginative and boldest pages are contained in this music. This is a long overdue new recording; the works, if our files are accurate, have not been done anew on wax since the early and pre-war days. Firkušny's performance of these vital scores is an exacting technical achievement. Mozartians and piano mu-

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

GIUSEPPE DE LUCA ITALIAN ART SONGS—Giuseppe De Luca-Pietro Ci-mara, piano (1-10") 60  
Decca (33) DL-7505

Caro Mio Ben; Bella Fanciulla; Siciana; Dolce Madonna; Selve Amiche; Pur Dicasti; Amarilli; Susurrante Itorno a Clori Zeffiretti. This is a long-playing re-issue of the 78 r.p.m. set. For historian interest in Italian song style or for collectors of great opera voices, this may be a significant disk. For the average buyer, however, the music is on the esoteric side. The transfer to LP has been made successfully.

RONNIE MUNRO PLAYS CHOPIN PRELUDES AND MAZURKAS (4-7") 72  
London (45) LSF-44

Four mazurkas and seven preludes have been arranged by Munro for light orchestra in a semi-Viennese style. The accent is on the rich Chopin melodies, several of which will be familiar. This is richer-than-most salon music of a high type. It will require merchandising but should be salable to buyers of anything that falls between the offerings of a Harry Horlick and a Boston Pops.

MOZART: CONCERTO NO. 18 IN B FLAT MAJOR FOR PIANO AND ORCHESTRA—Lilli Kraus-London Philharmonic Ork, Walter Goehr, Cond. MOZART: SONATA IN C MAJOR FOR PIANO AND VIOLIN—Lilli Kraus-Szymon Goldberg. SCHUBERT: LANDLER, OPUS 18—Lilli Kraus (1-12") 75  
Decca (33) DL-8505

Lilli Kraus fans—sizeable body here—are hereby offered a delightful program in a Decca transfer from the Parlophone catalog. The Mozart concerto, not one of his better known, is one of his most substantial and rewarding, with rich and beautifully colored orchestral writing. Miss Kraus' interpretation of the solo role is high art; the London under Goehr play on the same rarified level. Concerto occupies a side and a half; remainder is given to one of the Kraus-Goldberg collaborations on a lyrical Mozart piano-violin sonata, and a solo Kraus on the Landler portion of Schubert's "Waltzes, Landler and Ecossaises." The short pieces are as devotedly played as the main offering. Recording and surfaces are good.

HAYDN: THREE TRIOS, 2, 3 and 5—ANDANTE CON VARIAZIONI—Lilli Kraus, piano; Szymon Goldberg, Violin; Anthony Pini, cello. (1-12") 72  
Decca (33) DX-104

Impeccable performances, superb recording, handsome packaging, plus the potent Kraus-Goldberg reputations make this set one of the most marketable recent chamber music items. The two LP disks are transfers from Parlophone Haydn Society masters. The transfer is eminently successful—surfaces are silk smooth, sound is close up, natural and rich. Only a handful of the Haydn trios have been committed to wax—of these three, this is the only waxing extant. Kraus-Goldberg-Pini play in magical collaboration. The piano part is the dominant one, and Miss Kraus carries it splendidly, but violin and cello are integrated in a model for trio playing. Fourth side offers Miss Kraus solo in a glowing, sympathetic rendition of the Haydn Variations.

J. C. BACH CANTATA NO. 21 (ICH HATTE VIEL BEKUMMERNIS)—Vienna Symphony Ork, Vienna Chamber Choir, J. Sternberg, Cond. (1-12") 70  
Bach Guild (33) BG-501

The Bach Guild is off to an impressive start. This first offering of the diskery born of the composer's bicentennial is the beginning of a series of complete recordings of Bach's much neglected and musically precious sacred and secular cantatas. The cantata at hand is one of the most elaborate and grandly written of the 200 and more of the known cantatas. It is rich in dramatic effect and is reverently intense. Apparent careful preparation resulted in a beautiful integrated recording. Interpretation and performance are fully expressive and in spirit with the religious nature of the work. The reading is conceived with an eye toward authentic reproduction of the original Bach score. The small chorus and chamber ork help to sharply etch the rich counterpoint of the composer's writing. The able soloists are soprano Rosl Schwaiger, tenor Hugues Cuened, alto Lorna Sydney and bass Alois Pernerstorfer. Kurt Kapf is the organist. The European recording is superb technically.

J. C. BACH—SINFONIA CONCERTANTE; C. P. BACH—SYMPHONY NO. 1 IN D; SYMPHONY NO. 3 IN C—Vienna Symphony Ork, Dr. Felix Guenther, Cond. (1-12") 75  
Bach Guild (33) BG-504

This is a standout item from the Guild's initial release; oddly it features music by two of Bach's best known and musically eloquent sons. Both Johann Christian and Carl Philipp Emanuel have been credited as the transitory composers between the early 18th century suites and concerto grossi and the freer expression of the classic symphonic form as fully evolved by Haydn, Mozart and Beethoven. J. C.'s Sinfonia is noteworthy for its melodious elegance while C.P.E.'s symphonies are tinged with impassioned lyricism and are strikingly orchestrated. Dr. Guenther has done an excellent job of recreating these fine scores. The Vienna Symphony plays them crisply and cleanly. Recordings are brilliant and clear. The accent on Bach and 18th century music generally should help bring the attention to this excellent LP which it properly deserves.

DEBUSSY-DUKAS-HONEGGER—Debussy: Prelude to the Afternoon of a Faun, Dukas: The Sorcerer's Apprentice, Philadelphia Ork, E. Ormandy, Cond. Honegger: Concertino for Piano, Oscar Levant, Fritz Reiner, Columbia Symphony Ork (1-10") 75  
Col (33) ML-2156

A trio of short French works, two familiar and one comparatively rare but meritorious, comprises an altogether worthy 10-inch LP. Ormandy directs the Philadelphia thru a glowing interpretation of the Debussy; he is not quite as successful with the Dukas, tho his is an entirely acceptable rendition even if it is on the brisk side. The Honegger is an expressive modern piece, skillfully put together, and it is affectionately interpreted by Levant with the support of a house symphony conducted by Fritz Reiner. The whole is well recorded.

(Continued on page 77)



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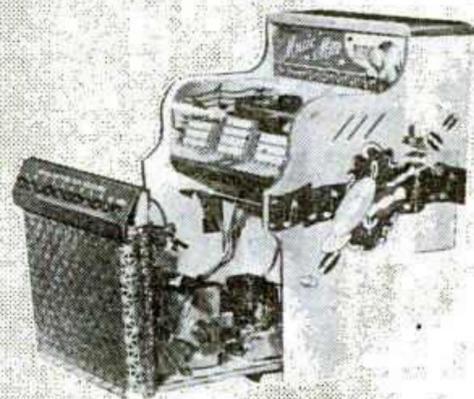
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## HOOSIER \$\$ PROGRAM

Assured Profits  
Theme Ind. Plan

INDIANAPOLIS, Jan. 20.—The setting up of a planned, definite program to assure the music operator a much-needed boost in his profit-making potential has been announced by the Music Operators Association of Indiana, Inc. (MOAI). Based on a truer net dollar-earning capacity required by present turbulent operating conditions (soaring costs, maintenance, video, employee, parts problems etc.), the program for member and other Hoosier operators is presented in detail. The special association release, follows:

"Do you know there is a way to increase your take and make a legitimate profit even though television may soon be (or is now) in your location?"

"There is a simple answer to the problem and with the co-operation of all phonograph operators, it can be solved within the next few weeks.

## Keen Competition

"Because of extremely keen competition, operators have been placed in a precarious position. The take is going lower continually and it is impossible for the operators to maintain a stable inventory. Today in many instances operators are living up to their inventory—not having enough income to replace equipment. These problems can be corrected without jeopardizing your vending machine, pinball or shuffleboard locations.

"Naturally these locations making money are not a problem. It is the mediocre and low income location that is not making money for you. Other businesses make sure they operate with a fair margin of net profit—do you? If all operators will agree on a program and stick to it, there will be no low income locations. Competition has forced the operator to buy more and more expensive equipment to satisfy the merchant while the operator makes less money.

"Phonographs not showing a profit on a percentage basis should not remain on that sort of an arrangement. Under present conditions, there are phonographs being operated which will not return their investment for four to five years. What is a unit worth economically at the end of that time? The merchants do not make a great profit on vending machines at any time. They are educated that the machine is a service for their customers. Furthermore, merchants pay for wired music and entertainment, yet they want operators to furnish phonographs and expect to make a profit for themselves regardless of whether the operator does or not. Once a merchant knows he can not expect to make a large profit on a phonograph, the operators' troubles are over.

"Have you stopped to figure your weekly expense per unit re-

JUKE BOUNCES  
PEPSI OUNCES

CHICAGO, Jan. 20.—Pepsi-Cola's annual bottlers' meeting at the Palmer House here this week, featured a Seeburg Select-o-Matic 100 juke in addition to various bottle and cup venders. Recording of the soft drink maker's anthem extolling its product's "more bounce to the ounce" qualities occupied head billing on the juke's selection panel.

cently? Even if you do your own servicing and collecting you should show a profit besides paying yourself a salary from your business. All operators have approximately the same fixed expenses even though some items of overhead vary under different circumstances. Look at the following schedule of operating expenses and think:

"Example (1): Consider a phonograph that costs \$1,000. (a) While no fixed rate of depreciation has been established by the federal government for coin-operated machines, it is conceivable the Internal Revenue Department would consider the useful economic life of a phonograph to be around three years. Using a three-year depreciation schedule, this unit would depreciate \$333 plus on the straight-line method for one year. (b) Personal property tax would approximate \$45.00 for the year. (c) Federal and city label stamps would cost \$16 for the year. (d) The record cost would be approximately \$2 per week or \$104 per year. (e) Labor, collection and servicing would ap-

Brilliant in New  
Detroit Offices;  
Pushes TV Sales

DETROIT, Jan. 20.—Brilliant Music Company, headed by Joseph Brilliant, held a three-day opening of its new salesrooms in the northwest section at 19963 Livernois Avenue this week, closing today (20). The firm, active for about 15 years, has been one of the largest operators in the local juke box field as well as a distributor in both juke box and television lines.

Under the new policy the firm is specializing in television retail sales.

proximate \$3 per week on this unit or \$156 per year. (f) Other items of overhead would approximate \$1 per week on the unit or \$52 per year. (g) A 20 per cent return on the operators' investment would be \$200 for the year. (h) The proportionate gross income tax per year on this unit would be around \$9.

"A recap of these items total \$915 for the year which divided into a weekly basis would figure about \$17.25 minus per week. This means, of course, that this \$1,000 machine would have to take in that much money each and every week to pay operating expenses, absorb the shrinkage in value and still show a profit of \$200. And don't forget this \$200 is not exactly net to you because it would be subject to its proportionate share of your federal income taxes. If this phonograph were in a location operating on a share and share alike basis the dollar volume per week would have to be approximately \$34.50 to operate on the basis as outlined.

"Let us consider a used machine. For argument's sake let's assume it is a 1948 unit and that it originally sold for \$875. Using the three-year depreciation schedule (and don't forget it is not altogether certain that a three-year depreciation will be permitted) this machine would be worth \$584, at the end of the first year. Round figures are used for convenience. Let us imagine that you did not have this unit and you had just purchased it as a used machine. Using the eight point program as shown in example (1) here is a breakdown of example (2):

"Example (2): (a) Depreciation \$292 per year (b) Personal property tax \$27 per year. (c) Federal and city label stamps \$16 per year. (d) Records \$104 per year. (e) Labor, collection and servicing \$156 per year. (f) Other items of overhead \$52 per year. (g) Profit on investment \$120 per year. (h) Proportionate Indiana gross income tax \$7.67.

"A recap of these items would total \$774.67 which means on a share and share alike basis, the operator's income would have to be \$14.90 per week for you to make an approximate 20 per cent on your investment and again it is called to your attention—this return on your investment would still be subject to its proportionate share of your federal income taxes.

"Now, here is really something for operators to think about. Just to see how figures work, let us see what it would cost per week to operate our type of business if somebody gave you a phonograph. Depreciation and personal property tax is not even included in the following example. Take a good look at this situation:

"Example (3): (a) Federal and city label stamps \$16 per year. (b) Records \$104 per year. (c) Labor, servicing and collection \$156 per year. (d) Other overhead \$52 per year. (e) Profit \$150 per year. (f) Gross tax \$4.78 per year.

"Dividing the total of these items by 52 and you get around \$9.29. This means that even if you were given a phonograph you would have to make \$9.29 out of it every week to show a legitimate profit. Of course, that profit would still be subject to your proportionate share of federal income tax and if this location were on a share and share alike basis the weekly volume would have to total \$18.58 for the operator to accomplish this.

"Up until now we have talked only about late floor models. Perhaps you may be wondering what it would cost per week to make money with an old unit which uses wall boxes and speakers. Suppose you buy a used hideaway for \$250 and two used speakers for \$10 each and five wall boxes

for \$15 each. The total investment for these items would be \$345. Because this is a used item the following example does not include first-year depreciation. Examine carefully our cost set-up for this type of unit:

"Example (4): (a) Depreciation \$172.50 per year. (b) Personal property tax \$7.76 per year. (c) Federal and city label stamps \$16 per year. (d) Records \$104 per year. (e) Labor, servicing and collection \$156. (f) Overhead \$52 per year. (g) Profit on investment \$69. (h) Proportionate share of Indiana gross income tax \$5.77.

"Recap of this total shows \$583.-03 which sum divided by 52 would give you \$11.26 which is the amount you would have to receive weekly to make a \$69 profit. Again this amount would be subject to its proportionate share of your federal income tax.

"In all of these examples we have used as a basis for profit 20 per cent which we figure is a fair return on an investment of a machine such as a phonograph. From foregoing examples you can readily see a phonograph grossing \$15 per week is not a profitable investment unless you are getting the larger part or all of the gross in the machine. Bear in mind these figures do not fit each and every operator's business, however, most of the items used are an established cost with every operator and some operators' costs may even be higher than those listed. In order for you to make money in the phonograph business today you would have to have a weekly income average per machine of not less than \$15, depending somewhat on the type of equipment you were using. It is obvious that phonograph operators are not making a fair profit today.

## Solutions

"There are solutions to these problems. The (Indiana) Phonograph Operators' Association is trying to get a program together and very soon it will go into action. This is one proposed program:

"(1) All operators agree on a minimum guarantee weekly which guarantee would be figured on costs of various types of equipment (whatever type the merchant wanted). In addition to the cost of the equipment all operating costs, taxes and depreciation would be figured on a set scale of each item of equipment that was placed in a location. Therefore, if an operator contacts a low income location the operator's take should be increased by simply telling the merchant that a definite amount will be necessary to operate the type of equipment he wants, offering him, of course, various units and combination of units and explaining the necessary guarantee with each installation.

"Very likely the merchant will think he can get a better deal, as he has always been able to do in the past, so he will call some other operator or operators. Now—if each operator has a standard scale to go by which scale is figured for various units and quotes the merchant the same required guarantee the merchant will realize two things. First, if he wants a phonograph, he will have to agree with the operator. Second, if he doesn't agree to a guarantee he will not have a phonograph, therefore, as soon as the merchant realizes he cannot get a better deal he will agree with the operator's terms. Bear in mind this will only happen in locations where you are not making money at the present time. Also, in most cases the merchant would not have to pay out money to have a phonograph in his place of business on this type of deal.

"Suppose your low income locations, after you have quoted them the weekly guarantee, indicated they will do without a phonograph—what has the operator to lose in such a situation. Nothing at all. Under this arrangement no one will put any phonographs in any of your locations if you agree to try a program with the association.

"You may ask now how you can increase locations under a program such as we have outlined. Here is the answer, you buy locations at a fair price, which price is established by you and all other operators in that particular area. If this program were in effect at this time there would not be any low income locations. Your investment would be comparatively safe and you would know you are making a fair profit and the amount of profit. There are always operators who are willing to sell locations to smaller operators if they wish to enlarge."

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● **Classical Reviews**

● *Continued from page 74*

**BACH—PASTORALE AND PASSACAGLIA AND FUGUE IN C MINOR—Ernest White (1-10'') 65**  
Mer (33) MG 15032  
Performing on the heralded organ of the Church of St. Mary The Virgin in New York, White shows superb technique, musicianship and a scholarly understanding of Bach. His reading of the Passacaglia is a particularly noteworthy effort. The interest in Bach, stirred primarily by the commemoration of the 200th anniversary of the composer's death, has developed a noticeable expansion of the limited market for organ recordings. This, one of the finer new organ items, should be a plum in that small market.

**MARTINU-JANACEK—Martini-Sinfonietta Gioiosa for Piano, Germaine Leroux, Czech Philharmonic Ork, Krombholc, Cond. Janacek—Lach Dances, Czech Radio Symphony Ork, Karel Jirak, Cond. (1-12'') 62**  
Mer (33) MG 10040

From the wealth of material in its acquired Czech catalog, Mercury here has issued works of a pair of Bohemian ciphers who stand in the shadow of countrymen Dvorak and Smetana. Janacek, the contemporary of the latter, is represented with half dozen dances drawn from the composer's Moravian folk lore. These are light, easy to digest pieces of no spectacular import played zestfully and precisely by the Czech Radio Symphony. Martinu, the newer generation, is represented by a work of 1940 dedicated to pianist Leroux, who performs the happy, if not completely successful, work with fire and without constraint. Primarily for collectors specializing in Slavic composers and music.

**MEYERBEER: LES PATINEURS BALLET 78**  
(as played for the Sadler's Wells Ballet—John Hollingsworth, Cond., Royal Opera House Ork, Covent Garden. BLISS: CHECKMATE (as played for the Sadler's Wells Ballet), Robert Irving, Cond., Royal Opera House Ork, Covent Garden (1-12''). Columbia (33) ML 4362

Apparently this is a season in which ballet music can hardly do wrong; in particular, scores which are directly or indirectly connected with the triumphant Sadler's Wells Company. Here are two ballet scores which are in the regular repertoire of that distinguished company and which here are accorded clean-cut, lusty performances by the group's house orchestra at Covent Garden in London. The Meyerbeer, a collection of that composer's music arranged by Constant Lambert, is a frothy, melodic and happy piece—a "natural" for general acceptance. The Bliss is a modern score written for the company which shows off consider-

**Guild Warns Ops**

● *Continued from page 72*

competition is destroyed or prevented."

**Association May Sue**

At the same time, Call said, the Legislature strengthened the act by giving a trade association the right to sue to halt violations of the act and to recover any damages which might have been suffered as a result of such violation.

California, between Kern County and the Oregon line, was fair traded as of August 20, 1950, by establishing a cost survey as provided by the act.

"Since that date," Call stated, "in that section of the State referred to, it is safe to say the phonograph business has been 95 per cent fair traded. This without any attempt, as yet to enforce the act, or any court procedure against any known violator. This testifies to the good sense and judgment of the phonograph operators in this area.

**Investigations in Progress**

"Should any one," Call warned, "have an idea that the act will not be enforced, investigations have been conducted and are presently being conducted, and as soon as completed, legal action will be commenced and carried thru to completion to convince those who will not willingly comply that this law, like any other, must be obeyed."

Call concluded his statement by pointing out that the act authorizes civil actions by a trade association against violators. "It is the absolute intent of the California Music Guild to see this act enforced. . . . legal action will be commenced against any persons, or firms, found violating any provisions of the act and doing business at less than cost."

**Vinyl Supply Battle**

● *Continued from page 12*

that would be as good as the material now used, but no great success is promised. Since vinyl records can be reused, some easing of the squeeze may be the return of used, scratched, broken or overstocked records. The shellac industry, once the all-important suppliers of record pressing material, is ready and able to step into the business. Industry spokesmen say they will have a steady supply of shellac as long as the sea routes to the East remain open. However, alcohol, the shellac solvent, is also a critical defense item.

The future of injection molding for records also appears to be dim. The basic material used for injection molded disks, polystyrene, is one of the most critical of all plastics.

able skill and craftsmanship but seems to lack in durability.

**HANDEL: TRIO SONATA, OP. 5, NO. 6—TELEMANN: SONATA POLONAISE & TRIO SONATA IN E MAJOR. J. S. BACH: TRIO SONATA IN C MAJOR—Gustav Swoboda-Walter Schneiderhan-Senta Benesch-Franz Holletschek (1-12'') 65**  
Westminster (33) WL 50-36

The interest in 18th century music, stirred initially by the expanding repertoire developed with the growth of LP and finally by the Bach commemorative period during the past year, should help make this juicy long-play platter a more valuable entity than it might normally have been. Here are four choice specimens of the 18th century chamber music style and the lively melodic flow inherent in it. They are performed with sparkle, understanding and excellent musicianship. Recordings are up to the fine standard set for itself by this enterprising diskery. Use of the cembalo throat, balanced beautifully in the ensemble, contributes the extra measure of authenticity.

**SACRED MUSIC FOR THE RENAISSANCE 67**  
—Roman Vatican Choir, Rt. Rev. Msgr. Licio Refice, Director (1-12'')  
Mer (33) MG 10063

Paestrina-Lassus-Viadana. Only too rarely are record collectors afforded the opportunity to acquire music of anything earlier than the Bach era. Here is a splendid sampling of the liturgical music that preceded the baroque period. The four composers represented here were all born in the 16th century, and, with the exception of Viadana, whose works adumbrate the lush Italian baroque which was to follow, are pure and classical Renaissance. The performers are a 54-voice choir of mature male voices and boy sopranos, selected from the four chapel choirs of the Vatican. They toured here in 1947, and this waxing was made at a performance at the Hollywood Bowl. It is a splendid job—their fine singing is captured here in a rich, thick texture, amazingly with great depth as well as surface. A highbrow item, but an excellent one.

**DVORAK QUINTET IN A—Jan Herman-Ondricek Quartet (1-12'') 60**  
Mer (33) MG 10043

A Czech piano-and-quartet group perform this melodic and vital Dvorak quintet in a four-square but unilluminated style. The composition is typical Dvorak, full of song and rhythm culled from the folk music of his nation, thoroughly romantic, warm and sparkling. The rendition is good enough to indicate the presence of these values, but doesn't exploit them with full sensibility and subtlety.

**MILHAUD: OPUS AMERICANUM NO. 2—French National Radiodiffusion Ork, Milhaud, Cond. (1-12'') 72**  
Cap (33) P 8114

A symphonic ballet based on the life of Moses, this work received its title because it was the second of Milhaud's compositions written in the United States. It is a beautifully textured series of pictures in sound, from the palette of a master colorist. Too, the rhythms are varied and arresting. The work is lyrical thruout. Performed under the guidance of the composer, the record is certain to interest followers of the contemporary in music. Good, closeup recording.

**J. S. BACH: THE ART OF FUGUE, VOL. 1 & II—Fritz Heitmann, Organ (2-10'') 67**  
Cap (33) L 8122, L 8121

This monumental exploration of counterpoint receives a glowing performance by Heitmann at the organ of the Berlin Dom (cathedral). The recording is positively amazing in its tonal accuracy and scope, a rare job of capturing the sound of the pipe organ. Of the 19 fugues and canons in the score, 12 are presented here, plus the chorale "Von deinen Thron tret ich hiermit." The work itself is one of the most unusual in all the literature, written without designation for any instrument or combination of instruments. It has been recorded by organ, chamber group and orchestra; critical consensus leans toward orchestral performance, but there's much to be said for organ interpretation. However, it takes an advanced ear and taste to appreciate this work in any form; sales of the set at hand will be necessarily limited to a discerning core of students and fans.

**R. STRAUSS: SALOME—C. Goltz, B. Aldenhoff, J. Herrmann, Dresden State Opera; Chorus, Saxon State Ork, Prof. J. Keilberth, Cond. (2-12'') Oceanic (33) OCLP 302 74**

This complete recording of Richard Strauss's "Salome" is a splendid addition to the repertory of recorded operas. The production is lavish, meticulous to the last detail. The singing, with Christel Goltz's sensual, evil Salome, tenor Bernd Aldenhoff's uneasy, troubled Herod, and baritone Josef Herrmann's noble, devout Jokanaan, is excellent. The action unfolds with a notable economy of musical and lyric materials, smashing to a fiery dramatic climax in Salome's dance. The emphasis in the singing is on dramatic and emotional values thruout, with the principles weaving the fabric of terror, lust and retribution that makes this Oscar Wilde drama so potent. Conductor Keilberth does a superb job with the orchestra, evoking to the fullest the fine score. The recording is excellent, close up for the vocalists, and yet fully encompassing the orchestra. Packaged in a two-platter album, with complete libretto inclosed.

**TCHAIKOVSKY: SYMPHONY NO. 4—Bolshoi Theater Ork, C. A. Samosud, Cond. (1-12'') Colosseum (33) CRLP 106 35**

There are several Western world diskings of the symphony that are infinitely superior to this Soviet-emanated reading. In addition, the recording is of such poor quality as to completely drown out any spark of ability the Bolshoi ork could demonstrate.

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# COIN MACHINE EXPORTS

## OCTOBER, 1950

Country	No.	Total			Phonographs			Venders			Amusement Games		
		No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price
Canada	629	\$122,507	151	\$45,151	\$299	71	\$30,013	\$423	407	\$47,343	\$116		
Belgium	263	50,862	36	20,425	567	—	—	—	227	30,437	133		
Venezuela	73	38,937	64	37,982	593	—	—	—	9	955	106		
Salvador	38	23,328	38	23,328	614	—	—	—	—	—	—		
Cuba	67	22,896	67	22,896	342	—	—	—	—	—	—		
Guatemala	16	9,189	16	9,189	574	—	—	—	—	—	—		
Mexico	216	7,272	16	1,836	115	4	796	199	196	4,640	24		
Panama	6	4,068	6	4,068	678	—	—	—	—	—	—		
Netherlands	209	3,805	—	—	—	—	—	—	209	3,805	18		
Honduras	5	2,826	5	2,826	565	—	—	—	—	—	—		
Japan	4	1,762	2	740	370	2	1,022	511	—	—	—		
Netherlands Antilles	4	1,311	1	529	529	—	—	—	3	782	261		
Bahamas	2	1,285	—	—	—	2	1,285	643	—	—	—		
Colombia	1	1,200	—	—	—	1	1,200	1,200	—	—	—		
Philippine Rep.	13	906	—	—	—	—	—	—	13	906	69		
France	1	730	1	730	730	—	—	—	—	—	—		
Dominican Rep.	1	629	1	629	629	—	—	—	—	—	—		
Union of So. Africa	8	600	—	—	—	—	—	—	8	600	75		
Sweden	8	600	—	—	—	—	—	—	—	—	—		
Other Countries	25	1,861	9	701	78	—	—	—	16	1,160	72		
<b>TOTALS</b>	<b>1,589</b>	<b>\$296,574</b>	<b>421</b>	<b>\$171,630</b>	<b>\$407</b>	<b>80</b>	<b>\$34,316</b>	<b>\$429</b>	<b>1,088</b>	<b>\$90,628</b>	<b>\$83</b>		

# Used Game, New Vender Sales Key Export Mart

WASHINGTON, Jan. 20.—Increased emphasis on used games and new venders highlighted the coin machine export market in October, according to official figures released this week by the U. S. Department of Commerce. In all 1,589 new and used music machines, venders and games valued at \$296,574 were shipped to operators in 19 foreign countries. Thru the first 10 months of 1950, \$2,343,912 worth of coin equipment was sent abroad or 17 per cent more than was exported in the 12 months of 1949.

Dominating factor in the game field was the purchase of 407 games by Canadian interests. They were valued at \$47,343, an average price of \$116. Another volume buyer of used U. S. games in October was Belgium. Operators there purchased 227 amusement pieces for \$30,437 and the unit price averaged \$133. Other game

buyers of the month included coinmen in Mexico, Netherlands, Venezuela, Philippine Republic, the Netherlands Antilles and the Bahamas. In all 1,088 games with a dollar value of \$90,628 were sold for export in October, top monthly game figure for 1950.

### All Canada

In vending it was strictly a Canadian story. Out of the 80 merchandisers sold 71 were purchased by Canadian firms. The total dollar figure was \$34,316 with Canadian interests accounting for \$30,013. Other vender buyers were Bahaman operators, 2 units for \$1,285; a Colombian firm, 1 vender for \$1,200; Japanese operators, 2 machines for \$1,022, and a Mexican firm which purchased four merchandisers for \$796. Eighty units were sold at an average price of \$429, top dollar for the year and indicating the accent on new merchandisers.

The music sales dropped a little from the previous month, 421 units were shipped. These were valued at \$171,630, an average price of \$407. Canadian purchases included 151 jukeboxes, worth \$45,151. Second biggest volume buyer was Venezuela, whose operators accounted for 64 machines, costing \$37,982. Other large purchases were made by operators in Salvador (38—\$23,328); Cuba (67—\$22,896), and Belgium (36—\$20,425).

### Looking Ahead

In general the over-all export picture looks encouraging thru the first few months of 1951. Most of this optimism is based on the rush for late model equipment which reached the domestic market in the past two weeks. Two things, however, cloud the horizon: The current demand in this country for all types of new and late model used equipment and the possibility of limited or even interrupted new output by U. S. coin machine plants due to the restricted flow of materials vital to the defense production effort.

## New Pins Short

Continued from page 67

Canada and continued good thru 1946 and '47, but took a fall in 1948. He asserted wall boxes that had paid \$70 and \$80 a week, are now down to around \$30, and that most locations could average no better than \$40 gross per week. (This is in sharp contrast to U. S. ops, who figure average take at \$12-\$14 per week.)

### Op Problems

Problems of coin machine operation in Montreal include heavy taxation, \$108 license fee for each pin machine, \$27 for music machines, and heavy competition, necessitating 50 per cent commissions to locations on music.

"We can't cut commissions to locations, because of the heavy competition," Drapkin said, "alho we would like to." Commission on pins is 50 per cent. He said shuffleboards went over good at first in the Dominion, but are now falling off. "The strong play is on pins," he declared.

There is no tax on scales and the company manufactures its own under the name of Pennyweight Scales Company.

The war situation so far has meant a shortage of mechanics in the Dominion. All steel is given out only for war contracts and Parliament meets this month to talk of conscription and controls.

## Industry Problems

Continued from page 67

which will work both with the members of the two national manufacturers associations as well as individual manufacturers in an effort to help all producers of equipment get their fair share of restricted materials. This group will also aid manufacturers in working out tests on materials which are substituted in the production of equipment should alternative materials be used.

Lewis Bennett, NCMDA legal counsel, with the aid of several association members who also are attorneys, conducted the talks and analyses of pertinent legal problems. S. I. Neiman, public relations director for the group, handled the arrangements for the meet.

The next NCMDA quarterly meet will be held in Chicago in April.

## CANADIAN DISTRIB PROBLEM

# Relax Controls on New Imports, Old Feel Bite

TORONTO, Jan. 20.—While restrictions on the importation of new coin machines have been relaxed by the government, distributors say that they feel the pinch of the expense of bringing in second-hand machines.

For instance, should a machine cost the distributor \$100, the value for duty is usually doubled by the customs appraiser. When that figure is arrived at, there comes a 20 per cent duty on phonographs, on top of which there is an 8 per cent sales tax, and again on top of that a 15 per cent excise tax.

Then there are charges of brokerage, the cost of buying the U. S. dollar, the cost of a draft, plus the cost of express.

The value of the machine is figured by some mysterious method,

known only to the customs men, on the year of manufacture.

That means when a distributor brings in a part or machine, he never knows exactly what it is going to cost him until he has unpacked the article in his shop.

## Amer. Citrus Refines Can Juice Vender

CHICAGO, Jan. 20.—American Citrus Corporation announced this week that its Del juice vender has been refined and renamed. Jack Webb, president, reported the unit, now called Health King, delivers juice direct from 46-ounce cans to a cup. Earlier model included a dispensing pan, thru which the juice passed before delivery into the cup. Change was made to simplify sanitation.

Webb stated the first production run, under the Del name, is now "out and operating." Subsequent production will depend mainly upon government copper restrictions. Unit is being produced for American Citrus under contract by a Midwestern manufacturer.

The Health King lists for \$982.50, has the same 360-cup capacity as the former model.

## Employment Record In Candy Industry

WASHINGTON, Jan. 20.—A record high in employment for the confectionery industry was reached last September when 110,400 persons were engaged in some type of activity in the trade, according to the U. S. Department of Labor. This was a sharp rise from the July, 1950, total of 90,000 and was the first time it had gone above the 100,000 mark.

Actual candy production workers totaled 93,100 in September, a sharp rise from the 73,600 during July.

## Launch Sales Drive

Continued from page 67

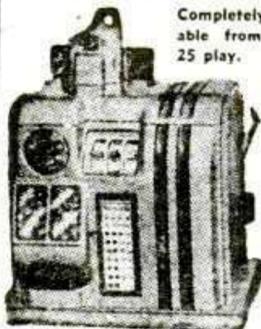
type of scoreboard, which has full size chromed-steel legs or supports, allowing it to be readily mounted on the games.

Both overhead and wall model scoreboards are available in the S and S line. Another special feature is the provision of electrical connections, requiring no soldering, so that it can be plugged into any available outlet. The boards are designed to score 15 or 21 points, and operate at either 5 or 10-cent play. The various models are designed to fit all makes of shuffleboards.

S and S is headed by Steve Hresko and Stanley Piotraczk. Hresko has been operating in the up-State Michigan area for some years, under the name of Flint Radio & Electric Company, with a diversified route of shuffleboards, jukeboxes, and other amusement games.

## COME AND GET 'EM WHILE THEY LAST!

### BRAND NEW COLUMBIA SLOTS



Completely changeable from 1-5-10-25 play.

\$145 EACH

Reconditioned \$79.50 each

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Insure Your Season's Requirements—Order Now While Inventories Are Ample

- 10 Flash Bowlers (Skee Alley) Ea. \$95.00
- 10 Rolascopes—6 Ft. Skee Ball Alley, Console, Ea. 365.00
- Air Hockey 195.00
- Jungle Joe 175.00
- Monkey Shine 249.50
- Six Shooter 110.00
- Solar Horoscope 120 illustrations.

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## WANTED FOR CASH

- ONE BALLS
- JOCKEY SPECIAL, \$50
- GOLD CUP, \$90 CITATION, \$175
- CHAMPIONS, \$275
- Also DALE GUNS, 1015's

PURVEYOR SHUFFLEBOARD CO.

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Phones: JUNiper 8-1814, 1815, 1816

## Ed Hughes Forms Op Service Firm

CHICAGO, Jan. 20.—The formation of Amusement Service & Repair, a firm specializing in operator services, was announced this week by Ed Hughes. New company has headquarters at 3138 W. North Avenue, Chicago.

Hughes has been a leading amusement game engineer for the past two decades. His major experience was with Exhibit Supply Company, an affiliation which lasted from 1931 to October, 1950.

Amusement Service is specializing in repair and service calls and already has built up a steady operator following, Hughes said.

## NYC Park Meter Bill

ALBANY, N. Y., Jan. 20.—A bill before the State Legislature here seeks to transfer to the New York City Parking Authority control over coin parking meters in that metropolis. Heretofore, installation of the meters was to be undertaken by the city traffic department.

Should action on the bill be favorable, the Authority plans placement of more than 30,000 meters.

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### RECONDITIONED BOWLING GAMES

READY FOR LOCATION

- 8' KEENEY KING PIN ... \$125.00
- 8' KEENEY TEN PINS ... 35.00
- 8' KEENEY LINEUP ... 32.50
- 9 1/2' KEENEY PIN BOY without lites ... \$39.00
- 9 1/2' KEENEY PIN BOY with lites ... 49.00

### NOW DELIVERING NEW EQUIPMENT

KEENEY LEAGUE BOWLER, RED SHOES—NIFTY—KNOCKOUT—TRI-COPE, KEENEY'S ELECTRIC CIGARETTE VENDOR, DOWNEY-JOHNSON COIN COUNTER.

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The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

**TAX TIME IS HERE**

**The Facts Especially Of Concern to Showbiz**

• Continued from page 46

method of computation, the maximum tax which can be paid on the capital gain is limited to 25 per cent.

Altho it is impossible in an article to go into a full interpretation of Internal Revenue Code, Section 117, which deals with capital assets, here are some items which cannot be considered a capital asset: Property of a kind which would properly be included in the inventory of the taxpayer if on hand at the close of the tax year; stock in trade of the taxpayer or other property held by the taxpayer primarily for sale to customers in the ordinary course of his trade or business; property used in the trade or business of a character subject to depreciation, and government obligations (State or federal) issued on or after March 1, 1941, on a discount basis (short term).

Eliminating the above items, everything else is considered capital assets, and the gains from the sale of these capital assets are considered capital gains. Some examples of capital assets are: Corporation stocks, corporation bonds or government obligations other than those mentioned above; real property which the taxpayer does not use in his trade or business, such as his personal residence or vacant lots not purchased for business purposes; gain on sale of business real estate or depreciable business properties held for more than six months (Section 117J); gain on sale of good will and play rights; and amounts received by a stockholder on a corporation liquidation.

**Sale of Personal Items**

The tax law requires that you report the profit on the sale of your house, car or furniture. With respect to the sale of these items, altho the law requires that you report the gain from such sales, the law does not allow you to claim any loss due to the fact that these items are personal in nature and were not held for the purpose of producing income. In the case of the sale of a personal residence, you measure the gain by the difference between the sale price and the original cost of the house plus the cost of permanent improvements without taking any allowance for depreciation. If your house was rented and was not used as personal residence, another rule would apply. The government has a special section which provides that the gain on the sale of property of this nature would be reported as capital gain, and the loss would be considered an ordinary loss deductible in full. This section only applies if the property was converted to depreciable business property for more than six months.

You can deduct as a bad debt your failure to collect a personal loan. However, this will be considered a short-term capital loss. If the loan was made to a close relative, the government will not allow any loss whatsoever as they consider losses of this nature to be gifts. There is a limitation on the amount of capital losses (both long and short term) which can be claimed in one year. The losses are deductible to offset capital gains. Any remaining excess of losses over capital gains may be used to reduce income up to \$1,000. The balance of the capital loss, if any remains, over \$1,000, may be carried over for use in the next five subsequent years.

**Capital Losses When?**

The only time you have a capital loss is when there is a closed or complete transaction. You cannot anticipate a loss and claim it as a deductible item, nor can you claim a loss because there is a shrinkage in the value of the property you own.

**BIG VALUES**

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SEEBURG	WURLITZER
Hi-Tone, R.C. .... \$49.00	600-K ..... \$59.00
Hi-Tone, E.S. .... 59.00	600-R ..... 49.00
Colonel ... 59.00	700 ..... 119.00
Classic ... 59.00	1015 ..... 269.00
146-M ... 269.00	
Bank Ball (10 Ft. Skee Ball) .. \$19.00	
Ristorat ..... Write	
Crating \$5.00 extra.	
1/3 Deposit, Balance C. O. D.	

**INTERBORO MUSIC CO.**  
433 West 45 St. New York 19, N. Y.  
JUdson 2-2363

The shrinkage in value of corporate stock, for example, can never be considered for a loss, until you sell the stock or there is a liquidation of the corporation. The same goes for any other property you may own. The fact that you would have to sell now at a loss does not mean that you can claim this loss now. There must be a sale or complete transaction to claim the loss.

On recreations or hobbies such as the operation of a farm, breeding of cattle, collecting old automobiles, etc., the government will not allow any losses sustained. However, they will allow a loss sustained in a legitimate business enterprise. If this enterprise is conducted as a regular business and is productive of income, the losses sustained in the management may be deducted. Otherwise, you may just as well forget about trying to claim a loss sustained in this manner.

**Important Note**

Keep your receipts. It is highly recommended that any one claiming deductions should have receipts, bills or canceled checks to back up the expenditures claimed as a deduction. However, in some cases entertainers do not keep any records whatsoever. The government has been fairly liberal in allowing "reasonably" estimated expenses for entertainers. It should be borne in mind, however, that this is a very dangerous way of filing a return, because you are taking a chance that a substantial portion of your estimated expenses might be disallowed on examination by a government agent. In addition, altho the entertainer who itemizes his expenses will undoubtedly overestimate them to give himself a break, there is a strong possibility that he may forget some legitimate expense items which were incurred during the year.

Just let this be a word of warning. The entertainment business is highly specialized. Get the most competent advice from a specialist in your field, and when you do get that advice, have confidence in the man that represents you and follow the advice given. You will find in the long run that you are much better off than by listening to any Tom, Dick or Harry who fills you full of ideas.

**Any Further Questions**

It is impossible to boil down the entire individual income tax law in an article of this size. There will undoubtedly be many tax situations which are not covered in this article. If any questions arise, please address inquiries to Tax Department of *The Billboard*, 1564 Broadway, New York 19, N. Y.

**Trade Moves**

• Continued from page 67

of February. If they do go into production on music boxes the copper order is generally credited with pushing the switch from game output.

**Vending Slant**

Vending manufacturers also are working on possible alternatives if the latest copper order stands. Some of them point out that if they are not able to build electric machines in the months ahead they will revise their line wherever possible to mechanical operation. While this will be readily applicable for candy, cigarette, and bulk machines it will be another story in the case of sandwich, ice cream, hot beverage and related units which need either refrigeration or heat to serve their products.

A vender which may prove to be the answer to the soft drink problem during the emergency will soon be introduced by the Hupp Corporation, Cleveland. This will consist of a cup machine which will cool its beverages by regular ice (for details see story in Vending section on Pepsi-Cola convention). Another possible solution to continued production of ice cream merchandisers is also near the test stage. This concerns a manufacturer who believes that a vender using dry ice for refrigeration could prove practical should conventional refrigeration methods be altered because of copper restrictions.

**Tobacco Biz Sets Tribute To Rowe Prez**

NEW YORK, Jan. 20.—Robert Z. Greene, president of the Rowe Corporation, will be the guest of honor at a \$100 per-plate dinner held by the Tobacco and Allied Trades Division of the National Conference of Christians and Jews February 20 at the Waldorf-Astoria Hotel.

The affair, taking place during the annual observance of Brotherhood Week, will pay tribute to Greene's devoted service to the cause of brotherhood, declared Herbert A. Kent, president of the P. Lorillard Company and dinner committee chairman. "Thru this medium the tobacco and allied trades will show their interest in mobilizing the forces of good will and doing their share in creating understanding and mutual respect among all Americans—Protestant, Catholic and Jew," he added.

**Vendors Serve**

Vending industry figures serving on the dinner committee with Kent are Maty Forbes, Cigarette Merchandisers' Association; Arthur Gluck, Rowe Manufacturing; Harold Jacobs, Herald Vending Corporation, and Larry Reiss, Stalder Distributors.

They are joined by Vincent Connor, United Cigar Stores; Leonard R. Edwin, Rum & Maple Tobacco; Robert Ganger and Louis Gruber, P. Lorillard; Paul M. Hahn and Edward Harvey, American Tobacco; Harley W. Jefferson, Waitt & Bond; David A. Jenks, Congress Cigar; Emanuel H. Kahn, Brown & Williamson; John Kehoe, Union News; Joseph Kolodny, National Association of Tobacco Distributors; Sol C. Korn, Fleming-Hall; J. W. Peterson, United States Tobacco; Edward J. Regensburg, E. Regensburg & Sons; Robert Schwartz, La Primadora; Ray Smith, Diamond Match, and George W. Thompson, Liggett & Myers.

**Bell Activity Up**

• Continued from page 67

holders to fraternal organizations. The House Ways and Means Committee is considering the bill.

Thursday (18), Colorado's Senate received a similar bill (No. 99) which would "legalize slot machines as State owned" and provide licenses for clubs.

Meantime, the Idaho Legislature indefinitely postponed Senate Bill 3 which would have repealed that State's existing license and tax laws for bell machines and punchboards (see *The Billboard*, January 20).

**Anti-Gaming Bills**

In Arkansas, Monday (15), Senate 44 was introduced to provide for revocation of liquor licenses in private clubs, as well as for the revocation of the club charter, in the event the State's liquor or gambling laws were broken.

Massachusetts scheduled hearings for March 6 on two anti-gaming proposals—one of them a broad bill to prohibit transportation, storage, reconditioning, possessing or manufacturing of bell machines, the other a similarly sweeping proposal to ban all types of gaming devices.

Anti-gaming measures likewise were introduced in Iowa; House 28 which would make possession of a \$150 federal tax stamp prima facie evidence of the possession of a gaming device; Senate 3 and House 1, identical bills, proposing that business and trade licenses be revoked on a finding of gaming.

**Shay to Keeney**

• Continued from page 67

charge of advertising and placed on Bell-o-Matic's board of directors. While with the firm several of Shay's display ads won national recognition.

For Keeney, Shay will work closely with Vice-President John Conroe and Sales Manager Charles Pieri in developing an effective promotional and sales research program. Firm is currently in production on the DeLux Electric Cigarette Vender and the newly developed Four-Player Bowler (see separate story).

**PHOTO, STORY SPREADS TOP VENDER P-R IN TWO DAILIES**

DETROIT, Jan. 20.—Three-quarter page spreads, featuring vender photos taken during the November NAMA exhibit in Chicago, were top public relation plugs for automatic merchandising in recent editions of both *The Detroit News* and *Toledo Blade*. Editorial accompanying the impressive array of new vending equipment pointed out its public service value and the part it played in the lives of the majority of the American public.

Theme of the article was the growing number and variety of vending machines, plus mention of the efficient job they were doing in getting quality merchandise from the manufacturer to the consumer on, in many cases, a 24-hour-per day schedule.

Included in the picture spread were Stoner's refrigerated sandwich vender, an Indevco hot coffee unit, the Fruit-O-Matic refrigerated apple vender, Northwestern's three-machine stand with bulk, gum machines, Mountaineer's hand lotion vender, etc.

**INVESTIGATE ATLAS' TRADING PLAN!**

**NEW SHUFFLE GAMES**

Genco Bowl-a-Line  
United 5 Player  
Bally Hook Bowler  
Universal High Score Bowler  
United Skee Alley  
United Twin Shuffle-Cade

**NEW GAMES**

Genco Tri-Score  
Gottlieb Knock Out  
Exhibit Six-Shooter  
Jennings Challenger, 5-10  
United Team Hockey  
Chicago Coin Play Ball  
Falcon Shoe Shine Machine—\$95

**NEW 1 BALLS WINNER - TURF KING**

**WURLITZER 1250 WRITE**

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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**WILL PAY HIGHEST CASH PRICES**

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- SHOOT-THE-BEAR
- LATE PIN TABLES
- UNITED REBOUND SHUFFLE ALLEY with Disappearing Pins

**WIRE—PHONE—WRITE IMMEDIATELY**

Give Full Details Including Quantity and Condition of Equipment.

**WE EXPORT EVERYWHERE**

**INTERNATIONAL AMUSEMENT CO.**  
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**WANT TO BUY** Citations—Champions—Gold Cups—Jockey Specials—Universal Super Twins—Chicago Coin Classics—Chicago Coin Bowling Alleys—Keeney Double Bowlers—Williams Double Headers.

**PANORAM PROJECTORS** REBUILT and GUARANTEED! Write

STANDARD METAL TYPER—10c PLAY. Thoroughly Reconditioned, Like New. \$362.50 Metal Typer Discs, While They Last. \$13.50 M Write for complete list of Arcade Equipment and 5-Ball Free Plays.

**SPECIAL! 'POP' CORN SEZ**  
10c VENDORS RECONDITIONED LIKE NEW! WRITE!



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JANUARY 15-31

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**PUSHBACK  
WIRE**  
18 OR 20 STRANDED

NOW AVAILABLE IN

**90**  
COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

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**WANT  
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jumbos  
"SMALL ENOUGH" to fit any  
and all locations

**EVANS'  
PROFIT STIMULATING  
COUNTER GAMES**

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**HI-LOW-  
CHUCK-LUCK**

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate!  
Write for descriptive literature.



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CHICAGO 7, ILLINOIS  
SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 74, 83, 87

## Re-Elect Fish Prexy of Conn. Op Association

HARTFORD, Conn., Jan. 20.—Abe Fish, owner of the General Amusement Game Company of Hartford, has been re-elected to his second term as president of the Connecticut State Coin Association, Inc.

"We're bigger and stronger than we were a year ago," Fish told delegates to the monthly meeting, held last week at Colonial Inn in New Haven.

"You men have to realize that the coin industry needs cordial public relations every day of every week of every month in the year in order to convince the buying public that the coin industry is not just out to get cash for no entertainment."

Forty coin operators were in attendance and unanimously re-named Fish to the top position.

Other officers named were Frank Marks, New London, vice-president, succeeding Irving Geltzer, also of New London; Louis Naclerio, Waterbury, re-elected secretary; Nat Cutler, New Haven, re-elected treasurer; Tony Wilkas and Jim Tollisano, both of Hartford, assistants to Cutler.

The State-wide association, Fish disclosed, has an all-time membership high of 69. Newest member to join is Louis Lipton, Hartford coin operator, and owner of the Palace of Fun, a downtown Hartford arcade.

Fish said, too, that the association renamed Kenneth Jarrett as the association's official "good-will ambassador," charged with the specific task of getting more coin operators in Connecticut to join the group.

## Keeney Rolls With 4-Player Bowling Unit

CHICAGO, Jan. 20. — J. H. Keeney & Company has started deliveries of distributor samples of Four Player Bowler, a conversion for 18, 20 and 22-foot shuffleboards, Sales Manager Charles Pieri announced this week.

Conversion is placed at the end of the playfield and makes a long board into a shuffle game. Large light-up pins are used and puck is returned by a unique conveyor belt principle. Up to four players can participate at a time. Average playing time for one player is 45 seconds. Scoring features the 20-30 method. Game has four separate scoreboards and clearly indicates which player is taking his turn.

## Tenn. Tax Collections

NASHVILLE, Jan. 20. — State finance department has reported at \$3,202,704.37 over-all increase in tax collections for the first half of the fiscal year compared with the same period last year.

Alcoholic beverage tax receipts totaled \$3,171,575.54, an increase of \$490,925.42; tobacco taxes, \$4,462,980, an increase of \$151,007, and beer taxes, \$1,655,156, up \$42,184.

## Chicago:

Joe Batten, Exhibit Supply vice-president, is back from a combination business-pleasure trip to California. On the business side he called on Badger Sales, Sickling Distributing, Paul Laymon, all in Los Angeles; Advance Automatic, San Francisco, and the Santa Cruz Seaside Company, Santa Cruz. On the vacation end he got in a few serious rounds of golf on the famed Pebble Beach course. He also had a chance to visit with his son. Batten states that the big defense plants out California way are shaking out the cobwebs in anticipation of some real output in a short time.

Over at Purveyor Shuffleboard, Herb Perkins, also just back from California, reports he is getting a lot of requests for late model used games. These include the shuffle and five balls plus the jumbo pins. Tom McNeil, Perkins right hand man, also is extra busy with the sudden influx of trade.

At Chicago Coin Machine Company, the top staffers, including owners Sam Wolberg and Sam Gensburg, plus sales execs Ed Levin and Sam Lewis are enthused over the initial response to Play Ball the over-sized game on dime play. Lewis insists the initial orders are in unusually large quantities. This is the game which Chicago Coin developed following a survey of key operators and distributors on what they thought the trade most needed.

Gil Kitt, Empire Coin Machine Exchange, was in Florida attending the mid-winter meet of the National Coin Machine Distributors' Association (NCMDA). Meanwhile, Ralph Sheffield and Howie Freer had their hands full trying to cope with the boom type demand which has suddenly overtaken the trade. Stanley Levin, road man, is back from the long put off trek thru Illinois and Iowa where he found trade activity at peak proportions.

At D. Gottlieb & Company, firm is doing all it can to keep pace of the demand for Knock-Out, the new five-ball with animated mannikin activity on the playfield. Alvin Gottlieb reports distributors are getting their orders in such a way as to have some on hand for their respective territories.

At Universal Industries Mel Binks was doing his best to cope with inquiries on Winner, the jumbo pin game, which has been in production for several months. Binks says that part of the demand is unquestionably due to scare buying but he also pointed out that many requests come as a result of word of mouth praise from contented operators. Bill Ryan was on a brief trip which ended Friday (19). Norwood Veatch, St. Louis and Nat Cohen, New York, were in for confabs with Binks.

The good news at World Wide included a favorable report on Al Stern's recent hospital check-up and a steady run of business on new and used games, plus fast action on the Williams Music Mite and the Rock-Ola Rocket '51. Monty West got back from Canada and left for a swing thru the Illinois territory. Among those happiest about the return to full time duty by Stern was Len Micom, who had been hard pressed the previous two weeks handling both exec and sales activities.

First Distributors thru Wally Finke reports a steady run of local and out-of-town operators dropping in for new and used games of all kinds. Joe Kline is back from an encouraging swing thru Illinois and Iowa. Mal Finke, premium division manager, has been out getting new lines of merchandise. While Mal is out of the First headquarters, Dave Landfield has been taking care of inquiring operators.

At Williams Manufacturing Company, Sam Stern reports production is again on the increase and the Music Mite is filling the need for a dependable 45 r.p.m. counter music box. . . . Precision Puck Company, thru Nels Malmgren, states the demand for shuffle game pucks is once again on the increase. . . . Ed Hughes, formerly with Exhibit Supply, says his repair and service biz is winning a lot of operator friends. . . .

# Coinmen You Know

Dud Ruttenberg, CMI legal counsel, is back from a honeymoon in Nassau.

Seymour Golden, Coin Machine Service, claims premium biz has remained at the high levels developed just before Christmas.

The fire which damaged a lot of equipment at Distributing Corporation of Illinois proved to be a heavy financial loss especially in hard to replace equipment. But Vic Comforte and his staff have already dug in to bring the firm's operations back to normal. . . . Col. Lou Lewis, who moved his Merit Industries firm to larger quarters after the first of the year, says that the place is shaping up well and the operator traffic has been encouraging.

Mike Ziv, with Mills and Bell-O-Matic the past 12 years, is back with one of his earlier affiliations. He is now an executive with the United Employment Agency on South State Street. Ray Healy is president of the organization. . . . Joe Caldron, president of Trans World Trading, says the current domestic and foreign demand for new and used games and jukes really has him hopping. . . . At National Coin Machine Exchange business is at a high pitch for the firm is doing both selling and buying under the guidance of Joe Schwartz.

Charlie Pieri, J. H. Keeney & Company sales manager, says orders are rolling in on the cigarette machine and Four Player Bowler, a conversion for shuffleboards. Keeping up with demand is quite a problem but so far the line has done a fine job in turning out both products.

## Milwaukee:

Visitors looking over the contents of the record racks at Stu Glassman's Radio Doctors recently, were Art Vaillancourt, of Racine; Lee Robarge, of Robarge Novelty Company; Les Reder; Chet Meissner, of Pewaukee, and Charley Meissner, of Waukesha. One of the disks that the ops are getting a lot of business from on the boxes, according to Stu, is "The Hot Rod Race," on the Gilt Edge label by Arkie Shirley.

There was a full house at the recent holiday party given by Johnny O'Brien, the Mercury man. The festivities drew together a large number of record personalities and naturally, the most played disk on the juke box all night was Patti Page's "Tennessee Waltz."

A sock promotion by Ken Wendel, head man of the Pfau Records organization here, is sending sales totals of his "Flying Saucer Polka" by Bernie Roberts band to new heights. All dealers handling the Pfau label are giving to each purchaser of a Pfau record a gimmick that when blown up and released zooms around the room like a so-called flying saucer. Ken found the balloon giveaway thru an ad in The Billboard and is so satisfied with the manner it has been working out that he is sending in a repeat order to satisfy demands. Another Pfau disk getting good play on juke boxes all over the State, according to Wendel, is Gordy Miller's waxing of "Gay Time."

Local distributors continue to report their business volumes at very satisfactory levels. At Badger Novelty Company office and warehouse, the jaunty angle of Carl Happel's ever present cigar is caused by the fine trade acceptance of the new 50-play Rock-Ola music machines. Carl informs that the ops who have been dropping in from all over the State have been well impressed and that he should have no trouble selling all he can lay his hands on. Another innovation at Badger Novelty is the showing of the Chicago Coin Machine Company's music machine play stimulator, Band Box.

Happel has turned over most of the bulk vending equipment sales of the Northwestern line to Ray Van Toor, thus giving him more time to concentrate on Rock-Ola equipment.

Belated congratulations are due John Zane, routeman at the Banaco Music Company. John's wife presented him with a daughter, Michele Ada, December 3. Top wax honors on the Banaco

music boxes these days are "The Roving Kind," and "So Long," both by The Weavers.

John Tuska, of the J. T. Novelty Company in Cudahy, finds biz dropped off somewhat during the span between Christmas and New Year's.

Huge piles of snow directly in front of the warehouse doors of the United, Inc., were hampering efficient shipping, according to Harry Jacobs Sr. Because of the generally treacherous trucking conditions caused by the heavy snows recently followed by freezing and icy roads, shipments of 1250 Wurlitzers were held back. But, business is good, the elder Jacobs informs. "If conditions continue here as well in 1951 as they are ending up in 1950, we'll be more than satisfied," he stated. Immediately after the New Year's celebration was over, Harry Jr. headed north to write orders.

A three weeks vacation this month is being planned by busy Herb Geiger, head man at the Geiger Automatic Sales Company. If things work out the way he hopes, Herb will spend the three weeks in sunny Florida.

Young Joe Green, National Records exec, paid a flying visit to Milwaukee, spending most of the day with Johnny O'Brien, the Mercury flash. After spinning a few of the coming releases National has up its sleeves, especially a bouncy one by Eileen Barton. Green joined O'Brien in a few calls on key accounts. Green waxed enthusiastic about the orders he expects to write in the near future for recordings by a new National artist, Scotty Graham. "He's a combination of Frankie Laine and Billy Eckstine," Green avers.

Big news at the Spheris Tobacco Company these days is the impending marriage of young Andy Spheris January 21. The bride will be Elene Gober, of Chicago.

Cigarette vending people no doubt made a healthy contribution this past year to the increase in smoke sales. Wisconsin's State Cigarette Tax Division reported recently that the 1950 tax receipts amounted to \$10,096,043, compared with the 1949 take of \$8,288,359.

G. & W. Novelty Company's ice cream routeman, Jack Campbell, reports that the cold and snowy weather this territory has been having in recent months has played havoc with his grosses. . . . Newest equipment additions to the Hilltop Coin Machine Company holdings, are four spanking brand new Seeburg 45 music machines, according to Doug Opitz.

Looking over the stock of records at Hasting's Vliet Street emporium, and shooting the breeze with Toni Molik, recently, was Luke Zetting, of the Marquette Commercial Music Company. Toni Molik's new interest in life, she claims, is the '51 Chevy she recently bought.

Head man of the S. L. London Seeburg distribbers, Sam London, is enjoying a short Florida vacation. When he gets back, Martha Schalk, of the front office staff, shoves off for her long awaited trip to the balmy climes.

Blond Ruth Stein, who works behind the record counter at Midwest Radio, is a songwriter at heart. Dishing out the disks day in and day out has inspired her to pen over 175 tunes. Most of the songs are polkas and ballads, and at present it seems as tho several of them are headed for publishers. Her latest cleffing is "Holiday Polka," on the Pastel label. Record is cut by the Francis Kay Trio, with the vocal by Ralph Carrol. Buddy Beek's ork, whose waxings are popular on many Badger juke boxes where polkas pull nickels, is coming out soon with four of Ruth's tunes on the up and coming Tell label.

## Miami:

Fun, Inc., Arcade, 144 N.E. 1st Avenue, opened its doors only a few weeks ago but already is rolling up increased grosses every day. Some 40 pieces of every description, a shooting gallery and

### Vital Statistics Engagements

**Max Hurvich**, of the Birmingham Vending Company, Birmingham, and **Mrs. Hurvich** have announced the engagement of their daughter, **Edith Marion**, to **Joseph Goodstein**, of Knoxville and Cincinnati. The wedding will take place February 25 in Birmingham.

lunch counter are luring plenty of pedestrians. Operated by **Dorothy MacLean**, whose husband **George** is an army lieutenant serving in Korea, the success of the establishment is due in no small measure to the three ambitious "whiz kids" who keep things moving—**Mickey Cohen**, formerly with Taran Distributing Company; **Ray Parilleau** and **Mill Lewis**. The latter two may one day make their mark in show business. Parilleau displays considerable talent as a singer while Lewis's flair for comedy has so impressed co-worker Cohen that Mickey has become the duo's chief "praise agent." Lewis recently married the former **Rae Morovia**.

**Sammy Barnett**, Barnett's Service, is expanding his shuffle and pin operation. . . . **Joe Mangone**, All-Coin Amusements, concluded a successful selling trip in Florida, Georgia and South Carolina, taking orders for the new Gottlieb Knock Out game.

**Sam Gensberg**, Chicago Coin Machine Corporation, dropped in at Bush Distributing while here for the National Coin Machine Distributors' Association convention. . . . **Hal Olive**, district service manager for Eastern Electric Cigarette Machine Company, here on a service visit.

**Lenny Baitler**, Taran Distributing, scored a bull's-eye on a unique two-week sales trip thru Florida, covering Jacksonville, Tampa, St. Petersburg, Orlando and a host of other cities. An expert mechanic as well as a dynamic salesman, Lenny piloted a two-ton van load of coin machines—AMI jukes, shuffle alleys, cigarette venders, etc.—selling to ops direct from the truck. Lenny

came back to town with an empty van and a face wreathed in smiles.

**Irving Lemlich**, Atlas Amusement Company, says the two pop tunes moving up fastest are "My Heart Cries for You" with Vic Damone, and Perry Como's rendition of "Zing Zing—Zoom Zoom."

**Sid Kronenberg**, coinman who operates the Alammat Company in Birmingham, paid a visit to **John Saxon**, of Ace-Saxon, while vacationing at the Beach.

**Eddie Shaw**, Stone Distributors, Inc., which supplies many juke box ops with records, reports a brisk disk trade on "Rye Whiskey," Bull Moose Jackson, and "O Babe," Larry Darnell, both in the sepia category. In the hill-billy groove, "The Leaves Mustn't Fall" by Moon Mullican and "I Love You a Thousand Ways" by Hawkshaw Hawkins are getting a heavy play. In the pop field, "I Still Feel the Same About You" with Georgia Gibbs, is attracting a lot of attention, says Shaw.

**Samuel S. Jacobson** and his brother, **Robert**, who own the Southern Coin-O-Mat Distributing Company, say the Ski Ball shuffle game put out by Imperial Manufacturing Company, for which they are the distributors, is doing well in all locations. The Jacobsons have sold about 25 of them to local ops.

**Sidney Gluck**, of City Vending Company, Bronx, N. Y., took time out from his Miami Beach vacation to drop in for a visit with **Ray Harrison**, Automatic Cigarette Sales. Both are fishing enthusiasts and found plenty to chat about in this paradise for anglers.

**Tom's Toasted Peanuts** Company has placed several peanut and cookie machines in chain stores. Firm operates a fleet of trucks which makes daily deliveries all over the State of Florida to stores for across-the-counter trade.

The three local juke box and game distribs are turning anxious thoughts to future deliveries of equipment from the factories, now that the mobilization program has shifted to high gear. The situation after March 1 presents a huge question mark, said one spokesman here. Promised

deliveries of new games already publicized have been falling behind schedule.

**M. D. Goldhagen**, who spent 30 years as an operator of coin games in New York and Miami, now runs Goldie's Snack Bar and Restaurant at 1446 Ocean Drive, Miami Beach. Goldie claims he was the oldest operator in point of service between New York and Miami before he foresook the coin ranks four years ago to enter the food business. He operated the Tropical Grill at the Beach before taking over his present establishment four months ago. The "Welcome" sign, says Goldie, is always out at his place for coinmen.

### New York:

**Bob Jacobs**, of U. S. Distributing, reports his conversion business increasing as the flow of new games from manufacturers slows down. To provide work space for the additional load, he has made a deal with **Sol Wohlman** to share part of Sol's Pancoast store on coin row while retaining his own headquarters as a showroom.

**Arthur Jacobson**, **Harry Turner** and **Tris Johnson**, who operate a route of Juice Bars in New Jersey schools and industrials, are scheduled for early recall to active military duty. They probably will have to liquidate their vending holdings. . . . **Milty Green**, of American Vending, is back from Florida to check his coin machine interests here. But friends say comes the next cold wave and Green will hurry back to Miami.

**Dave Simon** is back in town after a week in Chicago during which he conferred with manufacturers on game production plans. . . . **Bill Schwammle**, of Bill-Boyd Sales, credits exports with a good part of his volume in reconditioned phonographs. The firm now does cabinet refinishing as well. . . . **Ben Horowitz** is expected to get back in harness at Albena Sales soon. While he has been ill, **Benny Ginzburg** has managed the juke outlet.

**Joe Young** and **Abe Lipsky**, of Young Distributing, are getting their coin row showroom straightened out for the formal introduction of the 1951 Wurlitzer juke Sunday and Monday (28-29). Disk artists will be on hand to greet

ops, and a buffet is promised.

With **Mrs. Dave Feldman**, wife of the Kingsboro Music topper, on the mend after an arm fracture, both were packing last week for a vacation trip to Miami. . . . **Jack Gelbwaks**, Union Automatic exec, has moved to Monroe, N. Y., and commutes each day to his city juke route. . . . **George Holtzman**, of Automatic Operators, is back from a trip to Arizona.

**Max Weiss**, head of M W Vending, hosted a party in his Brooklyn headquarters Monday (15) to mark his 48th birthday. One of (Continued on page 82)

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- Bally SPEED BOWLER . . . . . 159
- Univ. TWIN BOWLER . . . . . 115
- Chi Coin BOWLING ALLEY w/lift-a-pins . . . . . 105
- Chi Coin BOWLING ALLEY . . . . 95
- Gottlieb BOWLETTE . . . . . 89
- Chi Coin BASEBALL . . . . . 75
- Wms. TWIN SHUFFLE . . . . . 69
- Bally SHUFFLE BOWLER . . . . . 55
- Keeney PIN BOY . . . . . 49
- United SHUFFLE ALLEY . . . . . 45
- Genco BOWLING LEAGUE, 10 ft. . 45

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Universal SUPER TWIN BOWLER . . . 185	Williams SINGLE BOWLER . . . 75
Bally SPEED BOWLER . . . 170	Keeney PIN BOY . . . 65
Chi. Coin LITE-UP PINS . . . 145	United SHUFFLE ALLEY . . . 50
Universal TWIN BOWLER . . . 125	Rock-Ola SHUFFLE LANE . . . 50
Chi. Coin BOWLING ALLEY . . . 110	Genco BOWLING LEAGUE . . . 50
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## Coinmen You Know

Continued from page 81

the pioneers in cigarette vending here, he had many op friends in to join in the festivities. . . . **Al Layne**, juke op, has returned to the hospital for another operation on his gums. . . . **Deanna Bartlett**, of Cherio-Rytvoc, was married January 2. Her husband is distributor of Coral records in Tennessee.

**George R. Young**, newly named assistant sales manager for Eastern Electric, was covering the Michigan territory last week for the cigarette machine manufacturer. The firm expects to appoint a new sales representative for the State to replace the Miller-Newmark organization, which formerly covered the area. . . . **Barnet Hinkle**, Automatic Canteen chief, was in town last week on biz.

**Spokane:**  
**David S. Caudill** has purchased the Anderson Amusement Company, W. 221 1/2 Main, from **Harvey E. Anderson**, who has entered the used car business. Caudill changed the firm name to Caudill Amusement Company. He operates pinballs, juke boxes, shuffleboards, shuffle bowlers and arcade equipment in the Spokane area. He entered the amusement machine field here in 1945.

**E. M. Perry**, owner of Interstate Novelty Company, says he now has Seeburg "100's" in half his spots. He reports a shift in taste of cocktail lounge and tavern patrons from Western to pop-numbers.

**Harold Farmer**, Spokane cigarette operator, reports repair and conversion parts getting tight. Manufacturers advise they will fill orders when necessary "critical" materials are available. He also reports business good, with volume up 100 per cent from a year ago when prices of machine cigarettes were boosted from 20 cents to 25 cents a package. Harold, his brother **Bert**, and **Bill Cunningham**, tavern op, hit the jackpot during the recent moose season in British Columbia. They brought home three moose and their limit of 25-35 pound salmon.

**H. H. White**, partner of the late Bill Paradise in Crest Novelty Service, plans to carry on alone.

**Hartford, Conn.:**  
**Gus Mendillo**, Hartford coin operator, who recently retired from active business, has been vacationing. "I'll be announcing some new business plans shortly," Gus says. . . . **Paul Rechtshafer**, of Reliable Coin, Hartford, has acquired the distributorship for the Williams Music Mite juke box. . . . **Tony Wilkas**, Hartford coin operator, is getting a new car soon.

**Francis E. Stern**, of Stern & Company, Columbia Records distributors, was in New York to attend the premiere of the Israeli Philharmonic Orchestra at the Waldorf-Astoria. **Mrs. Stern** accompanied him. . . . **Mary Everett** is the new office manager at The Record Shop, downtown Hartford retail record store owned and operated by **Mr. and Mrs. Ralph Colucci**, of Seaboard Distributors.

**Bill Prutting**, of Post & Lester, Decca Records distributors, is home from a Chicago visit, and **Izzy Goldman**, Seaboard Distributors, is back from a business trip to New York and Philadelphia.

**Pittsburgh:**  
**Jack W. Young**, Mercury distributor here, can provide three-deep free parking in front without obstructing traffic.

The **Joseph McGlenns**, who live six miles out of Mount Lebanon at Venetia, Pa., in Washington County, enjoy TV whenever they get a chance. . . . **Mrs. R. J. MacNeil**, of Refreshment Service, reports the expense of adapting ejectors to handle the 10 cent candy bar will be made up via increased profits on the dime bar. . . . **Harry Rosenthal**, manager of Banner Specialty Company, threw a party at his home for friends in honor of his new grandson, **Michael Joseph Hyde**, born November 21.

Chief difficulty confronting dealers today, says **S. LaScola**, Decca Records head, is the prob-

lem of telling which of the record speeds to push. A dealer, for example, ordering two 78 records, six 45's, and four LP's, generally finds the two 78's sell much faster than anticipated. Thus he is passing up additional 78 business unless he can convert 78 r.p.m.

Because of the weather and TV, people haven't been getting around as much as usual, especially the younger people, says **Herbert Cohen**, Confectionery Specialties Company, and as a result there's room for improvement in business. . . . **Harry Rosen's** new Automatic Food & Refreshment Company will cover plants in Allegheny, Westmoreland, Beaver, Butler, Washington and possibly Armstrong counties.

**Sydney Weinstein**, of Sidmor Vending Company, is working on a new gear wheel he believes may help revolutionize machine operation. . . . **M. J. Abelson**, of American Distributors, a frequent air traveler, has been noticing the considerably increased airlines activity to the South, where more homes and hotels are being built.

Unlike many distributors who are compelled to store records and work on two floors, **James Winston**, Columbia Records distribution head here, has a tremendous plant. In one continuous operation records move on rollers, are checked in and put in bins. Records to fill orders roll out of bins, move back to the packing bench, are packed and rolled out to the record department, and down to the shipping platform.

**Indianapolis:**  
**Joe Flynn**, manager of the Shaffer Music Company here, reports business good, altho shipments of phonographs are slow. This he attributes to the difficulty of getting raw materials, and other parts for machines. The same complaint comes from other distributors, and as he says, the situation is general. . . . **Edward Shaffer**, president of the company with offices at Columbus, O., was a business visitor Monday, conferring with Flynn.

The **Janes Music Company** installed a communications system in its new quarters. This enables the main office to communicate with the record shop, the wholesale record department, the servicemen's department, and the delivery section. . . . Games of all description are being delayed by slow deliveries. False rumors are being circulated about restricted materials, but reliable sources say the demand has increased and that is causing the delay.

**Nancy Coffey** is the new manager's secretary at Shaffer Music Company. . . . **Robert (Bob) Lee**, who formerly operated a juke box route here, has disposed of it and is now associated with Janes Music Company in the collection department. . . . **Clarence Hohman**, record buyer at Janes Music Company, was saddened by the death of his father-in-law during the week.

The **Calderon Distributing Company**, Rock-Ola distributors for Indiana, reports the new Rocket is meeting with operator favor. Machines are arriving on schedule, and the prospects are good. . . . **Peter Stone** and his wife, having returned from their extended vacation in Mexico, are back on the job looking after their shuffleboard locations.

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**Coinmen You Know**

Continued from page 83

**Washington:**

Ace Vending Company, of Hyattsville, Md., was one of the sponsors of a public service safety program message over Station WINX recently. . . Service Music Company has begun sponsorship of a late-at-night program of recorded music over WEAM. Another music firm to get radio mention recently is the Quality Music Company. One of the local disk jockeys dedicated a number to "all the girls at Quality."

The January meeting of the Washington Music Guild saw few business matters discussed, inasmuch as many members were out sick, according to Bill Schwartz. He added that he thought the total contributions to the police department's boys clubs drive—from the Guild and members individually—would reach \$2,500. Schwartz said Guild members decided to eliminate "Easter Parade" from music machines this year and will promote "She's My Easter Lily" by Dick Todd and others.

Meyer Gelfand, sales manager of the G. B. Macke Corporation, reports continued success of the firm's cigarette premium program. Redemptions are increasing each week, he pointed out. . . The Hirsch-Mason Corporation has hired several new employees.

Disk-Jock Eddie Gallaher and the Washington Music Guild selected Bing Crosby's "May the Good Lord Bless and Keep You" as their most recent "Record of the Week."

Top 12 records last week in the Washington area, according to the Washington Music Guild's survey, and as aired by dee-jay Milt Grant on his WINX Cavalcade show, were: (1) Patti Page's "Tennessee Waltz"; (2) Phil Harris's "The Thing"; (3) Sammy Kaye's "Harbor Lights"; (4) Frank Sinatra's "Nevertheless"; (5) Perry Como and Betty Hutton dueting on "Bushel and a Peck"; (6) Don Cherry's "Thinking of You"; (7) Mario Lanza's "Be My Love"; (8) "My Heart Cries for You" by Guy Mitchell and Mitch Miller; (9) "All My Love" by Patti Page; (10) Com's "You're Just in Love"; (11) "So Long" by the Weavers with Gordon Jenkins, and (12) "Roving Kind" by Mitch Miller.

**Detroit:**

Arthur, Edith and Earl Vance are forming the Vance Vending Company, with a capitalization of \$5,000 to operate vending machines, specializing in dairy products. Firm will be located on Meyers Road. . . Earl M. Smith, Herman Finkheiner and Bernice G. Ferguson are forming a partnership to operate the Self-o-Matic Laundries on John R Street.

Harry J. Weidendorf is establishing the Postage Stamp Vending Machine Service at 14540 Grand River Avenue. . . Hugh C. Howes, head of Howes-Shoemaker Company, reluctantly went shopping last week under the able direction of Mrs. Norma Howes, and came back with three suits and all that went with them.

Hal Alpaugh, cashier at Howes-Shoemaker, has been ill for over a month with a complication of asthma and pneumonia. . . Mrs. Frank Koss, wife of the assistant sales manager at Howes-Shoemaker, is expecting an addition to the family in March.

William J. Slaney is taking over S and S Vending Company. . . John Giatson is forming the Ecorse Vending Company in the downriver suburb of Ecorse.

**New Orleans:**

Chicago Coin's Band Box is drawing fine at the Penny Arcade, picking up steadily since being located there a short time ago. . . New Orleans Novelty is expecting Dan Moloney, of Bally, in New Orleans shortly, and Ralph Bosworth, of Novelty, hopes he'll bring along some Turf Kings.

It looked like all Louisiana operators were in New Orleans for the Sugar Bowl game and little or no business was done or expected. . . Clarence Camp, of Memphis, was in New Orleans for the Sugar Bowl game and a look-see at his electric horse operation at the D. H. Holmes department store.

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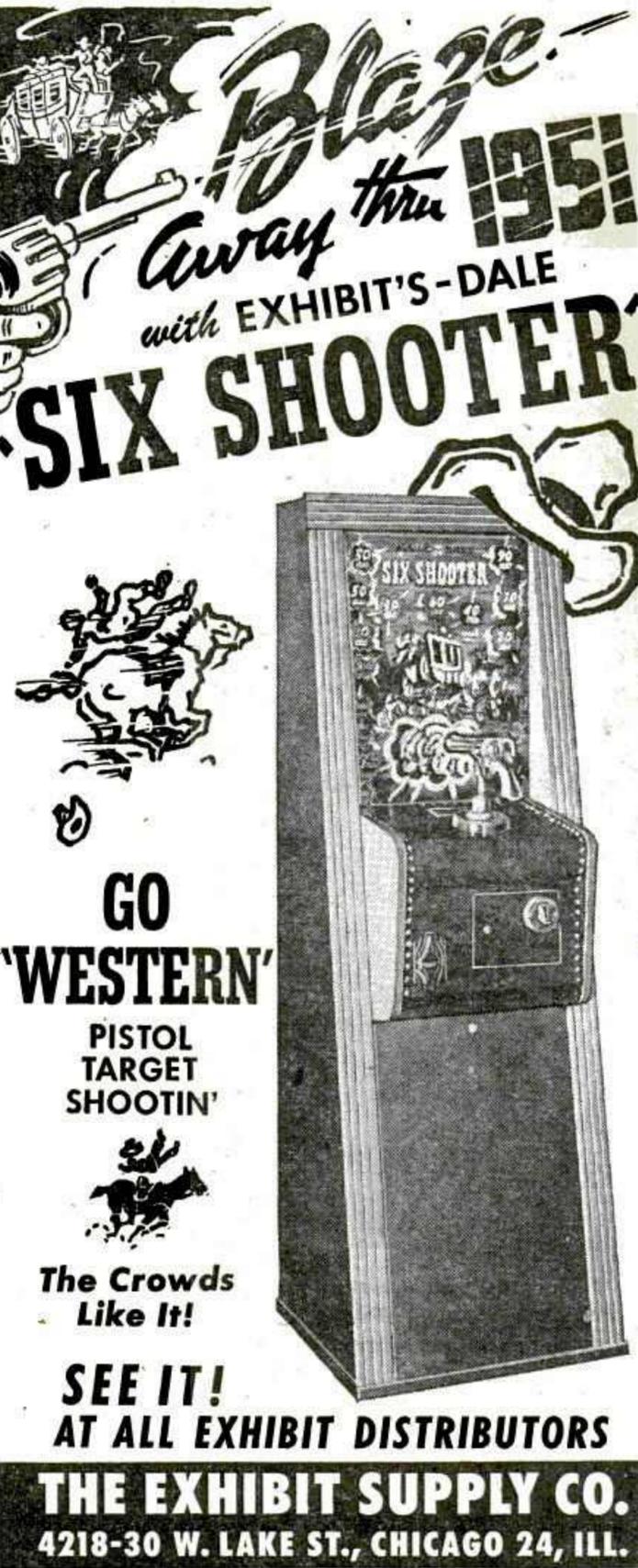
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Batting Practice . . . 75.00	Wurlitzer 616 . . . 65.00	15 No. 33 N.W. Nut . . . 7.50
Big Inning . . . 225.00	Wurlitzer Colonial . . . 95.00	15 Columbus 1¢ Gum . . . 7.50
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Chicken Sam Conv. . . 95.00	Rock-Ola Deluxe . . . 85.00	15 Advance Gum . . . 7.50
Evans Ten Strike . . . 75.00	Rock-Ola '47 . . . 275.00	6 Masters Pistachio 5¢ . . . 7.50
Goalie . . . 125.00	Seeburg 9800 . . . 110.00	25 Masters, 1¢ . . . 7.50
Heavy Hitter . . . 50.00	Seeburg 8200 . . . 110.00	4 Masters, 1¢-5¢ . . . 7.50
Jack Rabbit . . . 100.00	Aireon Deluxe . . . 95.00	<b>COUNTER GAMES . . . USED</b>
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Phonographs Listed Below Available in Complete and Good Working Order At Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

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Major .....	600R .....	<b>AIREON</b>	
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Classic .....		1946 Deluxe with new accumulator gears	69
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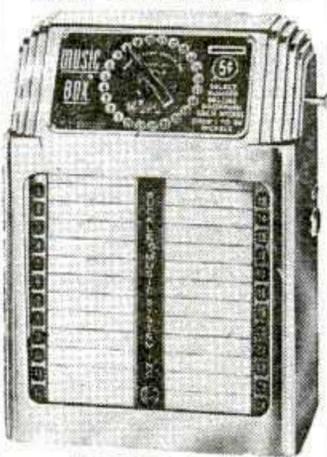
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**\$19.50**  
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**ROUTE FOR SALE**  
 Juke Box—Shuffle Alley—Pins. 60 Machines, 1949 Service Truck. Located in the heart of Wisconsin's famous tourist section. Established 15 years.  
 Write Box D-487  
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Once-in-a-lifetime opportunity for right party. No experience necessary. Steady monthly income. Service and maintenance arrangements secured.

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Unlimited expansion possibilities. Should retire entire investment in less than a year. If genuinely interested and have full cash to handle NOW, give brief outline of business, social and fraternal background. Include home or business phone and write, Air Mail or Wire in care of

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**MADE JUST THE WAY YOU WANT IT!**  
LARGER, OVERSIZED PLAYFIELD with NO BUMPERS

2¾ MINUTE AVERAGE PLAYING TIME  
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NEW "FLASH-ON" LITES IN BACK RACK

ALL HITS—SINGLE, DOUBLE, TRIPLE,  
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SEE THE BALLS ACTUALLY RUN BASES

PLAY CONTINUES UNTIL 3 OUTS ARE MADE

LOCATION  
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AND  
PROFIT  
PROVEN

YOUR  
DISTRIBUTOR  
HAS IT

AND DON'T FORGET TO SEE *Chicago Coin's*  
TRIED AND PROVEN **BAND-BOX** "A REPLICA IN MINIATURE OF A MODERN DANCE ORCHESTRA"

**CHICAGO COIN** MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

THEY'RE CLEAN...  
**DOUBLE CHECKED**  
AND **READY TO GO!**

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- 3 Complete Hostess Systems (units of 10)  
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**WANTED!**  
**HIGHEST CASH**  
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KING ARTHUR, 3 MUSKETEERS,  
CAMEL CARAVAN, COLLEGE  
DAZE, RIPSORTER, MFCURY,  
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**1-BALLS**

GOLD CUPS, CITATIONS, CHAM-  
PIONS, TURF KINGS, WINNERS.

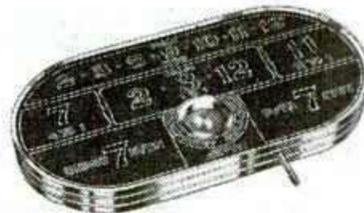
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SIZE:  
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NOT COIN OPERATED!  
TAX FREE!  
NO LICENSE REQUIRED!

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Good for Clubs, Fraternal Or-  
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Write for descriptive literature.

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**RECONDITIONED AND NEW EQUIPMENT**  
from YOUR RELIABLE DISTRIBUTOR

- RECONDITIONED GAMES**
- United Shuffle Alley, fly-a-way pins...\$129.50
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- NEW EQUIPMENT BY**
- GENCO—WILLIAMS**
- GOTTLIEB**
- CHICAGO COIN**
- Bally Turf King, Shuffle Games, Exh. Six-Shooter, Electric Cigarette Vendor.

WE HAVE Jockey Special, Photo Fin-  
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WANTED: Citations, Gold Cups,  
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**SHUFFLEBOARDS**

18-22 Ft. ....\$49.50 & Up  
ALL MAKES

**SHUFFLEBOARD SUPPLIES**

- Sheets .....\$ 4.50
- Shuffle Game Wax (case of 12) ..... 3.00
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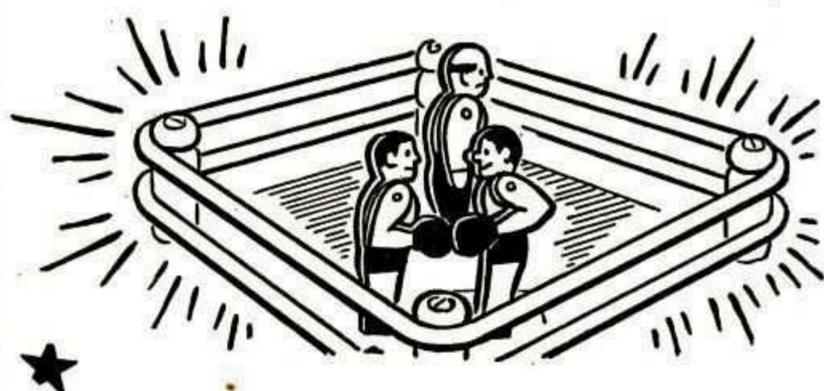
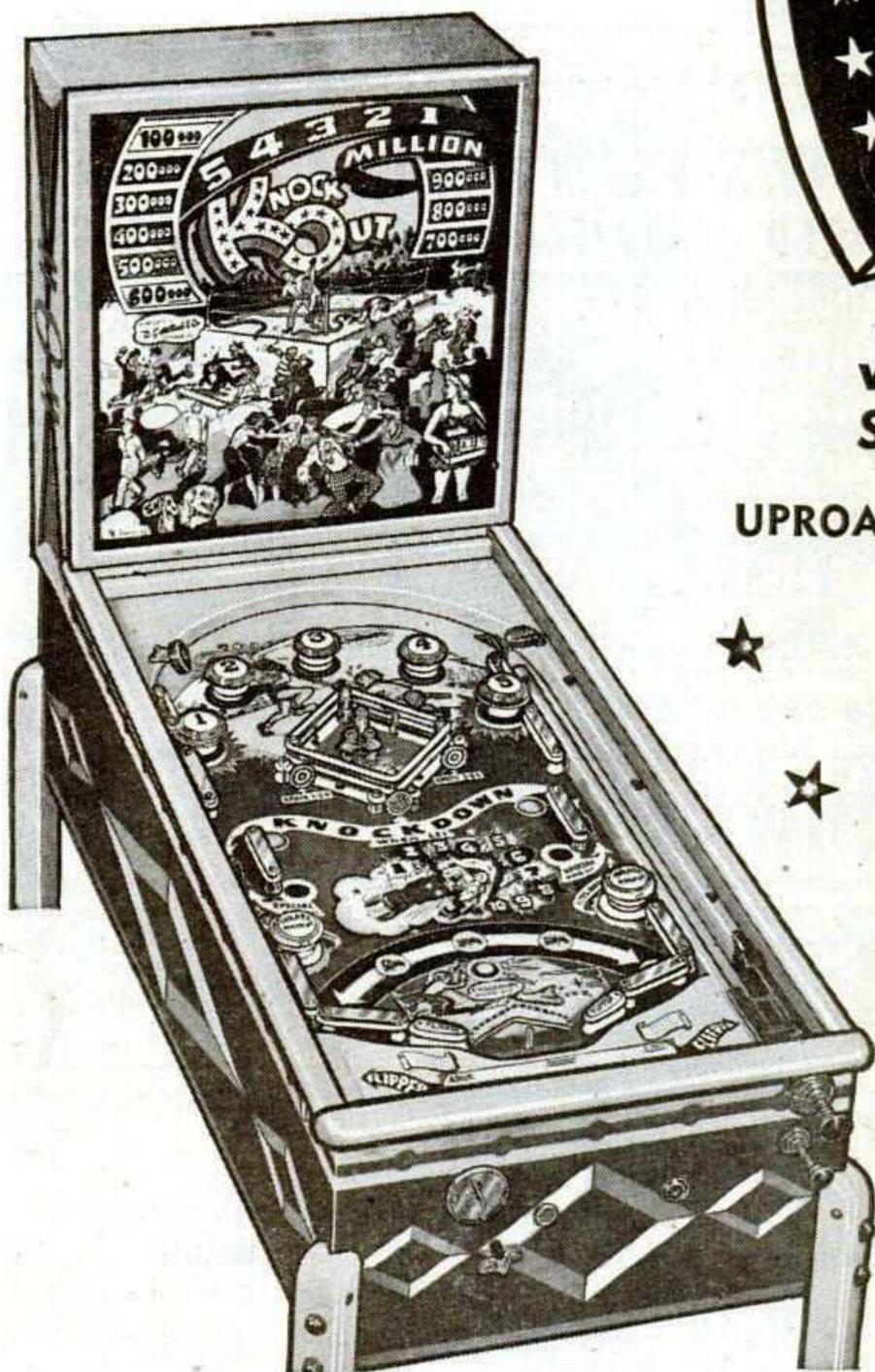
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# KNOCK OUT

with a **BRAND NEW  
SUPER-SENSATIONAL FEATURE!**

**UPROARIOUS, SLAM-BANG ANIMATION IN A  
REAL RING on the PLAYFIELD!**



3-DIMENSION MANIKINS FIGHT TO A KNOCKOUT! FIGHTER GOES DOWN FOR COUNT OF 5 OR 10, BUT IS SAVED BY THE BELL! MANIKIN REFEREE RAISES AND LOWERS ARM FOR THE COUNT!



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RIB-TICKLING, RIOTOUS, COLORFUL BACKBOARD LIGHT-UP ACTION!

**To Score Knockdown, Player Hits:**

**BUMPERS 1 TO 5—  
"KO" TARGET—  
"KO" ROLLOVER BUTTON—  
"KO" ROLLOVERS—**

**REPLAYS AWARDED ON KNOCKDOWNS—  
HIGH SCORE**

**MYSTERY REPLAYS ★ NUMBER SPOTTING TARGETS ★ "POP" BUMPERS ★ FLIPPERS**

**PRE-TESTED FOR YOUR PROTECTION!**

**ORDER NOW FROM YOUR  
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**"There is no substitute for Quality!"**

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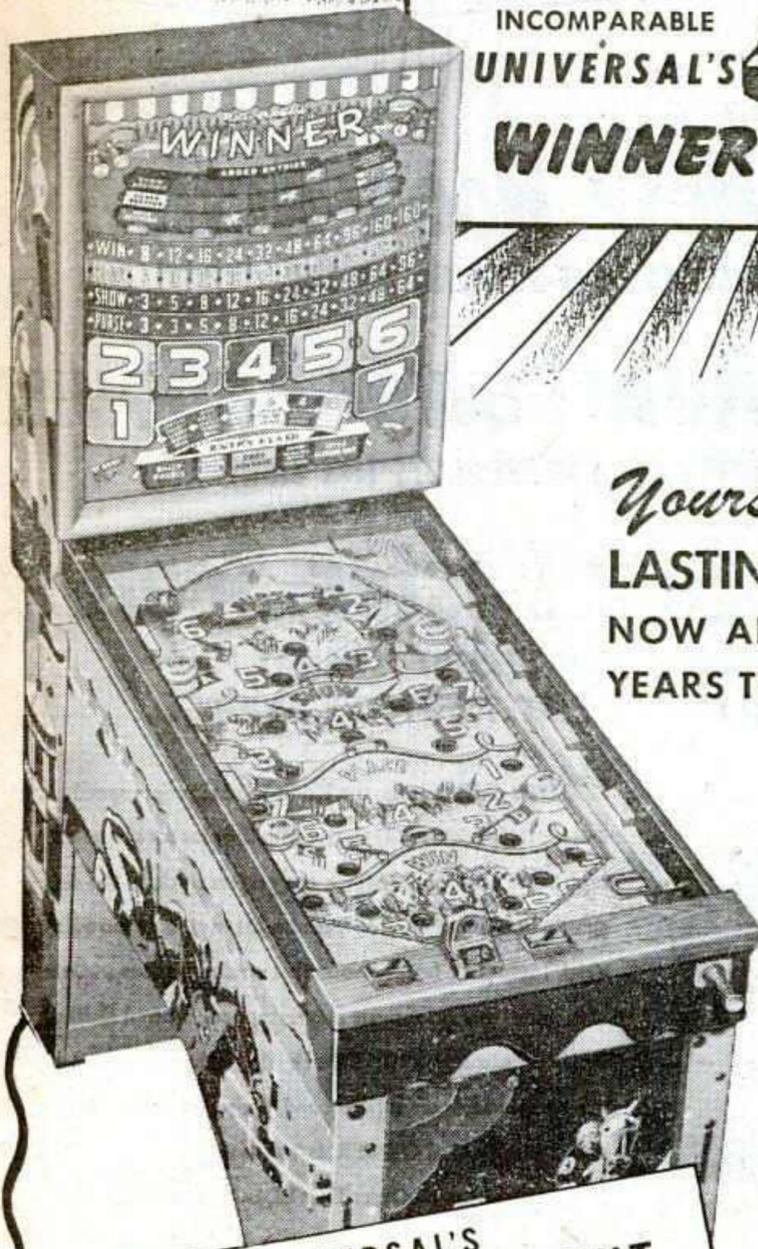
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PEP UP YOUR LOCATIONS  
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**HIGH SCORE  
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*Yours* FOR A  
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NOW AND FOR  
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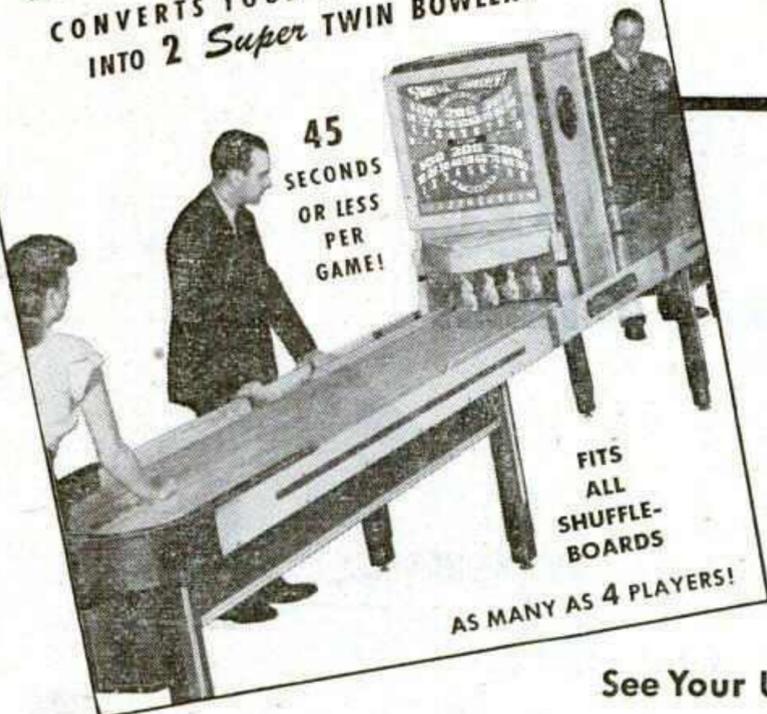
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- 15 PINS
- PERFECT SCORE 1000
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EARNINGS SURPASS ANY PEAKS OF THE PAST YEAR!

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**SHUFFLE TOURNAMENT**  
CONVERTS YOUR SHUFFLEBOARDS  
INTO 2 *Super* TWIN BOWLERS



45 SECONDS OR LESS PER GAME!

FITS ALL SHUFFLEBOARDS

AS MANY AS 4 PLAYERS!

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**New Bally HOOK-BOWLER**



**New Hook-Action**  
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 RETURNS SLOWEST SHOTS LIKE LIGHTNING

**New Faster-Scoring**  
 AND NO-WAIT UPRIGHT FLY-AWAY PINS  
 SPEEDS UP PLAY... STEPS UP PROFIT...

**AMAZING NEW**  
**HOOK-SHOT FEATURE**

**9½ FT. LONG, 2 FT. WIDE**  
**Mechanism Easily**  
**ACCESSIBLE**  
**Through Back-Box**  
**and**  
**Slide-Up Pin Panel**

SHOOT a puck through the Hook-Lane at proper speed . . . and see the puck actually swerve into the pins for a smashing high-score hook-shot! Watch the players flock to the only shuffle-bowling game that permits all styles of bowling skill, including hook-shots and straight-shots . . . the only game that brings out players' speed-control skill as well as aiming skill! Watch the lightning speed of puck-rebound, score-totalizer and pin-reset! You'll quickly see why HOOK-BOWLER is the fastest profit-producer in the shuffle-class. Order HOOK-BOWLER today!

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**THE GREATEST PIN-BALL GAME OF ALL TIME!**

When it comes to pin-ball games . . . when it comes to offering real entertainment to fun-loving people everywhere . . . when it comes to healthy operating income . . . there isn't a game on the market that can compare with Bally TURF KING, the jumbo pin game that is packed with thrills and excitement. It gives players a lot of fun for their money. It's the favorite of both operator and public alike. Order from your Bally Distributor today.



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# Player Shuffle-Alley



**1 to 5 Players Can Play**

10¢ PER GAME...EACH PLAYER

(ROLL-OVER SWITCH REBOUND)

**Complete  
Bowling-Team  
Competition**

**Greater Appeal...  
Increased Earnings**

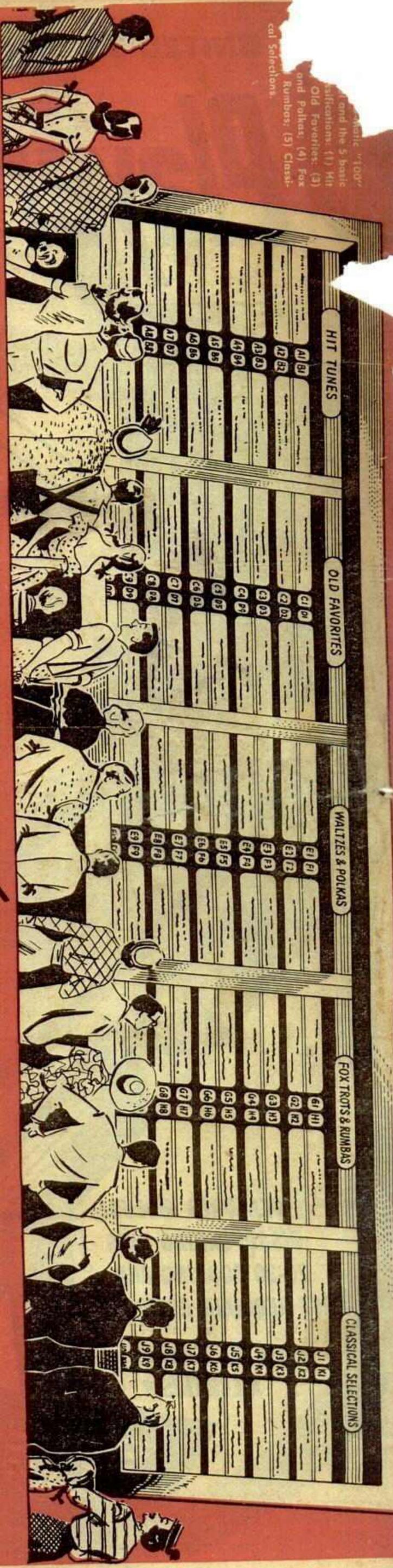
SIZES: 8 FT. x 2 FT.  
9 FT. x 2 FT.

**FEATURES INCLUDE  
DISAPPEARING PINS  
20-30 SCORING AND  
FAST REBOUND ACTION  
EASY TO SERVICE  
MECHANISM**

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...and the 5 basic classifications: (1) Hit Old Favorites; (2) Fox Numbers; (3) Classical Selections.

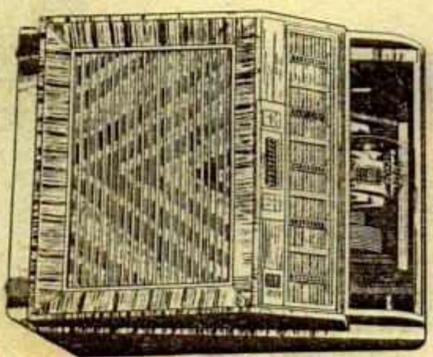


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PROPER PROGRAMMING  
MUSIC FOR EVERYONE

...at the phonograph ... anywhere in the location!

Today, people who never spent a nickel in a coin-operated phonograph are listening to the music of their choice—played by their favorite artists on Select-O-Matic "100" Music Systems.  
*And, for good reason!* Only Select-O-Matic "100" Music Systems provide "music for everyone" . . . cataloged under the 5 basic musical classifications for *fast reference* and *easy selection* . . . with an adequate choice of titles under *each* classification.  
 Ask your Seeburg Distributor about the new opportunities Select-O-Matic "100" Music Systems and proper programming will bring to your business

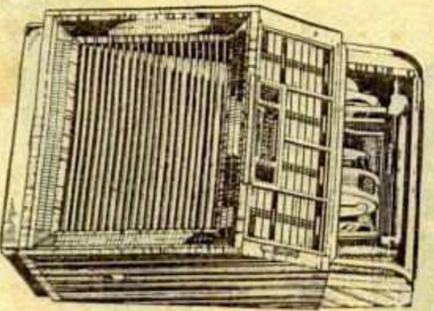


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The world's first 100 selection music system designed for the playing of both 10 and 12-inch 78 RPM records.

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