

The Billboard

FEBRUARY 24, 1951 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Uncle's Voice To Audition For Big \$500,000,000 Job

Senator Eyes Listener Count Round World

Commercial Br'dcast Measurement May Prove the Answer

WASHINGTON, Feb. 17.—Sen. William D. Benton (D., Conn.), who plans to deliver a Senate floor speech early next week calling for a re-evaluation of the Voice of America program (see separate story), told *The Billboard* that the congressional study might gain greatest impartiality by using commercial radio-TV measurement techniques like those of Hooper, Nielsen, Videodex and The Pulse. Benton indicated he is mulling the possibility of asking Congress to employ professional measurement experts to help conduct the survey. Information so far concerning the Voice's potential and claimed listener-strength has come chiefly from the State Department itself. Benton said any congressional study must "obviously employ outside professional consultation." State Department's reports (Continued on page 6)

"Life" Faces, Beats Kukla Kine Problem

CHICAGO, Feb. 17.—*Life* magazine, faced with the problem of selling current issues on Kukla, Fran and Ollie kinescopes two weeks old, solved the problem with a new technique. *Life* picked up KFO for Thursdays. Their original agreement was for only the live NBC net, but Burr Tillstrom's new contract provides that all shows go on the full net. Rather than lose the show, *Life* picked up 23 more stations which get the show on kines. To get up-to-date commercials in the center portion of the show, *Life* arranged that every Monday at noon Tillstrom gets one of the first copies of Friday's *Life* as it comes off the Donnelly presses in Chicago. Tillstrom and Fran Allison make a kine of a commercial using the new issue. The film then is flown by *Life* to the 23 kine stations to be cut in and used on the Thursday show.

Video Show for Dietrich's Girl

NEW YORK, Feb. 17.—The William Wilbur Agency here is readying a new video show for women featuring Maria Riva, Marlene Dietrich's daughter. The half-hour series is tagged *At Home With Maria*. The format carries a homemaking-can-be-fun theme and will highlight "at home" activities for fems. Trudy Richmond packaged the series for Wilbur.

HOPE TV, Juke Boxes Shine for & Disks

NEW YORK, Feb. 17.—Hopes for continued growth in the radio-TV field are being raised to a respectable rate of increase as the industry gears this week following the announcement of RCA and Philco Corporation of the results of their intensified programs on conservation of critical materials. RCA is also known to be readying a report on considerable progress made toward extending the

800G A&A TV Series Rolls

HOLLYWOOD, Feb. 17.—Columbia Broadcasting System this week signed Charles Barton to direct its filming of the *Amos 'n' Andy* TV series and starts cameras rolling next week on one of the costliest telepic projects in the medium's history. Blatz Beer will shell out over \$800,000 for the series of 26 half-hour filmed shows. Initial outlay of over \$30,000 per seg gives brewery first and second-run rights on the series, thereby cutting in half the cost per showing of each pic. CBS, which becomes the first net to turn (Continued on page 4)

More Negro Talent On Air As Advertisers Ogle Market

NEW YORK, Feb. 17.—America's Negro consumers, constituting about 10 per cent of the national population, are being wooed increasingly by advertisers via constantly growing radio programming,

aimed specifically at the Negro market. Altho use of Negro talent on the air is no new thing, and some scattered shows for the Negro audiences have been on for several years, a national movement by several stations to concentrate on the Negro listener now is under way.

Pabst Brewing More Fightcasts

NEW YORK, Feb. 17.—Pabst Beer, which is already spending an estimated \$1,785,000 for 35 weeks of fight programming on CBS radio and TV, is so satisfied with its show that it has asked the web for more. Pabst has asked that the network find four more fights before the end of this season and has given CBS the green light to come up with an AM-TV summer (Continued on page 6)

Brotherhood Week is as good a time as any for a look-see at the progress made by the Negro in broadcasting. Other stories on this subject appear in the Television-Radio Department this week.

Barnes Out as H-T Drama Critic

NEW YORK, Feb. 17.—Howard Barnes this week resigned as legit critic of *The New York Herald-Tribune*. It is claimed that the resignation was caused by a difference with management over a personal issue. Otis Guernsey has taken over temporarily until the newspaper finds a permanent critic. Barnes has not announced his future plans.

GOOD NEWS RE PLATTERS FOR FUTURE

NEW YORK, Feb. 17.—Further news pointing up the possibility that the pessimistic views concerning future production of phonograph records and other assorted products of importance to the industry may have been unnecessarily calamitous (see story in adjoining column) came from Washington this week when the National Production Authority promised the House and Senate small business committees to take another look at the plastics picture. Full details of this story are in the Music Department, this issue.

Columbia Gets Brooklyn 'Tree'

NEW YORK, Feb. 17.—Columbia Records this week obtained cast album rights in *A Tree Grows in Brooklyn*, the upcoming Arthur Schwartz-Dorothy Fields musical production. The Columbia Broadcasting System is one of the show's backers, reportedly some \$25,000 worth. The show, co-produced by George Abbott and CBS casting director Robert Freyer, will star Shirley Booth, Johnny Johnston and newcomer Marcia Van Dyke. It is scheduled to open here April 19. *Tree* was adapted from the Betty Smith novel. Chappell is publishing the score.

Juke Jingles To Op's Rescue

CHICAGO, Feb. 17.—Following completion of a series of on-location tests in this area, and the granting of patents covering the Genii switch mechanism developed by Max Sparks, SAR Enterprises, headed by Sparks, will place the unit in production within the next few weeks, it was learned this week. The switch, it was announced (Continued on page 7)

Musicians' Union Exec a Peacemaker

ST. PAUL, Feb. 17.—George Murk, president of the Minneapolis Musicians Union (AFM), is being credited in State Capitol and legislative circles here with coming up with the solution to ending the three-week-old Minneapolis (Continued on page 35)

Benton Insists Global Pitch Top Russia's

No Rap at State But Urges Thoro Propaganda Check

WASHINGTON, Feb. 17.—Urging that Congress find out speedily whether the Voice of America program should stay in the State Department or be shifted elsewhere—possibly to a new agency which might be created to run the nation's global propaganda machine on an unprecedented scale—Sen. William D. Benton (D., Conn.) early next week will formally propose a sweeping examination of the Voice program. Benton told *The Billboard* he is convinced that the U. S. should expand its global propaganda to a magnitude never before undertaken anywhere, but he emphasized that Congress must find out first how effectively America's propaganda dollars currently are being spent. He said a "full and impartial re-evaluation" is needed to find out what kind of an impact the (Continued on page 6)

Fairs Steer Clear of Name Attractions

NEW YORK, Feb. 17.—Eastern fair execs appear to be shying away from the use of name talent, a trend that gained momentum during the past several seasons. Folk and name talent, together with top bands, gained scant recognition at the recent fair association meetings which ranged from Georgia to Canada and at which the bulk of the grandstand entertainment was set. Remaining solidly entrenched on the hinterland circuit as prime entertainment offerings are the standard revue-plus-acts grandstand stagewalks, sans names, which boast a comparatively low nut. Rural audiences apparently are well satisfied with the heavily populated revues which overwhelm them with light and color and glittering costuming, plus as many as 12 variety acts, including animal and thrill offerings. As in the past, booking offices not normally associated with the outdoor field made available a wide range of talent including hill- (Continued on page 51)

"FOURTH ANNUAL JUKE BOX POLL"—the complete record, servicing and trade aspects. See it in *The Billboard* 1951 Juke Box Special, dated Mar. 17 . . . out Mar. 13.

"List of Favorite Juke Box Standards and Records Available"—see it in *The Billboard* 1951 Juke Box Special, dated Mar. 17 . . . out Mar. 13.

"Then and Now"—a pattern for the Juke Industry in the current national emergency, and the theme of *The Billboard* 1951 Juke Box Special, dated Mar. 17 . . . out Mar. 13.

"Defense Plants: New Stops for Juke Ops?"—What ops should know about them—a feature of *The Billboard* 1951 Juke Box Special, dated Mar. 17 . . . out Mar. 13.

Billboard Backstage

By JOE CSIDA

Last week I did a piece about some of *The Billboard's* outside-show business readers, and pondered on the how-come-they-read-us question. Came a prompt answer from a gent who has now leaped right to the top of our list of favorite readers: J. E. Schmidt, M. D., the column is yours:

"Seeing my name in *Backstage* gave me an unusual kind of pleasure, and I wish to thank you for the honor. I have had my name by-lined in a dozen or more periodicals, for the past 25 years, covering the popular sciences, chemistry, pharmacology, pharmacy and, of course, medicine. Once at least my articles appeared even in the far-off *Times of India*, but never have I seen myself mentioned in a periodical so far afield from my usual habitat as *The Billboard* and I liked it.

"I have been reading and enjoying *Billboard* for so many years that I cannot recall just how we met, who was the proxenete, if any, or when. But I know that I would not part with it for anything within reason. I like to read about show business because, truly, there is no business like show business. It is always young, it is always gay; it's a land of fascination.

"My favorite section is that on television and radio, but I read with great pleasure all of the others. Television, by the way, is one of my passions, and I have gone into its technicalities rather thoroughly, enough, at least, to be able to collaborate with a well-known author on his forthcoming book.

"But *Billboard* is more than pleasure-bearing it is informative and educational. I get more out of *Billboard* about the general economic situation than I do from more conventional press sources. It is unbiased; it gives you the facts, not propaganda; it is a more reliable portent of things to come than any other periodical or newspaper I know. I have detected trends in economics, science, politics, etc. which made me a veritable "prophet" amongst my friends, who read the usual press units. *Billboard* reflects the "mood" of things long before there is tangible evidence of change, thus allowing the reader to make diagnoses long before others who read the conventional news sources.

"Lastly, but to me certainly not least, is the literary style of *Billboard*, which is unique. It is correct, immaculate, and modern. It is not academic and laborious. It is correct, all right—down to the last macron, infinitive, or personal pronoun. With all this, it is volent like a fawn, mischievous like a stayer and titillating like a French grisette. The literary charm of *Billboard* is a happy symbiosis of austere Websterism and the line of cleavage of a low décolletage, idiomatically speaking.

"Sincerely,
"Doc" Schmidt."
You mean us, Doc??!"

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 17.—Office of Price Stabilization is ready with its first order singling out a showbiz group for a price freeze. The order will cover eating and drinking places. In effect, however, the order won't be a price freeze at all. It'll follow OPS's customary procedure of banning rises in profit mark-ups beyond highest peak in base period of December 19 to January 25. In other words, as far as OPS is concerned, it'll be okay to hike prices as long as the profit margin doesn't grow.

The Materials Front: News Good and Bad . . .

Amusement industry can look for news both good and bad from National Production Authority shortly. Favorable news will come in NPA's first across-the-board order, authorizing manufacture of parts for repairs and replacements on all kinds of appliances, including radio, TV and phono sets. Tough news, tho, will come in an order limiting use of steel for end products. Amusement devices will be singled out for the steel ban. As a warm-up, NPA this week announced higher percentage ceilings for defense use of steel and also issued curbs on use of antimony and lead.

'Quick' Tax Hikes in Very Slow Motion . . .

Prize tactical blunder of the season was President Truman's jaunty crack that Congress won't dare reject his "quickie" tax hike program. House Ways and Means Committee, which last week had been rushing a crowded hearing line-up on the tax measure, has slowed to a painstaking pace. Witnesses will appear in dribblets. It may be late spring before schedules are completed for appearances of industry spokesmen against the administration's proposed excise hikes on disks, phonographs, radio-TV sets and musical instruments. Capitol Hill sees little chance of excise rises to levels demanded by Mr. Truman. Talk on both sides is expected to turn eventually to compromise after drawn-out proceedings.

There'll Be No OWI; "Voice" May Be Shaken . . .

Flurry of confabs of government information chiefs here lately has touched off new rumors that the White House is planning to revive (Continued on page 43)

Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 17.—The story of the American way of life as told in motion pictures is being used to invaluable advantage by this government in such trouble area fringe spots as Germany and Japan. Studios have been able to set up their own sales offices in free Germany, but in Berlin proper and Japan Hollywood's celluloid reflections of America are still funneled thru government authorities. Film product going into Japan is carefully screened to make certain that exaggerated treatments of life in the U. S. do not fall prey to contortion by Commie propagandists.

Hopes of fully opening the German and Japanese markets for Hollywood film export were dashed by the outbreak of the Korean crisis. Lifting controls on picture exports to these areas was postponed for reconsideration at the end of this year. Hollywood's film product, quite popular thruout the world, enjoys a particularly strong following in Japan. Prior to World War II, U. S. movie makers gained considerable profit from the Japanese market. Occupation of Japan and the resulting presence of thousands of G.I.'s has sharpened the Nipponese appetite for American films. Peacetime association between U. S. guys and Japanese is credited with creating a deeper un- (Continued on page 43)

65-MILLION HASSLE

ASCAP, TV Gird To Fight, Talk Peace

NEW YORK, Feb. 17.—Telecasters are making what appears to be a final attempt to resume negotiations with the American Society of Composers, Authors and Publishers for a per-program contract. Late this week, Dwight W. Martin, chairman of the all-industry TV per-program committee, sent out two letters, one to telecasters and one to ASCAP, outlining the industry's position.

The tone of Martin's letters was considered interesting. The Society is invited to resume talks, but the industry committee clearly does not intend to back down on what it sees as essential points. Martin's letter to the telecasters, too, is couched in firm language; but the inference is unmistakable that the telecasters are spiritually—and economically—prepared for a showdown in the event all else fails.

The gravity of the situation cannot be minimized. The Society's blanket license is now held by the networks, their owned-and-operated stations, and "several" independents. The bulk of the TV industry has been waiting for the per-program license so as to compare it with the blanket deal prior to choosing either. The stations have operated under "interim" agreement.

"Let's Settle"

Martin's letter addressed to Herr ASCAP, general attorney (with Finko) going to the upper part: "I cannot see our industry and should be unable to negotiations out of court."

believe that court proceedings are necessary to fix reasonable rates of charge by the Society to an industry which in essence is the same industry as that which has been your largest customers—the broadcasting industry.

"That industry has over the past 25 years paid the Society well over a hundred million dollars, and as (Continued on page 14)

Pals Rush To Defend Jolson From Detractors

L. A. Column Blasts Ac

By JOE CSIDA
Feb. 17.—Industry at large, has Paul's views of mail, of per cent con- tributions about a rap at the friend, George Jessel, (Continued on page 44)

SEATTLE ZOO'S TELE P.

SEATTLE, Feb. 17.—A Seattle Park Board proposal to have the Woodland Park Zoo's "bird, animals, reptiles and exhibits" appear on weekly television programs has received official approval of the Seattle City Council's Finance Committee. Corporation counsel A. C. Van Soelen expressed the opinion that the board of park commissioners has the legal right to enter into a contract with TV-station KING for programs to be televised at the zoo.

Park board will retain the right to approve the commercial sponsor of the program and the content of advertising messages.

JOBLESS ACTORS

Canada Use Of US E.T.'s Slash Work

TORONTO, Feb. 17.—Declining use of Canadian shows and increased use of American-imported electrical transcriptions has resulted in a tremendous number of Canadian actors and actresses shifting to other fields to seek employment.

This complaint was voiced here last week by Jean Tweed, speaking for the Association of Canadian Radio Actors, bargaining body of radio talent in this country. Mrs. Tweed and her husband, Tommy, are two of the top Canadian actors.

Mrs. Tweed pointed out that much less was being done in the way of sponsored shows this season than ever before. A great number of shows have gone off the air this season, being replaced by electrical transcriptions.

"If it wasn't for the Canadian Broadcasting Corporation," she says, "we would all be starving."

An agency spokesman blamed the switch in high-priced talent from the National Broadcasting Company nets to Columbia Broadcasting System, with the result that many of the best shows have been taken off the key stations of the CBC in Toronto, and put on CFRB, local CBS outlet. This has had the result that larger audiences are available to electrically transcribed shows by being put on before and after the big network shows.

Racket Probe Draws Packed TV Audiences

DETROIT, Feb. 17.—Close-up coverage of the two-day inquiry by the Kefauver Committee here brought the reverse twist of reporters using video to do their reporting. With a superpacked courtroom, and the witness seated at the side of a long table facing counsel and committee representatives, the camera gave a better eye-witness spot than was possible to most observers right in the room.

Audience response was probably the most intense television has ever seen here. Even bartenders commented that attendance equaled the world series programs, but complained that the listeners were too engrossed to guzzle. One prominent Detroit industrialist, whose name was not made public, called WWJ-TV to offer to buy the time so the station would keep it on the air.

With witnesses ranging from obvious racketeers with names as legendary as Capone's to industrial leaders like Harry Bennett, former righthand man to the late Henry Ford, and W. Dean Robinson, president of Briggs Manufacturing Company, not to mention such celebrities as Governor Williams and Mayor Cobo, the event brought television dramatically before Detroiters. Coverage was via WWJ-TV and WJBK-TV.

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London Dispatch

By LEIGH VANCE

LONDON, Feb. 17.—New government regulations just put into force contain an electric shock for exhibitors and theater managers which the trade estimates will cost them over \$2,800,000 by January 1, 1953. The regulations cover general and safety lighting, use of neon and cold cathode ray tubes, electrical equipment for organs, and electrical installation of large-screen TV equipment. Where used, the TV projector must be screened so that X-ray radiation in the audience shall not be dangerous.

Sir Arthur Vs. BBC, Or Peanuts for TV . . .

Hitting back at the British Broadcasting Corporation which complained he is retarding TV progress by not allowing sports events in his Wembley Stadium to be televised, Managing Director Sir Arthur Elvin says: "The BBC thinks in terms of \$285.60 for TV rights of big games. Last year, they paid a niggardly \$565.60 for the cup (soccer) final. I could almost get that for a single seat. It's ridiculous."

What Price Success? Noel Coward Knows . . .

Noel Coward refused to attend the revival of his farce, *Fallen Angels*, because he complained it was being "burlesqued." It ran over a year, drew nearly \$280,000. Now he offers this advice to would-be writers of farce: "If it (the play) is well constructed, fast-moving, and has a funny idea, it should be a success."

Disney's 'Robin Hood' Remake at High Cost . . .

Walt Disney's forthcoming *Robin Hood* is to be made over here at a cost of \$1,400,000, highest in a British studio since *Hamlet*. . . The British film, *Red Shoes*, has made \$280,000 so far in its Tokyo showing. . . The motion picture (Continued on page 43)

Paris Peek

By ART ROSETT

PARIS, Feb. 17.—One of the greatest obstacles an American trade reporter has to overcome in this city is the reluctance of operators to divulge grosses, attendance receipts, budgets, profits and other figures. One operator getting confidential, said: "In America the first thing you people do is ask, 'How much does it cost?' Here it is considered bad manners."

"Bad manners—schmad manners," we replied, "It is the policy of *The Billboard* to publish these things for the mutual benefit of the readers. Of course, there is always the tax office as an authoritative source."

"Ah, there you have it," our French friend said. "You see, in France we do not give the true figures, not even to the tax office." So what's new?

According to French booking agents there was less entertainment spending in Paris in 1949 and 1950 than in 1947 and 1948. The summer of 1948 had the biggest American audiences, especially on the Riviera. Before the war and the curtailment of British travel spending, visitors were predominantly British.

Rossellini's New Film; Tati's Top Take . . .

Italian movie director Roberto Rossellini will arrive here next week to begin work on his next film. Tagged *Europe 1951*, it will star Ingrid Bergman, Mrs. R.

Biggest mon: screen actor of the year is Jacques Tati, who was practically unknown until he financed his own production, *Jour de Fete*. He has made double the take of established top-bracket French screen actors. Tati, a former vaude comedian, wrote, produced, directed and starred in the film, virutally paying costs shot by shot and selling shares of the picture to members of the cast. It (Continued on page 43)

Battle Lines Drawn Against Excise Tax Hike

Radio-TV Industry Unites With Labor Vs. "Discrimination"

WASHINGTON, Feb. 17.—Congress felt the heat of mounting opposition this week from industry and labor spokesmen against President Truman's proposal for drastic hikes in the excise taxes on phonograph disks, musical instruments, radio-TV sets, phonographs, cigarettes, beer and liquor. Although the House Ways and Means Committee's hearings on the administration's tax program are expected to be protracted far into April or even May, the American Federation of Labor rushed to testify yesterday (16) against the President's proposed excise hikes.

AFL Warning

Albert Elder, tax consultant, speaking for the AFL, scored the proposed \$3,000,000,000 excise hikes as "discriminating and unnecessary," and he urged Congress to turn to other sources lest serious damage be done to an important part of the nation's economy. The labor spokesman said he had no aversion to other parts of the President's tax program embracing hikes in individual income taxes and increases in corporation taxes.

Congress gave fresh indication this week that it won't swallow the President's program without

(Continued on page 14)

Nordic Group Sets Up U. S. Music Center

NEW YORK, Feb. 17.—Sponsored by the Nordic Music Union, Scandinavian performing rights group, and by private citizens here, an American-Scandinavian Music Center has been set up with David Hall as director. The center is an adjunct of the American-Scandinavian Foundation here.

Hall, who is Mercury Records' musical director in charge of Mercury Classics, recently returned from a trip to the Scandinavian countries, where he set up a permanent recorded archive of Scandinavian music located in Stockholm. The objectives of the music center, according to Hall, are the promulgation of knowledge of Scandinavian music here and stim-

(Continued on page 14)

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BOYCOTT BLUES

Separate-Seat Idea Cuts Take; Promoters Hit

ROANOKE, Va., Feb. 17.—There is to be no let-up in the boycott of "segregated" shows here, a local chapter of the National Association for the Advancement of Colored People. The program organization has cut the grosses of local theaters and the cancellation of one.

Although promoters were given the choice seats in the orchestra (4800) here, Marion Anderson played January 16 to a house less than a fourth of a house. White patrons filled the section reserved for them, but the best reserved portion of the house, reserved for Negroes, was painfully empty. On January 28, Duke Ellington, booked into the same house by Leon and Horace J. Fields, canceled his show at the last moment stating that "the boycott hurt my feelings and the members of the band."

Told of the cancellation and Ellington's remarks, Dr. J. M. Tinsley, president of the Richmond NAACP, said, "I'm just very, very sorry." Choice seats for this performance, too, were reserved for Negroes. Dr. Tinsley further stated that he didn't like that any better than he did reserving choice seats for whites. "It's discrimination, too," he said. Ellington announced that he is a life member of NAACP and that on the night of January 21 he played a benefit for the organization at the Met, New York.

Now Miss Vaughan

Latest to feel the boycott was the Sarah Vaughan show in the same house and the Ballet Russe. Miss Vaughan played to less than 1,500, while the Ballet did much better with "sold out" newspaper ads appearing several days in advance with a proviso that seats in the Negro section were still available.

Meanwhile, placards are appearing throughout the Richmond Harlem area urging the boycott of all public meetings where segregation is practiced.

USO Seeks \$\$\$ ---Gets Yawns

HOLLYWOOD, Feb. 17.—National headquarters (New York) of the United Service Organization is surveying needs of the local branches to determine in what direction money should be apportioned. While the USO here needs a large sum in order to kick off entertainment plans, branch heads feel they will not receive a substantial amount. Public apathy to fund drives has put a temporary damper on immediate plans to get entertainment underway.

Eastern operations are studying conditions now, but will not take action for several weeks. The Los Angeles Armed Services Organization last month merged with the USO, becoming its rep in this area. Branch has worked out a deal with the American Federation of Musicians for the union to furnish musicians at a special rate for week-end dances, group's lone activity at present.

His Nose Blue? No---A Finger!

DETROIT, Feb. 17.—The local amusement front was enlivened Monday (12) by a shooting in the Censor Bureau, high up in police headquarters. Victim was censor Glenn Lown, who nipped his own finger, but was able to return to duty the next day—with bandage.

Fellow-censor Stanley Rekiel had trouble with his gun, and brought it to Lown, considered an expert on firearms. Lown was working on the rod when the accident happened.

Highlight Reviews

TV-OPERA

Puccini's "Gianni Schicchi" Gets Smash English Treatment by NBC

By JERRY WEXLER

NBC-TV with its brilliantly produced one-act opera, Puccini's *Gianni Schicchi*, proffered an elegant demonstration that television and fine theater are, after all, not necessarily incompatible.

A world of forethought and preparation and a conjunction of diversified creative talents very obviously were invested in the production. It's a toss-up who deserves the No. 1 bow—writer Townsend Brewster, who did the splendid English adaptation of the Italian lyrics, or stage director Hans Busch. For here was opera that was living, dynamic theater, suspenseful and dramatic, as stimulating in terms of stage action and unfolding story as it was for its music values.

The dramatic interest owed not merely to the fact that the opera

was done in English, but in a beautifully written script that pointed up the characterizations and plot values without ever conflicting with the music, and without jarring modernisms or anachronistic speech usages—a frequent fault in adaptations. The staging, too, was exceptional. The participants moved, were actors as well as singers. Instead of rooting themselves in stage center and declaiming, they went wherever the action most plausibly sent them. With this plasticity of movement went a rare sense of composition. Time and again, the actors would group easily and naturally into arrangements that had the quality of good paintings, eye-pleasing for the way they filled a picture. Liberal use of close-ups and medium shots kept the viewer in the thick of the

action, with an occasional well-timed long shot for believing tension and fun for relieving big-picture contrast. The lighting was uniformly excellent, showing to optimum advantage the handsome, spacious Renaissance setting and the smart Renaissance costumings.

For an interesting and educational prelude, *New York Times* music editor Howard Taubman made an incontrovertible apologia for presenting opera in the language of the country in which it is being shown, with three of the cast illustrating by singing a brief snatch of *Gianni*, first in Italian and then in English.

The performances were fine, the orchestra in perfect balance with the singers (a not too frequent occurrence with televised opera) (Continued on page 9)

NIGHT CLUBS

Sablon's Contrived Charm Often Dull; May Run Out of Friends

By BILL SMITH

Many numbers being paced in the same tempo, permitting little building for effect; too much French, and an act that was much too long. Sablon's friends brought him back for requests, but his friends won't be in the room every night. It is suggested that the singer give more attention to commercialism and less to confusing ad libs.

Dance team of D'Angela and Ana looked sleek and polished in the traditional ballroom style. They worked well but weren't particu-

larly exciting. Team showed a couple of chestnuts, a low spin hold for the end of their first number and another one for their finisher of their last number.

Music by Dick LaSalle's work was on the button. Mark Monte's outfit did its customary solid relief stint.

(Thursday, February 15)

Capacity, 280. Price policy, \$2-\$3 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Estimated budget current show, \$2,500. Estimated budget previous show, \$1,700.

TELEVISION

Spike Rapped But Maybe He Won't Be Bum When Final Score Is In

By JOE CSIDA

Spike Jones took his flier into video by debuting his zany troupe on the National Broadcasting Company *Comedy Hour*—and he lost. Lost, that is, if the metropolitan daily critics' opinion carry any substantial national weight. Jack Gould, of *The New York Times*, beat the music debunker's brains out, and Harriet Van Horne, of *The World-Telegram and Sun*, was only slightly more generous. This observer will bet the mortgage on the old homestead against the almost extinct nickel that Jones goes on in television to prove both Gould and Van Horne bums.

In this book Jones made only

one basic mistake: He took a full hour debut chore. The Jones brand of slapstick is plenty strong for a half-hour, but a full 60 minutes is likely to prove too much for even the wildest hoke addict. Otherwise, any unbiased student of comedy will admit that, on occasion, Spike's aggregation achieves truly Chaplinesque stature. Such as the bit in which the guitar player hits two extra notes and pantomimically pleads with his stringmate for forgiveness. While the limitations of the camera were elsewhere marked, in this particular sequence video demonstrated its full impact. In no theater could

the two-dick-notes bit have achieved the wham effect it did here via close-up and semi-close-ups.

On the highly individual question of taste, Spike has always run into difficulties, way back to his *Der Fuehrer's Face* dinking, which featured a sometime-considered objectionable sound effect but, nevertheless, went on to rack up tremendous national sales—all the way to his latest Jewish dialect *Tennessee Waltz* jisking, which, despite a sharp kunckle rap by Walter Winchell (among others) (Continued on page 8)

LEGIT

Miss Stickney's Thesping Can't Save Kaufman's Soap Opera Plot

By JUNE BUNDY

The Small Hours is an opulent production indeed with 26 scenes, over 30 in the cast, 16 ingenious sets and a particularly fine performance by Dorothy Stickney to its credit. Unfortunately, tho, the play itself is not worthy of the showmanly staging. It's an unpalatable mixture of sophistication and unabashed sentimentality with the pat, contrived plotting of soap opera.

The play's basic situation, that of a mousey matron outgrown intellectually by her successful husband, is an interesting one however, and the stinging bril-

liance of a few scenes hints at the over-all luster the theme could impart with the aid of less surface scripting.

The first act shapes up as pleasant, albeit somewhat mechanical, light comedy, with Miss Stickney shining brightly as a sort of middle-aged dulcy with an inferiority complex. Events move swiftly, tho, in multi-scene succession and, by the beginning of the second act, the mood switches to heavy drama with some amateur dabbling in psychiatry on the side.

Miss Stickney is bedded down with "psychological" paralysis,

brought on by her husband's infidelity. The husband almost loses his publishing firm, via a big business knife. The daughter's frigidity causes a marital break-up; and the son, fresh from jail on a marijuana charge, confesses that he is a latent homosexual. Fortunately the little woman is able to cope with each and every crisis because a friend has magically dispelled all her fears of inadequacies with one simple adage—"everybody is lonely."

With the exception of Miss Stickney, who is thoroely believable (Continued on page 41)

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McConnell Assures SPAC NBC Won't Solo AM Rate Cut

Affiliates Renew Request for TV "Free Hour" Cost Analysis

NEW YORK, Feb. 17.—The National Broadcasting Company will not make another move to cut its AM rates without first conferring with its affiliates, Joseph H. McConnell, the network's president, declared this week. This policy was enunciated by McConnell during the course of the web's huddle with its Stations Planning and Advisory Committee. A move in this direction three months ago by NBC provoked a howl of protests from the affiliates.

The meeting between NBC and its affiliate group, according to all reports, was thoroughly harmonious, and there were no major points of dispute. Virtually every major network exec or department head reported to the stations on the outlook for summer and fall. Because of the extensive agenda, the meetings were split into separate AM and TV sessions.

Two major items discussed at the TV meetings dealt with sports and the free hours given NBC by TV affiliates. On the sports phase, the stations raised the question of NBC's failure to carry major attractions, other than Friday night boxing, because of commercial commitments. The stations favored, they declared, a policy whereby NBC could compete with other nets in bidding for such events, arguing that when a top attrac-

tion, such as this week's Robinson-LaMotta fight comes along, NBC should try to get it. As it is, they opined, NBC sponsors wind up with shriveled audiences and they'd be better off if the time were pre-empted. The result of the discussion was NBC's agreement to move to get pre-emption rights in new time sale contracts.

Free Hours

The debate on the free hours problem paralleled similar talks at NBC's convention last year. At that time, the stations asked NBC to cut down on the number of free hours it gets each month—24 hours per station. (The affiliates do not get paid for these first 24 hours, in return for which NBC provides sustainers and absorbs networking costs.) NBC turned

(Continued on page 9)

Writer Signs CBS Red Oath Under Protest

NEW YORK, Feb. 17.—A dispute between CBS and an unidentified staff writer who had protested the web's loyalty statement policy was settled this week. The writer involved signed the statement, but in returning it to the network accompanied it with a letter stating his belief that the policy represented an invasion of privacy.

The writer, who notified CBS that he was not and had not been a Communist or a member of any of the subversive groups listed on the CBS loyalty statement, signed the pledge after CBS has given him an ultimatum. It is reported one other staff writer still has to come to terms with the network, but so far as is known no ultimatum has been delivered in the second case.

Coy Sees Rule On Color Soon

SAN FRANCISCO, Feb. 17.—Wayne Coy, chairman of the Federal Communication Commission, predicted here this week that the Supreme Court will give a decision on color television next month. Coy attended a meeting of Columbia Broadcasting System station affiliates here, as did Frank Stanton, CBS president.

In making the announcement that the FCC expects a TV color ruling next month, Coy said that the defense economy will determine whether a big beginning or a little beginning is made. It all depends on whether the decision upholds the Commission, he added.

Hollywood Orpheum Takes Roberts' News

HOLLYWOOD, Feb. 17.—Clete Roberts' KLAC-TV newscasts became the first TV fare to be picked up on a regular basis by the Orpheum's Theater TV. Roberts' Tuesday, Wednesday and Thursday night news telecasts will be projected in the theater, commercials and all (Barr Clothing Company), and will be added to the downtown first-run house's pic entertainment bill.

FITZER GETS LAST LAUGH

NEW YORK, Feb. 17.—All during the dinner tossed Wednesday night (14) to its affiliates by the National Broadcasting Company, Board Chairman Niles Trammell was ribbing Dean Fitzer, of WDAF and WDAF-TV, Kansas City. The basis for Trammell's rib was that the Kaycee station finally forsook its no-liquor policy to telecast the Robinson-LaMotta fight.

Fitzer had the last laugh, tho, when Trammell offered to bet—and to bet on LaMotta. Fitzer happily took the bet.

The pay-off really came, tho, when the network's affiliates and guests took time out for dinner to watch the fight on video. It was aired over CBS-TV.

TVA Contracts With NY Network Outlets

NEW YORK, Feb. 17.—Television Authority this week concluded negotiations with four New York TV stations and came to agreement on wages and working conditions for its members doing non-network shows over the four outlets—WCBS-TV, WJZ-TV, WABD and WNBT. A contract still has to be negotiated with WOR-TV, WPIX and WATV, Newark, N. J.

Authoritative reports state, however, that the four stations which have signed—each station being owned by a TV network—have been advised informally that TVA will not pursue a "favored station" policy. This is held to mean that those stations which have not yet been signed will nevertheless be required to meet the same conditions as those having signed.

Question of whether the non-network-owned stations would have to pay the same fees and maintain similar conditions has been a subject of dispute for some time. The web-owned stations claimed they'd be put at a competitive disadvantage if the indies had lower production and talent rates. The indies claim they cannot meet web standards, lacking web resources.

Major elements in the agreement calls for pay on local programs at 67½ per cent of the network rates, except for sportscasters, who are to get regular network rate irrespective of whether their shows are local or network.

NBC, Nielsen Spar; Boost Fees 100%, Realign Audimeter

NEW YORK, Feb. 17.—National Broadcasting Company has asked the A. C. Nielsen Company to redistribute its audimeters, it was learned this week. The network advised its affiliates, meeting in New York, to this effect this week.

Nielsen has asked the networks for 100 per cent increase in fees. This would bring NBC's yearly cost to around \$110,000. In return, the network has advised Nielsen that it believes the present distribution of audimeters is unfavorable to NBC. The net's research execs feel, therefore, that Columbia Broadcasting System programs get better ratings because of the geographical distribution.

Redistributing the Nielsen sample would constitute an enormous problem, it is believed. Nielsen now claims that his sample has been so chosen as to give a true national picture of relative program popularity and of listening habits. Changes would have to be very carefully made to preserve the national picture. It is also said that redistribution poses a major economic problem since each audimeter reportedly costs Nielsen \$2,000 a year to install and service.

The agreement is subject to ratification by the New York TVA unit and by the Wage Stabilization Board.

HOLLYWOOD, Feb. 17.—A cry of double cross reverberated among Hollywood's TV stations this week when KTLA, following solo negotiations with Television Authority, became the town's first outlet to sign with TVA. KTLA originally lined up with four other stations (KTTV and KFI-TV abstaining) in a solid bargaining line, but last week broke ranks to negotiate on its own. Telemen's collar temperatures skyrocketed because KTLA's Klaus Landsberg agreed to pay more than his former co-negotiators were willing to shell out, and stations fear the

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Barton To Direct CBS 800G "A&A" Video Pix

Continued from page 1

movie-maker, retains all other subsequent rights as the series' producer.

Working against a July 1 air kick-off deadline, net will adhere to a high-g geared production sked, rolling out one pic every 10 days. Barton was signed to direct only the first film, after which CBS will decide whether to exercise its option for his services on the remaining 25 films. Barton comes from Universal-International, where he directed the Abbott and Costello films. CBS's pix will be shot on the Hal Roach lot, where net filmed the *Amos 'n' Andy* pilot reel four months ago. Net is working with Roach on a cost-plus basis for which Roach will furnish camera crews, space and facilities. Pix will be shot in 35mm. film, the gauge to be used for tele-

ABC in Talks With Swanson

NEW YORK, Feb. 17.—Looking ahead to the fall when ABC plans to jump into full-scale daytime TV, the web this week was holding discussions with Gloria Swanson about taking over a once-weekly spot in the interim. The plan is for Miss Swanson to do an hour show Saturdays or Sundays until the web goes daytime, then for her to switch to a 30-minute across-the-board format.

Show will combine interviews with a variety format. The plan fits perfectly with Miss Swanson's own situation, since the click of her legit show, *Twentieth Century*, precludes her doing anything more rigorous in TV now than a once-weekly shot. No starting date or time slot are set as yet.

DAGMAR BUSTS UP NBC SESSION

NEW YORK, Feb. 17.—NBC execs and affiliates attending this week's Stations Planning and Advisory Committee meeting had a long discussion over a delicate question—the propriety of low necklines on TV. A majority had just agreed that while cleavage may be okay at 11 p.m. or thereabouts, it was no dice, or something, during earlier hours.

At this psychological moment, in strutted Jennie (Dagmar) Lewis, who knows about such things first hand. In typical *Broadway Open House* fashion she deadpanned, "I understand there's an intelligent meeting on. Do you want my assistance?" Assistance was those guys weren't.

CBS-TV Drama Folds, Licked By M. Berle

NEW YORK, Feb. 17.—The *Prudential Family Playhouse* this week was canceled after its March 7 telecast on CBS-TV by the Prudential Life Insurance Company. The top-budgeted drama show is on alternate Tuesdays, 8-9 p.m. opposite Milton Berle. The reason for the show's axing is that it failed to produce a strong enough rating. Prudential, however, has not given up on TV and is expected to return to the medium next fall in a different time slot with the same kind of show.

Meanwhile there are rumblings at CBS-TV that the *Somerset Maugham Theater* would be dropped by Tintair unless the net can come up with a more acceptable time slot than alternate Fridays, 9:30-10 p.m., in April. CBS-TV is hopeful that a half-hour slot on Saturday night will be vacant shortly.

casting via cable with 16mm. dupes to be used in non-link towns.

Ackerman To Supervise

Harry Ackerman, net's programming topper on the Coast, will supervise production. *Amos 'n' Andy* radio writers Joe Connolly, Bud Mosher and Bob Ross will script the filmed series. As previously reported, an all-Negro cast will

(Continued on page 9)

Chesterfield Strikes Out WPIX on Yank Ball Games

NEW YORK, Feb. 17.—Because Philip Morris sponsors Dizzy Dean before and after every Yankee baseball telecast, it looks as tho WPIX here will lose out in its bid to get the Yankee games on its schedule this summer. WPIX is set to air the Giants this summer, with Chesterfield as its sponsor. What is crimping WPIX's act is Chesterfield's reluctance to have Dizzy Dean's Philip Morris show share Channel 11.

The WPIX-Yankee deal was virtually in the bag this week, according to authoritative report. It would have given *The New York Daily News* outlet a stranglehold on New York baseball, since the Yanks and Giants are never at home at the same time. The Dodger games are aired via WOR-TV. The reported squawk from Chesterfield then put the damper on WPIX's double play.

WABD Situation

WABD, the New York DuMont station, has the Yankee games under Ballantine sponsorship, but because of DuMont commitments to its affiliates, is not too loath to give up the Yanks. The reason's that by

WDAF Ban on Beer Acct. Off With Fight TV

Chi Robinson Bout Scalps Pic Houses, Phonevision Tests

KANSAS CITY, Mo., Feb. 17.—WDAF-TV here carried the Robinson-LaMotta fight Wednesday (14), sponsored by Pabst Blue Ribbon Beer, and in so doing, ended a long-entrenched rule against accepting advertising from liquor companies. WDAF and WDAF-TV inherited this tradition from their parent organization, *The Kansas City Star*. Up to Wednesday, none of the three organizations had ever carried any kind of liquor advertising.

WDAF officials state that in accepting the middleweight championship fight, they were not departing from policy. Behind the decision, it was explained, was a realization that WDAF-TV is the only video outlet operating here, and this, coupled with the fact that there was a terrific public demand for the fight, led to the telecast.

Pabst airs the fights on CBS-AM and TV. WDAF is a basic NBC affiliate.

No Movies

CHICAGO, Feb. 17.—The Robinson-LaMotta fight here Wednesday (14), airing at 9 p.m., practically emptied movie houses. Zenith's Phonevision movie, which averages 40 to 50 orders for the 9 p.m. show, had exactly four orders.

However, all was not gloom with Balaban & Katz and Zenith. Both are plugging for box office TV, B&K thru theater TV, and Zenith thru Phonevision, and both used the incident as an example of the tremendous gate that could have been obtained with a TV box office. Interest in the scrap

(Continued on page 44)

No Exclusive, Sez Hawk to Camel Cigs

NEW YORK, Feb. 17.—Quiz-master Bob Hawk this week gave Camel Cigarettes notice that this would be the last season he would work for them under an exclusive contract. The Bob Hawk Show, now on CBS Monday night 10:30-11 is sponsored by Camels.

Hawk has several packages a-borning which demand his services if purchased. Un's, therefore, the bankroller is willing to use him on a non-exclusive basis. Hawk will probably take his quiz show elsewhere, next season.

NBC Sets Guest--- Edgar, That Is!

NEW YORK, Feb. 17.—NBC-TV this week set the show for its 3:15 p.m. spot, to follow the new Colgate-sponsored Susan Peters Show. Newcomer will be a "kaffeeklatsch" type of inspirational program starring Edgar Guest. Both start March 5.

Guest has been a radio fixture for years, having been sponsored by Household Finance and Land o' Lakes Butter. The TV show is a Lou Cowan package.

States Move Vs. NCAA Ban On Football TV

NEW YORK, Feb. 17. — With legislatures in various States considering bills to force State universities to permit live telecasting of football next fall, the television committee of the National Collegiate Athletic Association will meet in Chicago March 1 to clarify its position. The NCAA's recent Dallas convention voted a one-year ban on all TV except "experimental" pick-ups. The forthcoming meet is expected to define these, finally, to include theater television, phonevision and similar pay-as-you-go methods.

Meanwhile, two State legislatures acted this week, but there appeared to be little bite in their teeth. In Ohio the House of Representatives passed a resolution which "requests" Ohio State University to televise. In Minnesota a resolution calling for a State TV commission to handle the situation was amended and likely will be replaced entirely with a simple resolution indicating it is the desire of the body that the University of Minnesota telecast its games.

Free Educator TV Use Urged

HOLLYWOOD, Feb. 17.—Television for non-profit use by educational institutions was plugged by Dr. Lee DeForest at a Southern California Association for Better Radio and Television confab here. DeForest is a director of the org which reps 185,000 members of civic, educational and religious groups locally.

DeForest decried TV's overemphasis on commercialism and told the gathering of tele possibilities in presenting otherwise unavailable material in school rooms.

Sun Oil Taps TV, Brings Up Static

NEW YORK, Feb. 17.—Anyone know where Sun Oil Company can get some good TV spot time? The petroleum outfit has been trying to drill home its video message to the public all along the East and as far west as Detroit. However, word is that the campaign has been unable to strike a gusher due to lack of availabilities.

The agency involved is Hewitt, Ogilvie, Benson & Mather.

Nedick Plans for Spot Radio Drive

NEW YORK, Feb. 17.—Nedick's this week was setting up an intensive radio spot campaign to coincide with expansion of distribution for its orange concentrate drink in various Eastern cities. Announcements will be the major opening wedge.

Les Mallitz at Weiss & Geller Agency is handling the campaign.

Houston Station Sells Six Ziv Package Shows

HOUSTON, Feb. 17. — Station KXYZ, local American Broadcasting Company outlet, recently began airing six full hours of Fred Ziv package productions under the co-op sponsorship of the 12-store Minimax grocery chain and their 30 food suppliers, the largest package line-up ever sold in this area.

Deal was set thru Wilhelm, Laughlin, Wilson Agency.

Ziv shows involved are *Meet the Menjous*, *Showtime From Hollywood* and *The Cisco Kid* for daily airing, with Philo Vance and Wayne King on weekly

McDonough Quits NBC For Thompson TV Post

NEW YORK, Feb. 17. — Dick McDonough, who had been with NBC 14 years, resigned this week to join the TV department of J. Walter Thompson. He'll work on the Lux and Kraft dramatic shows.

McDonough had been NBC's radio script editor for some years, and lately had been handling the web's operation tandem. Bob Wamboldt is replacing him in the latter chore.

N. Y. STATIONS SEEK SPIELERS

NEW YORK, Feb. 17.—Business was on the upgrade for radio announcers this week. Mutual launched a search for a sportscaster to replace Art Gleeson on its *Game of the Day* series, and local indie WNEW announced open season for disk jockeys.

In line with the latter, WNEW Program Director Dick Pack has asked platter spinners across the country to send him on-the-air audition disks of their current shows.

Gleeson leaves Mutual Monday (19) to replace Curt Gowdy as alternate for Mel Allen on the Yankee baseball broadcasts. Gowdy has moved over to the Boston Red Sox.

Radox Suit Stays In Philly Court Vs. Nielsen-Hoop

PHILADELPHIA, Feb. 17. — Last legal hurdle to bring the action of Albert E. Sindlinger, in behalf of his defunct Radox research operation, against C. E. Hooper, Inc. and A. C. Nielsen Company, this week was successfully cleared by Robert Wolf, attorney for Sindlinger. The last of the preliminary motions raised against the suit by Hooper and Nielsen was decided against them Tuesday (13) by U. S. District Court Judge Guy K. Bard.

Hooper and Nielsen had asked for a rehearing on a decision of last December when the court ruled that it was proper for the suit to be tried in Philadelphia. The court held to its original December ruling that the action could properly be tried in this jurisdiction.

Sindlinger alleges unfair business practices, interference with patent relationships and anti-trust violation. Attorneys for Hooper and Nielsen now have 10 days in which they must file answers to the original complaints.

Union May Cancel 'Town Meeting' for Newscast Series

NEW YORK, Feb. 17. — The Amalgamated Clothing Workers' Union, CIO, has found radio sponsorship an effective way of promoting its union label, and is considering expanding its campaign.

The union has been bank-rolling ABC's *America's Town Meeting* on a co-op basis in New York, Chicago, Detroit, San Francisco and Los Angeles. Its renewal comes up the middle of March, and the union reportedly is undecided whether to continue or drop the series.

Consideration is being given a switch from the forum show to newscasts, possibly with a union angle. In any event, the union is interested in entering several markets, including Philadelphia, Pittsburgh, St. Louis and Buffalo. Ben Sackheim is the agency.

Stars To Sing Video Jingles

NEW YORK, Feb. 17.—Rheingold beer is lining up eight-second station-break TV spots featuring name singers doing the brew's jingle. Seven artists already filmed are Dick Haymes, Peggy Lee, Ginny Simms, Tex Beneke, Skinny Ennis, Dorothy Shay and Carl Brisson.

The spots are being shown on all New York TV stations. Agency is Foote, Cone & Belding.

Lang-Worth Plans AFRA Injunction

NEW YORK, Feb. 17.—Spokesmen for Lang-Worth feature programs declared this week they would move Monday (19) for an injunction against the American Federation of Radio Artists (AFRA). The union began picketing in the e. t. company last Monday charging the firm had refused to sign the new AFRA transcription code.

Lang-Worth is alleging unfair acts on the part of the union, including picketing and secondary boycott. The latter is charged as a result of AFRA's notifying radio stations it had placed Lang-Worth on its unfair list.

Nash Kayo Points Up Car Makers' Purse-Tightening on TV Spending

NEW YORK, Feb. 17.—Cancellation this week of the Nash *Air-lyte Theater* after its March 15 telecast on CBS-TV points up a

WOR Irked as WPIX Pulls Bally Plug

NEW YORK, Feb. 17. — Execs at WOR here were reportedly miffed at WPIX this week because *The New York Daily News* video station jumped the publicity gun on MGM's spot saturation campaign to plug its *Kim* flicker in neighborhood movie houses.

The movie company tested the technique over WOR and WOR-TV last month via a pitch for *King Solomon's Mines*. On the basis of the test, it was decided to launch the initial all-out drive for *Kim* on WOR February 20, followed by the WPIX campaign. However, MGM's agency, Donhaue & Coe, asked WOR to hold up its press release on the sale. However, WPIX broke its side of the story last week. The secrecy angle is supposedly tied up with the film company's reluctance to spotlight its TV promotion activities.

wholesale retrenchment that is taking place in the use of video by auto makers. The reason for Nash's move, it is claimed, is the uncertain position of the automobile industry during the current rearmament build-up.

The current fear is that this will be just the beginning, with lack of materials expected to curtail further car production. Some opinion holds that those sponsors who don't cancel may replace their costly packages with more modestly budgeted shows.

Others Cut Budgets

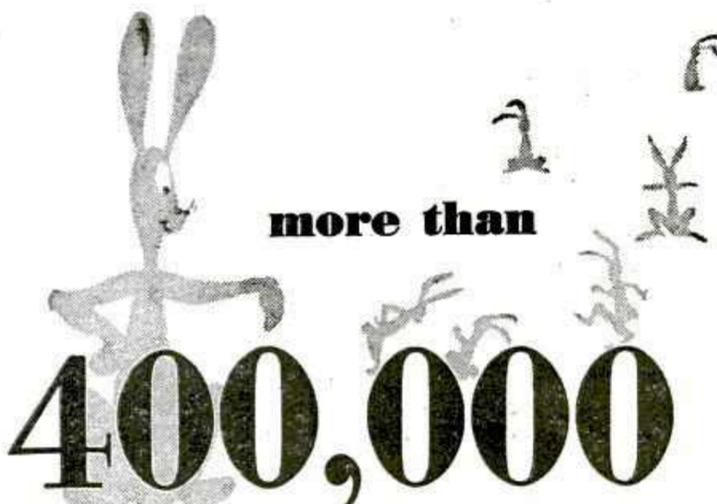
Evidence indicates that such a process is already going on. Packard shaved its TV bill in half several weeks ago by taking in Cluett-Peabody as co-sponsor of *Holiday Hotel* on ABC-TV. Ford cut about \$7,000 a week from production costs by replacing Kay Kyser's *TV College of Musical Knowledge* with Jack Haley's *Ford Star Revue* on NBC-TV. The Kyser program was budgeted at 22G. Buick, which had an option on 9-10 p.m. on CBS-TV beginning January 1, let it drop and bowed out of the network sponsorship picture when war clouds appeared. Chrysler also canceled its *Treas-*

ury Men in Action on ABC-TV, and persuaded CBS to cancel its buy of a block of radio shows which were to have been programmed in February. Reports are that Dodge will cancel sponsorship of its *Showtime USA* program on ABC-TV at the end of its current commitment. Chevrolet and Studebaker also have cut back in TV.

WBBM Reinstates Three Engineers

CHICAGO, Feb. 17.—Art Maus, Paul Kalbfleisch and Kendall Davis, WBBM engineers who were fired January 2 after profanity went on the air during a station break New Year's Day, have been reinstated following action on their behalf by the Radio and Television Broadcast Engineers' Union.

They will be on probation for six months and rehired with full seniority after six months. The union said it had "strongly reprimanded" the men and asked the station voluntarily and as a matter of grace to reinstate them. Three announcers were also fired for the incident.



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ASSOCIATE AM-FM STATION WWJ

This One



X12S-3W9-NJKC

Benton Insists Global Pitch Top Russia's; Urges Propaganda Check

• Continued from page 1

Voice of America is having on the world.

Warning against "further delay" in building up the nation's propaganda strength to surpass the Soviet's, Benton said the U. S. should be prepared to spend at least \$500,000,000 on its worldwide broadcast network, with almost half of this for capital investment.

The Voice currently is running on a \$58,125,967 budget, with nearly \$17,000,000 of this being spent on operations, and the balance for capital investment. It has been learned that Voice is preparing to ask Congress for a supplemental outlay substantially expanding its purse for the balance of the fiscal year ending June 30. State Department budgeteers are also upping their fiscal sights for the next fiscal year. Reports leaking out of State indicate that at least \$25,000,000 will be asked for the Voice's salaries and other operating expenses. This figure does not include capital investments.

Senator Benton, who used to be assistant secretary of state in charge of the public affairs division, which includes the Voice,

said he himself doesn't know whether State is proving competent to handle the Voice job or whether the program should be divorced, but he said that Congress should lose no time in finding this out and then taking whatever steps are necessary to build the nation's propaganda power. Benton said he plans to carry his proposal formally to the Senate floor Monday (19) or Tuesday (20).

Benton in calling for examination of the Voice operations has stressed his "friendship" neverthe-

less for Secretary of State Dean Acheson and Assistant Secretary of State Edward Barrett. The Connecticut Senator indicated that he did not want his criticism of State Department to imply that he was challenging Acheson's leadership in foreign policy matters or Barrett's abilities as an administrator. He said his complaint is identical to one voiced by Gen. Dwight Eisenhower, namely: "I believe the United States needs a very, very much stronger information service."

AFM, Net Talks May Set Pattern Thruout US

NEW YORK, Feb. 17.—The negotiations between the American Federation of Musicians (AFM) and the networks for a contract covering standard broadcasting and television promise to have a bearing on the livelihood of musicians thruout the country. Whatever deal is set in the pact with the networks will, it is argued, have a direct bearing on upcoming negotiations between locals and indie stations all over the United States. Immediate evidence of this is right at hand. On April 1, the contract between Local 802, AFM, and the Class "B" stations of New York, expires. Some 100 musicians, working at outlets like WMCA, WNEW, WMGM, etc., are involved.

This situation lends peculiar interest to the national AFM-network negotiations, which were carried on this week with neither side showing much willingness to back down. This much, however, is indicated:

Under Consideration

The union is determined to secure considerable curbs on the use of recorded music on both AM and TV. This, it is felt in some union quarters, is even more important than increases in AM and TV

scales. Such curbs, the AFM believes, would automatically mean the creation of more work—and is an end more to be sought than a scale increase. In negotiations thus far, the networks are understood to have asked for the status quo in the matter of use of recorded music, and have offered to talk about a scale hike. The union, while it will naturally work for a scale raise, feels this is not as important as other considerations.

The ability of the radio and TV industries to get along with a minimum of live musicians is becoming more and more a thorn in the AFM's side. The attempt to control the situation is absorbing AFM interest not only on the national

(Continued on page 10)

Green To Lens "Family" for Video Series

HOLLYWOOD, Feb. 17.—One of the most ambitious TV film projects attempted here kicks off February 27 on the Samuel Goldwyn lot when Green Film Corporation (Mishel S. Green) starts lensing *The Loving Family* dramatic series. Across-the-board 15-minute segs will consist of 260 pix to be shot in blocks of 20. Plan calls for completion of 20 segs per month, with production sked delivering two pix every three days. Green acquired rights to *Family* from John Kneubel, who reportedly has completed the 260 scripts.

Green is prexy of the firm with Douglas Bagier as its veepee in charge of production. Walter Thompson, former production assistant to William Goetz at International Pictures, was signed to direct the series. Series' format dramatizes life of a small-town doctor and his family. Casting for leads is under way. Series will be sold to sponsor on a first-run-rights basis, with production firm retaining subsequent reissue rights. This will be the firm's initial production.

At press time, no distribution channels had been set. Firm reportedly is negotiating with various bankrollers for national sponsorship. Budget was not revealed, altho the fact that the same cast and sets will be used for the entire series is expected to hold down costs.

Brewers Ogle TV As Spring Nears

PHILADELPHIA, Feb. 17.—With warmer weather in the offing, local lager firms are beginning to take up time on TV lanes to be sure of a favored spot when the beer-drinking season rolls around. C. Schmidt & Sons, Inc., brewers of Schmidt's Beer and Tiger Head Ale, has taken on another seg in a Tuesday night armchair detective show on film called *Public Prosecutor*, placed thru Al Paul Lefton Agency, on WFIL-TV. The brewer already has *Who Said That?* quiz on WPTZ Mondays; wrestling show on Wednesdays over WFIL-TV and a *Mystery Hour* on WPTZ on Thursdays.

Starting in May and continuing thru September, Schmidt will sponsor the Friday night junior boxing tournaments on WFIL-TV. Schlitz's, for its Prior Beer, is in the audition stages for a major series on WFIL-TV, with Ward Wheelock Agency figuring on spending a healthy hunk of coin for the show.

Pabst Brews More Fightcasts on CBS; Ready To Spend \$2,500,000

• Continued from page 4

replacement package for 13 more weeks.

It is believed that the beer company will pay out about \$2,550,000 for the 52 weeks of programing if CBS can find a supplementary 17 weeks of boxing. This, of course, does not take into account any reported guarantees that Pabst may be making to fighters thru the International Boxing Club.

Pabst has been so delighted with the show that not only does it use a 145-station CBS radio network, but it is using 50 more outlets from various smaller networks in the West, including Columbine web in Colorado, the International Network in Utah, and the Iron Mountain web in Michigan. In video it has ordered the full CBS-TV web of 61 stations, but only

53 have accepted the show. Several TV stations, however, carry important single fights.

The most important reason for the success of the sports program is the caliber of the bouts which, of late, have been even stronger than Gillette's NBC-TV Friday night fight card. The Ezzard Charles-Joe Louis heavyweight championship bout last September was an example of a Pabst card that brought audiences flocking to CBS.

The Robinson-LaMotta fight last Wednesday was perhaps the most important bout ever carried by the network. No ratings have been taken by CBS, altho indications are the audience must have been very large. Now Pabst can look forward to another big draw

EDITORIAL

A Call From the Voice

Assistant secretary of state and the department's director of public affairs, Edward Barrett, is planning a conference of commercial broadcast leaders with the aim of getting their opinions and advice on the propaganda job the Voice of America and other facets of Barrett's department are trying to do. Certainly this represents a fine opportunity for the broadcasters to contribute their experience and know-how to a vitally important task currently faced by this nation. That the broadcasters will, if permitted, deliver in great style, is a foregone conclusion.

Now the Audience Counters

Comes now, however, in a suggestion from Sen. William Benton (D., Conn.), an opportunity for another segment of the broadcast business to make an important contribution to the overall job. Benton told *The Billboard* (see story in this issue) that he considered it vital that independent research be used to get the truest possible picture of the degree of effectiveness of the Voice's job to date.

Harried as we know they are by their own commercial problems, we are certain that the Messrs. Hooper, Nielsen, Jay and Graham, Roslow and other eminent radio-TV researchers will hold themselves available to contribute their full share to this important national task. As Benton's and the State Department's own drives to develop America's propaganda program gain momentum, we are fully confident that any and all facets of the radio and television business, which may be called upon, will respond wholeheartedly.

State's "Voice" Deepens On Diet of Greenbacks

WASHINGTON, Feb. 17.—State Department has been operating the Voice of America for three years with ever-increasing budgets. Its staff has grown by leaps and bounds and the jobs are expected to continue multiplying in the foreseeable future.

Back in June, 1948, the entire roster consisted of 185. A year ago there were nearly 700 full-timers and almost 200 part-timers on the staff; by this year's end, the total roster will be almost doubled in number.

Principal headquarters of the Voice is spread among three buildings in New York where the Voice is hoping to find a single modern building in which to bring its metropolitan operations together. The Voice is ready to spend \$3,000,000 to get a building of its own in New York. In the nation's capital the Voice's outpost is located in the Interior Department's north pent-house, which is equipped with modern studios originally used by

the Interior Department's information branch. Congress nipped Interior's appropriation for the radio facilities in 1946. The Voice has modernized the studio equipment and now pipes source material for programs to New York in addition to originating a five-days-a-week program of its own called *Report From Washington* and special events programs.

The Voice's transmitter facilities have been greatly boosted in the last year and a half. State Department now has contracts with seven international broadcasters for the operation of 39 transmitters in the U. S., ranging in capacity from 20-kw. to 200-kw. Overseas, the Voice has powerful relay transmitters in Munich, Manila, Honolulu, Salonika, Wooferton and Tangier. At Munich there are four shortwave transmitters, each of 100-kw. power, and one medium wave transmitter of 150-kw. Tangier's equipment is almost as powerful.

Senator Eyes Listener Count

• Continued from page 1

on its listener strength have come from the international broadcasting division's Voice of America evaluation branch.

Benton emphasized that Congress hasn't taken "a thoro first look" at the Voice of America's impact since State Department took over the operation three years ago. He said that "tried and proven measurement tests should be applied wherever possible in the free countries" to determine what the impact has been, particularly in competition with the world's growing psychological warfare. Concerning what he described as "the newly emerging psychological warfare," Benton said: "I don't believe the State Department has fully recognized the gravity of this vital area and is not doing all it could do."

The Connecticut senator voiced "the highest esteem" for the leadership abilities of Secretary of State Dean Acheson and Assistant Secretary Edward Barrett, who heads the public affairs division, and said that "an outside, impartial

survey of the Voice's operations" would perform a service to State Department itself as well as to Congress and the taxpayers.

Barrett has said he would "welcome" a congressional inquiry (*The Billboard*, February 10). The public affairs chief is planning a confab for a number of commercial broadcast leaders February 28.

DuMont Inks RTDG Paper

NEW YORK, Feb. 17.—The DuMont video network recently signed a contract with the Radio and Television Directors' Guild, it was learned this week. The union previously had set deals with the other video networks.

Basic wage scale established with DuMont calls for \$85 weekly starting pay for assistant meggers and \$100 after six months. Directors start at \$125, go to \$140 in six months and \$145 in one year.

Contract is effective as of January 2.

Rayve Quits JWT For Cecil, Presb'y

NEW YORK, Feb. 17.—Lever Bros. this week took on a new agency when its Pepsodent division named Cecil & Presbrey for its Rayve home permanent, replacing J. Walter Thompson. The latter agency still has Pepsodent's Rayve shampoo business. On the basis of its advertising appropriation for 1949 Rayve home permanent stands to bring about \$1,000,000 in new business into the agency.

Rayve's strongest advertising campaign was in 1949 when the product was introduced as a threat to Toni, but except for an initial spurt of business never really clicked. It's last radio network show was *Junior Miss* on CBS, canceled recently. It is believed in the trade that Cecil & Presbrey won the account away from J. Walter Thompson partially because of the high-powered selling job it has done for Tintair.

FIRST MICH. NET

WJBK, WKZO Tie-In On TV At Wayne U.

DETROIT, Feb. 17.—WJBK-TV, which started the *University of Detroit Round Table* two weeks ago, is starting a tie-up with Wayne University February 26, running a half hour at 1:30 p.m. Monday thru Friday, in what is believed the most extensive hook-up between any commercial station and a college. It also will be a potential network show with WKZO-TV at Kalamazoo, Mich., also carrying the programs in the first regular network hook-up between Michigan stations.

Wayne-WJBK-TV programs will have five series of subjects for each day of the week—economic problems affecting family, civilian defense, science in everyday living, history and the arts. University students participating in discussions, with production by the university staff, will be the format. With the University of Detroit-WXYZ-TV tie-up starting February 19, this gives each Detroit station a tie-up with a different university for regular educational programing. The *Pioneer University of Michigan Telecourse* on WWJ-TV completes its first semester Sunday (18), with the second starting a week later. New subjects will be "Lands and Peoples of Far East, Interior and Design," "The Home and Contemporary Living," 14 and seven weeks' courses, respectively. Biology and photography courses were given in the first semester.

April Ends KTSL Affil for DuMont

HOLLYWOOD, Feb. 17.—The Columbia Broadcasting System (CBS) this week notified the DuMont video network that the DuMont affiliation with KTSL will end April 1. CBS recently bought KTSL from the Don Lee Network.

Three stations are open for DuMont affiliation, with KFI-TV reported as the most likely. The other two stations are KLAC-TV and KTTV, the latter having been the CBS outlet before the KTSL deal.

SUBURB LEVIES TV AERIAL TAX

PHILADELPHIA, Feb. 17.—Suburban Haverford Township last week had its commissioners approve an ordinance that will levy a fee of \$2 for each television aerial erected. The ordinance was enacted so that the township can control the type of aerials put up. Haverford becomes the second suburban township to put on an aerial tax. Neighboring Lower Merion Township requires set owner to pay \$1 for each aerial erected.

Special Shows Now Frown on "Uncle Tom"

NEW YORK, Feb. 17.—Stations programming to the Negro audience are tending more and more to restrict their advertising to national and regional accounts and reputable local merchants. The traditional use of border-line products made particularly for Negroes, such as skin bleaches and hair straighteners, is being discarded widely. Some outlets have dumped that type of advertisers quietly, while others have made this policy a matter of public statement.

Among the latter are WSBC and WHFC, Chicago, with Jack L. Cooper heading Negro programming at both outlets. In New York the same situation obtains both on WLIB and WWRL.

Most significant is the growing parade of top national accounts to this type of programming. Major local advertisers, too, are moving in, with Detroit finding car dealers and breweries adding Negro sales staffs and directing goodly portions of their ad budgets at the Negro market.

National bankrollers now investing in Negro shows include such firms as Manischewitz Wine, Folger's Coffee, Kellogg's, Old Gold Cigarettes, Quaker Oats, RCA Victor, Italian Swiss Colony, Tom McAnn Shoes, Goodrich, Pepsi-Cola, Rem, Rel, Bond Bread, Ward Bread and Schlitz, Blatz and Atlas beers.

Metropolis Brewing, which turns out a product called Champale, has just appointed the Dorland Agency and plans heavy concentration on the Negro market. It has found, in tests, that its sales score seven to one among Negroes, and a heavy national spot campaign to be conducted this year will lean heavily on Negro shows.

THE MIKE IS COLOR BLIND

NEW YORK, Feb. 17.—The upsurge in Southern radio stations airing programs for Negro listeners has brought about a unique lesson in race relations as a corollary. Numerous Dixie outlets have added Negro personnel in the past year or so, and these stations report no friction among members of their mixed staffs. That is, none except the usual battles between programming and sales.

Among stations using mixed personnel are WERD, Atlanta (Negro - owned); WAAA, Winston-Salem, N. C.; WEDR, Birmingham; WDIA, Memphis, and WMRV, New Orleans.

"See It Now" On CBS Video Summer Sked

NEW YORK, Feb. 17.—CBS-TV this week went to work to create a TV version of *Hear It Now*, to be programmed this summer. The show which is to be retitled *See It Now*, and put together by its radio producers, Edward R. Murrow and Fred Friendly, will go into a prime summer evening time and probably move into a Sunday afternoon slot next fall, if not sold.

Because of its scope, the program presents great production problems. While some of it will be live, it will include film, silent film plus narration, silent film synchronized with tape voices, stills, charts and animations. The current radio production crew consists of eight people in addition to the producers. In video, CBS-TV expects to at least double the staff.

Nat'l Advertisers Hypo Use Of Negro Shows Thruout U. S.

Continued from page 1

programming. These include WERD, Atlanta, the only Negro owned-and-operated outlet in the nation; WAAA, Winston-Salem, N. C., and WBOOK, New Orleans. In addition, WLIB, New York, which changed ownership in October, 1949, at the same time changed its program policy to aim more than 25 per cent of its shows at Negroes. In the New York area, three stations devote a heavy portion of their skeds to Negro shows. WLIB airs 21 hours per week, with about 25 per cent of the time commercial. WHOM, which has had some Negro programming since 1940, now also uses three hours daily, about 15 per cent of total operating time, for this type of stanza, of which 90 per cent is commercial. WWRL also aims at New York's 1,000,000 Negroes with 28 hours weekly, about one-fourth of its total, and averages about 6,000 letters per week without any giveaways. This station is virtually sold out on its Negro

segments and has waiting lists on several.

In Chicago, the two major outlets for the Negro audience are WGES, with 48 hours weekly, and WSBC with 23½ hours. WJJD and WHFC also do some shows for Negro listeners. Four Hollywood outlets each sport a disk jockey beaming shows at the 400,000 Negro population in Los Angeles County. The stations are KOWL, KALI, KFI and KGFJ.

In the Detroit area, radio stanzas for the 450,000 Negroes mainly are in the nature of disk jockey shows. Stations with such airers include WJR, WJLB, WEXL, WWJ and CKLW, Windsor, Ont. The WEXL show is a Negro church show, while WJLB has eight of this nature handled commercially on Sundays, mainly in the evening.

The South, particularly, is beginning to awaken to the economic value of its Negro inhabitants, with many Dixie stations adding stanzas for them. The addition

of WBOOK to New Orleans makes it the third outlet in that city beaming shows to its 275,000 Negroes. The first station there to change policy was WMRV, 500-watter, which gained new owners last May. After WMRV moved into an all-Negro appeal, it sold 85 per cent of the time allotted to commercial airing, whereas its preceding owners were reported operating in the red. The third station in the field is WJMR, with a white jockey, Duke Thiele, 100 per cent sold out in his afternoon 1 to 3:30 p.m. sessions.

WDIA 100% Negro

WDIA, Memphis, is another outlet with 100 per cent race shows. The city's population is 45 per cent Negro, and the station, which operates daytime only, is first both in mornings and afternoons according to the most recent Hoopers. WEDR, Birmingham, is an outlet geared to the local Negro audience, which also is cashing in, both in terms of ratings and bankrollers.

The Negro-owned WERD, Atlanta, which bowed in October, 1949, has been a major factor in the Negro-beamed show trend among Southern stations. As a result of its increasing acceptance among sponsors, national as well as local, many Southern stations adjusted their skeds to include Negro shows. Winston-Salem's (N. C.) WAAA, which debuted in October, 1950, is, like WERD, a daytime station. Despite its youth, the station already has better than 20 national and regional advertisers on its books.

NEGRO FAVES RIDE WAVES

Community Radio Strong, But War Threatens Future

NEW YORK, Feb. 17.—The status of Negro talent in radio has improved greatly in recent months with the upsurge in programming for the Negro market. Whether the future will be as bright probably rests with factors outside the control of the talent. The most basic is how the international situation affects the Negro community, for if Negroes get an equitable number of war jobs, their economic health will remain stable. However, one Chicago station manager pointed out to *The Billboard* that "Negroes are the first to get it in the neck economically," and said that, if this happened now, programs would suffer accordingly.

In the meanwhile, however, each Negro community has developed its own set of radio favorites. In Detroit, for example, Leroy White, WJLB disk jockey, is so popular that his wife won a seat as State representative from a suburban district, largely as the result of his following. Last spring, before Korea, when car sales were slack, he sold 400 in a week by airing one spot daily for a dealer.

An international touch to the use of Negro talent is given by Rollo S. Vest, who does a deejay show for CKLW, Windsor, Ont. Vest, who has an extensive Detroit background in showbiz, has been airing for about four months. Vest also will air a sports show for WJR, Detroit.

Coop Vs. Coop

Jack L. Cooper is unique among radiomen in that he holds down posts with two rival stations in Chicago. Cooper is director of Negro shows for WSBC, with a staff of seven assistants—and holds a like job with WHFC.

Ernest Bringier, billed as "Ernie the whip," dominates in New Orleans, where he spins hot jazz disks for WMRV. Other Negro jocks at that station are Malcolm LaPlace, and Tex (Mr. Cool) Stephens. WBOOK has two Negro spinners in James W. (Okey-Dokey) Brown Smith and Johnny (Honeyboy) Hardy.

In New York the biggest item is the mixed team of Willie Bryant and Ray Carroll, the latter a white lad, who airs from 11 p.m. to 2 a.m. on WHOM. At WWRL "Doc" Wheeler holds down a 90-minute spiritual show each morning, recently expanded from one hour. WLIB boasts of Lorenzo Fuller, of the *Kiss Me, Kate* company, and sportscaster Joe Bostic. "Symphony Sid" Torin, veteran jock who has aired on several local outlets, now holds forth on WJZ from midnight to 4 a.m. Bill Cook, of WAAT, Newark, N. J., also is building a large following.

Nat D. Williams, a high school teacher and syndicated columnist in Negro newspapers, airs two shows at WDIA, Memphis. Maurice Hulbert, at the same outlet, does a woman's show, *Sweet Talkie Time*. Rev. Dwight (Gatemouth) Moore combines religion with commercialism from 1 to 3 p.m. daily on the station.

WERD, Atlanta, features Dr. William Boyd, Negro professor of political science, doing a news

analysis show each afternoon. It also has a heavy stable of platter spinners. In Winston-Salem, N. C., WAAA features the "98 jive jockey," Bruce (Sugar Throat) Miller. Tom Buckley, the station's white program director, also takes a turn with his hour-long *Sepia Serenade*.

Air Checks

Brief but important radio news

Short Scannings

Brief but important video news

Plan Video Show From Waldorf Hotel . . .

"Meet Me at the Waldorf," a new half-hour daytime video show, is being peddled by packagers Ewing Philbin Jr. and Robert Bergmann. The program which will originate from the hotel's Peacock Room will be hosted by such names as Lanny Ross, Ed East and Stan Freeman.

Sel Bergen for April Cola Show . . .

Edgar Bergen's next TV show for Coca-Cola will be April 27 in the 9:30-10 p.m. slot on CBS-TV. The sponsor will use the full video web of 61 stations for the film show. D'Arcy is the agency.

Name James Pollak WJZ-TV Program Head . . .

James Pollak has been named program manager of WJZ-TV effective soon. Currently with packager Henry Souvaine, he was head of programming at WPIX, New York, in 1949.

Hudes, Lind Package "Rumor" Series . . .

A 30-minute video drama, "The Affairs of Dame Rumor," is being packaged by Hudes & Lind. The show is an adaptation of the *Dave Jacobson* book, and each stanza will deal with the effect of some rumor and how it was combatted. Ben Kagen is scripting. The show will use about 25 per cent film, mainly for chase sequences. The lead probably will be played either by Karl Swenson or Sid Smith.

Moss Succeeds as 'Sing It' Producer . . .

Herb Moss succeeds Lester Gottlieb as producer of "Sing It Again," CBS Saturday night simulcast. Gottlieb has just been appointed head of radio programming at CBS.

Clyde Beatty Pix Sel by Commodore . . .

Production on a series of 26 half-hour TV films starring cir-

cus owner-trainer Clyde Beatty will start in September following close of the circus season. Commodore Productions will produce the series, with Kellogg's holding option to sponsor the circus pix.

Leo A. Gutman Ad Chief Of All Ziv Affiliates . . .

Leo A. Gutman, formerly advertising director of Ziv Television Programs, Inc., has been appointed advertising director of all the Ziv affiliated companies, including Ziv Radio Productions; Ziv Television Programs, Inc.; World Broadcasting System, Cisco Kid Pictures and Cisco Kid Productions.

Plan Video Series On Polo Games . . .

A series of one-hour pick-ups of polo games may hit the airwaves early next month, if negotiations now under way are completed. Arthur Little Jr., himself formerly a polo player, is co-producer with Geoffrey Jones, and Little would handle the mike chores. They are dickering with ABC-TV for the 9 to 10 p.m. slot Saturdays. Games are those played in the Squadron A Armory in New York, involving the Metropolitan Polo League. It would mark the initial airing of indoor polo from this city.

Six-Day Video Strip To Tout Movie Bills . . .

The Demby Company last week finished work on its 15-minute, six-per-week TV strip, "What's Playing?" Show has been put together to let local viewers know what films are playing at the local theaters.

Noone Takes WPIX Sales Dir. Post . . .

Jack Noone takes over the long vacant post of sales director at New York Daily News TV Station WPIX March 1. He replaces Wally Duncan, who left the station last November to join the Paul H. Raymer station rep outfit as assistant to Raymer. Since then WPIX's sales department has operated on a top level basis. (Continued on page 9)

WKRC, Cincinnati, Renews with CBS . . .

Radio Cincinnati, Inc., owner-operator of WKRC's AM and TV stations, Wednesday (14) signed two new two-year contracts with Columbia Broadcasting System. Effective June 1, the pacts cover both WKRC outlets and are to run concurrently. Hulbert Taft Jr., general manager of the stations, and Herbert Ackerberg, of the web, consummated the negotiations. WKRC has been affiliated with CBS since June 1, 1945.

Pro-Tan Reducing Co. Returns to Radio . . .

Pro-Tan, Inc., a reducing aid, is returning to radio with a new national campaign. Copy angle will stress the humorous aspects of dropping weight. Pro-Tan used radio exclusively until last year, when it dropped out of the medium.

WCAU Adds Two To Sales Staff . . .

E. Ormond Andrews, formerly with Harry Ditman Advertising Agency, Philadelphia, handling food and drug accounts, and David Yanow, salesman for WIP, Philadelphia, have been added to the sales staff of WCAU, Philadelphia, bringing the staff total

Personal Intelligence And Production Notes . . .

Horace Greeley McNab, legit press agent and talent rep, has gone east to join Earl S. Peed Associates, New York, as a talent agent in radio, movies and TV. He'll also handle Peed's Broadway promotions. . . Top bring-down in the industry last week was virus. Bud Barry, NBC program veepee, is ailing. . . Lester Gottlieb, newly named CBS program exec, celebrated his new job by coming down with the gripe, and WNEW's deejay, Martin Block, missed the first broadcast of his new Sunday schedule for the same reason.

WFDR, New York FM station, is programming two new public service airers, "Point of Information," featuring United Nations' delegates, and "Tax Reporter," a special four-week series of tax information supplied by attorney Arthur Strasburger. . . Writer Steve Krantz leaves WNEW, New York, to resume army service. . . Mel London has taken over director chores on WOR-TV's "Mr. and Mrs. Mystery" series. . . Ted Cott, manager of WNBC, New York, received the only radio-TV award made to an individual by the National Conference of Christians and Jews last week.

Rev. Leo McLaughlin, S.J., has been appointed director of Fordham University's WFUV-FM.

Profitable TV Audience exclusive with

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Television—Radio Reviews

Spike Jones Colgate Comedy Hour

Reviewed Sunday (11), 8-9 p.m. EST, via WNBT, New York. Producer, Edward Sobel; supervisors of production, Sam Fuller and Robert Masson; director, Kingman T. Moore; scenic designer, Furth Ullman; stage manager, Bud Yorkin; production assistant, Betty McCabe. Cast: Spike Jones and band, featuring Doodles Weaver, George Rock, Sir Frederic Gas, Bill King, Dick Morgan, Freddie Morgan, Laverne Pearson, Dick Gardner, Joe Sircusa, the Wayne-Marlin Trio. Guest: Gail Robbins.

• Continued from page 3

hit over a quarter-million in national across-the-counter purchases—Jones has had the metropolitan mob off opposed to him.

Too Much Jelly Belly

This particular show was no exception. There were instances where Jones bordered, to say the very least, on the brink of bad taste. The jelly belly bit would have been fine for a 15-second flash, but it was carried on endlessly, and when the dwarf walked on and stuck his nose into the fat lady's abdomen it must have offended more than one viewer's sensibilities, New York and elsewhere.

In spots, as has been indicated, the Jones troupe's antics were little short of hilarious, and in several instances neared the peak of video fun-making. Certainly the use of Gail Robbins on the Halo commercial was a true touch of super-showmanship, since Miss Robbins' vocal equipment is just about up to the demands of singing commercials. This, notwithstanding the conceded fact that she is stirring videogenic and has an exceedingly attractive frame. The Doodles Weaver ribbing of the Ajax commercial, by the same token, topped anything (including Benny's classic ribs) this reviewer has ever seen in the kidding-the-sponsor category.

Judicious Serving Necessary

Jones himself sets a nice pace for the let's-take-nothing-serious pattern of his package from his general tongue-in-cheek attitude to his chewing-gum-in-cheek delivery of all intros, patter handling, etc.

NBC, for this reviewer's money, is off its rocker if it permits any random down-the-nose criticism of Jones to deter it from attempting to develop the package into a regular TV offering. With judicious servings, with a slightly firmer rein on Spike's individual lack of inhibitions, it's our guess this could be developed into a video success.

Magazine Theater

Reviewed Friday (16), 8-8:30 p.m. EST. Sustaining via Mutual, New York. Producer-director, Chick Vincent. Host-narrator, Al Helfer. Cast: Don McLaughlin, Vicki Vola, others. Musical director, Emerson Buckley.

Magazine Theater, Mutual's new series, features dramatizations of real life stories from *Magazine Digest*. The initial adaptation, *I Smuggle for Uncle Sam*, was a smooth, fast-moving production with considerable elements of cloak-and-dagger suspense.

The plot, supposedly culled from actual happenings, concerned the efforts of the U. S. government to smuggle a quantity of quinine out of Indonesia back in 1937. Hero Bob Weston, involved in the hush-hush deal at the request of army top brass, agreed to take the assignment under the usual spy terms (i.e., no reprieve from the U. S. if caught in the act). After a series of double-dealing maneuvers with various island bigwigs, Weston finally tricked the head man, one who received his "orders from Moscow," and sailed into the sunset with both the quinine shipment and his frau safely on board.

The script was interest compelling albeit a bit melodramatic in spots. However, the latter fault was largely concealed via a thorough natural performance by Don McLaughlin as Weston and the vivacious earthiness of Vicki Vola as his helpmate. The music bridges were particularly effective in establishing the switch from New York to Indonesia. Mutual sports-caster Al Helfer was properly self-effacing in his role of host-narrator.

June Bundy.

Victor Borge Show

Reviewed Saturday (10) 7 to 7:30 p.m. Sponsored by Kellogg via NBC-TV thru Kenyon & Eckhardt. Director, Perry Lafferty; Music Director, Phil Ingalls; Scenery, Stewart Chaney. Writers, Victor Borge, Eddie Lawrence and Max Wilk. Cast, Victor Borge and others; Guests, Andy and Della Russell.

Victor Borge's television show is a delight. Just how much success it will have, however, must remain to be seen. The Danish pianist-comic, altho a very funny fellow; will have to prove that he has sufficient mass appeal to ring the TV bell. Being slotted opposite Sam Levenson, the CBS prodigy, is no help either, altho it might be said that Levenson, too, must prove his potency in the hinterlands.

The Borge program is, for the most part, a one-man show. True Andy and Della Russell did a couple of vocal duets on the stanza caught, but these were virtually separate entities and had nothing to do with Borge's antics. The Russells did an acceptable job with *Thou Swell*, but their "production" piece, *The Two of Us*, which included a hint of a clog dance, was somewhat less than sensational.

Russells Sandwiched

The Russells' routines were sandwiched into the show as a portion of a mythical theater benefit to which Borge was supposedly late, filling in for the comic. Afore and aft their bit, however, it was all Borge, apart from a trick opening in which a fellow with a striking resemblance to the present incumbent in the White House played *The Missouri Waltz* on the piano.

After that, Borge moved in to lament about his difficulty in learning to play Chopin's *Waltz in C Sharp Minor*. His fumbling efforts were amusing enough, but they were topped by a parade of characters coming into his apartment for one thing or another, and then dropping into the piano seat and tearing off the number with ease and dexterity, to Borge's chagrin. The final visitor was a plumber, who assured Borge that he never touched the piano, but who whipped out a flute and tootled out the same waltz.

Yocks on Request

After the Russells left the scene, Borge took over at the "benefit," and asked for requests from the audience. His quips at the shouted numbers usually were good for guffaws. The laughs really came when he sat down at the piano. The ork was supposed to come in on Borge's cue to accompany the various concerti he allegedly was to play, but every time he signaled he went into a different number, with the result that the band never did play. The final 10 minutes found Borge deeply involved with *The Third Man Theme*, with everything he attempted turning into that overdone number.

This is not a program which produces multitudes of belly laughs. But it is filled with sly good humor and clever satire. Kellogg's plugged its 10-cereal package and urged its corn flakes on viewers as containing "more punch till lunch." The commercials were as easy to take as the show.

Sam Chase.

Sweeney & March Show

Reviewed Thursday (8) 12:15-12:25 p.m. EST. Monday thru Friday. Sustaining via ABC, New York. Director, Henry Dick. Writers, Sid Dorfman, Jim Fritzell. Cast, Bob Sweeney, Hal March. Announcer, George Ansburo. Organist, Rosa Rio.

Early morning platter spinners Bob Sweeney and Hal March are taking a whirl at a mid-morning series, but the boys are still too early for this type of show. They'd fare better in an evening spot. The team is set up along the usual comedy character lines, with Sweeney playing it dumb and March as the pair's rather crooked braintrust. On the show caught, the latter filched a duck, in order to prepare a gala dinner for their landlady. Object: clemency for an over-due rent bill. The lady finally wined and dined on the bird, after the two had mis-stuffed it with uncooked rice, and friendly relations were established.

Record Room

Reviewed Sunday (11), 9 a.m.-12 noon, via KECA-TV (ABC), Hollywood. Sponsored by Vermont Miracle Mile Dealers' Association (used car lots). Agency, Hunter Advertising Agency; production manager, E. Carlton Winkler; director, Richard Brown; announcer, Steve Shoemaker.

The papers, coffee and restful music, the comforting components of Sunday morning laziness are used to advantage in providing an informal flavor to this three-hour Sunday seg. DeeJay Steve Shoemaker lounges around reading to himself, rummaging thru his disks and pretending to spin a few while the boys in the control room provide the waxed music. For that added touch, there's a sleeping dog on the set which Shoemaker pats when he's exhausted his list of things to do.

As an idea for a Sunday morning seg, show has promise. Basically, it offers pleasantly programed music with a little between-the-disks patter. However, Shoemaker will have to stop straining to appear relaxed. Furthermore, guy faced with three hours to fill should be a little better prepared for the ordeal. He would do well to imagine himself in the viewer's home and pattern his gab and action along those lines. For example, rather than prop up his feet on a table and hide his head behind a paper in a pose of pseudo-relaxation, Shoemaker could call viewers' attention to a certain unusual story in *The Times*.

These, however, are tough spots which should be eliminated with a little more TV time under his belt. Commercials are handled well, with slides used to indicate location of each of the used car dealers. Also, stills of some cars on sale are flashed on. Shoemaker handles plugs well, despite the fact that he got rattled on his sponsors' location during the show caught.

Lee Zhito.

Paul Harvey—News

Reviewed Tuesday (12), 11-11:10 p.m. CST. Sponsored by Burton-Dixie Corporation, thru Turner Advertising Agency via WENR-TV, Chicago. Director, Dan Schuffman. Cast: Paul Harvey.

Paul Harvey salts his news with more ham than probably any other newscaster in radio or TV. That it pays off is evidenced from his rise from an unknown local news announcer in 1945 to his current replacing of Baukhage on ABC and the plans of his matress TV sponsor to put him on ABC-TV net with a news show.

On show reviewed, Harvey took a straight day's news reports, and recited it with dramatic overtones, pauses, scowls, racing thru sentences, hesitations, confiding smiles and just about every trick this side of *East Lynne*. He never faltered on a word, he knew his material and did not have to consult any notes. The set was a living room with a picture window. For five minutes he strode around the room or sat on the desk. Midway, for the commercial, he sat at the desk.

Harvey takes plenty of lumps from broadcasting and newspaper trades for his corn, but it unquestionably comes with a large part of the audience. Viewers' chief criticism probably comes from his running news into commercials. He swept into a mattress commercial from an atomic discussion without a pause or change of tone. Example of pitch: "Oh, my dear Americans, you have no idea what this matress. . . ." Recent publicity on his attempt to break into an atomic laboratory has upped his rating out of curiosity value. Whether he will keep the gain is questionable.

Jack Mabley.

However, tagline of the seg had the fem deliver a sweet-voiced "pay-up-or-out-you-go" ultimatum.

For a 10-minute airer, this show ambled along too much to set any kind of pace. Sweeney and March underplayed their roles nicely, but the script itself was woefully low on laugh material.

WOR Bans Live TV Pitchmen; To Use Film Control Measure

NEW YORK, Feb. 17.—TV pitchman commercials on WOR-TV here, will shortly be done on film only. The move is part of the station's drive to limit pitches to normal commercial lengths and to maintain rigid supervision over copy and delivery.

Beginning Monday (19), the station will program a weekly total of 24 hours of filmed pitchman plugs, making the spots a major element in WOR's over-all video commercial set-up. The switch-to-film decision comes shortly after *Daily News* video station WPIX, another big mail-order channel here, decided to drop pitchmen and go after national advertisers.

The new WOR policy is an outgrowth of increasing dissatisfaction with practices of some of its live

video pitchmen on the part of station, televiewers and the Better Business Bureau. In addition to the film edict, WOR has set up careful screening process for all mail-order items, including price-checking, quality-testing and the ability to follow thru on orders. In line with this, it follows that WOR Prexy Ted Streibert takes a prominent part in the activities of the BBB here.

CTP To Produce "Jump" Kid Strip

HOLLYWOOD, Feb. 17.—First TV film series to be produced by Consolidated Television Productions, film production-syndication firm, organized by KTTV here and newspaper and TV stations will be the kid strip, *Jump Jump of Holiday House*. Consolidated this week signed a contract with Sampson Diamond Enterprises to film the series of quarter-hour across-the-board tot shows. Production budget on the five-a-week series for the first 13 weeks is estimated at \$65,000. Plans are to produce 260 subjects.

Altho Consolidated has produced a few pilot reels—most recent *The Buster Keaton Show*—this marks the first time the KTTV firm has started actual production on a pic series. Consolidated's plan is to furnish TV film product to a network of stations which participate in the production costs. All pix produced by Consolidated will be made available to the syndicate's members.

'Detective' Filming Set by Fairbanks

HOLLYWOOD, Feb. 17.—Jerry Fairbanks will start immediate filming of *Front Page Detective*, Guild Wine's TV whodunit featuring screen thesp Edmund Lowe. Series of 13 half-hour segs is skedded to bow March 2 locally via KTTV and other markets including New York, Chicago, Philadelphia, Cleveland and San Francisco. Pix will be produced on a one-a-week basis, with Guild reportedly contributing \$5,000 to their initial production cost.

Lowe will portray a newspaperman and amateur detective, with Paula Drew taking fem lead as his right-hand gal. Midge Ware, John Close and John Davidson compose supporting cast. Arnold Wester will direct, with Kurt Siodmak handling writing. Initial seg, *Honey for Your Tea*, was scripted by Siodmak and Eddie Joseph. Production kicks off Monday (19).

WNLK Asks 20G Stock Sale Okay

NORWALK, Conn., Feb. 17.—An application for approval of the sale of the majority stock of WNLK here for \$20,000 has been filed with the Federal Communications Commission.

The application seeks permission for sale of 450 shares by Benjamin Ginsburg, station's president and general manager, and Solomon N. Petchers, of New York, to David W. Jeffries of WCFM, Washington, Michael J. Cuneen Jr., Bradford, Pa., and Joseph V. Lantini, Buffalo.

Stumer To Head Packager's Sales

NEW YORK, Feb. 17.—Louis Stumer this week joined packagers Mark Goodson and Bill Todman as director of sales. He will head up a department which includes John Turner and Joel Hamill.

Stumer, who leaves World Video to take his new post, was recently with Music Corporation of America and before that the manager of contract administration at National Broadcasting Company.

Ben Blue Signed To Video Pact

NEW YORK, Feb. 17.—NBC-TV this week signed Ben Blue to a long-term video contract. The network plans to build a show for the comic.

Blue, currently at La Martinique, New York, recently was given a test-run on the Anchor Hocking *Broadway Open House*, with Lenny Kent subsequently inheriting the spot.

The Giggle Movie Theater

Reviewed Wednesday (14), 5:05-5:30 p.m. EST. Participation sponsorship via WPIX, New York. Producer-writer, Max Goldstein; director, Al Hartigan; emcee, Dick Collier.

The Giggle Movie Theater is an entertaining silent movie series, designed for children, but with great appeal for adult audiences as well. This show featured an ancient animated cartoon sandwiched in between two equally ancient comedy shorts.

Emcee Dick Collier, a rotund jovial type, presided at the piano and supplied a running commentary on the flickers, complete with plot exposition. Such exposition, mostly straight, was presumably included for the benefit of backward moppets, since the action, in main, was self-explanatory.

"Mr. Giggles" handled the commentary role in competent fashion, but appeared a bit uncomfortable in his brief appearances before the camera between reels. This was probably due to his ridiculous garb—funny hat and stooze-sized bow tie.

June Bundy.

Pickens Party

Reviewed Friday (9) 1:15-1:30 p.m. EST. Monday thru Friday. Sustaining via NBC, Hollywood. Emcee, Jane Pickens. Guest, Rose Russell.

Jane Pickens has come a long way since the days she warbled pops with the Pickens Sisters. Vocally she's gained tremendous stature. This change, however, has certain drawbacks, and one of them is that her voice is no longer suited to novelty and rhythm numbers.

She attempted one of the former (*Put on Those Old Records*) last week (9) and the results were not good. Subsequent vocals on standard ballads and the *Big Show* theme, *May the Good Lord Bless and Keep You*, were vast improvements.

As a daytime chatter artist Miss Pickens was both charming and ladylike. At times she lapsed into her original Southern accent, and it was then she sparked the show's nicest, most natural pace. The *Jane Pickens Service Award*, a regular feature of the transcribed series, went to Mrs. Rose Russell for her efforts to promote better relations between parents and teachers.

June Bundy.

Dynamic Cavalcade

Reviewed Friday (16) 6-7 p.m. EST. Sponsored by Dynamic Stores for Admiral TV sets. Style, disk jockey program. Emcee, Allen Stuart.

If listeners can weather the commercials *Dynamic Cavalcade* offers pleasant hour of lush pop platters by top recording artists.

Disk jockey Allen Stuart has a smooth line of patter and his soothing mike manner blends well with the airer's melodic music tastes.

However, even Stuart's gentle delivery isn't sufficient to veil the implied threats of Dynamic's lengthy sales pitch. Utilizing the scare technique, the commercials peddle TV set home demonstration offers with emphasis on imminent excise tax dangers. Reiterated plug line is "don't be one of the disappointed ones."

Musically, Friday's airer was very pleasing, featuring a conventional parade of such sure-fire platter performers as Vaughn Monroe, Margaret Whiting, Perry Como and Betty Hutton.

June Bundy.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Town Meeting of the Air

ABC Radio Network, Tuesday
9-9:45 p.m.

Is Television an Asset or a Liability to Education?, the subject of the *Town Meeting of the Air* caught, was notable for bringing to the public some of the controversy current in the trade over educational video. The speakers were Ralph W. Hardy, director of government relations of the National Association of Broadcasters; Telford Taylor, counsel to the Joint Committee on Educational Television, and Charles A. Siepman, chairman of the Department of Education at New York University and author of the *Blue Book*.

Hardy stated that it was a waste to set aside separate channels for education and that it should be left to the individual commercial licensees to decide what to present on their stations. Siepman claimed, surprisingly enough, that film had more to offer education both functionally and cost-wise than TV. Of more importance, he said, was hiking the salaries of teachers. He indicted TV, however, for making Americans a nation of "passive gapers" who were more "credulous than critical" and said that the medium was partially responsible for making our children "graduate to the immaturity of our elders."

Taylor called for channels to be set aside for educational use, claiming that education does not begin or end in the classroom. Taylor favored video programing for special groups and said that the faults inherent in commercial programing made separate channels a necessity.

During the question period the vital question—who is going to pay for educational TV?—was posed. There were no answers. If, however, video can be used as a supplement to classroom education so that both city and State can save money by use of the medium, more dough for educational channels might be forthcoming from these sources.

As usual George V. Denny moderated in his capable but unobtrusive style. The commercials by the Amalgamated Clothing Workers of America pitched the virtues of buying clothes decorated by union labels. *Leon Morse*.

Cavalcade of Bands

DuMont Network, Tuesday (13),
9-10 p.m.

The Buddy Rogers has replaced Ted Steele as emcee on this hour-long presentation, the basic format remains the same—a name band and a variety of guests. The fact is, this is pure vaude. The acts come on in pretty much the same sequence and with the same production as they would in a Stem presentation house. Further, Rogers introduces each with the exuberance of the standard vaudeville emcee.

As it stands, the show is completely dependent upon the drawing power of the bands and guest stars used and upon the band's ability to "put on a show." The first of the Rogers stints had Frank Sinatra, Jackie Gleason and the Gene Krupa band heading the bill. Since Krupa's and Sinatra's recent wax output hasn't been overly meritorious, the show had little pop appeal.

Guests Shot

Among the guests, the Clark Brothers, a fine tap dance duo, offered the best sight bit. The Mello-larks, a vocal quartet; Marsha Van Dyke, an attractive young violinist; Sinatra and Gleason all came on for short turns in front of the camera. Nothing done by any of them was particularly distinguished. In all, it wasn't until Rogers ran thru his standard vaude bit, playing every instrument in the band, that the show caught the spark. Borrowing Saul Graumann's "Stairway of Music" vaudeville act, Rogers injected another good hunk of video with an electronic bell-ringing gadget.

Camera-wise, there is apparently little that can be done with a band except pan from horn to horn, unless the band in itself is prepared to present an effective production. And with guest stars constantly floating from show to show, it is up to Rogers to tie the acts together into some semblance of format. A little more relaxation

Rootie Kazootie Club

WNBT, Saturday (10),
11:30-12 Noon

The mythical kingdom of Rootie, augmented by new characters and business, is in excellent order since its creation three months ago. In addition to Rootie himself, a self-assured, engaging puppet imaged after a small-boy sports fan, and Little Nipper, the RCA dog puppet, El Squeako Mouse, and Poison Zumac have joined the community. Mouse is a floppy pip-squeak of a puppet who talks at Donald Duck speed, with a Latin accent. A famous catador, he and Nipper have a running mutual aggression pact against all cats, and are ever involved in building a better cat trap. Zumac is a no-talent villain puppet with the phiz of a Rod La Rocque. His game is to steal Rootie's magic kazootie, but Rootie's too sharp for him.

Then there are the flesh participants—Emsee Todd Russell, Mr. Deedle Doodle the cop-clown, and, of course, the bemused kids from the audience who come up for quiz questions, with substantial prizes. The real-life characters and the puppets shuttle thru the proceedings in a fanciful interweave in which the onlooker soon forgets who's real and who isn't.

Pacing has picked up considerably since the show's debut, as has the scope of production. Result is a half hour jam-packed with happy business and clever utilization of props. Russell does a yeoman job up front, and Naomi Lewis, the voice of Rootie, is unflaggingly wonderful.

The big thing is that the show's characters and conventions have now assumed institutional character; the kids know and accept them and have a frame of reference for the action. Tip-off was furnished by a neighbor's little boy who this reviewer last week heard singing one of the commercials: "A-B-C-D-E-F-G; RCA Victor makes the records for me."

Jerry Wexler.

Once Upon a Tune

WABD, Monday, 7:30-8:30 p.m.

To judge from this show, all those glowing reports that video is ascending from infancy at an incredible rate are just a batch of hogwash. Whatever the sum of minor merits (these boil down to an amazingly fine selection of standard songs and the positive singing efforts of Stuart Foster), the over-all impotency of script, direction, production and most of the talent made it hard to believe that the DuMont people would attempt to air such a mish-mash. At any rate, they did, and this viewer must have been the only one left at the end of the hour. And that was only because this review was scheduled.

The show attempts to be musical with an original book, which on this show was a deathly dull and unfunny attempt to satirize Hollywood. *Hal Webman.*

NBC Television Opera Theater

Sunday (11), NBC-TV,
3-4 p.m., EST.

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plays with music). The opera itself, while it has few virtuoso arias, is pleasant musically, and an excellently wrought comedy in the style of a Moliere comedy of manners. It's a certainty that the play values would have meant nothing to a vast majority of onlookers had the work been presented in the traditional fusty way—in the original Italian, with traditional wooden operatic "acting" and direction. The contrast between this production and some recent televised operas at the Metropolitan is enormous—and heartening for those viewers who have hopes that television can achieve the high art potential of good theater and good cinema.

and a little less exuberance on his part also would be an inducement to continued viewing. As it now stands, and despite the lack of strong variety competition from the other nets on Tuesdays, only name guests of major caliber will build an audience for the show. *Joe Martin.*

Short Scannings

Brief but important video news

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with salesmen reporting directly to station manager **Ben Larsen**. In his new post, Noone will also handle all sales merchandising and promotion, in a move to strengthen WPXI's tie-up between merchandising and sales.

Of Personalities, at CBS and Elsewhere . . .

William C. Ackerman, secretary of the CBS program board, has been given leave of absence to serve in Washington as secretary of the President's Materials Policy Commission, now headed by **William S. Paley**, chairman of the network's board. . . . **Ethel Kirsner** has rejoined the CBS publicity department. . . . **Earl Kennedy**, formerly with Young & Rubicam, has joined the New York office of Maxon, Inc.

An all star show on February 7 at WDTV, Pittsburgh, headed by **Morey Amsterdam** and **Ed Sullivan**, netted the **Robert L. Smith** fund \$70,000. The fund was established to aid the young Pennsylvania private who lost both arms and legs in Korea. . . . **Cecile Lindsay**, who recently joined the staff of WLW-T, Cincinnati, is the first choreographer to be hired by a Cincy station.

Eric Harris becomes supervisor of special effects for CBS-TV, replacing **John De Mott**. . . . At the same web, **Roy W. Hall** has been named an account executive in the TV side of radio sales, the network's sales subsidiary. . . . The **Martin Saunders Agency** has taken over as exclusive representative for all **Jolly Joyce** properties, including **Steve Gibson** and the **Red Caps**, **Three Peppers**, **Alan Gale**, **Elton Britt**, **Hoosier Hotshots**, and **Sons of the Pioneers**. . . . **Julian Kaufman** upped to commercial manager of KPHO-TV, Phoenix, Ariz.

The British Broadcasting Corporation has approached packagers **Mark Gpodson** and **Bill Todman** to put on an English version of "What's My Line?" now on CBS-TV. . . . At WCBS-TV, the net's New York flagship, **Vern Diamond** has been hired as a director.

Star of the Family

CBS-TV, Friday (9)

The idea of interview-- relatives of performers is an interesting gimmick with a strong human interest potential. However, *Star of the Family* treats its clever format like a stepchild, and the result is a stilted, slow-paced show brightened only intermittently when the "stars" themselves perform.

Host **Morton Downey's** guest list last week included ballet dancer **Kathryn Lee** and her telegenic mother; the **Deep River Boys**, a vocal group, and their sister, and the comedy team of **Dell and Abbott**, sponsored by Mrs. Dell. With the exception of the last-named, a pretty self confident blonde, the "family" reps were self-conscious and dull. Downey has a buoyant enough personality to conquer the obvious scripting, but **Miss Lee's** ma and the boys' "sis" were completely thrown in their attempts to deliver pre-arranged answers to the tenor's queries. A few baby pictures or human interest career items might inject more spontaneity into the proceedings.

Talentwise the show had some sound values. Downey warbled a few pleasant ballads, The **Deep River Boys** contributed a trick novelty treatment on *The Thing* and **Miss Lee** twirled gracefully thru a rather awkwardly contrived ballet production number. **Kelvinator** sponsors the series. *June Bundy.*

But Not Forgotten

Tuesday (12) 10:45-11 p.m.,
CST via WNBQ, Chicago

Pianist **Herbie Mintz** has spent two years in this late evening quarter-hour, and seems to have cemented his place by smart use of the simplest kind of formula. He deals in nostalgia, with no window dressing whatsoever.

On this session he played four songs popular in the '20s. As always, he preceded the numbers with reminiscing of the writers or circumstances in which the songs were written, or the shows they were written for, and the stars of the shows. His playing was only a cut above what you used to hear in the 5-and-10 in the era of which he talks, but it was completely satisfactory. **Mintz** dresses up the show with guests—for talking

TV Talent and Show Tips

Shrine Convention

The 1951 Imperial Council session of the Shrine, which will be held in New York July 8-13, promises a varied assortment of interesting personalities for all manner of TV participation and variety offerings. Included in the ranks of the estimated 100,000 Nobles who will attend the confab will be at least 70 bands, 97 uniformed foot patrols and a number of mounted patrols. Two parades on 5th Avenue, one on the morning of July 11 and the other on the evening of July 12, will feature thousands of the colorfully attired Shriners. **Fezarabia**, an Oriental fantasy that will include several thousands in the cast, will be presented nightly in Madison Square Garden. Advance information on important and otherwise interesting delegates scheduled to attend can be secured from **Alexander F. Mitchell**, deputy director general, whose offices are in the Commodore Hotel, in New York. *J. McH.*

Pedro and Durand

The two boys — Pedro, short, dark and giving his spiel an "I teenk" twist; and Durand, blond and playing it mostly straight—go thru an effective knock-about routine. A feature of the act is head-to-head balancing, with top man Pedro downing a glass of Coke in that position. The lads seem a likely bet for any variety-styled presentation. *T. O'C.*

Look at Sherry?

TV is overlooking a strong bet in not using **Sherry Britton** for both commercial and dramatic stints. The former burley stripper has turned to legit and, altho miscast in *Peer Gynt*, shows promise of being able to cope with more ambitious assignments. **Miss Britton** is physically well endowed and would decorate any program. But her not inconsiderable stage presence and unusual voice quality further strengthen her talents. *L. M.*

McConnell Assures SPAC

• Continued from page 4

this demand down and said it would give the affiliates a cost accounting, showing that even with the free hours, the web lost money.

This week the stations noted that the cost accounting study had not yet been shown them. They also pointed out that the value of the free time has been climbing steadily, in direct proportion to TV time rate increases. **McConnell**, it is reported, subsequently confirmed NBC's agreement to furnish such a study and said that he would initiate it immediately.

The major focus on the AM side of the SPAC meeting was NBC's new sales presentation for radio. Said to be harder hitting than any such enterprise NBC has yet undertaken, the presentation pokes potent competitive figures at other media — including television and the leading weekly magazines — and made such a hit as to move the stations to ask NBC to put the presentation on the road and show it at SPAC districts thruout the country. The tee-off will be March 8 in Hollywood.

NBC also told its stations it was planning intensive studies of major U. S. industries, the idea being that it can sell more intelligently when it knows the individual problems of various advertisers. The network's plans for summer programing in radio were outlined by **Bud Barry**, its AM program chief, as were its plans for a full scale hoop-la, to start June 1 and run thru November 16, to mark NBC's 25th anniversary. **William F. Brooks**, NBC public relations vice-president, will administer the 25th anniversary promotion.

Affiliates protested to NBC that when marathon shows—such as **Milton Berle's** recent cancer show—were aired without prior coordination at the local level, the stations wind up in hot water. The reason is that the big network shows tend to deplete localities of contributions. NBC agreed to try to remedy the situation via closer local co-operation.

The affiliates also protested a belly dance number on **Spike**

Jones telecast Sunday (11), citing squawks from viewers because of the bit involving a fat fem hooper and a midget. The web confessed it had missed up on this one during rehearsal.

The affiliates also renewed their squawks over use of low key lighting on some of the TV vaude shows. TV Vice-President **Pat Weaver** told them that video made the use of certain theatrical techniques a must and pointed to major gains in kine quality on most shows.

Weaver presided at the TV meetings, and **Exec Veepee Charles Denny**, the AM sessions. The SPAC committee is made up of the following:

Jack Harris, KPRC, Houston, chairman; **John T. Murphy**, Crosley Broadcasting, vice-chairman; **Dick Dunning**, KHQ, Spokane, AM secretary; **E. R. Vadeboncoeur**, WSYR, Syracuse, TV secretary; **B. T. Whitmore**, WFBC, Greenville, S. C.; **Milton Greenbaum**, WSAM, Saginaw, Mich.; **Howard E. Pihl**, WSEA, Montgomery, Ala.; **Ralph Evans**, WHO, Des Moines; **Sid Fox**, KDYL, Salt Lake City; **Martin Campbell**, WFAA, Dallas; **Dean Fitzer**, WDAF, Kansas City, Mo.

TVA Contracts

• Continued from page 4

KTLA pact will now be sought as a pay level in signing the remaining stations. **Grippers** claimed **Landsberg** broke good faith with them by not notifying them sufficiently in advance of his move.

Landsberg's offer, accepted by TVA, provides for speaking performers to get minimums of \$35, \$45 and \$60 respectively for shows of one quarter, one half and one-hour duration. Across the boards shows will bring KTLA thespians minimums ranging from \$135, \$146.50 to \$195 for quarter hour, half hour and full hour shows, respectively. Station in turn will receive a 10 per cent discount off of minimum rates for all shows airing for more than six weeks. TVA originally asked \$35, \$45 and \$70, for 15-30-60 minute shows. **KECA-TV**, **KLAC-TV**, **KN3H** and **KTSL** had offered TVA \$30, \$40 and \$60, but were refused.

Barton To Direct A&A Pix

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play principal parts in the celluloid version.

No instrumental music will be used, but instead an a cappella sextet will be used for choral effects at opening of closing of each show. This marks the first time a net has skirted the musicians' union's TV restrictions via use of voices.

Cast includes **Alvin Childress**, as **Amos**; **Spencer Williams Jr.**, as **Andy**; **Tim Moore**, as **Kingfish**; **Johnny Lee**, as **Lawyer Calhoun**;

purposes only—several times a week, and often has 20 or 30-year-old still pix to go along with his stories.

He is an old-timer in Chi radio and knew many of the people he talks about. He has a friendly, open manner, and presumably could keep this sort of show rolling as long as he can climb onto a piano bench. Three spot commercials were used between songs. *Jack Mabley.*

Ernestine Wade, as **Sapphire**, and **Jester Hairston**, as **Henry Van Porter**.

Blatz's dual-run privilege for an initial TV film production investment introduces a new wrinkle in video movie financing and may well turn other bankrollers to filming. Heretofore, telepic producers' toughest barrier in selling film over live has been in cutting production cost to where film could be within financial grasp of sponsors. With the exception of **Bing Crosby Enterprises**, few, if any, TV film producers have the capital to invest in pic productions on a long-term basis in the hope of getting back the original outlay from secondary running rights. **Crosby**, with an eye to collecting on reissues, was able to hold down price of *Fireside Theater's* initial showings. Success of the **Blatz Amos 'n' Andy** dual-run deal may prompt other sponsors to put up production coin for TV films on a similar basis.

Flicks Fling Bomb at ASCAP As Contract Seems All Set

TV Rights Sought by Hollywood Would Affect Net-Station Pacts

By JERRY WEXLER

NEW YORK, Feb. 17.—Hollywood's movie producers, who had all but signed blanket agreements with the American Society of Composer, Authors and Publishers for performing rights to the ASCAP catalog, have thrown a delayed-action bomb into the negotiations in the form of a request for television rights as part of the package.

The ASCAP brass, who had concluded handshake agreements with every important studio except 20th Century-Fox, were rocked when they found that the flickeries were desirous of an additional benefit as part of the bargain. The studios apparently are looking

forward to the day when movies will be piped into the theaters from central telecasting points. The flick negotiators asked: Would the Society have any objections to writing an extra clause into the agreements to cover such

Merc Rushing Damone Disks

HOLLYWOOD, Feb. 17.—Mercury Records is doing rush sessions with Vic Damone so that when the singer goes into service the diskery will have a substantial backlog. Dates began Thursday (15) and are expected to finish late next week. Sixteen sides will be cut, including standards and pops. Sessions are supervised by Mercury Coast topper Harry Geller, with George Siravo's ork. Damone took his second army physical Friday (16). Results are not known.

Big Three Sets Flicker Tunes

NEW YORK, Feb. 17.—Big Three topper Abe Olman returned from the Coast this week, after a confab on the MGM lot on the company's upcoming pic scores. The following schedule is in the works:

From *Rich, Young and Pretty*, starring Vic Damone and Jane Powell, there will be five tunes by Sammy Cahn and Nicholas Brodsky, the writers of *Be My Love*. Ditties are *C'est Fini*, *Wonder Why, I Can See You*, *We Never Talk Much* and *How Do You Like Your Eggs in the Morning?* Flick is for fall release; professional activity on the songs will begin in the summer. Tunes are being submitted to diskeries now.

The script, in which Damone has a feature part, will have the standard, *Don't Blame Me*, and a tune written in 1934 by Oscar Hammerstein, and Bert Kalmer and Harry Ruby, called *A Kiss To Build A Dream On*. The latter had not been published till now; it is done three times in the film—

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AFM, NET TALKS SET US PATTERN?

Pact Session Outcome May Affect Musician Local Deals With Indies

• Continued from page 6

level, but on all local levels. Locals, for instance, are seeking ways and means of curbing their own members. One projected local measure, for instance (and one which may be introduced on the floor of the forthcoming AFM convention in June) would prohibit a union member from acting as a musical director for any AM or TV recorded program. Such directors, it is ironically stated, piece together selections from disks and

contingencies?

First reaction of the beset management, it is reported, was to approve the request. But after a little pondering, the Society envisaged terrible possibilities in assent to such a proposal, and turned thumbs down. The flickeries can have a deal including theater television—but on the sale basis as the radio and TV networks—for a percentage of the gross earning.

"Foolhardy"

Not only would it be foolhardy to try to set an equitable flat rate for a right that might be a near priceless earner for ASCAP in a few years, the Society reasons, but such an action would place all radio and TV contracts, current and future, in jeopardy.

Under the "favored nations" provisions of the consent decree, a particular user of music would be entitled to ask for the same basis of deal any other user gets. If the movie producers obtained TV rights for a flat stipulation, it is figured, the indie and network TV operators would be en-

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EDITORIAL

Now Is the Time . . .

It is no secret to veterans of the record industry that the business has a woeful and uninterrupted history of failure on the score of unified industry action on its highest and key working levels. It is no secret, either, that the fundamental reason for this continued failure often revolved around the idiosyncrasies of top echelon personalities in some of the major record companies.

Thus, while the late Jack Kapp made a lasting contribution, not only to building Decca into one of the strongest companies in the field, but to the industry at large, we take nothing away from the memory of the man when we state that he was a rugged individualist (as well as a creative genius) with fixed ideas about his and Decca's destiny. Particularly so in his last years.

Similarly, the late Joe Wilson, guiding hand of the entire RCA Victor division's operation, came into the record industry at a time of strife and confusion and, despite his innate sense of fairness and genuine brilliance as a leader of industry, came to some rather cynical conclusions about being able to work with certain of his competitors.

And Ted Wallerstein, recently retired Columbia Records, Inc., president, was another major force in many facets of his company's and the industry's progress, but withal a man who held some of his competitors in small regard, and viewed certain of their practices with open disdain.

Just the Way It Was

None of this is said, either of the living or the dead, in a critical or malicious manner. That is just the way it is. And the situation constantly mitigated against the best-intentioned efforts to draw the respective leaders of the industry together into a group which could achieve practical good for the whole business in many ways.

But today, almost providentially it may seem to romanticists, the upper echelon picture has changed. At Decca's head is Milton Rackmil, a keen-minded, level-headed veteran of the record business, who would let no slightest emotional factor swerve him from furthering the progress of Decca and/or the industry. At Columbia's helm is Jim Conkling, a young, progressive businessman, eager to work hand in hand with his own people and with his competitors for the betterment of the record business. RCA Victor's record department moves ahead, at present, under the leadership of Paul Barkmeier—again a smart, forward-looking businessman, with as much experience in group effort as in the record industry. Capitol's Glenn Wallichs has always indicated an ability to pursue an open-minded, non-prejudiced course toward further developing markets and methods for the industry.

All for Solid Progress

MGM's Frank Walker is a seasoned, mellow leader who has never specialized in group-action roadblocks. Mercury's Irving Green and Art Talmadge have made substantial contributions to organized efforts in building their own niche in the field and could be counted upon to go along with similar moves for the betterment of the business as a whole. London's Ted Lewis is a broadminded veteran of various forms of international financial endeavor who may be looked to for contributing his share to any solid industry-wide move. And so on right down the line of present industry leaders.

The group of personalities just mentioned, of course, would in large measure have to make the initial moves in any industry organization, altho any such group should and would certainly include all manufacturers, down to the most modest. It is hardly necessary to mention that for such a group to operate more in the interests of the larger manufacturer than the smaller would be suicidal.

It Could Work

No top man in the record industry, whether manufacturer, distributor, dealer, juke box operator or disk jockey has ever questioned the advisability of some sort of top level industry group designed to meet the many problems which befall all industries. No intelligent member of the business has ever doubted the good such a group could do. Recognizing that there are areas in which any industry's leaders may not work together, there still remain many spheres in which much good can be done. To name just one here: An industry-wide institutional campaign to keep the American public sold on the unique pleasure to be derived from playing records.

Never in the past 10 years or so has such an industry group seemed to *The Billboard* to have had anything like an even, practical chance for successful formation and operation. Today, however, the picture is changed. We believe that now is the time!

Prospects Brighten for TV, Disk and Juke Manufacturers

• Continued from page 1

It is probable that complete RCA "austerity" sets will not be shown as such until the company has effected all possible material conservation. Sets made under the new designs are said to operate with the quality of present-day receivers. In the meantime, RCA has already made changes on its current production lines.

May Help Color

If the supply of strategic metals remains anywhere near present levels, the new electronic developments could have a salutary effect on telecasters. Despite dire predictions on the future of TV set circulation, the large savings in scarce materials may open additional video markets. There is even a faint hope for continued progress on color video.

With coin machine manufacturers using many of the same circuits, tubes and transformers utilized in radio and TV production, the new developments may also ease production problems for juke and game producers.

Diskers are also hard at work with plastics producers to find substitutes or extenders for vinyl and polystyrene record mixes.

(See separate story on possible easing of plastic restrictions.)

Of interest to retailers is the fact that Philco did not reveal the cost

SILVER LINING IN PLASTICS

NEW YORK, Feb. 17.—Manufacturers in the record, phonograph, television and juke box fields will be considerably heartened by developments detailed in the twin stories adjacent to this box. The New York report outlines the results of intensive materials conservation programs sparked by major manufacturers, plus details of the rapid development of substitute materials. The Washington piece indicates the restrictions on plastics, chlorine and other key materials of the disk business will be eased.

to the consumer of its new set, but RCA noted that changing from electromagnetic focusing to electrostatic focusing would increase the cost of the cathode ray tube. Neither firm has estimated when complete new radio or TV sets would be marketed, altho RCA is utilizing its research findings on current models without affecting production lines greatly and without requiring new cabinet designs.

WASHINGTON, Feb. 17.—At the request of the House and Senate Small Business committees, the National Production Authority has promised to reconsider its restrictions on plastics so as to bring relief to U. S. industrial users. This embraces the entire disk-making industry and manufacturers of plastic phono needles.

The good news became known this week when the House and Senate Small Business committees disclosed they have made recommendations to NPA for relaxation of the order as the result of numerous pleas from businesses hard hit by the crackdowns. A House Small Business Committee spokesman told *The Billboard*: "We have taken the problem up in great detail with NPA, and officials of that agency have strongly encouraged us to believe that some sort of favorable action will be taken to bring relief."

The House committee reported findings of a survey showing small firms facing unfair competition from foreign markets as a result of the present restrictions on use of polystyrene. "Part of the manufacturing of polystyrene that might help manufacturers of plastic products to remain in business is being shifted to foreign buyers

(Continued on page 35)

Webster Prez Sees Materials Stable

NEW YORK, Feb. 17.—The supply of record-playing equipment should remain at its present level for at least another six months, Charles P. Cushway, Webster-Chicago Corporation veepee, told *The Billboard* this week. The Chicago firm has found several ways of substituting for critical materials in order to maintain production but not affect the quality of phono units. In addition, said Cushway, a portion of the W-C parts inventory is set aside for servicing players already sold.

Altho W-C has a complete new line of portable players and record changers on the designing boards, the company will not release the new models until the time when "business gets back to normal." Tooling up for a new changer would cost between \$100,000 and \$150,000, said Cushway, and would mean that W-C would need assurance that it could maintain production schedules for a long enough period to warrant the initial expenditure.

Demand for disk players has been on the ascendancy since the advent of the new record speeds and shows little sign of either falling or leveling off. W-C sales of phono units in 1950 more than doubled those of 1948. And with TV manufacturers leaning toward more combination sets, which include record players, Cushway pointed out that demand could go still higher if critical raw materials remain available for another year or two.

Should the government, however, stiffen its restrictions on materials, Webster-Chicago would allocate its own supplies in an effort to maintain production on dictating machines first, tape and wire recorders second and record-playing units last. Cushway explained that disk equipment is considered to be of restricted utility in a "wartime" economy.

One of the first electronic outfits to go along on the production of external converters for the CBS

(Continued on page 18)

"THE RECORD OUTLOOK: 78 and 45"

What happened to the record supply during the fast war? What to expect in the months ahead.

This is just one of more than a dozen vital features and reference lists to be published in

The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13

America's Fastest Selling Records

DECCA RECORDS

GUY LOMBARDO
and His Royal Canadians



SUPER SPECIAL!

GET OUT THOSE OLD RECORDS

and **SHENANIGANS** (TWO OF IRISH)

DECCA 27452 (78 rpm) and 9-27452 (45 rpm)

CURRENT HITS!

THE LITTLE WHITE DUCK
and **THE UNBIRTHDAY SONG**
DECCA 27462 (78 rpm) and 9-27462 (45 rpm)

IF and WAIT FOR ME
DECCA 27449 (78 rpm) and 9-27449 (45 rpm)



HOAGY CARMICHAEL
and
CASS DALEY
singing



THE GOLDEN ROCKET
and
THE ABA DABA HONEYMOON

DECCA 27474 (78 rpm) and 9-27474 (45 rpm)

DECCA RECORDS

SUPER SPECIAL!

SUPER SPECIAL!

BILL MONROE
POISON LOVE
and
ON THE OLD KENTUCKY SHORE
DECCA 46298 (78 rpm) and 9-46298 (45 rpm)

WHEN THE GOLDEN LEAVES BEGIN TO FALL
and
UNCLE PEN
DECCA 46283 (78 rpm) and 9-46283 (45 rpm)

CURRENT HITS!

MEMORIES OF YOU
and
BLUE GRASS RAMBLE
DECCA 46266 (78 rpm) and 9-46266 (45 rpm)

SPECIALS

With My Shillelagh Under My Arm **BING CROSBY**
St. Patrick's Day Parade Decca 27478 and *9-27478
There's More Pretty Girls Than One **TED MAXIM**
Beautiful Brown Eyes Decca 45130 and *9-45130
*Indicates 45 RPM Version

NEW RELEASES—SINGLES

Please Don't Talk About Me **MILLS BROTHERS and TOMMY DORSEY**
When I'm Gone Decca 27447 and *9-27447
You Know You Belong To
Somebody Else
Mamboogie **SONNY BURKE**
El Choclo Mambo Decca 27427 and *9-27427
Washboard Boogie **STUBBY and THE BUCCANEERS**
Noah Was The Man Decca 27448 and *9-27448
Mambo Rhapsody **ALBERTO IZNAGA**
Katin Decca 21334
Don't Miss That Train **MARIE KNIGHT**
I Heard My Mother Pray Decca 48198 and *9-48198
McNamara From Mayo **MARY CARTON**
Johnny Decca 12247
*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

ELLA SINGS GERSHWIN
Music by **GEORGE GERSHWIN** • Lyrics by **IRA GERSHWIN**
ELLA FITZGERALD
with **Ellis Larkin At The Piano**
Selections include: Someone To Watch Over Me—My One And Only (What Am I Gonna Do)—But Not For Me—Looking For A Boy—I've Got A Crush On You—How Long Has This Been Going On?—Maybe—Soon
Decca Album A-804 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-142 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5300 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

RED FOLEY Souvenir Album

Singing with Instrumental Accompaniment
Selections include: Old Shep—Just A Man And His Dog—Tennessee Saturday Night—Tennessee Polka—Sunday Down In Tennessee—Back To Tennessee—That Little Boy Of Mine—Don't Make Me Go To Bed And I'll Be Good
Decca Album A-812 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-96 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5303 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

ERNEST TUBB FAVORITES

Singing with Instrumental Accompaniment
Selections include: Walking The Floor Over You—I'll Always Be Glad To Take You Back—Rainbow At Midnight—I Don't Blame You—Have You Ever Been Lonely? (Have You Ever Been Blue)—Let's Say Goodbye Like We Said Hello—Try Me One More Time—Soldier's Last Letter
Decca Album A-808 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-146 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5301 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

ALBUMS JUST RELEASED IN 45 RPM

LITTLE SHAMROCKS
DICK HAYMES
Decca Album 9-214 • Four 45 RPM Unbreakable Records • Price \$3.75
Also available in:
Decca Album A-630 • Four 10-inch 78 RPM Records • Price \$4.15
DL 5038 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

A LITTLE BIT OF HEAVEN

A collection of Irish songs sung and played in waltz time

Played by **RUSS MORGAN**
Sung by **FELIX KNIGHT**

with Mixed Chorus Under Direction of
JEFF ALEXANDER

Decca Album 9-215 • Four 45 RPM Unbreakable Records • Price \$3.75
Also available in:
Decca Album A-413 • Four 10-inch 78 RPM Records • Price \$4.15
DL 5159 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

Selections from the Paula Stone—Hunt Stromberg, Jr. Production

THE RED MILL by **VICTOR HERBERT**

Lyrics by **HENRY BLOSSOM**

WILBUR EVANS • EILEEN FARRELL • FELIX KNIGHT

Orchestra and Chorus Directed by **JAY BLACKTON**

Decca Album 9-165 • Three 45 RPM Unbreakable Records • Price \$2.90
Also available in:
Decca Album A-411 • Three 10-inch 78 RPM Records • Price \$3.30
DL 5014 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85
(Also includes: Selections from Up In Central Park)

Special Recordings of

MUSIC for TAP DANCING

Played by

RUSS MORGAN and His Orchestra

Decca Album 9-162 • Four 45 RPM Unbreakable Records • Price \$3.75
Also available in:
Decca Album A-35 • Four 10-inch 78 RPM Records • Price \$4.15
DL 5201 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

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

COMING UP

May The Good Lord Bless And Keep You **BING CROSBY**
A Perfect Day Decca 27404 and *9-27404
A Penny A Kiss—A Penny A Hug **ANDREWS SISTERS**
Zing Zing—Zoom Zoom Decca 27414 and *9-27414
Please Don't Talk About Me **MILLS BROTHERS and TOMMY DORSEY**
When I'm Gone Decca 27447 and *9-27447
You Know You Belong To
Somebody Else
The Little White Duck **DANNY KAYE**
I Taut I Taw A Puddy-Tat Decca 27456 and *9-27456
(I Thought I Saw A Pussy Cat)
Mockin' Bird Hill **RUSS MORGAN**
Flying Eagle Polka Decca 27444 and *9-27444
More Than Care I To Remember **GORDON JENKINS**
Sally Doesn't Care Decca 27433 and *9-27433
Between Two Trees **ANDREWS SISTERS**
I Wish I Knew (You Really Loved Me) Decca 27421 and *9-27421
Little Small Town Girl **ELLA FITZGERALD and INK SPOTS**
(With The Big Town Dreams)
I Still Feel The Same About You Decca 27419 and *9-27419
I Love The Way You Say Goodnight **RUSS MORGAN**
It Only Takes a Minute Decca 27445 and *9-27445
When You Return **DON CHERRY**
The Seven Wonders Of The World Decca 27435 and *9-27435
Lullaby of Broadway **ANDREWS SISTERS**
Three O'Clock In The Morning Decca 27432 and *9-27432
Tell Me You Love Me **INK SPOTS**
Castles In The Sand Decca 27464 and *9-27464
The Beanbag Song **ELLA FITZGERALD**
Lonesome Gal Decca 27453 and *9-27453
Silver Moon **RUSS MORGAN**
Poor Butterfly Decca 27415 and *9-27415
Tear Drops From My Eyes **LOUIS JORDAN**
It's A Great Great Pleasure Decca 27424 and *9-27424
Jet **BUDDY JOHNSON**
No More Love Decca 27416 and *9-27416
*Indicates 45 RPM Version

Majors' Top-Drawer Studies Of Disk Sales Research

Columbia, Others in Cap Groove; New Era or Simply Palmistry?

By PAUL ACKERMAN

NEW YORK, Feb. 17.—An examination into the methods and uses of research as an aid to the selling and merchandising of records is currently on the agenda of several top diskeries. Impetus has been given to the matter by the recent revelation that Capitol Records and the George Gallup organization have been doing experimental work in order to develop a method of pretesting the sales appeal of disks. Top level brass of other major companies, queried this week, stated their companies either have been engaged in such work or are now seeking a proper approach to research.

Mercury Ups R&B Line-Up

HOLLYWOOD, Feb. 17.—Mercury Records' rhythm and blues stock has been hyped by the packing of 13 new artists. Austin McCoy, r and b topper, who joined the diskery from Modern Records, is looking for additional personnel to further strengthen the roster.

Lee Graves, Peppy Prince, Jim Wynn, Snake Sims, Smokey and John Hogg, Violet Hall, Oscar McLollie, Allen Greene, Charles Norris, Doris Johnson, Red Mack and Frank Ervin have been brought into the fold since December. Label did a session with Happy Johnson and Dan Grissom but has not signed them.

Prior to McCoy's going with Mercury, the diskery had no blues rep on the Coast. He leaves soon on a talent junket that will take him thru Southern, Eastern and Midwest States.

BMI SLIMS DOWN ON GUARANTEES

Firm Pares Advances, Cuts Back On Deals; Contracts More Limiting

NEW YORK, Feb. 17.—From recent indications, Broadcast Music, Inc. has all but cut out the policy of giving publishers a flat payment for each record they obtain. It had been a practice of long standing with them to woo pubbers (usually with strong connections with some recording artist) with such payments, usually \$250 for each major record, so some payments have been as high as \$1,000. Some affiliates have been on this record deal in addition to regular monthly guarantee. As contracts containing these record-bonus provisos end, the pubbers are being offered new contracts based largely on their performance records. In individual instances, however, BMI may still advance money against especially promising re-

Decca's Burke Readies Band For Palladium

HOLLYWOOD, Feb. 17.—Sonny Burke, Decca Coast recording director, will yield to the call of the dance stand and will soon start building a band for an early summer debut at the Hollywood Palladium. Burke, who disbanded his dance ork in 1940 when he became Charlie Spivak's arranger, f...s, mounting the podium here will help boost his Decca disk sales. Band will be formed only for the Palladium stint. If it proves successful, Burke may play week-end dance dates within this area.

Short term return to the dance stand will not conflict with his regular Decca duties. So far, money arrangements haven't been discussed nor has Burke become

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Jim Conkling, Columbia Records topper, stated that a close rapport between CRI and the parent, CBS, has been in the making. Frank Stanton, CBS president, has placed the research facilities of the network at the disposal of the diskery and the latter has been making use of these facilities. For some months now, research has been carried on to determine what types of song material are best suited to specific artists. Conkling stated that most of the important Columbia artists have already been tested. The work done, he believes, should not be regarded as conclusive, but is nevertheless impressive.

Columbia Test

It is to be pointed out that the Columbia research does not fall into the strict "pretesting" classification, as does the Capitol experimentation. Rather, it is an attempt to determine whether an artist should do best on ballads, rhythm numbers, an attempt to assay the artist's "personality projection," etc. The end result, of course, could be construed as the

same as pretesting—the sale of more records.

What additional work CBS will do for CRI on research will be determined by Conkling. He himself, like Stanton, is very research-minded and is favorably inclined to delve into all research possibilities, including pretesting. Unlike some diskery men—and specifically unlike some artist and repertoire men—Conkling feels research is a major project and that the record business will ultimately find a way to utilize such findings.

RCA Victor is very loathe to discuss its plans with regard to research in general and pretesting in particular. The diskery is very research minded and has often called on such companies as the Parrish organization for specialized work in the field of classical, hillbilly and rhythm and blues merchandising.

Decca Nixes Plan

A number of record companies, however, take a dim view of the possibilities inherent in research, altho thus far their statements are

(Continued on page 18)

BRAHMS, VERDI MAKE GOOD!

Milking Classics Renewed In Tin Pan Alley \$\$ Trend

NEW YORK, Feb. 17.—Tho not a practice new to Tin Pan Alley, the adaptation, rearrangement and/or total use of public domain and folk-rooted melodies to meet the yardstick of pop publisher demands has developed at an accelerated rate in recent months. It would appear that the success

of such folk-derived ditties as *Goodnight, Irene* has sparked much research into the music library archives. Recording execs report that one of every three songs being submitted to them of late is derived from folk-rooted or folk-inspired and classic melodies, whose copyright protection has expired.

The hoopla built for the Sammy Kaye adaptation for Leoncavallo's *Pagliacci* Aria, *Vesti la Giubba*, known in its pop form as *Tell Me You Love Me*, stirred a renewed interest in borrowing from the public domain masters. Of course, this practice, prevalent several years ago, produced a good number of hits during the piano concerto period of the Freddy Martin band.

Martin turned out the Tschai-kovsky and Grieg keyboard themes in adaptation. Tschai-kovsky's concerto turned up in the form of a couple of pops, *Tonight We Love* and *Concerto for Two*. Rachmaninoff's second concerto swept into favor on the wings of *Full Moon and Empty Arms*. Chopin's *Polo-*

BET + BIRD = MUCHO MOOLA

NEW YORK, Feb. 17.—Ben Selvin, whose business acumen is well known, just snagged an extra month's salary as general manager of Southern Music. Ben made a wager with Ralph Peer, Southern's chief, that he'd be riding a hit four months after taking the job at Southern. He began October 15, 1950. This week Southern's tune, *Mockin' Bird Hill*, riding high on Capitol and Mercury disks and cut on a flock of other labels, got the big rack order. This makes it official!

Capitol Hunts Lee Backing

HOLLYWOOD, Feb. 17.—Capitol Records, in quest of a new sound for Peggy Lee's future diskings, will no longer pair her with Dave Barbour's accompanying guitar. For her latest release, *Yeah! Yeah! Yeah!*, the diskery uses an all-Negro jazz group, headed by Jim Wynn, in an effort to set off her pipings with a rough 'n' ready backdrop. This marks the first time the songbird has been sans her hubby's accompanying guitar on wax.

JUSTICE COUNTS ASCAP'S PULSE

NEW YORK, Feb. 17.—The Department of Justice is keeping close watch on the American Society of Composers, Authors and Publishers to see whether it is operating in accordance with tenets of the consent decree.

A recent instance was the Department's query about Society's rejection of several publisher applicants for membership. After the turndown, some of the applicants beefed to them, and they, in turn, asked ASCAP for an explanation of the facts in the case.

One section of the decree liberalizes admission conditions for both publishers and tunesmiths.

Ops Surviving 20% AFM Hike

HOLLYWOOD, Feb. 17.—Nitory and hotel ops who were singing the blues last month have changed their tune. A *Billboard* survey revealed that no local spots that employ musicians have laid off any music-makers due to the

(Continued on page 18)

Goodwin Fills Santly ASCAP Board Vacancy

Former Exec Quits Pub Biz; Full Staff Wanted for Problems

NEW YORK, Feb. 17.—Bernie Goodwin, veepee of the Famous and Paramount Music pubberies, was elected to the board of the American Society of Composers, Authors and Publishers this week to take the place Lester Santly recently vacated when he sold his interest in Santly-Joy Music to George Joy. The publisher directors elected Goodwin to fill the vacancy despite the fact that all board positions will be up for grabs in a few weeks in the Society's annual elections.

The first prognosis on Santly's resignation was that the board position would probably be left open until the elections. However, as one ASCAP informant put it, "They now want a full complement on the board to face up some of their problems"—among the latter, the negotiations with the movie producers, the per-program hassle with TV (see other story) and the watchful eye of the Department of Justice.

Movie Question

Some of the publishers active in ASCAP affairs take a dim view of Goodwin's appointment. First, they are chary about the placing of another movie-connected publisher on the board, an act which they believe is contrary to at least the spirit of the consent decree. Second, they say, Goodwin was sponsored by Max Dreyfus, of the Chappell empire. They see the inclusion of Goodwin as presaging even tighter control of the board by one close-knit bloc of publishers.

Insiders say that Goodwin is a cinch to be returned in the regular elections in view of the voting power of his sponsors in the Society.

Can. Thumbs Down On Tele Music Pay

TORONTO, Feb. 17.—Application for telecasting fees by the Composers, Authors and Publishers' Association of Canada, Ltd., has been temporarily refused by the copyright appeal board in a decision handed down this week by the chairman, Justice Thorson.

Consideration of the item has been adjourned sine die (without any set date for the decision). The application sought as "a temporary tariff and in the absence of working data," fees of \$500 for each calendar month by each station.

The temporary refusal was expected in the light of comments made by the justice during hearings of application last December.

In handing down his decisions on the tariff rates, Justice Thorson, who is also president of the Ex-

chequer Court, which is one of the most important courts in the country, overrode a decision of last week by Justice Schroeder in connection with the definition of gramophone. Justice Thorson recognizes the right of CAPAC to collect fees for the transmission of music over leased wires, thereby refusing the recognition of the gramophone.

However, Justice Schroeder dismissed a suit by CAPAC against Associated Broadcasting Company, Ltd., local Muzak rep, because he felt that the gramophone was essentially part of the Muzak equipment and, therefore, exempt from payment of performing fees under the copyright amendment act.

Montreal Affected

The tariff which covers this matter in the rate schedule is especially designed for the city of Montreal where numerous homes are serviced by switch-boxes due to poor radio reception. The tariff sets 50 cents per domestic user of the service, tho CAPAC asked \$1.

The new schedule, which covers theaters, does not authorize any concert or stagings in theaters when the exhibition of one or more films is not an integral part of the program. For these two items, a specific tariff has been set.

To prevent the recurrence of road houses refusing to pay the tariffs, CAPAC included in its application the specific group of road houses, and to make the meaning all the more inclusive, uses the phrase, "similar establishments," along with cabarets, etc.

Tico's Tito's Irking Victor

NEW YORK, Feb. 17.—RCA Victor and Tico labels were in a hassle this week over conflicting recordings of Latin-American artist Tito Puente. While the situation has not gone beyond the

(Continued on page 18)

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "IN YOUR ARMS"
Jan Garber..... | 1384 | F1384 |
| "SOMEBODY STOLE MY GAL," "TILIN TILIN
(TEELEEN TEELEEN)" Buddy Cole..... | 1403 | F1403 |
| "FAITHFUL," "LONESOME GAL"
Margaret Whiting..... | 1391 | F1391 |

HOT SELLERS!

POPULAR

- | | | |
|--|------|-------|
| "I TAUT I TAW A PUDDY TAT"
Mel Blanc..... | 1360 | F1360 |
| "MOCKIN' BIRD HILL," "CHICKEN REEL"
Les Paul..... | 1373 | F1373 |
| "JOHN AND MARSHA" Stan Freberg..... | 1356 | F1356 |
| "TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"
Les Paul..... | 1316 | F1316 |
| "IF," "I LOVE THE WAY YOU SAY GOODNIGHT"
Dean Martin..... | 1342 | F1342 |
| "MY HEART CRIES FOR YOU" Jimmy Wakely..... | 1328 | F1328 |
| "BEAUTIFUL BROWN EYES" Jimmy Wakely..... | 1393 | F1393 |
| "SO LONG (IT'S BEEN GOOD TO KNOW YUH),"
"THE ROVING KIND" Les Baxter..... | 1381 | F1381 |

WESTERN & FOLK

- | | | |
|---|------|-------|
| "THE SHOT GUN BOOGIE" Tennessee Ernie..... | 1295 | F1295 |
| "HOT ROD RACE" Ramblin' Jimmie Dolan..... | 1322 | F1322 |
| "NEW ROVIN' GAMBLER" Hank Thompson..... | 1379 | F1379 |
| "TULSA TROT" Tex Williams..... | 1398 | F1398 |
| "A BROKEN HEART AND A GLASS OF BEER"
Hank Thompson..... | 1327 | F1327 |
| "DON'T MAKE LOVE TO MARY (WITH MABEL ON
ON YOUR MIND)" Tex Williams..... | 1345 | F1345 |
| "LAY YOUR BURDENS AT HIS FEET"
James and Martha Carson..... | 1380 | F1380 |



Week ending
FEB. 24, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Helen O'Connell



Tops them all with her triumphant
return with these two great Hits!

**"WOULD I
LOVE YOU" and "GYPSY HEART"**

On Capitol Record No. 1368 on 78 rpm • F1368 on 45 rpm

NEW RELEASES ON Capitol



**A SYMPHONIC PORTRAIT OF
JIMMY McHUGH**
Orchestra Conducted by Frank DeVol
I Feel A Song Comin' On, I Can't Give You Anything But Love,
Don't Blame Me, Cuban Love Song, I'm In The Mood For
Love, It's A Most Unusual Day, On The Sunny Side Of The
Street, Diga-Diga-Do, Exactly Like You, Where Are You,
Let's Get Lost, Look In A Fox, You're A Somebody, South
American Way, Rendezvous Time In Paris.
33 1/3 rpm Album L-249 \$3.50
Also available on 45 rpm Album KCF-249 \$3.50
Also available on 78 rpm Album KCF-249 \$4.75

**FAMILIAR THEMES FROM
TCHAIKOVSKY**
Lamoureux Orch. of Paris Cond. by Georges Tripin
Including themes from
Piano Concerto No. 1 in B Flat Minor, String Quartet No. 1
in D Major, Op. 11, Arabie Dance, Overture of The Sugar Plum
Fairies, Symphony No. 5, Waltz of The Flowers, Dance Of
The Wood Pigeon, Overture to Romeo and Juliet, Symphony
No. 6.
33 1/3 rpm Album L-251 \$3.50
Also available on 45 rpm Album KCF-251 \$3.50



These Four Great Composer Albums Now On Separate 10" Long Play!



**MUSIC BY
MAX STEINER**
Conducted by Max Steiner
From the Motion Pictures
Since You Went Away
The Informer New Voyager
33 1/3 rpm Album L-256 \$3.50
Also available on 45 rpm Album KCF-256 \$3.50

**A SYMPHONIC PORTRAIT OF
GEORGE GERSHWIN**
Conducted by Gay Lopperts
Fascinating Rhythm, The Man I Love, Embraceable You,
Somebody Loves Me, Summertime, I Got Plenty O' Nuttin',
Someone to Watch Over Me, Lady Be Good, They Can't Take
That Away From Me, A Foggy Day, Do It Again, I Got Rhythm.
33 1/3 rpm Album L-252 \$3.50
Also available on 45 rpm Album KCF-252 \$3.50



POPULAR		78 rpm	45 rpm
HELEN O'CONNELL with Orchestra Conducted by Harold Messer	THE LOVELIEST NIGHT OF THE YEAR From the MGM Musical "The Life Of Corcoran" ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY From the Paramount Picture "The Floor's In"	1408	F1408
JOB (FINGERS) CARR DOTTIE O'BRIEN with The Com-Mops	IF YOU WANT SOME LOVIN' THE CHICKEN SONG (I AIM'T GONNA TAKE IT SETTIN' DOWN)	1409	F1409
YOGI YORGESSON with Johnny Buffo & The Scandinavians	COOKIES, PIE AND CAKE (with "VOT SKALL WE DO?")	1410	F1410
FRANK DeVOL and His Music Of The Century	CIRIBIRIBIN ON THE MANDOLIN CHAPEL OF THE ROSES	1411	F1411
MARY KAYE TRIO Vocals with Instrumental Accompaniment	WATCHING AND WAITING SOME OF THESE DAYS	1412	F1412
WESTERN COUNTRY			
JIMMIE SKINNER Vocal with Instrumental Accompaniment	STATION DOOR BLUES (with "RUNNING OUT OF TIME")	1413	F1413
JOE ALLISON and His Nashville Band	T-V BLUES (with "HEARTBREAK AVENUE")	1414	F1414
JAMES & MARTHA CARSON	I'LL FLY AWAY (with "WE WILL RISE AND SHINE")	1415	F1415
STATESMEN QUARTET with Marie Egan	WHEN I GOT SAVED YOU'RE GONNA REAP WHAT YOU SOW	1416	F1416

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

65 Mil ASCAP-TV Hassle Sizzles As Industry Head Talks of Peace

• Continued from page 2

our industry grows, your royalties increase proportionately. Differences between your Society and the broadcasting industry have arisen in the past, some of them involving fundamental issues similar to those involved in our present dispute," but they somehow managed to be settled without recourse to litigation.

Martin's epistle details previous attempts at a resumption of negotiations. The Society had told counsel for the All-Industry Committee that the terms of the per-program licensing form—which the Society would prepare—unilaterally would not be subject to negotiation.

ASCAP purportedly gave the telecasters two reasons for refusing to negotiate: (1) The telecasters, at a Chicago meeting in January, had decided to pay nothing on non-ASCAP spot announcements, and (2) ASCAP believed that negotiations on a basis which would not charge for non-ASCAP spot announcements before the Society mailed its per-program form might be prejudicial to the Society in the litigation which might be in the offing.

Objections "Unsound"

Martin, stating that the Society's objections are unsound, phrases the ASCAP position thus: "The Society will not negotiate with our committee prior to announcing

a rate, and will not negotiate with us after a rate has been announced." This, in the view of the TV industry committee, is tantamount to forcing the matter into the courts.

TV men will meet in New York during the week of February 26. ASCAP is invited to the sessions "on a basis which will be entirely without prejudice to either the Society or to our committee and the industry, so that neither the fact of the meeting nor any part of the discussions can prejudice either you or us in any court proceeding, should this matter ever reach such a stage. We do not by this offer . . . wish to be understood as withdrawing or in any way modifying any of the fundamental principles which we have in the past stated to you. Likewise, we will not construe your acceptance . . . to be any indication of . . . withdrawal or modification on your part . . ."

In his letter to telecasters, Martin terms the TV-ASCAP hassle a \$65,000,000 question. "This same question arose 10 years ago with

respect to radio, remember, and an estimated \$65,000,000 has been saved by radio broadcasters since that time as a result of fair-charge practices then agreed upon."

Martin, sounding the tocsin for TV, points out that, on January 18, 60 stations agreed that the time is ripe to prepare for "any" eventuality. The telecasters, states Martin, would resist "unfair terms which would bleed the industry now and in the future." The letter recapitulates the negotiations—and their collapse—to date; points up the desire to negotiate a deal and avoid court action; reiterates the need for unanimity.

"Most telecasters are ready to go along in establishing a fund for continuing negotiation, and court action, if necessary, to reach an equitable decision," Martin wrote, "do not think . . . the committee is preparing to rush into litigation and is overlooking the possibilities of negotiation . . . we do not ask for your check at this time, for the reason that we are waiting to see the results . . . from our letter to ASCAP. . ."

SKOAL SEZ THE SCORE

Nordic Music Center Sparkplugged by Hall

• Continued from page 3

ulation of performances and recordings. The center will maintain a library of scores, recordings and reference materials. Hall will also direct contact work for radio and concert performances and recordings. In addition to encouraging American waxing of Scandinavian music, the center will also bring over taped recordings made in Scandinavia for release on American labels.

Concert in April

The center is sponsoring a Carnegie Hall concert of Scandinavian music April 2 conducted by Eugene Ormandy, with Erik Tuxen, permanent conductor of the Danish State Radio ork, as guest conductor.

The American discophile and concert-goer's appreciation of Scandinavian music has been pretty generally confined to the output of Sibelius and Grieg. Hall pointed out it is his hope to introduce here the works of such contemporaries as Carl Nielsen of Denmark, Harold Saverud and Fartein Valen of Norway, Hilding

Rosenberg, Lars Erik Larsson and Gosta Nystroem of Sweden, and the younger generation of post-Sibelius Finnish composers.

At the same time, Hall said, the center will work for the promotion of American contemporaries in the Scandinavian countries.

MAYBE HE'S A RELATIVE

NEW YORK, Feb. 17.—A single incident involving a juke box in a local bowling alley proved two points this week. First, a bartender really has a heart of gold; second, some people don't mind spending money for a record they like. According to operator Sid Mittleberg, who owns Progressive Amusement Company, a customer at the Springfield Garden's Bowling Alley put \$7.25 worth of nickels into one of Sid's juke boxes to listen to 145 consecutive playings of Lawrence (Piano Roll) Cook's record, *Red Hot Mama*.

After the 145th play, the bartender tossed in his own nickel saying, "This one's on the house." The customer then put 45 more buffalos into the machine before the place closed for the night.

Mills Pacts McHugh-Barris To Renewals

NEW YORK, Feb. 17.—Mills Music, whose catalog has long been the target for a number of publisher copyright-renewal snipers, has completed renewal terms with cleffers Jimmy McHugh and Harry Barris, each of whom is responsible for a number of the pubbery's more valuable properties. Reports indicate that the firm should also shortly complete renewal terms with Hoagy Carmichael, Mitchell Parrish, who currently is the pubbery's key house lyricist, is figured by

(Continued on page 18)

MULTI-LINGUAL

Diskers' Alien Range Wide; Col Has 30

NEW YORK, Feb. 17.—The many record retailers fail to realize the full potential in handling foreign-language recordings, major diskeries are still cutting or importing masters in a wide range of foreign tongues. Columbia Record's international division, for example, can supply disks in 30 languages and releases from 275 to 350 such platters each year. But, according to international division Manager George Avakian, it is getting increasingly difficult to find new material in many languages particularly from the iron curtain countries.

In addition to waxings in such familiar tongues as French, German, Spanish, Italian, etc., the Columbia catalog lists Albanian, Bohemian, Finnish, Cajun, Hungarian, Lithuanian, Rumanian, Serbo-Croatian, Slovenian, Syrian, Arabic and Japanese diskings. While most of the disks are cut for the label by foreign affiliates, some are recorded in this country.

Language Allotments

The current release schedule, typical of other major diskeries, calls for two Spanish disks a week, and four international waltzes, one Polish, one French and one German record a month. Other languages are released on an irregular basis.

(Continued on page 37)

Burdge Sued As Outgrowth Of AFM Beef

HOLLYWOOD, Feb. 17.—Division of labor law enforcement here filed suit against Gordon Burdge yesterday (16) for failure to appear before the State Labor Commission January 24. Burdge, Coast rep of Majestic Records, was subpoenaed last month on charges by Local 47, American Federation of Musicians, that he did not pay musicians for sessions cut on the defunct ABC Eagle label.

Burdge must appear Tuesday (20) in the criminal division of Municipal Court here. Suit was brought thru the Labor Commission and city attorney's offices. The city attorney's rep did not disclose what would happen if Burdge failed to appear next week.

In the past Burdge has told *The Billboard* that neither the union nor the labor board has proof of his owing any money. ABC's disking license was canceled September 11, 1950, for the same alleged reason Burdge was subpoenaed last month, failure to pay toolsters. Burdge could not be reached at press time.

Vogel Files 'Ballgame' Suit

NEW YORK, Feb. 17.—Charging that use of the tune, *Take Me Out to the Ball Game*, in the film, *The Jackie Robinson Story*, constituted an infringement, the Jerry Vogel Music Company filed suit in New York Federal Court this week. Named as defendants were

(Continued on page 18)

CONG. LIBRARY TO HONOR WAX

WASHINGTON, Feb. 17.—The Library of Congress will stage an elaborate ceremony here Tuesday (20), commemorating half a century of phonographic recording. Rosa Ponselle will present for the library's collections the first pressings of the *Treasury of Immortal Performances*, issued by RCA Victor.

Other participants will include Mrs. Enrico Caruso and Mrs. John McCormack. Acceptance will be made by Luther H. Evans, librarian of Congress. The ceremony will be held in the library's Whittall pavilion.

Juke Ops To Get Freebies

NEW YORK, Feb. 17.—To encourage coin ops to buy all 27 records in its "Single Singer Series," RCA Victor is offering the juke people a special purchasing inducement—25 records free for every 100 bought.

The offer is confined to the special vocal release, which features the nine top Victor vocalists, each doing three records (six sides) on standard tunes by name cleffers. The offer is good to March 1, and is under the direction of Jim Lennon, recently appointed sales manager in charge of coin op sales.

According to RCA sales exec Larry Kanaga, RCA has not cus-

(Continued on page 18)

Court Dismisses Braun-De Luxe Suit

CINCINNATI, Feb. 17.—Common Pleas Court Judge Dennis J. Ryan dismissed a \$280,000 suit filed against De Luxe Record Company, Inc., Linden, N. J., and seven other defendants Thursday (15) when informed of an out-of-court settlement (*The Billboard*, February 10).

Jules Braun, Linden, and David Braun, Newark, N. J., minority stockholders in De Luxe, filed the suit December 16, charging diversion of money from the diskery. Defendants included Royal Plastics, Inc., and King Records, Inc., both of Cincinnati.

Industries Heat Up Vs. Tax Hike Plan

• Continued from page 3

lengthy examination despite the President's demand for immediate action. Indication continues to prevail that Congress will greatly modify the President's excise tax demands. Talk continues to persist that Congress might agree to a 15 per cent or 20 per cent tax on disks, radio-TV and phono sets despite President Truman's call for a 25 per cent tax.

Carroll Mealey, head of the Bureau of Internal Revenue's Alcohol Tax Unit, will testify before the House Ways and Means Committee Monday (19) in support of the administration's proposed liquor tax hike. Mealey will tell the committee that increased taxes won't add to enforcement or administrative problems. He will declare that 93 per cent of the liquor tax violations came from dry areas of the nation. He will point out that over 50 per cent of the nation's population reside in dry areas, asserting that "these are the areas where we have had the greatest difficulty" because of illegal stills.

NAB-RTMA Bloc

The National Association of Broadcasters has joined the Radio-

Television Manufacturers' Association in notifying the House Ways and Means Committee that it will testify in opposition to the radio-TV set tax hike. Vigorous protests against the proposed hike have been voiced by broadcasters in a "heavy volume of correspondence to the NAB, the trade association announced. The NAB pointed out that the proposed hike would have a damaging effect on the nation because of the discouragement of distribution of receivers, "particularly in times of national emergency when transmitting information instantaneously across the nation may be a matter of vital concern to the nation's welfare."

Spike Jones Sets Records In Colorado

DENVER, Feb. 17.—Spike Jones and His City Slickers rolled up an impressive record during brief Colorado appearances the first week in February. Beginning at Colorado Springs for a one-night engagement, 1,000 were turned away from the 1,400 seat municipal theater, with a gross of \$3,500. From Colorado Springs, Jones moved to Municipal Auditorium here, where in a house of 6,300 total seat sale capacity, \$13,400 was taken in for two performances. Results in Pueblo were about the same, as more than 1,000 were turned away after standing

(Continued on page 18)

TV-Phono Merchandising

NEW YORK, Feb. 17.—Odd but not inexplicable were trade reports this week that sales of name-brand video sets were slowing up considerably, but that private label merchandise was moving at a brisk pace. Off-the-record statements from TV makers and distributors disclose that talk about merchandise shortage should actually have been talk about the shortage of warehouse space. It is no longer a secret that distribution channels are becoming clogged with branded video sets and that trans-shipping at cut prices is becoming more prevalent. In almost every instance the blame is placed on three factors: (1) the high prices, (2) credit restriction, and (3) the failure of an expected black market to materialize. As a result, sets warehoused in anticipation of terrific shortages are beginning to find their way into the regular market channels.

RCA Tube Department Promotes Execs . . .

A series of promotions and duty realignments were made last week at the RCA tube department. New line-up is as follows: W. L. Rothenberger is manager of

sales operations, M. J. Carroll is manager of equipment sales, H. F. Bersche is manager of renewal sales, L. J. Battaglia is manager of the renewal sales field force, L. F. Halleran is manager of sales administration, G. C. Brewster is manager of sales planning, M. R. Stoecker is manager of product distribution, Julius Haber is acting manager of advertising and public relations, Lawrence Le Kashman is manager of advertising and sales promotion and Howard S. Gwynne is assistant to the general sales manager.

Canada Radio Sales Up; Phonos Are Down . . .

More radios were bought by Canadians in 1950 than in 1949. The sale of record players, however, dropped, according to a report made by the Radio Manufacturers' Association of Canada. A total of 631,345 radios were bought for homes and automobiles with a retail price of \$57,000,000. Sales totaled 729,970 sets in 1949. Record player sales dropped to 28,248 from 32,683. Inventories reflected the stepped-up activity of the industry. Biggest

(Continued on page 37)

AT LAST!

"OPERA HAS FOUND A NEW GOLDEN VOICE"

... says Helen Traubel*



The grate golden (plate) voice of JIMMY DURANTE blends unbelievably in duet with the great MADAME HELEN TRAUBEL (*chanteuse*) in RCA Victor's latest contribution of recorded masterpieces!

"THE SONG'S GOTTA COME FROM THE HEART"

and

"A REAL PIANO PLAYER"

* Mme. Traubel also states, "It's a pleasure to record with a great *artiste* whose voice sounds the same with bad needles."

RCA VICTOR
12-3229 (78)
49-3229 (45)

The stars who make the hits are on

RCA VICTOR Records



NEW STAR!

Brackman's Got Him--- But So Good

NEW YORK, Feb. 17.—As the result of a few well-placed telephone calls, the trade was buzzing about a great new country writer-artist talent this week. This gent, "Clyde Schwartz," was being talked onto the throne now occupied by the likes of Eddy Arnold, Red Foley, Ernest Tubb, Cowboy Copas, etc.

The Schwartz story began Monday (12) when Allie Brackman, professional exec with Howie Richmond's several pubberies, received a call from a man who said: "Mista Brackman, Ah'm from Nashville and mah friend, Hugh Cherry, the disk jockey—you know Hugh Cherry; he's a good friend of Mista Richmond's—told me to call y'all to show you some songs ah wrote".

Brackman replied that the firms were all too busy at the moment. "Well, Mista Brackman," continued the voice, "Ah thought A'hd call you before I get over to RCA Victor tomorrow at 5 to record 16 of mah songs".

"Record for Victor at 5?" said Brackman. "Suppose we get together tomorrow at 4 in my office." And so the date was made.

Next morning, Brackman was bombarded with phone calls from recording execs—Joe Higgins of Columbia, Joe Delaney of London, and Milt Gabler of Decca—each seeking to make contact with Schwartz. Brackman told each that he had a date with Schwartz that afternoon and he'd see what he could do. But Schwartz didn't show and phoned in his apologies; he was tied up in preparation for the recording date and would be glad to make it the next day.

Next morning, after failing to trace Schwartz at Victor, Brackman rushed to his office to make the new appointment but instead found a wire which read:

"Had to rush back to Nashville. My wife is pregnant.—Clyde Schwartz."

Brackman discovered the hoax when one of the diskers made

Rex Kidiskery Bows With "Knowledge" Records . . .

The latest kidiskery to enter the field is the Rex Record Corporation which on March 1 will release the first four in a series of two-record sets under the general heading of "Records of Knowledge." Heading the firm is Richard Morros, in charge of sales and repertoire. Packages will consist of two 10-inch 78 r.p.m. disks in an albumette to retail for \$2.50. The first four sets are "Sing a Song of Inventors," "Sing a Song of Heroes," "Sing a Song of Pioneers and Explorers" and "Sing a Song of Presidents." Diskings are original songs and lyrics which tell the story of such people as George Washington, Elias Howe, Ponce De Leon, Benjamin Franklin, Betsy Ross, Columbus, James Madison, Robert Fulton and David Crockett. Tunes are by Morros and Bob Weil with music by Arnold Holop. The label has already named three distributors: Douglas-Bruce in New York, Mutual in Boston, and Mangold in Baltimore.

Spina, Landau Start Spinlan Operation . . .

Spinlan Music, partnered by ex-Disney professional manager Jack Spina and dress manufacturer Sam Landau, started operation last week with offices at 1650 Broadway. Bernie Lang has been hired to do disk promotion; Rose Hanken is secretary.

Decca Buys Masters From NY Dealer . . .

Decca Records last week bought a pair of masters from Pittsburghers Jack Young and Elmer Willett, the latter a retail dealer and distrib in New York City. The

a slip in a follow-up phone call. In a matter of minutes, the "Clyde Schwartz" myth was blown up. Mills Music's Marty Mills had played the Schwartz part to the hilt.

Music as Written

purchase, an uncommon practice for the diskery, was made primarily for an etching of "Shenandoah Waltz" by singer Jimmy Confer and Barron Elliott's Octet. The tune has been stirring action in the Pittsburgh area. The coupling is "Sympathy," a tune penned by Young and Len Litman. The diskings is being rushed for special release.

Hot Shots Slice First Sides for Trianon Label . . .

Hoosier Hot Shots cut their first sides for Trianon Records. Initial coupling, "Onion Song" and "Indiana Cornert No. 1," will be released March 1. Other slicings, "Fooling's Fun" and "When Grown-Up Ladies Act Like Babies," have no release date. Label's Lee Penny inked group earlier this month to a two-year pact with options. Hot Shots previously waxed for Decca and Columbia.

Dana Adds Label, "Broadway Records" . . .

Dana Records has started an auxiliary pop label, Broadway Records. Plans is to concentrate on original material. Talent will include Milton De Lugg, the Paulette Sisters, Larry Clinton and Dave Street. Line will be dispersed by Dana distrib.

Pubbery to Print Fem Arrangements . . .

At the suggestion of Carmen Lombardo, Nick Campbell plans an innovation for the back page of regular copies of his next tune. Plan is to print a vocal arrangement in a key suitable for female chirping in the back space. Idea is that no provision is made in regular copies for distaff buyers; inclusion of same might prove sales bait.

Navy Gets Anderson But So Does Decca . . .

Leroy Anderson, who at the age of 42 has been recalled by

the navy from his reserve officer status, is the subject of considerable pop music activity these days. An arranger for the Boston Pops Orchestra as well as a composer of light instrumental pieces of the ilk of "Fiddle Faddle," he has just had an album of his writings issued on Decca in performances by an ork under his leadership. One of the sides in the album, "The Syncopated Clock" is being pushed as a single. Anderson will record another album of original writings for Decca prior to his return to active duty in the service.

Irving Mills to N. Y. From Coast for Talks . . .

Irving Mills is slated to come to New York from the Coast February 28 for a series of confabs with Mills Music topper Jack Mills and general professional manager Sidney Mills. Irving will remain in New York for three weeks.

Tune To Plug Flicks of Same Name . . .

Pubber Sol Loft has arranged a tie-up with Donahue and Coe, agency for Loew's, whereby his tune "Across the Wide Missouri" will be used in a series of spot announcements plugging the MGM flicker of the same name. Agency is also providing him with a title page using scenes from the picture. Tune, waxed by Hugo Winterhalter, Paul Weston and Ralph Marterie, is moving up.

In Canada, Too, Disk Prices Are Hiked . . .

First price raise was announced last week by Quality Records, Canadian distrib for MGM. Prices of their 45 r.p.m. records have been boosted a nickel, from 85 cents to 90 cents. The prices of the LP Records have been hiked 30 cents, from \$2.85 to \$3.15. In announcing the new prices Don McKim, general manager, said the new prices were effective February 26. Cause has been the increased cost of materials, as well as labor.

New York

Two-beat jazz bands are becoming more popular in the Bridgeport, Conn., area. Up to now the Club Tip Toe has been bringing in Tony Parenti's Jimmy Archey's, Conrad Janis and other combos. Last week the Trianon Restaurant announced that it will feature a band led by Ham Garson on clarinet, with Rusty Jackson, trombone; Lee Lorenz, trumpet; Bill Mortimer, drums; Bob Pilsbury, pianist, and Robert Poor, bass.

Duchess, Leeds Music affiliate, has acquired "There's More Pretty Girls Than One," clefted by George Cates, Coral's Coast a. and r. chief, and Virginia Jirik. Cates has recorded it.

Famous-Paramount's Eddie Wolpin left for the Coast Friday (16) to chin with studio brass. . . . Same pubbery's Mickey Addy returned from a Caribbean cruise recently. . . . Charley Ross acquired "If at First You Don't Succeed" from Crane Music; tune is recorded by Edmundo Ros on London. . . . Jack Leo, of the E. H. Morris firm, leaves on a month's tour of deejays and TV stations Sunday (25), plugging "Lonesome Gal" and some "Guys and Dolls" tunes. . . . Harmonica player Eddie Manson cut an album for Columbia last week backed by two pianos and rhythm.

Carl Sigman has been commissioned by Feist, Inc., to write a lyric to "Little Rock Getaway," the Joe Sullivan jazz classic revived via Les Paul's Capitol click. . . . Loew's, Inc., is deploying all forces for a heavy promotion on "The Liar Song"—the alias adopted for "How Could You Believe Me When I Said I Loved You When You Know I've Been a Liar All My Life." Title was modified principally because it's too long for juke strips.

Leo Talent is the third member of the pubber nominating committee for the upcoming ASCAP elections. His name was omitted in a story in last week's Billboard on the nominating proceedings. . . . Rosemary Clooney was screened by MGM last week; test was made by request of Dore Schary, who saw her perform in Florida recently. . . . Jerry Shard and his trio open at the Hickory House Tuesday (20). . . . Henry

Scherer Quits Dorsey, Joins St. Nicholas

NEW YORK, Feb. 17.—Bernie Scherer, who has been professional manager for Tommy Dorsey's music pubberies, has exited that post to work in a similar capacity for St. Nicholas Music. Scherer and St. Nicholas topper Johnny Marks inked a one-year contract effective March 1.

Meanwhile, it develops that Marks's tie-up with Dave Dreyer in a Dreyer-Marks pubbery will probably be dissolved after their current plug, *Always You*, has run its course. The tune, with several major records, is showing signs of action, particularly via the Bobby Wayne platter on London and a new Nat Cole on Capitol. Both pubbers are devoting full activity to the tune.

St. Nicholas will operate with a staff in New York, Chicago and Hollywood. No replacement has been set at the Dorsey firms for Scherer.

Okun has added Helen O'Connell and Carmen Cavallaro to his disk promotion stable. . . . Louis Zeppi has replaced Vincent Carbone as road manager for Tex Beneke; Bill Raymond has taken Gregg Lawrence's place as vocalist with the ork.

Shapiro-Bernstein's George Pinus and Duchess Music's Arnold Shaw were ill last week, both with virus infections. . . . Peggy Lee is skedded to follow Billy Eckstine into the Copacabana nitery here March 15. . . . Ray Anthony's ork goes into the Meadowbrook, Cedar Grove, N. J., March 16 for three weeks.

Chicago

General Artists' Corporation keeping its string of bands intact at the Edgewater Beach Hotel, with Woody Herman set for four weeks starting March 23. . . . Pee-Wee King and His Golden West Cowboys, featuring Redd Stewart, set for a week at the Lyric, Indianapolis, February 21. . . . Gene Janklow has taken over as chief of the Columbia Record distributorship of the Sampson Company, with Orv Klegg taking over the new Capehart set seg. . . . King Records is revamping its a. and r. department. Henry Glover, assistant to Prexy Sid Nathan, has moved to King's New York office, where he'll work with Ralph Bass. Eddie Smith has been moved as Nathan's assistant. King may open a Columbus, O., distributorship soon.

Premium diskery has inked Jesse Cryor, the nitery comedian, and Terry Timmons, blues thrush from Cleveland. . . . Shelby Jean Davis joins Elliot Lawrence for two weeks as vocalist, replacing Rosalind Patton, who undergoes minor surgery. . . . Louis Jordan's entire tour company will play the Y Circus, St. Louis, April 22-27. . . . The Ingleterra Ballroom, Peoria, Ill., burned recently. Spot was being converted to supermart at time of the fire.

Hollywood

Robert Merrill is canceling concert dates in Wichita Falls, Vancouver, Victoria, Corvallis and Boise to report at Paramount March 26 for pre-production confabs on "Aaron Slick From Pumpkin" Crick." Pic rolls April 2. . . . Gloria DeHaven has been signed to record army recruiting air shows. . . . Four Deals cut "It's Too Late Now" for Capitol. Label is planning large publicity campaign on ditty thru Stearns-Harding Agency. . . . Doris Day topped an AFRS poll by Rice Paddy Ranger, disk jockey ailer in Korea. Jo Stafford and Ella Fitzgerald were runners-up.

"Lova Ya," Charles Tobias and Peter DeRose tune, was added to WB's "On Moonlight Bay." . . . AFRS taped Duke Ellington concert here, Bob Willis testimonial at the Riverside Rancho and eight numbers by Spade Cooley, all for release overseas. . . . Sonny Burke and Jack Elliot clefted "Man Is a Necessary Evil" for Warners' "Painting the Clouds With Sunshine." Jack Law ork has been added to the pic. . . . Andrews Sisters sliced four sides with Guy Lombardo. . . . Initial releases by the Eight Dutchboys, on SWCI, will hit stands by March 1. Tunes will be out on all speeds. . . . The Weavers, now at Ciro's, were inked last week by Universal-International to star in a musical featurette. The Mel Henke Trio also is in the pic

THE JUKE BOX OPERATOR and YOU in a YEAR OF CRISIS !

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review, analyze and interpret the pattern set during the last national crisis . . . it will point the way to profitable operation for the future . . . it will serve as an operating manual for long-term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

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- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Onto Help?
- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able to Buy? and important reference lists like these:
- Top Tunes From 1900 to 1940 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.



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"SHENANDOAH WALTZ"

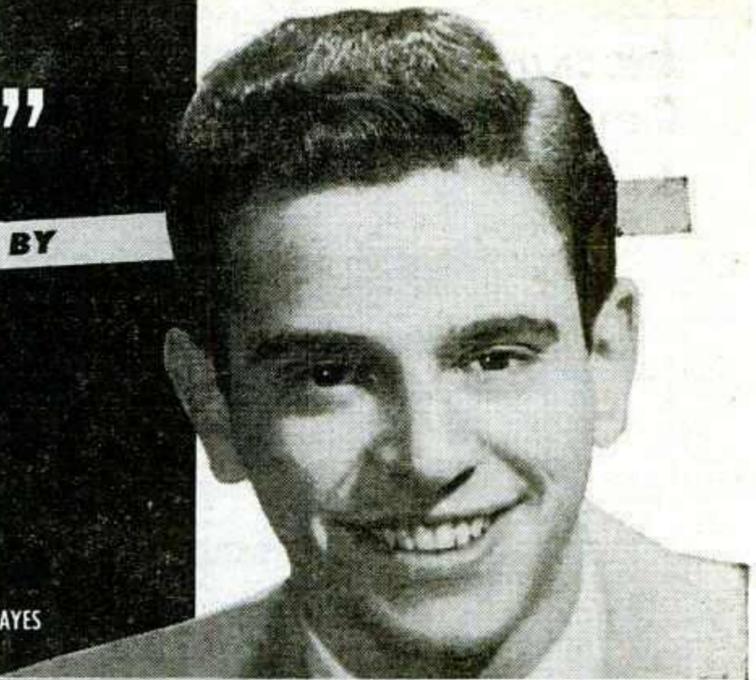
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Richard Hayes

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MERCURY 5599 • 5599x45

ALSO "ABA DABA HONEYMOON" MERCURY 5586 • 5586x45 ... with KITTY KALLEN and RICHARD HAYES



CONTINUING HER TREMENDOUS SELLING PACE!

PATTI PAGE

1. "MOCKIN' BIRD HILL"

FLIP SIDE "I Love You Because"
MERCURY 5595 • 5595x45

2. "WOULD I LOVE YOU"

FLIP SIDE "Sentimental Music"
MERCURY 5571 • 5571x45

... and TENNESSEE WALTZ ... MERCURY 5534 • 5534x45 ... still the No. 1 Hit!



TODAY'S MOST "THRILL FILLED" VOICE

VIC DAMONE

"TELL ME YOU LOVE ME"

FLIP SIDE "Little Cafe Paree"
MERCURY 5572 • 5572x45

MORE HITS BY VIC!

"IF" and "YOU AND YOUR BEAUTIFUL EYES"
MERCURY 5565 • 5565x45

"My Heart Cries For You" and "Music By The Angels"
MERCURY 5563 • 5563x45



THE POTENTIAL OF "PEG O' MY HEART"

JERRY MURAD'S

HARMONICATS

"Latin Quarter"

FLIP SIDE

"After You've Gone"

MERCURY 5596 • 5596x45



REX IS GOING PLACES IN THE "POP" SERIES

REX ALLEN

"SPARROW IN THE TREE"

FLIP SIDE "Always You"
MERCURY 5597 • 5597x45

ALSO SELLING FAST!

"ROVING KIND"
"WRECK OF THE JOHN B"

MERCURY 5573 • 5573x45



GIVEN AN ACCLAIM BY TIME MAGAZINE

DINAH WASHINGTON

"I Apologize"

FLIP SIDE

"My Heart Cries For You"

MERCURY 8209 • 8209x45



1951'S NEW BAND

RALPH MARGERIE

AND HIS ORCHESTRA

"Across The Wide Missouri"

FLIP SIDE

"Silver Moon"

MERCURY 5428 • 5428x45



A FOLLOW UP TO "HOT ROD RACE"

TINY HILL

AND HIS ORCHESTRA

"Hot Rod Race No. 2"

FLIP SIDE

"Let's Live A Little"

MERCURY 5598 • 5598x45



WHO IS THIS NEW HILLBILLY CHARACTER?

BUTTERBALL BROWN

"It's Drunk Out Tonight"

FLIP SIDE

"T'aint What You Want"

MERCURY 6320



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Brahms, Verdi Make Good!

Continued from page 12

fronted with any number of songs of a similar ilk. Barton Music is passing around a ditty tagged *Take My Love*, already recorded by Frank Sinatra, which is melodically based on a theme from Brahms' third symphony. This theme, incidentally, has been adapted unsuccessfully several times in the past few years, last figuring in an off-the-soundtrack theme for a movie called *Undercurrent*. This was several years ago. Frankie Carle tried his hand at the same theme for a ballad called *You Were There*, which he recorded for Columbia.

Another current adaptation is called *Always You*. This piece is derived from Tchaikovsky's *Romance* and, after several months of virtual obscurity, is rising into contention on the strength of several new recordings, one by Nat Cole on Capitol and another by Bobby Wayne on London.

The wave of Italian song adaptations, last highlighted with the success of *You're Breaking My Heart*, which derived from Leoncavallo's *Mattinata*, has resumed successfully with the sweep to success of *Bring Back the Thrill*. Latter song, riding now via an Eddie Fisher recording, is an Italian composition, copyright free in this country, called *Carmela*.

This adaptation method in the next couple of months will extend to include a plug song for a coming movie, *Song, The Loveliest Day of the Year*, is a Big Three plug

from the MGM flicker, *Life of Caruso*. An additional six to dozen adaptations are currently making the rounds.

The folk-type song is probably the most popular publisher submission of the day. Of course, this activity is the publishers' natural reaction to tail onto the folk waltz verse-chorus trend established with *Irene* and carried on in *My Heart Cries for You*, the latter in part based on a public domain air.

Instances of the new flood of folk-inspired or derived ditties are *Let Me In, Christopher Columbus*, *That's How Our Love Will Grow* (with a verse based on the quartet from Verdi's *Rigoletto*), *Beautiful Brown Eyes*, etc.

Ops Surviving

Continued from page 12

American Federation of Musicians, Local 47, 20 per cent hike in scale (*The Billboard*, January 13).

Toolers' pay boosts went into effect January 22. At that time ops did a slow burn, saying it would force them to drop sidemen and virtually close shop. While biz hasn't been strong, it has been steady enough for clubs and ballrooms to maintain the same number of men used prior to the hike edict.

Hollywood's Royal Room has cut its combo's playing time from five to four and one-half hours, but kept the same amount of men. Such spots as Beverly Cavern, Club Bayou, Sardi's have kept full crews. On the Strip, Ciro's and Mocambo have made no musicians' changes. Hotels employing music-makers, Biltmore Bowl and Cinegrill (Hollywood-Roosevelt), are still using the same number.

This was the union's first hike in scale here since 1947 when salaries were upped 25 per cent.

Tico's Tito's

Continued from page 12

letter-writing stage, possibility exists that it may wind up in court.

Puente is under contract to Victor. Tico has released instrumental mambos with label credits "arranged by Tito Puente for orchestra." Latter firm says Puente only handled the arranging. But Victor claims to have "written proof" that Puente and his orchestra actually waxed the sides for the indie.

Victor spokesman disclosed that the major has written to Tico demanding that all Puente masters be destroyed. Tico, however, insists that it has no "Puente masters," only some sides on which he acted as arranger.

Big Three Sets

Continued from page 10

once each by Mickey Rooney, Louis Armstrong and Kay Brown.

For June release, *The Great Caruso*, starring Mario Lanza and Ann Blythe, features a number of Caruso's fave operatic arias and one pop—*The Loveliest Night of the Year*, an adaptation by Paul Francis Webster and Irving Aronson. The latter tune is a No. 1 plug for March.

Later flicks include *Excuse My Dust*, with a Dorothy Fields-Arthur Schwartz score; and *The Texas Animal*, with score by Dorothy Fields and Harry Warren. A 20th-Fox flick, *On the Riviera*, stars Danny Kaye, with Sylvia Fine tunes. Last named flick is for June.

Flicks Fling Bomb

Continued from page 10

titled to apply for the same type deal. The current negotiations between ASCAP and the per-program TV committee are a thorny enough affair (see other story) without opening the way for such purely gratuitous trouble ASCAP'ers feel.

ASCAP wants to abide by agreements set up before the TV proposal (*The Billboard*, January 27) and hopes that the flickers will drop the new demand. "If they insist on this ridiculous request," one ASCAP politico told *The Billboard*, "we'll tell them to take the whole deal and stick it in the Pacific Ocean. As it is, we won't get \$1,000,000 out of the whole movie thing."

GROWING BIZ

Canada '50 Disk Sales Hit \$10 Mil

VANCOUVER, B. C., Feb. 17.—More phono records are being sold in Canada now than ever before, and business is getting better all the time. That was the word from Ernest Hammond, Montreal, Canadian manager of record sales and promotion for RCA Victor Company Ltd., when he addressed 125 retailers here at Hotel Georgia recently.

Hammond said December broke all records for a month's business. Canadian sales during 1950 "amounted to close to \$10,000,000. The Victor executive reported about 50 per cent of the record buying public is purchasing 78 r.p.m. disks, with 30 per cent buying the small 45-r.p.m. records and 20 per cent concentrating on long-playing disks.

"No shortage of material is in sight, even if defense preparations reach a virtually all-out basis," Hammond said.

Victor Wax Is All Flanagan

NEW YORK, Feb. 17.—RCA Victor's pop release for the week of March 2 will be all Ralph Flanagan. Diskery is issuing four Flanagan couplings in the single pop release. The Flanagan records fall right on the heels of the waxery's 27-disk single-platter vocal series.

The all-Flanagan shipment is forthcoming because the orkster hasn't had a new disking out in some weeks and was not able to get into a recording studio until he hit the West Coast for his Palladium Ballroom engagement, which began some weeks ago. Only other pop item on the release is the technical listing of Phil Harris' *Oh, What a Face*, which is a special waxing and is already being marketed.

The Flanagan couplings are *On the Road to Mandalay* and *Apple Blossom Time*, *Everytime I Fall in Love* and *Slow Drive*, *On the Little Big Horn* and *Hartzanflours* and *Ah, Sweet Mystery of Life* and *Stout Hearted Men*.

Columbia Signs Up Radio's Jon Arthur

NEW YORK, Feb. 17.—Columbia Records has inked Jon Arthur, creator of the Jon Arthur and Sparkie characters of the *No School Today* radio airer, to a term wax pact. Arthur has waxed four sides, on current release as two 10-inch singles, packaged for the moppet market.

Arthur's show emanates from WSAI, Cincinnati, over 140 ABC stations, six days a week.

Philly Maestri

Continued from page 14

cians by the federal government, and the unemployment compensation benefits provided by the State, he is eligible for membership.

In addition, the association sees itself curbing the number of cancellations. Clearing house will be established so that when it becomes necessary to cancel a musician from a job, other association members will be canvassed with the objective of finding an open date for the musicians left out because of reasons beyond their control or beyond the control of the orchestra leader.

Spike Jones

Continued from page 14

room limits were exhausted. Jones was booked by Arthur M. Oberfelder, Denver.

Duke Ellington, following Jones, rolled up a \$3,500 gross for the night of February 7 at Municipal Auditorium.

Spike Jones presented several vaude acts interspersed with his "Musical Depreciation" numbers, with comedy acts by Sir Frederic Gas and Doodles Weaver. Abbreviated renitions of record hits brought biggest response.

Majors' Top-Drawer Studies

Continued from page 12

mainly applicable to pretesting rather than to generalized record analysis. Leonard Schneider, Decca executive vice-president, stated the company was offered a research service but turned it down when it did not appeal to Decca's divisional managers. Schneider believes geographical differences in taste make it extremely difficult to formulate a sound pretesting system. The company's salesmen, he indicated, perhaps are closer to the pulse of national taste than any research panel which could be selected. Then, of course, there are the usual questionnaires, Schneider pointed out, whereby every alert diskery attempts to keep abreast of popular appeal. "Do you think," he said, "a research panel would pick *The Thing* if they heard it?" However,

Schneider maintains an open mind—adding that if a sound pretesting method were developed Decca would certainly embrace it.

A similar point of view is presented by Frank Walker, MGM Records topper. Speaking of pre-testing, Walker said: "I view it with a jaundiced eye." Walker recalled that during his tenure with Victor that diskery operated a pre-testing laboratory in Chicago back in about 1939-1940. The results, he feels, were negligible. "I am leery about it. . . . Who with a slide rule can figure this out? . . . the public must decide." He added, "It's a far cry that something should come out of it all, but we would certainly take to a sound method."

Pretesting and research generally, of course, are part and parcel of the radio business. The extension of the scientific method into the record business is meeting mixed reaction, but as indicated, major execs are re-examining the possibilities more closely than ever before. The closer integration of CBS and CRI, and similar relation existing between RCA and NBC, the Capitol-George Gallup procedures, all emphasize the point. The \$64 question: Will it all deteriorate into palm reading or usher in a new era?

Vogel Files

Continued from page 14

Jewel Productions, Inc., producers of the pic; Eagle Lion Classics, distributors, and Broadway Music Corporation, co-owners of the tune.

The complaint states that the song was written before 1908 by Jack Norworth and Albert Von Tilzer. In 1940, Norworth allegedly assigned the rights to Vogel, while Von Tilzer's went to Broadway Music.

Authority Questioned

Vogel charges that Jewel Productions used the song without authority, and that "upon information and belief" Broadway Music did not give license for it either.

Asking for injunction and damages, the plaintiff has moved that all prints of the picture be surrendered while the action is pending.

A spokesman for the Broadway pubbery said that he had no objections to the suit, but would not elaborate further. It is believed that he had reference to Broadway's being named as a defendant only as a legal technicality, perhaps as an alternative to their entering the suit with Vogel and party plaintiffs.

Juke Ops To Get

Continued from page 14

tomarily offered free platters to ops because even the bait of freebies is not likely to whet ops' interest in new and unknown pops. In the case of the vocal series, however, each tune is a proven standard, Kanaga pointed out, so that the juke ops can be wooed in a you-can-hardly-go-wrong basis.

Jump Here

The very procedure of releasing the series as singles, rather than in album sets, points up Victor's eagerness to snare op interest. The decision was the result of the diskery's experience with last year's *Here Come the Dance Band* series, which was packaged in albums. It is felt that a good potential of single sales was thereby lost.

According to the diskery, initial returns have been received from 75 per cent of the distribbers, with orders hitting the 270,000 mark.

Decca's Burke

Continued from page 12

affiliated with a booking agency. Ork will consist of 20 men and adhere closely to the style Burke has established on his Decca diskings. This will be the third band especially built for the Palladium. Others included Jerry Gray, also from the Decca fold, and Frank DeVol. Palladium reaped solid biz with both specially built orks. Burke deal will be the first inaugurated since the Edward Small-Jonie Taps combine acquired control of the Hollywood Palladium.

Webster Prez

Continued from page 10

color TV system, W-C has continued to "keep an eye" on new color developments, but stopped making converters after turning out a few on an experimental basis for itself, for CBS and for other video set makers.

While refusing to reveal production statistics, Cushway reported that W-C is now making "about 250,000 units a year" for radio-phonograph-TV combinations of the 30 manufacturers it supplies.

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

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

SPARROW IN THE TREETOP
SANTLY-JOY, Inc.
1619 B'way N. Y. 19

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

MUSIC BOURNE TO LIVE
"A FRIEND OF JOHNNY'S"
INK SPOTS
DECCA 27391
BOURNE, Inc. 197th Ave. N. Y. N. Y.

Mills Pacts

Continued from page 14

trade to be "in the bag" for his copyright renewals with Mills.

Among the Barris copyrights which will remain with Mills are his portion of such pieces as *I Don't Stand a Ghost of a Chance With You* and *I Surrender, Dear*. Some of McHugh's best known standards are in the Mills catalog—*I Can't Give You Anything But Love, Baby*, *I Can't Believe That You're in Love With Me*, *I'm in the Mood for Love*, etc. Carmichael has *Stardust* among others in his Mills copyright collection. Parrish has provided lyrics for many Mills published songs, including *Stardust*.

Another BMI Pin-Up Hit!
BEAUTIFUL BROWN EYES
Published by American
Recorded by
LISA KIRK
HUGO WINTERHALTER (Victor)
ROSEMARY CLOONEY (Columbia)
JIMMY WAKELY (Capitol)
ART MOONEY (Mercury)
DORIS DREW (Decca)
TED MAXIM (Decca)
EVELYN KNIGHT (Columbia)
TRIO LOS MENDOZA (Columbia)
Licensed exclusively by
BROADCAST MUSIC, INC.

SENTIMENTAL MUSIC
SPECIAL RELEASE
BING
DECCA #27483
TOWN & COUNTRY MUSIC, Inc.
1619 B'way, N. Y. C.

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

ABA DABA HONEYMOON
Featured in the M-G-M Musical Smash
"TWO WEEKS WITH LOVE!"
DEBBIE REYNOLDS-CARLETON CARPENTER
M-G-M
RICHARD HAYES-KITTY KALLEN
Mercury
FREDDY MARTIN
RCA Victor
HELEN KANE
Columbia
CLIFF STEWARD-SAN FRANCISCO BOYS
Coral
LEO FEIST, INC.

BING CROSBY



and the ANDREWS SISTERS



MAXENE

PATTY

LA VERNE

SINGING

SPARROW IN THE TREE TOP

and
FORSAKING ALL OTHERS

DECCA 27477 (78 rpm) and 9-27477 (45 rpm)

*America's Fastest
Selling Records*



Once A Sleeper...

NOW A HIT!

The First Original Version...

"FERRY BOAT INN"

backed by

"I TAUT I TAW A PUDDY TAT"**BENNY LEE**

Vocal

With The Stargazers and Nat Temple and His Orchestra
LONDON 834 (78 rpm) and 45-834 (45 rpm)**A SMASH IN ENGLAND!**"It has sold 90,000 copies (in England) and is a cinch
to hit 125,000"—Billboard**NEW LONDON RECORDS RELEASED THIS WEEK!**

972 * 45-972	ALWAYS YOU RUNNIN' AROUND	} BOBBY WAYNE
919	BEES IN THE BONNET CARRIAGE AND PAIR	} MANTOVANI and His ORCHESTRA
977 * 45-977	OH WHAT A FACE! HOW'S THE LITTLE WOMAN	} HENRY JEROME and His ORCHESTRA and RAY SMITH
847	THE WOODEN SOLDIER SAMBA THE CHILLY CHIQUITA FROM CHILE	} EDMUNDO ROS and His ORCHESTRA
970 * 45-970	COUNTERFEIT KISSES LONESOME GAL	} TERESA BREWER
742	THEY'RE PLAYING OUR SONG IT WAS NICE WHILE IT LASTED	} VERA LYNN with BOB FARNON and His ORCHESTRA

* 45 rpm

LONDON
RECORDS**THE BILLBOARD Music
Popularity Charts****HONOR ROLL OF HITS**

Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received February 14, 15 and 16.

Last
WeekThis
Week**1 1. TENNESSEE WALTZ**

By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Tucker Ork, M&M 10864; Cowboy Copas-Ruby Wright, King 919; Milt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129. S. Reichtzeit-S. Medoff, Banner 2586.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmer, Associated.

2 2. MY HEART CRIES FOR YOU

By Carl Sigman and Percy Faith—Published by Masey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shure-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 8209; Lulu Belle and Scotty, Mer 6364; King Odum Four, Derby 754; S. Reichtzeit-S. Medoff, Banner 2587.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex Beneke Thesaurus; Spade Cooley, Standard.

3 3. IF

By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 1351; Vic Damone Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard.

4 4. BE MY LOVE

By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)
From the MGM film, "Toast of New Orleans."
RECORDS AVAILABLE: B. Eckstine-R. Case Ork, MGM 10799; M. Larza, V (45)49-1353; (78)10-1563; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus.

6 5. 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. Tilten-H. Babbitt, Coral 60335.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck Foster Lang-Worth Vincent Lopez, Thesaurus.

5 6. THE ROVING KIND

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

9 7. SO LONG

By Woody Guthrie—Published by Folkways (BMI)
RECORDS AVAILABLE: Les Baxter, Cap 1381; R. Martiere Ork, Mer 5570; Lynn Murray, Coral 60366; P. Weston, Col 39160; G. Jenkins-The Weavers Dec 27376; S. Reichtzeit-S. Medoff Ork, Banner 2586; R. Foley-E. Tubb, Dec 46297.
(No information on electrical transcription libraries available as The Billboard goes to press.)

8. A PENNY A KISS, A PENNY A HUG

By Buddy Kaye and Ralph Care—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: T. Brewer-S. Lanson, London 878; Andrews Sisters, Dec 27414, (45)19-27414; E. Howard, Mer 5567, (45)5567X45; A. Ham, Cap 1350; T. Martin-D. Shore, V 20-4019.
(No information on electrical transcription libraries available as The Billboard goes to press.)

7 9. 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. Fitzgerald Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963, (45)16-784, (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 5485; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher, Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718; The Dominoes, Federal 12010.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

10. IT IS NO SECRET

By Stuart Hamblen—Published by Duchess (BMI)
RECORDS AVAILABLE: J. Allison, Cap 1308; E. Britt-R. Allen, V(45)48-0405; H. "Sugarfoot" Garland, Dec 46281; S. Hamblen, Col(78)20724, (33)3-20724; K. Kallen-R. Hayes, Mer 5564; B. Kenny-Song Spinners, Dec 27326; Ernie Lee, Mer 6294; Mariners, Col 39073; R. Smith, London 16051; J. Stafford-P. Weston, Bullet 723; Homeland Harmony Quartet, Bibletone 6019; H. McAlerney-Barth-A. Smith, Singpiration S-3071.
ELECTRICAL TRANSCRIPTION LIBRARIES: Texas Jim Lewis, Standard.

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two
toppers!

**SARAH
VAUGHAN**

sings



De gas pipe
she's leaking, Joe
and
I'll know

78 rpm 39124 33 1/2 rpm 3-39124 45 rpm 4-39124

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... Based on reports received February 14, 15 and 16

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	Record	Artist	Label
14	1	1	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
7	3	2	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
10	4	3	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
12	2	4	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
11	5	5	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—BMI
12	6	6	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
6	11	7	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)19-27376—BMI
9	7	8	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
9	9	9	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters	V(78)20-3945; (45)47-3945—ASCAP
4	12	10	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP
4	28	11	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
3	10	12	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
7	8	13	IF	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082—ASCAP
5	13	14	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
2	27	15	IF	B. Eckstine	MGM(78)10896; (45)K-10896—ASCAP
1	—	16	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
5	13	17	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360—ASCAP
6	16	17	ROVING KIND	Weavers	Dec(78)27332; (45)19-27332—BMI
7	15	19	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
3	23	20	ROVING KIND	Rex Allen	Mercury(78)5573—BMI
8	24	21	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
2	19	21	ACROSS THE WIDE MISSOURI	P. Weston	Col(78)39160; (33)3-39160—ASCAP
3	26	23	ACROSS THE WIDE MISSOURI	H. Winterhalter	V(78)20-4017; (45)47-4017—ASCAP
1	—	24	YOU'RE JUST IN LOVE	G. Mitchell-R. Clooney	Col(78)39052; (33)3-39052—ASCAP
4	—	25	TENNESSEE WALTZ	Fontane Sisters	V(78)20-3979; (45)47-3979—BMI
2	21	26	JOHN AND MARSHA	S. Freberg	Cap(78)1356; (45)F-1356
1	—	26	SO LONG	P. Weston	Col(78)39160; (45)4-39160; (33)3-39160—BMI
2	28	28	IF	V. Damone	Mercury(78)5565; (45)5565X45—ASCAP
1	—	29	YOU'RE JUST IN LOVE	D. Shore	V(78)14-0001; (45)19-0001—ASCAP
4	22	30	TELL ME YOU LOVE ME	V. Damone	Mercury(78)5572; (45)5572X45—BMI

Songs With Most TV Performances (RH Tele-Log)

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

Rank	Song	Points
1	If—Shapiro	230
2	Tennessee Waltz—Acuff-Rose	145
3	My Heart Cries for You—Massey	130
4	Thinking of You—Remick	125
5	A Bushel and a Peck—Morris	120
6	Nevertheless—Crawford	100
7	You're Just in Love—Berlin	80
8	Be My Love—Miller	70
9	I've Never Been in Love Before—Morris	70
10	Zing Zing—Zoom Zoom—Robbins	65
11	If I Were a Bell—Morris	60
12	The Thing—Hollis	55
13	Boutonniere—Santly	50
14	It's a Lovely Day Today—Berlin	50
15	You're All the World to Me—Miller	45
16	Harbor Lights—Chappell	40
17	Get Out Those Old Records—Lombardo	30
18	I Am Loved—Chappell	30
19	Little Small Town Girl—General	30
20	When or Where—Chappell	30
21	You and Your Beautiful Eyes—Paramount	30
22	Night Is Young and You're So Beautiful—Words & Music	25
23	Aba Daba Honeymoon—Feist	20
24	A Penny a Kiss—Shapiro	20
25	Cherry Pies Ought to Be You—Chappell	20
26	Frosty, the Snow Man—Hill & Range	20
27	How Could You Believe Me When I Said I Love You—Feist	20
28	Hullabaloo—Mills	20
29	Looks Like a Cold, Cold Winter—Lombardo	20
30	Nobody's Chasing Me—Chappell	20

VOX JOX

Gimmix

Hal (Swami) Fredericks, KXOK, St. Louis, has added a new daily feature tagged "Hal's Hunch," during which he predicts the disks he thinks will make the best seller list. . . . **George Bodner and Allen James**, WRFD, Worthington, O., have set up a "Postscript to Yesterday" seg, on which they spin "disks of bands no longer present on the music scene"—**Bunny Berigan, Hal Kemp**, etc. . . . Five Denver disk jockeys hit the dailies recently with the announcement that they would only play requests accompanied by donations for the "March of Dimes" drive during the campaign. Platter spinners are **Barry Coleman, KMYR; Bill Jones, KLZ; Joe Flood, KTLN; Ray Perkins, KFEL**, and **Frank White, KMYR**. . . . **Larry (Doc Jive) Shields**, WFRP, Savannah, Ga., third place duplicate winner in Victor's "The Thing" contest, donated his 45 player gift to the Savannah Tuberculosis Sanatorium. . . . **Jack Quackenbush**, WLRP, New Albany, Ind., writes that he had a promotion brainstorm recently about "The Hot Rod Race" disk, and sent the idea to the Ford Motor Company. The jockey suggested the auto firm push the ditty, since it mentions Mercury and Model T in its lyrics.

Gab Bag

Jim Haines, WCRO, Johnstown, Pa., pens: "Columbia has finally come thru with free disks; so we only need to add Decca to our list now, to complete our 'Pop Gratis' list." . . . On the other hand **Goodson McKee**, WACO, Waco, Tex., writes, "I certainly need some Columbia and Capitol wax! Haven't had representation from either in months." . . . **Jerry Leighton**, WSAZ, Huntington, W. Va., is a papa. The new daughter is tagged Leslee; ditto for **John Bradford**, WINS, New York—a son. . . . **Ed Galbreath**, WHIP, Mooresville, N. C., received a "Voice of America" award in a campaign conducted by **Gabriel Heater** over Mutual. . . . **Robb Thomas**, new staffer at WEMP, Milwaukee, is engaged to **Eunice Herbst**. . . . **Art Preston**, WCOU, Lewiston, Me., writes, "Billboard's new movie column is fine. Keep up the good work."

Preems

Jackson Lowe, WWDC, Washington, is joining WINX, same city. **Bob Crane**, ex-WLEA, Hornell, N. Y., is spinning 'em for WBIS, Bristol, Conn. . . . **Jack Stuart**, WTAL, Tallahassee, Fla., joined the air force this month. . . . **The Two Kaes (Buddie and Ralph)**, who recently returned from a survey-trek of Eastern disk jockeys, are beamed over WRBI, Blue Island, Ill., and WTAQ, La Grange, Ill. . . . WNEW, New York, has finally settled on a permanent platter team for its mid-afternoon disk session. The winning twosome couples **Jerry Marshall and Al (Jazzbo) Collins**. . . . **James Pansullo** has resigned from WCCC, Hartford, Conn., to join WNEB, Worcester, Mass. . . . **Jack Mills**, KSIB, Creston, Ia., is doing a man-in-the-horse-tank show. He broadcasts a four-hour show from the tank, situated in the heart of the business district, in a plea for the March of Dimes. Crowd is urged to toss dimes into the tank, during the airing. . . . **Paul Henning**, ex-program director of WSSV, Petersburg, Va., is a platter spinner at WNOR, Norfolk, with a 2½-hour mid-morning show and 90-minute evening seg. . . . **Dick Sherbahn**, WCMB, Lemoyne, Pa., has launched a program for the housewife, "Whistle While You Work." . . . During a preem flight of a new route by Southern Air-

Best Selling Sheet Music

... Based on reports received February 14, 15 and 16

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	Record	Publisher
13	1	1	TENNESSEE WALTZ (R)	Acuff-Rose
10	2	2	MY HEART CRIES FOR YOU (R)	Massey
5	3	3	IF (R)	Shapiro-Bernstein
9	4	4	BE MY LOVE (F) (R)	Miller
7	6	5	YOU'RE JUST IN LOVE (M) (R)	Berlin
8	7	6	IT IS NO SECRET (R)	Duchess
21	5	7	HARBOR LIGHTS (R)	Chappell
3	12	8	A PENNY A KISS (R)	Shapiro-Bernstein
6	10	9	SO LONG (R)	Folkways
8	9	10	THE ROVING KIND (R)	Hollis
2	15	11	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
5	11	12	ZING ZING—ZOOM ZOOM (R)	Robbins
1	—	13	MOCKIN' BIRD HILL (R)	Southern
16	8	14	A BUSHEL AND A PECK (M) (R)	Susan
20	13	15	NEVERTHELESS (F) (R)	Chappell

England's Top Twenty

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

*Publisher not available as The Billboard goes to press.

Songs With Greatest Radio Audiences (ACI)

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

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

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(Beginning Friday, February 9, 8 a.m., and ending Friday, February 16, 8 a.m.)

Aba Daba Honeymoon (F) (R)	Feist—ASCAP
And You'll Be Home (R)	Burke-Van Heusen—ASCAP
Be My Love (F) (R)	Miller—ASCAP
Best Thing for You (M) (R)	Berlin—ASCAP
Bushel and a Peck, A (M) (R)	E. H. Morris—ASCAP
Dear, Dear (R)	Goday—BMI
Get Out Those Old Records (R)	Lombardo—ASCAP
Harbor Lights (R)	Chappell—ASCAP
Hullabaloo (R)	Mills—ASCAP
I Am Loved (M) (R)	Chappell—ASCAP
I Love the Way You Say Goodnight (R)	Remick—ASCAP
If (R)	Shapiro-Bernstein—ASCAP
It Is No Secret (R)	Duchess—BMI
It's a Lovely Day Today (M) (R)	Berlin—ASCAP
May the Good Lord Bless and Keep You (R)	Pickwick—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
Penny a Kiss (R)	Shapiro-Bernstein—ASCAP
Tennessee Waltz (R)	Acuff-Rose—BMI
Thinking of You (F) (R)	Remick—ASCAP
To Think You've Chosen Me (R)	Valando—ASCAP
Tonda Wanda Hoy (F) (R)	Paramount—ASCAP
Use Your Imagination (M) (R)	Chappell—ASCAP
Would I Love You (R)	Walt Disney—ASCAP
You and Your Beautiful Eyes (R)	Paramount—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP
Zing Zing—Zoom Zoom (R)	Robbins—ASCAP

ways, **Bob Hallgren**, WJXN, Jackson, Miss., and **WVIM**, Vicksburg, broadcast from every stop en route. . . . **Fred Kirby**, WBT, Charlotte, N. C., has added a kidish show, "Tiny Town, U. S. A.," to his busy schedule. Kirby's "G.I. Time" show had shifted from Wednesday to Tuesday nights.

Ad Lib Cuttings

Joe Anthony, WCVS, Springfield, Ill., says, "Thanks for the MGM platters sent my way

after the Vox Jox plea." . . . **Jerry Strong**, WINX, Washington, tips the news that his producer, **Ted Work**, married **Edna Francis Jones** last month. . . . **Dick Lee**, WHFB, Benton Harbor, Mich., suggests, "Now that the band business is picking up again, that old standby, the transcription library, comes along with arrangements that are really great for variety shows—especially instrumentals cut from 1940 to 1946."

MY LIFE WITH YOU

WORDS AND MUSIC BY STUART HAMBLEN

STU:

I'd rather live my life with you,
 And with you share a home,
 Than be a King of a vast domain,
 And reign on a golden throne,
 To share the thrill of a goodnight kiss,
 Will dim the values of things I've missed,
 I'd rather live my life with you,
 Than reign on a golden throne.

I'd rather live my life with you,
 And toil the long years thru,
 Than share the wealth of a dozen worlds,
 Yet starved for the want of you,
 And I'd rather have just a golden curl,
 Than own for slaves every lovely girl,
 I'd rather live my life with you,
 Than reign on a golden throne.

SUZY:

I'd rather live my life with you,
 And know you're mine alone,
 Than have the love of a mighty King,
 And share his golden throne,
 In the blaze of noon or dead of night,
 I'll sing and sing for my heart is light,
 I'd rather live my life with you,
 In yours to have and hold.

I'd rather live my life with you,
 And riches never know,
 Than wear a gown of the finest silk,
 And have a heart of stone,
 I'll not complain if our lot is small,
 Will forge ahead though the shadows fall,
 I'd rather live my life with you,
 For you're my life my all.

CHORUS

The musical score is written in 3/4 time and G major. It features a chorus with lyrics: "I'D RATH-ER LIVE MY LIFE WITH YOU, AND WITH YOU SHARE A HOME. — THAN TO BE A KING OF A VAST DO-MAIN, AND REIGN ON A GOLD-EN THRONE — TO SHARE THE THRILL OF A GOOD-NIGHT KISS, WILL DIM THE VAL-UES OF THINGS I'VE MISSED I'D RATH-ER LIVE MY LIFE WITH YOU, THAN REIGN ON A GOLD-EN THRONE". The score includes various chords such as C, Em, Am, F, F#dim, Am7, D7, and G7.

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Precious Suzy—
 You're asleep as I write
 this, but I hope in a humble
 way, I've been able to tell
 you how much I love you.
 Sleepily yours—
 Stuart



Recorded by
STUART HAMBLEN (Columbia) **JOHNNY DESMOND** (RCA Thesaurus)
EDDIE DEAN (Capitol) **RAY SMITH** (London)
ANNIE LOU and DANNY, THE CARTER SISTERS
 and **CHET ATKINS** (RCA Victor)

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... Based on reports received February 14, 15 and 16

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.

POSITION	Weeks Last	This Week	Title	Artist	Label
15	1	1	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
			Boogie Woogie Santa Claus		
7	4	2	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
			Zing Zing—Zoom Zoom		
11	3	3	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
			I'll Never Love You		
12	2	4	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
			Roving Kind		
8	5	5	YOU'RE JUST IN LOVE	F. Como	V(78)20-3945; (45)47-3945—ASCAP
			It's a Lovely Day Today		
11	6	6	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—BMI
			My Heart Cries for You		
7	7	7	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
			Lonesome Traveler		
9	11	8	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
			Little Rock Getaway		
11	8	9	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
			Get Out Those Old Records		
3	10	10	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
			Sentimental Music		
10	14	11	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
			Nobody's Chasing Me		
3	16	11	ABA DABA HONEYMOON	C. Carpenter-D. Reynolds	MGM(78)30282; (45)K-30282—ASCAP
			Row, Row, Row		
5	9	13	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360—ASCAP
			Yosemite Sam		
14	13	14	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI
			Goofus		
4	17	15	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP
			If It Hadn't Been for You		
2	21	16	MOCKING BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
			Chicken Reel		
6	18	17	ROVING KIND	The Weavers	Dec(78)27332; (45)9-27332—BMI
			John B		
5	25	18	ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP
			If		
8	12	19	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
			Music by the Angels		
3	21	20	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
			In Your Arms		
8	14	21	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
			Music by the Angels		
2	30	22	CHICKEN SONG	G. Lombardo	Dec(78)27393; (45)9-27393
			Velvet Lips		
1	—	22	MOCKING BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
			I Love You Because		
20	27	24	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP
			Petite Waltz		
1	—	24	TENNESSEE WALTZ	A. O'Day	London(78)867; (45)45-867—BMI
			Yea-Boo		
25	27	26	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)3-38963; (45)4-38963—ASCAP
			Sugar Sweet		
3	21	27	IT IS NO SECRET	B. Kenny-Song Spinners	Dec(78)27326; (45)9-27326—BMI
			I Hear a Choir		
5	—	28	TENNESSEE WALTZ	S. Jones	V(78)20-4011; (45)47-4011—BMI
			I Haven't Been Home for Three Whole Nights		
3	26	29	IF	D. Martin	Cap(78)1342; (45)F-1342—ASCAP
			I Love the Way You Say Goodnight		
1	—	29	MY HEART CRIES FOR YOU	V. Young	Dec(78)27333; (45)9-27333—ASCAP
			One Finger Melody		

• Best Selling Classical Titles

... Based on reports received February 14, 15 and 16

Last Week	This Week	Title	Artist	Label
2	1	Caruso (Treasury of Immortal Performances), E. Caruso		V(33)LCT-1007
1	2	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, K. Preger, S. Wagner, A. Jaresch; Vienna Philharmonic Ork, Vienna State Opera Chorus		London(33)LLP-281-82
4	3	Golden Age at Metropolitan (Treasury of Immortal Performances), L. Bori, E. Calve, E. Caruso, G. Farrar, A. Galli Curci, M. Journet, R. Ponselle, T. Ruffo, T. Schipa, L. Tetrazzini, F. Chailapin, E. Rethberg, J. McCormack		V(33)LCT-1006
3	4	Bach: Prades Festival, Vol 5 (Sonata for Cello and Piano No. 3), P. Casals, cello; P. Baumgartner, piano		Col(33)ML-4349
—	4	Genius at the Keyboard, V. De Pachmann, I. Paderewski, S. Prokofieff, S. Rachmaninoff, M. Rosenthal, Dr. A. Schweitzer		V(33)LCT-1000

Last Week	This Week	Title	Artist	Label
1	1	Caruso (Treasury of Immortal Performances), E. Caruso		V(45)WCT-11
2	2	Toast of New Orleans, M. Lanza, RCA Victor Ork; C. Callinicos, conductor		V(45)WDM-1395
3	3	Be My Love, M. Lanza		V(45)49-1353
4	4	Verdi: Highlights From La Traviata, L. Albanese, J. Pearce, R. Merrill; RCA Victor Ork; F. Weissman, conductor		V(45)WDM-1473
4	5	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteux, conductor		V(45)WDM-920
—	5	Grofe: Grand Canyon Suite, NBC Symphony Ork; A. Toscanini, conductor		V(45)WDM-1038

• Advance Classical Releases

Ballet Music From the Opera Album—Andre Kostelanetz (1-10") (Rimsky-Korsakov: Capriccio) Col (33) ML-2161; Dance for Six, Rossini; Bacchanale, Saint-Saens; Dance of the Sylphs, Berlioz; Waltzes, Gounod

Bartok: Concerto for violin and orchestra album—Max Rostal, London Symphony Ork—Sir Malcolm Sargent, cond. (1-12") London (330) LLP-302

Beethoven: Sonata No. 9 in A Major, Op. 47 (Kreutzer) Album—Zino Francescatti—Robert Casadesu (1-12") Col (33) ML-4327

Boccherini: Quintet for Guitar & Strings No. 1 in D Major Album—Ray de la Torre-Stuyvesant String Quartet (Malipiero: Respetti) (1-12") Philharmonia (33) PH 101

Great Sacred Chorus Album—Robert Shaw Chorale—Robert Shaw, cond. (1-12") V(33)LM-1117

London (33) LPS-301; Kyrie Eleison, Gloria in Excelsis, Sanctus, Benedictus, Credo, Agnus Dei Byrd, William; Mass for Four Voices Album—Fleet Street Choir, T. B. Lawrence, cond. (1-10") Debussy: Images (Books 1 & 2) Album—Claudio Arrau (1-10") Col (33) ML-2162; Reflections in the Water; Homage a Rameau; Movement; Chimes Trough the Leaves, and the Moon Illumines the Deserted Temple; Goldfish Grounds for Marriage Album—Kathryn Grayson (3-10") Johnny Green Ork—MGM (78) 67; Carmen: Prelude, Habanera, Micaela's Aria, Toreador Song, Finale; La Boheme: O Soave Fanciulla, Coq D'Or (Hymn to the Sun) Toy Concertino

(Continued on page 31)

DEALER DOINGS

News and Chatter

A honeymoon trip to New York taken last week by Mr. and Mrs. Joseph Climstein, included a couple of surprises for the bride, ex-Jean Schoen J. L. Hudson, Detroit, disk department. Jean visited The Billboard's New York offices and won some loot on two network quiz shows—\$100 on "Break the Bank" and a new suit, luggage and robes on "Chance of a Lifetime." . . . Philadelphia area dealers got some extra store traffic last week as a result of a promotion staged by Capitol Records branch manager Joe Nanni. When the Ray Anthony ork played at the Click, Nanni handed out thousands of certificates entitling club patrons to a free Anthony record at any disk shop in town. . . . Dollarhide Music Shop, Greenwood, Miss., reports that sales of rhythm and blues disks have dropped off drastically. . . . Larry Reimer has taken over the operation of Linn's Music Shop, Philadelphia. . . . New York's spanking new Port Authority Bus Terminal will sport a disk shop within the next few months.

Display Tips

Huron Electric Company, Belleville, Mich., makes up a list of the top seven tunes of the week and places it on the record counter in a prominent position. . . . Home Supply Company, Kilgore, Tex., has set up a new 45 r.p.m. display rack and a new fling system. . . . "We had been using a turning rack for 45s, but did not work out too well. We have now converted an old sheet music rack into disk racks, and it has increased sales. It makes a larger display, and the albums are easier to find. The turning display has now become useful for our standard tunes thru which people like to browse." —Joseph Jewelers, Kingsport, Tenn. . . . "By putting five of Capitol's 45 r.p.m. rotating displays for LP on a single post and then mounting the post on an old 78 r.p.m. display base, I now have 400 LP's on open display. They are easily accessible and in an area of only three square feet. The total cost for material and labor was \$15—and my LP business has increased 50 per cent." —Aaron Applebaum, Bergenfield Music, Bergenfield, N. J. . . . "We used to keep all our RCA Victor Red Seal 45s in the drawer of the display cabinet—and we sold very few. Now we have them on a counter display and they are moving nicely." —The Music Box, Hillsdale, N. J.

Gripes and Swipes

"We need prompter deliveries of the hits and fewer releases. The price rise also slowed sales. Folks who used to buy two records at a time now buy only one. It means less volume and less profit." —L. J. Arends, Arends Radio and Records, Shenandoah, Ia. . . . "The needle situation is in such a confused state that it makes me wonder whether it will ever straighten out. Over 3,000 different types of needles and more to come! I have to ask a needle customer everything short of which hand they eat with before I can sell them a needle. How about a standard half-dozen and call it that?" —John Havrilla, Atlas Radio Company, Cleveland. . . . "We wish MGM distributors in this area had a better system for getting records to us quicker. It's too bad, because they're really nice to do business with." —Duika House of Music, Chicago. . . . "Why doesn't Columbia start putting out single classical selections on 45 r.p.m.?" —Central Stores, Brocton, Mass. . . . "There are too many good things lying on disk shelves because of the over-abundance of new releases. Song pluggers and record companies would be wise to give their potential hits a chance to develop." —Hollands, Inc. Chicago, Ill. . . .

• Best Selling Children's Records

... Based on reports received February 14, 15 and 16

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.

POSITION	Weeks Last	This Week	Title	Artist	Label
21	1	1	TWEETY PIE (One Record)		Cap(78)CAS-3074; (45)CAS-3074
			M. Blanc-B. May		
2	6	2	I TAUT I TAW A PUDDY TAT (One Record)		Cap(78)1360; (45)F-1360
			Mel Blanc		
54	2	3	CINDERELLA (Two Records)		V(78)Y-399; (45)WY-399
			I. Woods and Others		
19	3	4	BOZO ON THE FARM (Two Records)		Cap(78)DBX-3076; (45)CBXF-3076
			P. Colvig-B. May		
14	4	5	BUGS BUNNY SINGS (Two Records)		Cap(78)DBS-3077; (45)CBSF-3077
			M. Blanc		
138	7	6	LITTLE TOOT (One Record)		Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
			Don Wilson-The Starlighters		
14	8	7	DAFFY DUCK MEETS YOSEMITE SAM (One Record)		Cap(78)CAS-3073; (45)CAS-3073
			M. Blanc-B. May		
19	10	8	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)		Cap(78)CBX-3075; (45)CBXF-3075
			B. Boyd		
24	4	9	BUGS BUNNY MEETS HIAWATHA (One Record)		Cap(78)CAS-3072; (45)CAS-3072
			M. Blanc-B. May		
25	12	10	TREASURE ISLAND (Two Records)		V(78)Y-416; (45)WY-416
			B. Driscoll		
51	13	10	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)		Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
			B. Boyd-A. Clyde-R. Brooks		
12	15	12	HOWDY DOODY'S LAUGHING CIRCUS (Two Records)		V(78)Y-414; (45)WY-414
			B. Smith		
136	9	13	BOZO AT THE CIRCUS (Two Records)		Cap BBX 34; DBX-114; (45)CBXF-3030
			Alan Livingston-Vance "Pinto" Colvig		
12	—	13	PETER AND THE WOLF (Two Records)		V(78)Y-386; (45)WY-386
			Sterling Holloway		
5	—	15	BOZO'S CIRCUS BAND (Three Records)		Cap(78)DC-253; (45)CCF-253; (33)H-253
			B. May		
10	—	15	SNOW WHITE AND THE SEVEN DWARFS (Two Records)		V(45)WY-33; (78)Y-33
			Dennis Day		

• Best Selling Pop Albums

... Based on reports received February 14, 15 and 16

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	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
3	2	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
4	3	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
5	4	CARNEGIE HALL JAZZ CONCERT VOL. 1 and II	B. Goodman	Col(33)SL-160
2	5	CALL ME MADAM	E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (33)DL-8035 Dec(78)A-813; (33)DL-5304
6	6	THREE LITTLE WORDS	Original Cast	MGM(78)53; (33)E-516
7	7	TWO WEEKS WITH LOVE	J. Powell-C. Carpenter-D. Reynolds	MGM(78)MGM-61 (33)E-530
8	8	CALL ME MADAM	D. Shore and Original Cast	V(78)OC-1; (33)LOC-1000
9	9	TEA FOR TWO	Doris Day	Col(78)C-215; (33)CL-6149
—	10	OUT OF THIS WORLD	Original Cast	Col(78)MM-980; (33)ML-5439

Last Week	This Week	Title	Artist	Label
2	1	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
1	2	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
3	3	THREE LITTLE WORDS (Four Records)	Original Cast	MGM(78)53; (45)K-53
7	4	TWO WEEKS WITH LOVE (Three Records)	J. Powell	MGM(78)61; (45)K-61
6	5	GUYS AND DOLLS (Seven Records)	Original Cast	Dec(78)DA-825; (45)9-203
4	6	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
5	7	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
9	8	TEA FOR TWO (Four Records)	Doris Day	Col(78)C-215; (45)B-215
—	9	PAGAN LOVE SONG (Three Records)	E. Williams-H. Keel-Original Cast	MGM(78)64; (45)K-64
7	10	CALL ME MADAM (Five Records)	D. Shore and Original Cast	V(78)OC-1; (45)WOC-1

• Classical Reviews

RACHMANINOFF: FOURTEEN SONGS, 55
Opus 21, No. 8, 9 (1902); Opus 26, No. 8, 12 (1906); Opus 34, No. 5, 8, 10, 14 (1912); Opus 38 (1916)—Maria Kurenkova-Vsevolod Pastukhoff (1-12")
Rachmaninoff Society (33) RS-2
A craftsman of the lyric-romantic art song, Rachmaninoff, for this particular aspect of his creative effort, is a comparatively obscure entity. This set, along with a recent Jennie Tourel art song collection on Columbia which housed 10 Rachmaninoff songs, will help bring this forte to greater light. Unfortunately Mme. Kurenkova, who she imparts a thoro knowledge of the songs at hand, no longer has the vocal equipment with which to extract a full measure of value from them. She does her most sensitive work with the six songs of Opus 38. The lovely "Vocalise," as well as a good number of the remaining songs, are delivered with uneven quality. Pastukhoff's accompaniment, with the rather intricate Rachmaninoff scores reflecting the writer's quite obvious familiarity with the instrument, is uniformly excellent. Set obviously is aimed at Rachmaninoff admirers but will also have some values with art song buyers.

INTIMATE OPERA ARNE: THOMAS AND SALLY AND PURCELL: TIMON OF ANTHENS; Keturah Sorrell-Frederick Woodhouse Stephen Manton-F. Woodhouse, Dir, London (33) LLP 292
This is the first of a series of 17th and 18th Century English one-act operas which the London label will issue. Tho long obscured by the more romantic Continental works, Frederick Woodhouse has revived interest in these delightful musical plays via his Intimate Opera Company. In addition to handling adaptation and arrangements, Woodhouse takes a leading role in each of the operas. "Thomas and Sally," a pastoral work is characteristically English in its simplicity. "Timon of Athens" is a masque from Shakespeare's play. Soloists, while not of true operatic quality, are well-mated with the works. Their diction is first rate and the accompaniment (two violins, a viola, cello and harpsichord) lends a chamber feeling. With the original company scheduled for an American tour, this dishing may become as salable as it is interesting and revealing.

(Continued on page 74)



THE FONTANE SISTERS
fastest selling record ...

"WHAT DID I DO?"

78 rpm—20-4009
45 rpm—47-4009

This week's

New Releases ... on RCA Victor

Release 51-8

Ships Coast to Coast, Week of February 25

POPULAR

- RALPH FLANAGAN and His Orchestra**
On the Road to Mandalay
I'll Be With You in Apple Blossom Time 20-4066—(47-4066)*
Everytime I Fall in Love
Slow Drive 20-4067—(47-4067)*
On the Little Big Horn
Hartzanflours 20-4068—(47-4068)*
Ah! Sweet Mystery of Life
Stouthearted Men 20-4069—(47-4069)*

NATIONAL SPECIAL

- PHIL HARRIS with Orchestra**
conducted by Walter Scharf
Oh, What a Face
Southern Fried Boogie 20-4070—(47-4070)*

RED SEAL SPECIAL

- JIMMY DURANTE** assisted by HELEN TRAUBEL
The Song's Gotta Come From the Heart
A Real Piano Player 12-3229—(49-3229)*

- MARIO LANZA**
I Pagliacci: Act II
VESTI LA GIUBBA (On With the Play) 10-3228—(49-3228)*
Ave Maria

COUNTRY

- EDDIE MARSHALL and His Trail Dusters**
Crossroads 21-0437—(48-0437)*
My Bucket's Been Fixed
ROY ROGERS and the Roy Rogers Riders
with Frank Worth and His Orchestra
Katy (The Hoppinest Kangaroo)
Yogy the Dogie (With the Ribbon on His Tail) 21-0438

CHILDREN'S

- ROY ROGERS and the Roy Rogers Riders**
with Frank Worth and His Orchestra
Katy (The Hoppinest Kangaroo)
Yogy the Dogie (With the Ribbon on His Tail) 47-0263*

BLUES

- JOHN GREER and the Rhythm Rockers**
Why Did You Go?
Our Wedding Tune 22-0113—(50-0113)*

SPIRITUAL

- THE FRIENDLY BROTHERS QUARTET**
Soldier, Go Ahead
Journey to the Sky 22-0114—(50-0114)*

POP-SPECIALTY

- JOE BIVIANO with His Accordion Orchestra**
Give Me Your Love
The Gopher Song—Polka 25-1188—(51-1188)*

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

Going Strong...

\$ 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 20-3997—(47-3997)*
- \$ You're Just in Love
Perry Como and the Fontane Sisters 20-3945—(47-3945)*
- \$ The Rhumba Boogie
Hark Snow 21-0431—(48-0431)*
- \$ In Your Arms / A Penny a Kiss
Dinah Shore and Tony Martin 20-4019—(47-4019)*
- \$ There's Been a Change in Me
Eddy Arnold 21-0412—(48-0412)*
- \$ St. Patrick's Day Parade
Dennis Day 20-4061—(47-4061)*
- \$ Across the Wide Missouri
Hugo Winterhalter 20-4017—(47-4017)*
- \$ Bring Back the Thrill
Eddie Fisher and Hugo Winterhalter 20-4016—(47-4016)*
- \$ Peter Cottontail
Spike Jones 20-4055—(47-4055)*
- \$ Would I Love You
Tony Martin 20-4056—(47-4056)*
- \$ My Heart Cries for You
Dinah Shore 20-3978—(47-3978)*
- \$ I'm Moving On
Hank Snow 21-0328—(48-0328)*
- \$ The Golden Rocket
Hank Snow and His Rainbow Ranch Boys 21-0400—(48-0400)*
- \$ To Think You've Chosen Me / It Is No Secret
Three Suns 20-3976—(47-3976)*

Coming Up...

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

- ★ Down in Nashville, Tennessee
Dinah Shore 20-4015—(47-4015)*
The Disk Jockeys Pick, The Billboard, February 10th.
- ★ Sentimental Music
Frankie Carle 20-4047—(47-4047)*
The Disk Jockeys Pick, The Billboard, February 17th.
- ★ May the Good Lord Bless and Keep You
Eddy Arnold 21-0425—(48-0425)*
The Country and Western Disk Jocks Pick, The Billboard, February 10th.
- ★ What Did I Do
The Fontane Sisters 20-4009—(47-4009)*
Coming up strong in the Disk Jockey charts, Variety, February 7th.
Release 51-8

TIPS

FLANAGAN'S GREAT EIGHT

See titles in column at left

Dealers!
Dee Jays!
Coin Ops!

Watch this space next week for first edition of

"This Week's Mailbag"

A newsy business column written especially for you

The stars who make the hits are on

RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

IF YOU THOUGHT "THE THING"
 WAS GREAT!... THIS IS THE THING.

PHIL HARRIS



"OH WHAT
 A FACE"

and...

SOUTHERN
 FRIED BOOGIE"



RCA VICTOR Records



20-4070—47-4070

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received February 14, 15 and 16

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 Musc's Popularity Chart, Part 1.

POSITION	Weeks Last This to date Week Week	TITLE	Composer	Label
14	1	1. TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
11	2	2. MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP
6	3	3. IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
7	5	4. ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—BMI
8	4	5. BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
7	7	6. SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
11	9	7. TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
8	9	8. YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V(78)20-3945; (45)47-3945—ASCAP
10	11	9. MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
2	24	10. WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP (J. Gray Ork, Dec 27402; Helen O'Connell, Cap 1368; Eve Young-Jack Pleis, London 892)
7	13	11. ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
16	8	12. NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP (R. Flanagan Ork, V(78)20-3904, (45)47-3904; F. Laine, Mer 5395; P. Weston Ork-N. Luboff Choir, Cal 3B982; M. Lewis-H. Mooney Ork, MGM 10772; R. Anthony, Cap 1190; Embassy Trio, Mastertone 75-100-1; F. Sinatra, Col 39044)
14	6	13. THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI (Ames Bros.-R. Ross Ork, Coral 60333; T. Tucker Ork, MGM 10864; S. Reichtzeit, Banner B 585; Two Ton Baker-David LeWinter Ork, Mer 5548; T. Brewer-H. Jerome Ork, London 873; S. Gibson's Original Red Caps, V 20-3986; June Carter, V 21-0411; A. Godfrey-A. Bleyer Ork, Col 39068; D. Kaye, Dec 27350)
7	14	14. MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
6	12	15. ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP (Les Baxter, Cap 1390; P. Faith Ork, Col 39155; D. Rose, MGM 30324)
3	20	15. PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
7	15	17. MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
25	17	18. HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)3-38963; (45)4-38963—ASCAP
2	29	18. PENNY A KISS, PENNY A HUG	E. Howard	Mercury(78)5567; (45)5567X45—ASCAP
1	—	20. IF	D. Martin	Cap(78)1342; (45)F-1342—ASCAP
5	18	21. SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI (Rosemary Clooney, Col 39212; H. Hawkins, King 932)
6	23	21. TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
1	—	21. MOCKING BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP (Arvada Miller, Cormac CRS 1168; Russ Morgan, Dec 27444)
20	16	24. HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP
14	19	25. NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904—ASCAP
2	24	25. BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP (Vinni De Campo, London 960; B. Eckstine, MGM 10903; T. Fontaine-L. Douglas Ork, Mer 5575; Mary Mayo-Al Ham, Cap 1350)
2	24	25. BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
1	—	25. MOCKING BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
7	21	29. TENNESSEE WALTZ	J. Stafford	Col(78)39065; (45)4-39065; (33)3-39065—BMI
3	29	29. MY HEART CRIES FOR YOU	R. Foley-E. Knight	Dec(78)27378; (45)9-27378—ASCAP
2	29	29. CHICKEN SONG	G. Lombardo	Dec(78)27393; (45)9-27393—ASCAP (Dottie O'Brien-Joe Fingers Carr, Cap 1409)



TANNEN MUSIC, INC.

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THE JUKE BOX OPERATOR *and YOU*

in a YEAR OF CRISIS !

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review, analyze and interpret the pattern set during the last national crisis... it will point the way to profitable operation for the future... It will serve as an operating manual for long-term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

The Billboard 1951 Juke Box Special will be the year's standout contribution to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.

40 BIG PAGES of FEATURES that help to answer vital questions like these:

- What About the Supply of 78 or 45 R.P.M. Records?
- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Onto Help?
- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able to Buy? and important reference lists like these:
- Top Tunes From 1900 to 1940 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.

Issue Dated March 17—Out March 13



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LONDON RECORDS



**LOOK IN' FOR HITS-
MGM HAS GOT'EM!**

ELMO TANNER *Sings...*

"WHISTLIN' PAPER BOY"

Written by FRANK PORTER (BMI)

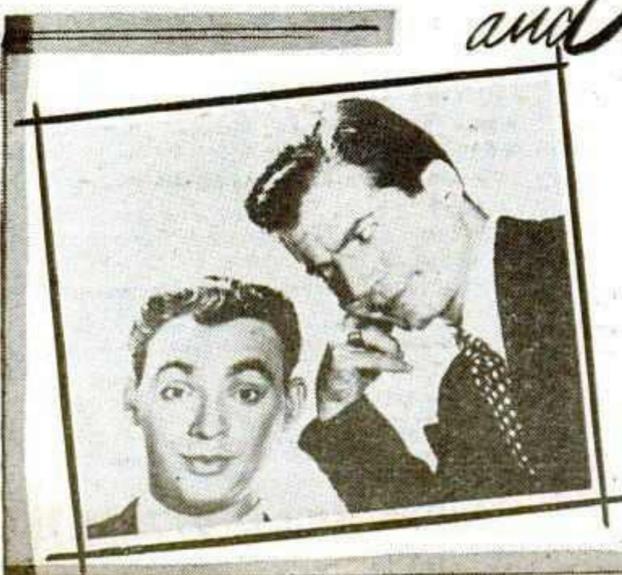
and **"CANDY LIPS"**

Written by FRED ROSE (ASCAP)

MGM 10886



and...



PAUL SEERS and
JOHNNY HAYMES *Sings...*

"YOU'RE NEVER DRESSED UP"

*Written by B. TRACE, A. TRACE
and JACK FASCINATO (ASCAP)*

MGM 10883



THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

Based on reports received February 14, 15 and 16

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

POSITION	Weeks Last This	to date/Week/Week	Record	Artist	Label
11	2	1	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295-BMI
7	1	2	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412-BMI
13	3	2	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400-BMI
34	4	4	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328-BMI
8	6	5	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
18	8	6	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
2	9	7	HOT ROD RACE	Red Foley	Dec(78)46286; (45)9-46286-BMI
4	7	8	HOT ROD RACE	J. Dolan	Cap(78)1322; (45)F-1322-BMI
13	5	9	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K-10832-BMI
1	-	10	MAY THE GOOD LORD BLESS AND KEEP YOU	E. Arnold	V(78)21-0425; (45)48-0425-ASCAP

Most Played Juke Box Folk (Country & Western) Records

Based on reports received February 14, 15 and 16

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

POSITION	Weeks Last This	to date/Week/Week	Record	Artist	Label
10	1	1	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295-BMI
5	5	2	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412-ASCAP
16	3	3	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
13	4	4	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400-BMI
9	2	5	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
11	6	6	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
1	-	7	TENNESSEE WALTZ	P. W. King	V(78)21-0407; (45)48-0407-BMI
32	8	8	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328-BMI
3	10	9	MOCKINGBIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
3	-	9	HOT ROD RACE	R. Foley	Dec(78)46286; (45)9-46286-BMI

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW
BUZ BUTLER (Cass County Boys) Strike a Match DECCA 46290—Strained attempt at lyric imagery here. Butler does okay job with the material at hand at light dance tempo.	60--60--60--60	REVIEWED
A Little Scrap of Paper Conventional weeper tune gets a fair go.	64--64--64--64	REVIEWED
ERNEST TUBB May The Good Lord Bless and Keep You DECCA 46295—The late, this richly satisfying Tubb vocal could garner action.	84--84--84--84	REVIEWED
When It's Prayer Meetin' Time in the Hollow More purely country than flip tune, this semi-sacred item has a winning ring, particularly as growled out by the masterly Tubb.	82--82--82--82	REVIEWED
JIMMY WORK Pickup Truck LONDON 16056—Sparked by a moving, beautiful combo, Work gets off a sparkling, down-home vocal on a likely chunk of real country material.	82--82--81--83	REVIEWED
Do Your Honky Tonkin At Home Medium beat country novelty blues gets a neat, easy swing job from Work and combo.	74--74--72--76	REVIEWED

(Continued on page 76)

It's PEE WEE KING on RCA-VICTOR 21-0429
with Vocals by REDD STEWART
"WITHIN MY HEART" (La Golondrina) New Lyrics to an backed with Old Favorite...
"NO ONE BUT YOU" the Writers of TENNESSEE WALTZ With a New Sensation

FOLK TALENT AND TUNES

By JOHNNY SIPP

Disk Jockey Doings

Larry Carothers, KMOX, St. Louis, will do occasional emcee guest appearances at a new h.b. park which will be opened this spring by Bob Hastings near Mitchell, Ill. Hastings is the new warbler on MGM. Sally Starr, WJMJ, Philadelphia, is promoting her own live "Barn Dance Jamboree" at the Town Hall, Philadelphia. She plans to stage the event in Camden, N. J., soon. Miss Starr is now country music director for Rainbow, for which she disks. She has inked Slim Harris, PeeWee Miller and Jimmy Collett for the diskery. Jesse Rogers has returned to work after a three-week illness. The Sleepy Hollow Ranch Gang has left the air in Philadelphia and will do a Midwest tour soon. Mony Rosci has left the group to open his own accordion school. Bob Eaton (Decca), ex-WSM, Nashville; Oakie Jones, Barney Grant and Clayt (Pappy) McMichum, ex-Louisville fiddling leader, are now at KWKH, Shreveport, according to Frank Page.

Jim Odam has moved to WSJS, Winston-Salem, S. C., from WHKP, Hendersonville, N. C. Jack Harter, WFMY, Greensboro, N. C., is now doing two hours daily. Frank Porter, WXGI, Richmond, Va., appeared at Loew's Theater, Richmond, for a week recently.

Hugh Cherry, now at WKDA, Nashville, moves to WMPs, Memphis, March 1. Cherry will do two-and-a-half hours of country disks daily and 90 minutes of pop wax. Cherry reports that Frank Kelton, who reps Joe Davis Music in Nashville, has a pubbery with

(Continued on page 32)

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received February 14, 15 and 16

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

POSITION	Weeks Last This	to date/Week/Week	Record	Artist	Label
9	2	1	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295-BMI
7	1	2	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412-ASCAP
16	4	3	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
14	3	4	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400-BMI
7	-	5	HOT ROD RACE	A. Shibley	Gilt Edge 5021-BMI
35	5	6	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328-BMI
4	9	6	POISON LOVE	Johnny & Jack	V(78)21-0377; (45)48-0377-BMI
16	7	8	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
15	8	9	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K-10832-BMI
4	-	9	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI

Advance Folk (Country & Western) Record Releases

Alabama Bound—Noel Boggs (The Lowdown) Magnolia MS 1059	Midnight Flyer—Benny Martin (Where Is) MGM 10912
Beautiful Brown Eyes—Arthur (Guitar Boogie) Smith (Beautiful Brown) MGM 10914	Mockingbird Hill—Arvada Miller (Daddy) Cormac CRS 1168
Blue Ribbon Boogie—Chuck Murphy (They Raided) Bama 301	Stop, Look and Listen—Melissa Monroe (You Rule) Col 20783
Carry Me Back to Old Virginia—Swanee River Boys (Sin Is) MGM 10913	Sweet, Face But a Cold Heart—Texas Jim Lewis (Pliny) Magnolia MS 1058
If You Want Some Lovin'—Ernest-Tubb (Don't) Dec 46296	They Raided the Joint—Chuck Murphy (Blue) Bama 301
Lonesome Blues—Hardrock Gunter (Dad) Bama 202	Too Many Tears—Bill Ward (Trouble) Rich-R-Tone 1002
Let's Live a Little—Jimmy Work (Southern Fried) London 16058	Trouble—Bill Ward (Too Many) Rich-R-Tone 1002

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- How Much Equipment Will I Be Able To Buy? and important reference lists like these:
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- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.

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BLUES & RHYTHM GOSPEL & SPIRITUAL

PERCY MAYFIELD

LOST LOVE 390-45
LIFE IS SUICIDE
PLEASE SEND ME SOMEONE TO LOVE 375-45
STRANGE THINGS HAPPENING

JOE LIGGINS

LITTLE JOE'S BOOGIE 379-45
DADDY ON MY MIND
I JUST CAN'T HELP MYSELF 392-45
FRANKIE LEE

ROY MILTON

THAT'S THE ONE FOR ME 386-45
BYE, BYE, BABY BLUES

The Pilgrim Travelers

I WAS THERE WHEN THE SPIRIT CAME 382-45
WHAT A BLESSING IN JESUS I'VE FOUND 385-45
SATISFIED WITH JESUS HE'S PLEADING WITH JESUS I'VE GOT A MOTHER GONE HOME CALL ON JESUS 389-45
WELCOME HOME I'LL BE THE ONE LET HIM BE YOUR FRIEND JESUS GAVE ME WATER 396-45
BROTHER JOE MAY
THERE MUST BE A HEAVEN SOMEWHERE 388-45
OUR FATHER
THE SOUL STIRRERS
FAITH AND GRACE 387-45
I'M GONNA MOVE IN THE ROOM WITH THE LORD

RHYTHM AND BLUES NOTES

By HAL WEBER

Central Record Sales Company's open house Saturday (10) brought out many r. and b. personnel. At the early morning doings were Charles Brown, Roy Milton, Camille Howard, DeeJays Ray Robinson and Hunter Hancock, Aladdin's Leo Mesner; Art Rupe, of Specialty; Lou Chudd, Imperial, and John Dolphin, of Recorded in Hollywood. . . . Ex-Modern Records warbler, Smokey Hogg, is the latest to be inked by Mercury. . . . Aladdin's Eddie Mesner back from a four-week Eastern tour. . . . Tiny Bradshaw and His King Records Ork played the Elks Hall here Sunday night (18). . . . Red Norvo Trio, Discovery, leaves the Encore Room next month for a date at San Francisco's Blackhawk. Mel Henke moves into the local spot.

Roy Milton has cut "That's the Gal for Me" and "Bye-Bye Baby Blues" for Specialty. Label's Joe Liggins leaves February 25 for a cross-country tour. . . . Pee Wee Crayton opened Tuesday (13) at the Creole Palace, San Diego. . . . Johnny Otis with Mel Walker delayed in New York and won't get here until summer. . . . Charles Brown guested at the Barrel House last week with spinner, Hunter Hancock. Latter's disk of the week or his platter show is Ray Charles's "Baby, Let Me Hold Your Hand," on Swing Time.

Rudi Blesh, whose Circle label has specialized in Dixieland and jazz collector item waxings is going to make a bid in the r. and b. field. He sliced his initial batch of platters for this market with Hot Lips Page and a group (Continued on page 31)

Most Played Juke Box Rhythm & Blues Records

Based on reports received February 14, 15 and 16

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

POSITION	Weeks Last This	to date Week Week	Record	Label
13	2	1	BAD, BAD WHISKEY	A. Milburn
14	1	2	TEARDROPS FROM MY EYES	Ruth Brown
3	9	3	BLACK NIGHT	C. Brown
2	5	4	LOST LOVE	P. Mayfield
9	4	5	ROCKIN' BLUES	J. Otis-M. Walker
18	3	6	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield
5	6	7	TELEPHONE BLUES	F. Dixon
1	—	8	ONCE THERE LIVED A FOOL	J. Grissom
2	—	9	LITTLE RED ROOSTER	M. Day-Griffin Brothers
8	—	10	EVERY NIGHT ABOUT THIS TIME	Fats Domino

Best Selling Retail Rhythm & Blues Records

Based on reports received February 14, 15 and 16

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

POSITION	Weeks Last This	to date Week Week	Record	Label
18	1	1	TEARDROPS FROM MY EYES	Ruth Brown
15	3	2	BAD, BAD WHISKEY	A. Milburn
18	2	3	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield
2	5	4	BLACK NIGHT	C. Brown
8	4	5	ROCKIN' BLUES	J. Otis-M. Walker
21	10	6	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate
1	—	7	LOST LOVE	P. Mayfield
4	7	8	LITTLE RED ROOSTER	M. Day-Griffin Brothers
3	8	9	RED'S BOOGIE	Piano Red
5	—	9	TELEPHONE BLUES	F. Dixon

Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

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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	POPULARITY	SALES	POPULARITY	SALES
DOMINOES					
Harbor Lights FEDERAL 12010—Group does the revival winningly, with a note-bending tenor lead.		76	77	75	75
"No!" Says My Heart Potent rendition of a slow torch ballad, with the tenor leading and group chording low. Could latch on.		82	82	82	82
CHARLES NORRIS					
What's Good for One's Good for All MERCURY 8215—Easy, groove blues job, with Norris chanting smoothly in the suave Chaz Brown manner, with tenor-and-rhythm combo supporting prettily.		76	78	75	75
Hey, Everybody Medium boogie riffer-rocker with token lyric lines spotted thru a largely instrumental performance.		70	72	68	70
CALVIN BOZE					
Beale Street on a Saturday Night ALADDIN 3079—Colorful novelty in the groove of "Saturday Night Fish Fry" gets a sparkling talk-sing job a la Louis Jordan. Good material, good performance.		85	86	84	85
Choo Choo's Bringing My Baby Home Boze chants a smooth rocking up blues to a moving shuffle boogie. A nice swinging, if unspectacular, side.		75	75	73	77
ROY HAWKINS					
Blues All Around Me MODERN 20-794—This one has the makings all the way—a top-drawer slow blues chant by Hawkins, with superb combo work highlighted by a star alto man.		86	86	86	86
Mean Little Girl Hard-driving jump blues at express tempo gets an incisive Hawkins vocal and punching combo work.		83	83	83	83
JACK DUPREE					
Deacon's Party APOLLO 426—Boogie pianist Dupree shouts the lyrics to a gang-sing hunk of material. Could be a coin catcher.		81	81	79	83
I'm Gonna Find You Someday Tho the material is weaker, Dupree sings with fervor on this blues item.		70	70	70	70
PEPPY PRINCE					
What She's Got Is Mine MERCURY 8216—Engaging hunk of comic material with a catchy tag gets a happy rendition, talk-sung in the Louis Jordan style, with band unison-chanting the refrain.		75	75	74	76
Emaline Draggy rendition of the sweetheart tune.		50	50	50	50
LEE GRAVES					
Papa Said Yes, Mama Said No, No, No MERCURY 8214—Jump blues with a humorous story line gets a strong vocal from a promising shouter, while combo swings hard.		78	78	78	78
Cloudy Weather Blues Graves gets a lot of feeling into his fine chanting on an okay slow blues.		74	74	74	74
JOSHUA JOHNSON (Baby Lovett)					
Days CAPITOL 1396—Johnson chants a fine bluesy ballad in a nostalgic style a la Jelly Roll Morton, playing his own piano accompaniment in a very pretty Kansas City style.		75	75	75	75
Ramblin' Woman Johnson swings an up boogie blues with a mess of strong old-time piano, chanting well on the so-so lyrics.		68	68	66	70
SCAT MAN BAILEY					
My, Oh, My FEDERAL 12003—Bailey does a good shout on a "Well Oh Well" type jumper, with combo romping light and happy in back.		74	74	72	76
Raindrop Blues So-so slow blues offering.		66	66	64	68
PEE WEE CRAYTON					
Tired of Travelin' MODERN 20-796—Pee Wee sings and guitars a walking blues, with combo in back. Fair job.		73	73	73	73
Change Your Way of Lovin' Slow blues ditty is a winning tune; Crayton does it stylishly. Number could have pop appeal.		77	77	77	77
FLOYD DIXON					
You Made a Fool of Me MODERN 20-797—Medium-slow blues gets a good go in Dixon's attractive style, with beatful backing from tenor-rhythm combo.		75	75	75	75
Doin' the Town Novelty blues at up tempo with a locally slanted lyric gets a good ride.		71	71	70	72
BOBBY SMITH & ORK					
Dash Hound Boogie APOLLO 807—Smith ork essays a boogie instrumental in okay terp tempo with neat keyboard and baritone sax solos.		65	65	64	66
Cinder Bottom Blues taken at the "After Hours" tempo is sparked by a crying alto and some good piano work.		72	75	69	72
EDDIE MACK (Bobby Smith Ork)					
Long Time APOLLO 425—Mack chants a smooth and easy slow blues, with the Smith ork dishing out a relaxed beat backing.		73	73	72	74
If You Want Me To Come Home, Baby Mack gives a double-entendre blues ballad a routine go.		72	NS	70	74

RHYTHM AND BLUES NOTES

Continued from page 30

of Duke Ellington sidemen. Page late last week signed a term deal with Victor, shortly after cutting the Blesh sides. Blesh says that he will expand his distrib network to handle the r. and b. fare. Peacock Records, a Houston r. and b. diskery, is expanding on a national basis. Sales manager Irv Marcus has set up pressing and distribution deals in the East and Midwest thus far (see story in editorial section for fuller details).

Policy change at Paul Hildebrand's Holiday Manor, Philadelphia, with the Jolly Joyce Agency in that city handling the bookings, calls for a parade of sepi instrumental-vocal units. Four Tunes kick off for two weeks, starting February 24, with the Three Peppers following on March 2 to remain until they return to the Brown Derby, Toronto, on April 2. Tunes come in for the March 5 week at Chubby's, Collingswood, N. J., returning to Philadelphia for the March 12 week at the Showboat. Steve Gibson and the Red Caps take the Chubby's stand for a fortnight on March 12, following on March 26 with a four-weeker at the Blue Mirror, Washington. Buddy Hawkins and the Keynotes open February 19 for a fortnight at the Maroon Club, Montreal, following on March 6 at Betty's Musical Bar, Gloucester, Heights, N. J.

Aladdin Records exec Eddie Mesner signed two new artists, Jackie (Moms) Mabley, of New York, and the Five Keys, vocal quintet from Newport, Va. Pacts were signed on Mesner's three-week tour of the East and South, his first such trip in over six months. Diskery will bring Jackie Mabley to the Coast for a series of wax dates, billing her as a fem Louis Jordan.

Herb Jeffries' initial slicings for the Coral label — he recently switched to the Decca subsidiary from Columbia Records — will be the subject of an intensified promotion effort by the diskery. First coupling pairs "You Belong to Somebody Else" with "Was It a Dream"; accompaniment is by Dick Hazard and a studio ork. . . . New York deejay Ray Carroll, who operates on Station WHOM in that city and broadcasts from Harlem's Hotel Theresa in association with Willie Bryant, has penned a ditty, "I Want 'My Baby," which was recorded by Bonnie Davis and the Picadilly Pipers for the Coral diskery.

Fats Waller's old instrumental showcase for the organ, "Jitterbug Waltz," is undergoing somewhat of a revival treatment. Two new pop diskings have been made of the ditty, one on London by Buddy Greco and Jack Pleis, and the other on Coral by Roy Ross and his ork. . . . Nat (King) Cole and his trio are skedded for a one-weeker at the Club Harlem in Philadelphia, beginning March 12. Nellie Lutcher goes into New York's Paramount on the next show, which opens February 28. Atlantic Records' Herb Abramson and Ahmet Ertegun went down to Baltimore last week to grab off a pair of vocal groups for waxing papers. Groups are known as the Mellotones and the Oakeneers.

Joe Morris has converted his band and vocal department into a package unit, which will be sold as the "Cavalcade of the Blues." The billing will be employed to sell singers Laurie Tate and Billy Mitchell, the latter the newer addition to the organization. Crew and singers record for Atlantic. Elliot Blaine, brother of Jerry Blaine, of Cosnat Distributors and of the Jubilee diskery, New York, had himself a busy week. He passed the bar examination, his wife gave birth to a son, Dennis Sanford and, finally, he underwent the experience of a fire in the Cosnat quarters. Fire was covered by insurance. Herman Lubinsky last week inked alto saxist George Benson, a Detroit tootler. Benson, a Freddy Gardner type altoist, will record instrumentals with Hammond organ and rhythm background. Lubinsky also inked a new blues shouting thrush who will be known as Fat Fanny (for details see Music Department).

• Advance Rhythm & Blues Record Releases

Rock Little Baby—Cecil Gant (Shot Gun) Dec 48200
Shot Gun Boogie—Cecil Gant (Rock) Dec 48200
What's Good for One's Good for All—Charles Norris (Hey, Everybody) Mer 8215
Yeah! Yeah! Yeah!—Paul Gayten (Each Time) Regal 3312
Yeah! Yeah! Yeah!—Joe Morris (Jump, Everybody) Atlantic 931

• Advance Classical Releases

Continued from page 24

Hayden: Symphony No. 104 in D ("London") Album—Boston Symphony Ork, Charles Munch, cond. (1-10") V(33)LM-49
Malipiero: Respighi E Strambotti—Stuyvesant String Quartet (Boccherini: Quintet) (1-12") Philharmonia (33) PH 101
Mozart: Divertimento No. 17 in D Major (K334) Album—Members of the Vienna Octet (1-12") London (33) LLP 235
Mendelssohn: Midsummer Night's Dream Album—Berlin Philharmonic Ork—Rias Chamber Choir, Ferenc Fricasy, cond. (1-12") Dec(33)DL-8516; Overture, Scherzo, March and Song of the Fairies, Intermezzo, Nocturne, Wedding March, Dance of the Clowns, Melodrama and Finale
Mozart: Quartet No. 14 in G Major (K 387) and Quartet No. 15 in D Minor (K 421)—Budapest String Quartet (1-12") Col (33) ML-4360
Music of Lecuona Album—Robin Hood Dell Ork of Philadelphia, Morton Gould, Conductor (Spring Time) (1-12") Col (33) ML-4361; Andaluca; La Comparsa; Malaguena; Jungle Drums; Jessel; Parade of the Wooden Soldiers; Polka, Dancing Tambourine
Purcell: Masque in "Timon of Athens" Album—Keturah Sorrell-Stephen Manton-Frederick Woodhouse (Arne: Thomas) (1-12") London (33) LLP 292
Rachmaninoff: Fourteen Songs, Op. No. 21, Nos. 8 and 9 (1902), Op. 26, Nos. 8 and 12 (1906) Album—Marie Kurenko, Vsevolod Pastukhoff (Opus 34) (1-12") Rachmaninoff Society (33) RS-2
Rachmaninoff: Nine Etudes Tableaux (1917) Album—Warren Perry Thew (1-12") Rachmaninoff Society (33) RS-3
Rachmaninoff: Opus 34, Nos. 5-8-10-14 (1912), Opus 38 (1916) Album—Maria Kurenko, Vsevolod Pastukhoff (Fourteen Songs) (1-12") Rachmaninoff Society (33) RS-2
Religious Music Album—Don Cossack Chorus, Serge Jaroff, Conductor (1-10") Col (33) ML-2163; Gretchaninoff, Augmented Litany; Rachmaninoff, Ave Maria; (Traditional) Funeral Service; Tchaikovsky, In Church; (Traditional) Let All Mortal Flesh; Tchesnokoff, Alleluia; (Folksong) Christmas Song
Rimsky-Korsakov: Capriccio Espagnol Opus 34 Album—Andre Kostelanetz (1-10") (Ballet Music From) Col (33) ML-2161
Rossini-Respighi: La Boutique Fantasque Album—London Symphony Ork, Ernest Ansermet, cond. (1-12") London (33) LLP-274
Saint Saens: Mon Coeur S'Ouvre a Ta Voix—Blanche Thebom, London Symphony Ork, Braithwaite, cond. (Printemps Qui) (1-7") V(45)49-3104
Scarlati Sonatas Album—Kathleen Long (1-10") London (33) LPS-314; Sonata in D Major (Longo 14); Sonata in B Flat (Longo 46); Sonata in G Major (Longo 139); Sonata in G Major (Longo 209); Sonata in A Major (Longo 45); Sonata in F Major (Longo 119); Sonata in C Sharp Minor (Longo 256); Sonata in D Major (Longo 265)
Schoenberg: Ode to Napoleon Album (String Trio Opus 5)—Ellen Adler-Jacques Monod-Villers Quartet-Rene Leibowitz, Cond. (1-12") Dial (33) 3
Strauss, Richard: Rosenkavalier Suite Album—Robin Hood Dell Ork, Antal Dorati, cond. (1-10") V(33)LM-48
String Time Album—Morton Gould Ork (Music of Lecuona) (1-12") Col (33) ML-4361; Body and Soul; Laura; Holiday for Strings; Sophisticated Lady; Solitude; Over the Rainbow; The Surrey With the Fringe on the Top; Stormy Weather
Waltzes from the Classics Album—First Piano Quartet (3-7") V(45)WDM-1477

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

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

BE MY LOVE
ONLY A MOMENT AGO
78 RPM—MGM 10799 • 45 RPM—MGM K10799

THE BIG THREE BY MISTER B!



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WINSOME TWOSOME!

DEBBIE REYNOLDS • CARLETON CARPENTER

ABA DABA HONEYMOON
ROW, ROW, ROW
78 RPM—MGM 30282 • 45 RPM—MGM K30282



FRED ASTAIRE • JANE POWELL

HOW COULD YOU BELIEVE ME WHEN
I SAID I LOVED YOU WHEN YOU KNOW
I'VE BEEN A LIAR ALL MY LIFE
TOO LATE NOW
78 RPM—MGM 30316 • 45 RPM—MGM K30316

BLUE BARRON

and his Orchestra

LET ME IN
SOMEBODY'S THINKING OF YOU TONIGHT
78 RPM—MGM 10923
45 RPM—MGM K10923

A BARRON BLOCKBUSTER!



MOONEY MONEYMAKERS!



ART MOONEY

and his Orchestra

BEAUTIFUL BROWN EYES
SPARROW IN THE TREETOPS
78 RPM—MGM 10924 • 45 RPM—MGM K10924

FAITHFUL
JUST FOR TONIGHT
78 RPM—MGM 10906 • 45 RPM—MGM K10906

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701 SEVENTH AVE., NEW YORK 10, N.Y.

yes! MGM 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.

- SPARROW IN THE TREE TOP..... Bing Crosby-Andrews Sisters Decca 27477
Bing and the girls, with Patti stepping out for some solo chores, ring up a buoyant treatment of a promising folksy ditty.
- ALWAYS YOU..... Nat "King" Cole Capitol 1401
Nat's in "Mona Lisa" form for this glowing rendition of the promising pop adaptation of Tchaikovsky's "Romance." Bobby Wayne has a lush slicing of the ditty on London.
- BRING BACK THE THRILL..... Don Cherry Decca 27484
Cherry could cop joint honors with Eddie Fisher for his sock rendition of this rising Italian adaptation.
- BEAUTIFUL BROWN EYES..... Rosemary Clooney Columbia 39212
Jimmy Wakely Capitol 1393
Two diverse, moving treatments of a country ditty with an infectious recurring refrain: Miss Clooney's is slow and soulful, Wakely's more gingery. Flip of the Wakely side could latch on; it's "At the Close of a Long, Long Day."
- SONNY THE BUNNY..... Gene Autry Columbia 39217
A happy Easter item gets a strong Autry go for pop-kiddie country possibilities.

• 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. SPARROW IN THE TREE TOP..... Guy Mitchell-Mitch Miller..... Columbia 39190
2. I GET A KICK OUT OF YOU..... Billy Daniels..... Mercury 5585
3. CHRISTOPHER COLUMBUS..... Guy Mitchell-Mitch Miller..... Columbia 39190
4. I APOLOGIZE..... Billy Eckstine..... MGM 10903
5. I APOLOGIZE..... Tony Martin..... Victor 20-4056
6. MOCKIN' BIRD HILL..... Patti Page..... Mercury 5595
7. PENNY A KISS..... Eddy Howard..... Mercury 5567
8. WOULD I LOVE YOU..... Doris Day-Harry James..... Columbia 39159
9. WOULD I LOVE YOU..... Helen O'Connell..... Capitol 1368

• 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. IN YOUR ARMS..... Dinah Shore-Tony Martin..... Victor 20-4011
2. JET..... Nat King Cole..... Capitol 1365
3. ACROSS THE WIDE MISSOURI..... Hugo Winterhalter..... Victor 20-4017
4. LET ME IN..... Bobby Wayne..... London 971
5. VELVET LIPS..... Guy Lombardo..... Decca 27391
6. WOULD I LOVE YOU..... Doris Day-Harry James..... Columbia 39159
7. WOULD I LOVE YOU..... Tony Martin..... Victor 20-4056
8. SPARROW IN THE TREE TOP..... Guy Mitchell-Mitch Miller..... Columbia 39190

• 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 operator think tomorrow's hits will be:

1. PENNY A KISS..... Andrews Sisters..... Decca 27417
2. ABA DABA HONEYMOON..... Debby Reynolds-Carleton Carpenter..... MGM 30282
3. MAY THE GOOD LORD BLESS AND KEEP YOU..... Frankie Laine..... Mercury 5584
4. JET..... Nat Cole..... Capitol 1365
5. LITTLE SMALL TOWN GIRL..... Ella Fitzgerald-Ink Spots..... Decca 27415
6. SENTIMENTAL MUSIC..... Patti Page..... Mercury 5571

• 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. RHUMBA BOOGIE..... Hank Snow..... Victor 21-0431
2. SHE DIDN'T EVEN KISS ME GOODNIGHT..... Tex Williams..... Capitol 1398
3. COLD, COLD, WATER..... Hank Williams..... MGM 10904
4. DEAR JOHN..... Hank Williams..... MGM 10904
5. METRO POLKA..... The Pinetoppers..... Coral 64074
6. SHINE, SHAVE AND SHOWER..... Lefty Frizzell..... Columbia 20772
7. STACK-O-LEE..... Tennessee Ernie-Joe (Fingers) Carr..... Capitol 1349
8. BEAUTIFUL BROWN EYES..... Jimmy Wakely..... Capitol 1393
9. MAY THE GOOD LORD BLESS AND KEEP YOU..... Ernest Tubbs..... Decca 46295
10. NO ONE BUT YOU..... Pee Wee King..... Victor 21-0429

FOLK TALENT AND TUNES

Continued from page 29

Sonny Clapp and Francis Craig... Chuck (Uncle Litch) Elmore has moved from WPAL, Charleston, S. C., to WLBB, Carrollton, Ga. ... Al Morris, formerly at WDOI, Cleveland, has moved to WONE, Dayton, O. He formerly worked at KCNA, Tuscon, Ariz., also. Fairley Holden (King) and Wayne Tilford are working at the station. ... Al Brock, WTAL, Tallahassee, Fla., will emcee an all-night sing at Thomasville, Ga., February 10. ... F. Bostick Wes-

ter KSDO, San Diego, Calif., reports excellent listener reaction to his parodies on regular kiddie yarns, such as "Little Red Riding Hood" and others. Wester works in local names, etc., and finds good moppet and adult reaction during his shows.

Don Larkin, WAAT, Newark, N. J., getting good mail pull on his best letters on the subject, "Why Roy Rogers Is King of the" (Continued on page 76)

Startling? It's Flanagan!

EIGHT BRAND NEW SIDES BY FLANAGAN

Once Again America's Newest Dance Band Favorite Comes Through With 4 Records, 8 Great Arrangements in One Exciting Release

RALPH FLANAGAN

America's No. 1 Band in Billboard Disc Jockey Poll . . . No. 1 in Motion Picture Daily Poll . . . No. 1 Band in Martin Block Poll . . . etc. . . .

✓ 20-4066 **ON THE ROAD TO MANDALAY**
(Cymbal refrain by The Singing Winds)

✓ 47-4066 **APPLE BLOSSOM TIME**

RALPH FLANAGAN

Holder of All-Time Attendance Records at the Meadowbrook, Cedar Grove, N. J.; Westview Park, Pittsburgh; King Phillip Ballroom, Wrentham, Mass.; Walled Lake, Detroit; Convention Hall, Asbury Park, N. J.; Castle Farm, Cincinnati (indoor); Peony Park, Omaha (indoor) . . .

✓ 20-4067 **EVERYTIME I FALL IN LOVE**
(Vocal refrain by Harry Prime and The Singing Winds)

✓ 47-4067 **SLOW DRIVE**

RALPH FLANAGAN

Two Commercial Radio Shows in One Year . . . Currently for U. S. Army and Air Force Over 287 ABC Stations Every Monday 10 P.M. EST. . . . Chesterfield Cigarettes This Last Summer . . .

✓ 20-4068 **ON THE LITTLE BIG HORN**
(Vocal refrain by Harry Prime and The Singing Winds)

✓ 47-4068 **HARTZANFLOURS**

RALPH FLANAGAN

Grossing over \$400,000 in First 8½ Months on Tour . . . With 14 Weeks of Location Over 2,000,000 Records First Year . . . Including No. 1 RCA Victor "Designed for Dancing" Rodgers and Hammerstein Album.

✓ 20-4069 **AH SWEET MYSTERY OF LIFE**

✓ 47-4069 **STOUT HEARTED MEN**



RCA VICTOR Records



THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR

RICHARD HAYES-KITTY KALLEN
Aba Daba Honeymoon MERCURY 5586—Lively, energetic rendition of the oldie which appears to be in for a big share if it's merchandised alertly. 87--88--85--87
I Don't Want To Love You The duo produces a fine mood and feeling in running down an attractive ballad. Kitty turns in a particularly glowing chore. 82--83--80--82

INK SPOTS
Tell Me You Love Me DECCA 27464—The "Pagliacci" adaptation draws an unusual subdued reading which lays emphasis to the pop aspects of the song; this holds right down to the traditional Spots' recitative. It's a different approach and if accepted could be a likely item. 83--84--82--83
Castles in the Sand Kenny again carries the burden against a thin string backing with a pleasant new ballad. This side's got a recitation as well. 75--75--75--75

VAUGHN MONROE
Faithful VICTOR 20-4059—Monroe does a strong, resonant vocal with a pretty and rich new ballad. Band and chorus in back are very good. 85--86--85--84
They're Playing Our Song A simple and commercially attractive torch ballad gets a direct, persuasive job from Monroe, who is in excellent voice here. 86--86--86--86

DENNIS DAY (Henri Rene)
B'Gilly, B'Golly, B'Corrah VICTOR 20-4061—Day, chorus and ork combine on a production treatment of a pert little Irish girl-friend ditty in brisk waltz. 71--71--70--73
St. Patrick's Day Parade This 6/8 paean to Paddy's Day is perfect material for Day. A bright, swingy march novelty that could become a standard tune for the holiday. 83--84--83--82

MARGARET WHITING (Frank DeVol)
Faithful CAPITOL 1391—Maggie turns in one of her most effective recent efforts on this lovely new ballad with expert De Vol backing. If the song scores, this version should be a winner. 86--87--85--85
Lonesome Gal Skillful background, with an obligato soprano prominent all the way, and a fine Whiting vocal go make a good mood waxing of a new ballad for the fem whirler of the title. 82--84--81--81

DOTTIE O'BRIEN-JOE FINGERS CARR
Chicken Song CAPITOL 1409—A not particularly bright coverage disk of a catchy novelty which is picking up action via a Lombardo slicing. 71--74--68--71
If You Want Some Lovin' Another coverage item on a country ditty turned pop fails to generate excitement or more than routine interest. 70--72--67--72

HARMONATONES
What'll I Do BELVEDERE 4001—The Irving Berlin oldie draws a pleasant instrumental reading by a good harmonica group. 62--65--60--60
Red Sails in the Sunset This fine oldie is done up in an attractive harmonica arrangement. 65--69--60--65

EILEEN BARTON (Lee Pines)
Tell Me NATIONAL 9137—The "Bake a Cake" thrush projects just a slight bit of her engaging quality in running down this light oldie. 70--70--70--70
I Met Him At One o'Clock She sings and does a recitative with a feathery material bouncer. The whole thing's made of thin substance. 68--70--67--67

GENE AUTRY
Peter Cottontail COLUMBIA 38750—A reissue of an item which scored hefty returns, particularly in the moppet market last Easter, figures to do another round of strong seasonal business. 89--90--89--89
The Funny Little Bunny Same coupling as last year's is along just for the ride; it has a certain amount of moppet appeal itself. 75--75--75--75

SAMMY KAYE (Kaydetts-Kaye Choir)
Peter Cottontail COLUMBIA 39186—Kaye gets into the Easter sweepstakes with a tasty slicing of the kiditty. Neat bounce, skillful performance by ork and ensemble plus Kaydets should attract coin. 80--80--80--80
Easter Parade Solid standard etching here in this neat rundown of the Berlin bunny period anthem. Good seasonal coupling. 80--80--80--80

ROSEMARY CLOONEY (Betty Clooney-Percy Faith)
I Still Feel the Same About You COLUMBIA 39185—Very late issue of a coverage on the bounce ballad scoring via a Georgia Gibbs' etching. The reunited sisters turn in a pleasing job with it. 72--75--70--70
When Apples Grow on Cherry Trees Fluffy, clever little rhythm item is done up with a buoyant lilt by the sisters. Spinners should find this an attractive etching. 75--78--73--73

SY OLIVER
Ain't She Sweet DECCA 27418—Oliver succeeds here, more than in any previous attempt, in capturing the magical rocking beat of the old Lunceford band in this re-reading of the noted arrangement. Could score with dancers certainly with spinners. 79--80--77--80
'Taint What You Do (It's the Way That Cha Do It) Another Lunceford item of tradition is done up here but in a rather heavy-handed manner. The fine rhythm tune and cleffing should have some worth nevertheless. 76--77--75--77

ARTIE SHAW
Show Me the Way To Go Home DECCA 27434—Shaw plays more clarinet on this side than he has in some time on record. Helps to make a neat, lazy beat slicing of the traditional lush's anthem. 74--78--72--72
It's a Long Long Way to Tipperary Another neat go for Shaw and company is wrapped up in this other gang-sing military-bred chant. 72--75--70--70

(Continued on page 72)

FROM NOW ON IT'S...

Tommy "SOSEBEE" Singing and Selling

"SHE'S MY EASTER LILY"

CORAL—#64080



EILEEN BARTON'S New Smash Hit NATIONAL NO. 9137

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POPULAR

<p>★ RUBY WRIGHT 15093 IF YOU WANT SOME LOVIN' A CRAZY AFTERNOON</p> <p>★ TERRY SHAND 15091 WALKING ON THE GREEN GRASS SEA ROVIN' COWBOY</p>	<p>★ JOHNNY LONG 15092 WHO-ZITS FROM MASSACHUSETTS ANY TIME IS SWEET-HEART TIME 15081 ONCE YOU FIND YOUR GUY I DON'T CARE</p> <p>★ MARGARET PHELAN 15089 HALF AS MUCH FLIRTIN' THINKING OF YOU</p>
--	--

FOLK-WESTERN

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

<p>★ TINY BRADSHAW 4427 WALK THAT MESS ONE, TWO, THREE KICK BLUES</p> <p>★ WYNONIE HARRIS 4415 PUT IT BACK TRIFLIN' WOMAN</p> <p>★ IVORY JOE HUNTER 4424 FALSE FRIEND BLUES SEND ME, PRETTY MAMA</p>	<p>★ THE DOMINOES 12001 DO SOMETHING FOR ME CHICKEN BLUES 12010 HARBOR LIGHTS "NO!" SAYS MY HEART</p> <p>★ ROY BROWN 3311 DOUBLE CROSSING WOMAN 3306 TEEN AGE JAMBOREE DREAMING BLUES LOVE DON'T LOVE NOBODY</p>
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YES! VOTED "THE NEW SONG MOST LIKELY TO SUCCEED" BY REVIEWERS AND DISK JOCKEYS

JOHNNY PARKER'S

"JACKIE MY DARLING"

ON

RECORDS

1369

Musicians' Union

• *Continued from page 1*

public school strike Wednesday (14).

Murk, a member of the State House of Representatives, which with the Senate is in biennial sessions here, was asked Tuesday to step in by the Minneapolis Central Labor Union Policy Committee as head of a sub-committee to get teachers to return to their classrooms.

The teachers had declined a wage increase which Gov. Luther M. Youngdahl had hammered out in their behalf in day-long meetings with Minneapolis school board members and union groups here at the Capitol. Feeling the teachers, whom he had defended, had let him down, the governor requested the schools be opened and, if necessary, that substitute non-union instructors be put to work. The union teachers immediately set up picket lines. The teachers thereby lost whatever public support they may have had.

Top labor officials were embarrassed, and that's why Murk was called in. He and several others met with the governor Tuesday afternoon. Murk told the chief executive the schools would open the next morning if Youngdahl would announce publicly that he will call a meeting of legislators from Minneapolis to work out the school financial headache. The governor agreed, and the teachers called off their strike. The meeting is set for Monday (19) here, at the Capitol.

NPA Promises

• *Continued from page 10*

for resale," the committee reported.

Pointing out that NPA has restricted domestic use, the committee declared, "There should be better co-operation on high levels to keep our own small business in operation. "Polystyrene has been coming into increased use in injection molding in the disk-making process. Besides its restriction on polystyrene, NPA has imposed heavy curbs on civilian use of chlorine, which is also used in making vinyls.

Other efforts for increased co-operation from NPA were sighted elsewhere in the amusement industry this week. Robert C. Sprague, president of the Radio-Television Manufacturers' Association, announced the appointment yesterday (16) of a 10-member policy committee to consult with the government on conservation of critical materials in radio-TV set manufacturing. Among topics which the committee will be expected to discuss with NPA officials will be the question of how the industry can best adjust to mobilization requirements by making substitutions of critical materials.

The policy committee is headed by Glen McDaniel, who will replace Sprague as RTMA prexy April 1.

McDaniel is presently veepee of RCA. His committee will consist of Ben Abrams, Dr. W. R. G. Baker, Paul V. Galvin, L. F. Hardy, Leslie Muter, A. B. Plamondon Jr., Robert C. Tait and R. G. Zender. Sprague will serve as an ex-officio member of the committee.

AFM, Net Talks

• *Continued from page 10*

sic curbs could more directly supply increased work.

On the Local 802 front, the upcoming contract with the Class "B" stations is assuming more urgency. Some time soon, the local execs will gather and work up a set of proposals. The nearness of these negotiations has stymied an immediate settlement with WINS, against whom Local 802 is on strike. Recently, WINS gave Local 802 an offer—to allocate a certain budget for music, with the local allowed to specify the number of men. The local rejected this, and asked WINS for the status quo on employment. It was pointed out that any compromise the local might currently make on the WINS situation could prejudice the outcome of the indie station negotiations.

The activity on the national AFM-network level is expected to get under way Monday (19). It was hoped that the negotiations might be resumed today, but this seems unlikely, as Mark Woods, vice-chairman of the board of ABC and carrying the ball for the networks, had an appointment to play golf.

THE BILLBOARD

Music Popularity Charts

• **Advance Record Releases**

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- | | |
|---|---|
| Aba Daba Honeymoon, The—Richard Hayes-Kitty Kallen (I Don't) Mer 5586 | How's the Little Woman—Henry Jerome-Ray Smith (Oh, What) London 977 |
| B'Gilly, B'Golly, B'Gorrah—Dennis Day (St. Patrick's) V 20-4061 | I Don't Want To Love You—Kitty Kallen-Richard Hayes (The Aha) Mer 5586 |
| Castles in the Sand—Ink Spots (Tell) Dec 27464 | I Left My Hat in Haiti—Danny Kaye (How) Dec 27463 |
| El Choclo Mamba—Sonny Burke (Mamboogie) Dec 27427 | I Still Feel the Same About You—Rosemary and Betty Clooney (When) Col 39185 |
| Faithful—Vaughn Monroe (They're) V 20-4059 | If at First You Don't Succeed—Samba—Edmundo Ros (Yankee) London 920 |
| How Could You Believe Me When I Said I Love You When You Know I've Been a Liar All My Life—Danny Kaye-Carol Richards (I Left) Dec 27463 | Let Me In—Blue Barron (Somebody's) MGM 10923 |

- Lonesome Gal—Dinah Shore (Too Late) V 20-4060
 Memento—Sonny Burke (El Choclo) Dec 27427
 No Man Is an Island—Fred Waring (Worship) Dec 27454
 Noah Was the Man—Stubby & the Buccaneers (Washboard) Dec 27448
 Oh, What a Face—Henry Jerome-Ray Smith (How's) London 977
 Oh, What a Face—Sticks McGhee (You Gotta) London 978
 St. Patrick's Day Parade—Dennis Day (B'Gilly) V 20-4061
 Searching Wind, The—T. Dorsey-V. Young (You're) Dec 27455
 Somebody's Thinking of You Tonight—Blue Barron (Let) MGM 10923
 Tell Me You Love Me—Ink Spots (Castles) Dec 27464
 They're Playing Our Song—Vaughn Monroe (Faithful) V 20-4059
 Too Late Now—Dinah Shore (Lonesome) 20-4060
 Washboard—Stubby and the Buccaneers (Noah) Dec 27448
 When Apples Grow on Cherry Trees—Rosemary Clooney (I Still) Col 39185

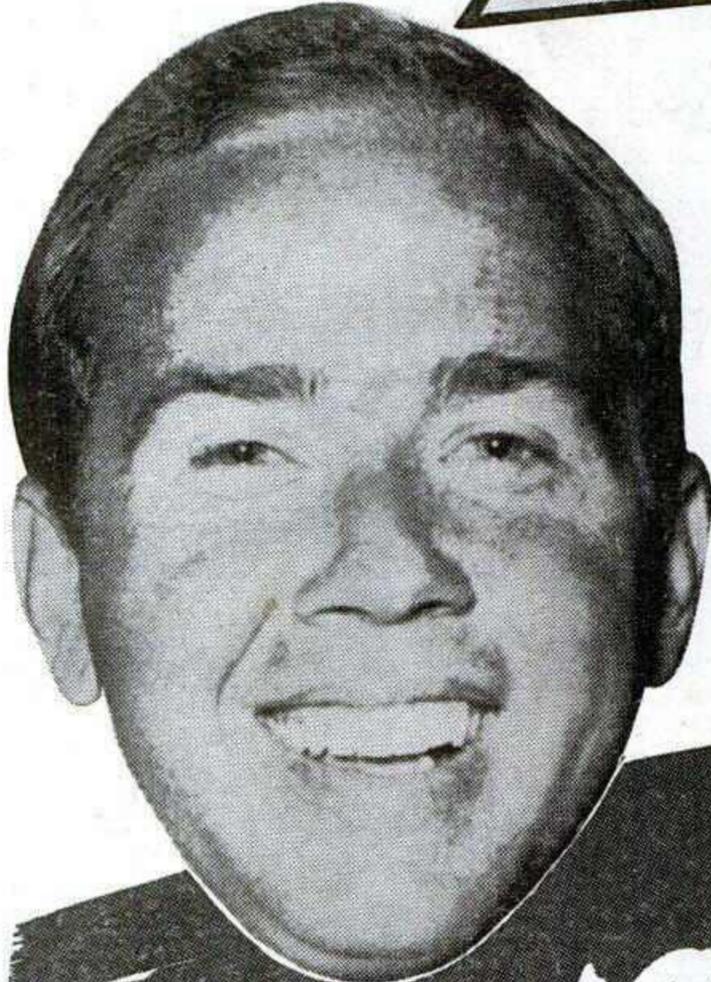
CHILDREN

- Billy Boy—Anne Lloyd, Dick Byron, Mitch Miller (Doctor Dan) Golden R-51
 Billy Rings the Bell (Parts 1 and 2)—R. Mohaupt, D. Molarsky, CRG 5008
 Bouncy, Bouncy Bally—Anne Lloyd, Sandpipers, Mitch Miller (Funny Little) Golden RD-17
 Clock That Went Backwards, The (Parts 1 and 2)—D. Alexander, D. Anderson, Lee Sweetland, CRG 5016
 Come to the Barn Dance—Anne Lloyd, Dick Byron, Mitch Miller (Icka-Backa) Golden R-66
 Doctor Dan, the Bandage Man—Anne Lloyd, Dick Byron, Mitch Miller (Billy Boy) Golden R-51
 Daddy Comes Home (Parts 1 and 2) CRG-1018
 Daddy Comes Home (Parts 1 and 2) CRG 1018
 Ferdinand—Anne Lloyd, Sandpipers, Mitch Miller (Parts 1 and 2) Golden RD-16
 Funny Little Bunnies—Anne Lloyd, Sandpipers, Mitch Miller (Bouncy, Bouncy) Golden RD-17
 Happy Man and His Dump Truck—Anne Lloyd, Dick Byron, Sandpipers, Mitch Miller (Haydn's Happy) Golden R-54

(Continued on page 72)

DECCA RECORDS

...by Demand!



Don Cherry

Sings

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 and
I APOLOGIZE

orchestra and chorus directed by **DAVE TERRY**

DECCA 27484 (78 rpm) and 9-27484 (45 rpm)

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Bustin' Out of Left Field...

"IF AT FIRST YOU DON'T SUCCEED"

By Bernie Baum, Mel Glazer and Stephan Weiss

(Writers of Music, Music, Music)

★ ★ ★

Introduced to America by Endmundo Ros on London Records

(More coming)

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 Record Promotion

THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 84—HARRY M. WOODS

In his active and halcyon days as a songwriter, Harry MacGregor Woods was the Mister X of Tin Pan Alley.

He seldom dropped into Lindy's, the daily rendezvous of the sharp-and-flats fraternity, but frequented instead the bistros of New York's Greenwich Village. Here he often rode with the milk-wagon drivers on their early-morning rounds. His ways were as unpredictable as his talent was brilliant, and in staging vanishing acts, he had but one superior—the great Houdini himself.

Born in North Chelmsford, Mass., November 4, 1896, Harry Woods came naturally by his musical ability, his mother, Edith MacGregor Woods, being a concert singer who schooled her son in music and trouped until she was nudging 80. And altho Harry Woods has no fingers on his left hand, he plays a terrific bass and worked his way thru Harvard by giving piano recitals and singing in church choirs.

This physical handicap was—and still is—a constant challenge to Harry Woods, who has the phy-

his spur-of-the-moment trips to Glasgow and Edinborough where frenzied studio executives finally located him, playing darts with fishermen in some out-of-the-way pub.

Because his interest in music ran a poor second to his love for the sea and the soil, Harry Woods only dabbled in songwriting until 1926. At this time, however, his first smash hit, *When the Red, Red Robin Comes Bob-Bob-Bobbing Along*, convinced him there was more money for him in the ivory keys of his piano than in the rocky acres of New England, and he adopted songwriting as a profession without ever putting his heart completely in it.

But despite his utter disregard for schedules and business appointments and his frequent disappearing acts, Harry Woods could always be depended upon for a hit after he had fished for a week or more off Nantucket, and music publishers grew tolerant of the eccentricities of a man who produced such sure-fire sellers as *Puddin' Madeline Home*, *I'm Looking Over a Four-Leaf Clover*,

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

sique and strength of a prize fighter—all sinew and muscle without an ounce of superfluous fat. He prides himself on his ability as a golfer, tennis player and swimmer. When he had a summer home in the Catskills he would walk into a Broadway bar and challenge anyone to a wrestling match or other rough-and-tumble feat of strength in which backwoodsmen engage.

That, in fact, is but one phase of the Harry Woods's legend, since his speech and mannerisms were ever a reflection of his changing environment. When he lived on Cape Cod, where he took up farming after leaving the ivied walls of Cambridge, he walked with the rolling gait of a sailor and embellished his conversation with sea-faring lingo. And when he returned from England, where he wrote songs for several Gaumont-British pictures, he boasted of his Scotch ancestry with a Harry Lauder burr, probably acquired on

Side By Side, *Here Comes the Sun*, *Man From the South*; *River, Stay Way From My Door*; *When the Moon Comes Over the Mountain*, *We Just Couldn't Say Good-bye*, *Just an Echo in the Valley* and *Try a Little Tenderness*.

Mort Dixon

Altho Harry Woods was both a composer and a lyricist, several of his greatest songs were authored by Mort Dixon, who like Woods, turned to songwriting as a career after engaging in other totally alien pursuits. A native of New York City, where he was born March 20, 1892, Dixon, after finishing DeWitt Clinton High School, worked as a streetcar conductor in the Bronx. He served a three-year hitch in the peacetime army and collected streetcar fares in Bridgeport, Conn., before donning a uniform for a second time in 1916 with America's entry in World War I. He directed the A. E. F. revue, *Whiz Bang*, in France after the signing of the Armistice.

On his return to civilian life Dixon clerked in the foreign department of the Irving Trust Company Bank and worked as a waiter and barman in Westchester County roadhouses before following a natural bent that conformed to his family background. His mother was an actress and his father, Martin J. Dixon, managed the Third Avenue Family Theater in the good old days of blood-and-thunder melodramas—a theater, incidentally, leased from the father of another distinguished lyricist, Larry

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Album and LP Reviews

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

POPULAR

80
OUT OF THIS WORLD—Original Broadway Cast—Charlotte Greenwood, William Eythe, Priscilla Gillette, William Redfield, Barbara Ashley, George Jonegans, David Burns; Pembroke Davenport, directing (1-12''). Col (33) ML-54390

This is the original Broadway cast disking of the hit Cole Porter show. The show drew its greatest praise for lush decor and costuming; these lavish aspects of the production are selling it. The score, unfortunately, is one of Porter's lesser efforts. Tho it is packed with the composer's typically pungent lyrics, the songs are generally weak melodically and self derivative lyrically. The recording of the show has been handled well; it is particularly effective for sharp pacing and clean recording. Barbara Ashley's fine voice makes the best impression in "Where, Oh, Where." Charlotte Greenwood has a personable disk personality but she is stymied with lots of Porter verbiage, second-rate patter about sex. Orking and choral work are absolutely top-notch. The sophisticated Porter-lovers and those who see show are the keenest customers.

78
ELEANOR STEBER-NELSON EDDY IN NEW MOON—Leon Arnaud Chorus and Ork (1-10''). Col (33) ML-2164

Stouthearted Men; Marianne; The Girl on the Prow; Wanting You; One Kiss; Gorgeous Alexander; Softly as in a Morning Sunrise; Lover Come Back to Me.

Altho the Romberg-Hammerstein operetta isn't performed very much these days, there is still a large share of the record-buying public which fondly recalls the smash musical of some years ago. And since the voices of Eddy and Miss Steber are perfectly mated to the romantic score and to each other, there should be a sizable market for the recording. The package includes only the eight songs listed above—eliminating the spoken parts and incidental music as well as several additional show tunes. The Arnaud chorus and orchestra supply typical show score accompaniment.

66
PARTY AFTER HOURS—Amos Milburn-Wynonie "Mr. Blues" Harris—"Crown Prince" Waterford-Velma Nelson

Operation Blues; Around the Clock; Merry-Go-Round Blues; Walking Blues; Itty Bitty Girl; After Midnight. The titular description of this set provides a fairly accurate picture of the content. Included are a group of diskings in the modern blues vein all of them available previously as singles and some having achieved hit status in the r & b field.

TV-Phono Merchandising

Continued from page 14

market for the radios was Ontario, accounting for about half of the Canadian total. A total of 37,823 television receivers were sold in Canada in 1950, with 43 per cent of the sales centered in Toronto.

1950 Radio Production Tops Video Output . . .

Altho member firms of the Radio-Television Manufacturers' Association turned out more TV sets than radios in September, October and November last year, total figures for the year show that radio production reached 8,174,600 sets against 7,463,800 video sets. Biggest radio producing months were September and December.

Film Songs and Scores

1929—VAGABOND LOVER
An RKO picture with Rudy Vallee, Sally Blane and Marie Dressler. Harms, Inc. A LITTLE KISS EACH MORNING (Available on Victor record 36171, Rudy Vallee.) HEIGH-HO EVERYBODY

1935—JACK AHOY
A Gaumont-British picture with Jack Hulbert and Nancy O'Neil. Lyrics by Claude Hulbert. MY HAT'S ON THE SIDE OF MY HEAD EVERGREEN A Gaumont-British picture with Jessie Mathews and Sonny Hale OVER MY SHOULDER SPRINGTIME IN MY HEART TINKLE TINKLE TINKLE WHEN YOU'VE GOT A LITTLE

1936—IT'S LOVE AGAIN
A Gaumont-British picture with Jessie Mathews and Robert Young. Lyrics by Sam Coslow. Chappell & Company, Inc. I NEARLY LET LOVE GO SLIPPING THRU MY FINGERS.

Dixon also worked with Harry Warren, Ray Henderson and Allie Wrubel, and has to his credit such other top-selling tunes as *Nagasaki*, *The River and Me*, *Cover a Clover With Kisses*, *Bam Bam Bammy Shore*, *Bye Bye Blackbird*, *There Must Be Happiness Ahead*, *Mr. and Mrs. Is the Name* and *The Lady in Red*.

Today both Harry Woods and Mort Dixon are strangers to the mythical street where they gained fame, Harry Woods having found a restful haven in sun-drenched Arizona and Mort Dixon taking life comparatively easy in Westchester County, N. Y. They are perfectly content to rest on their laurels and the royalties they receive from songs of enduring popularity.

Hart, and now a neighborhood house.

Billy Rose was largely responsible for turning Mort Dixon's footsteps toward Tin Pan Alley. Both lived in the Washington Heights section of New York City, and when Billy decided to abandon stenography for songwriting, he talked Mort into taking the plunge with him, probably because misery loves company and two guys can take the rebuffs of adversity better than one. Collaborating with Ray Henderson, they hit the jackpot with *That Old Gang of Mine* in 1923 and after that it was "clear sailing ahead with all canvas unreefed" to quote the salty lingo of Harry Woods.

As a free-lance writer, Mort

HARRY M. WOODS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1923—I'M GOING SOUTH**
With Abner Silver. M. Witmark & Sons, Inc.
LONG LOST MAMA
M. Witmark & Sons.
- 1925—WHAT'S A FELLOW GONNA DO?**
With Dave Dreyer and Herman Ruby. Bourne, Inc.
LULLABY LANE
Lyrics by Bert DeCosta. M. Witmark & Sons, Inc.
WHERE IS MY OLD GIRL TONIGHT?
Lyrics by Billy Rose and Mort Dixon. M. Witmark & Sons, Inc.
SPREAD A LITTLE SUNSHINE AS YOU GO
M. Witmark & Sons, Inc.
PADDLIN' MADELINE HOME
Shapiro, Bernstein & Company, Inc. (Available on the following records: Capitol 57-701, Alvino Rey; Mercury 5162. Chuck Foster; London 614; Jack Teter Trio.)
OH, HOW SHE CAN LOVE
Lyrics by Benny Davis. Remick Music Corporation.
- 1926—POOR PAPA HE AINT GOT NOthin' AT ALL**
Lyrics by Billy Rose. Bourne, Inc.
TENTING DOWN IN TENNESSEE
Lyrics by Dick Howard. Bourne, Inc.
WHEN THE RED ROBIN COMES BOB-BOB BOBBING ALONG
(Available on the following records: Decca 24038 in A-1926, Fingerle and Schutt, dual pianos; Decca 24398, Al Jolson; Mercury 5164, Anne Vincent; Mercury 5212, Eddy Howard; Victor 20-3053, Barry Wood; Capitol 57-60014, Dave Lambert.)
WHO'D BE BLUE
Lyrics by Mort Dixon. M. Witmark & Sons, Inc.
TAKE IN THE SUN HANG OUT THE MOON

- Lyrics by Sam Lewis and Joe Young. Leo Feist, Inc.
YOUR FLAG AND MY FLAG
M. Witmark & Sons, Inc.
HO HO, HA HA, ME TOO
With Al Sherman. Lyrics by Charles Tobias. Shapiro, Bernstein & Company, Inc.
- 1927—I'M LOOKING OVER A FOUR-LEAF CLOVER**
Lyrics by Mort Dixon. Remick Music Corporation.
(Available on the following records: Decca 24631, Al Jolson; Capitol 57-735 Alvino Rey orchestra; Columbia 20403, Cody Fox and His Yellow Jackets; Columbia 38081, Arthur Godfrey and the Mariners; Columbia 38100, Tiny Hill orchestra; Decca 24319, Russ Morgan orchestra and Decca 40135, Maurice Chevalier. The latter record bears the French title "C'est Le Nature.")
- 1927—SINCE I FOUND YOU**
Lyrics by Sidney Clare. Shapiro, Bernstein & Company, Inc.
JUST LIKE A BUTTERFLY THAT'S CAUGHT IN THE RAIN
Lyrics by Mort Dixon. Remick Music Corporation.
(Available on Capitol record 37-572, Hal Derwin.)
SIDE BY SIDE
Shapiro, Bernstein & Company, Inc.
(Available on the following records: MGM 10467, Betty Garrett and Larry Parks; Rondo 207, Hoylman Quartet; Columbia 36726, Gene Krupa; Columbia 38107, Dick Jurgens; Capitol 15242, Nick Lucas; London 238, Primo Scala String Band.)
MOONBEAM KISS HER FOR ME
Lyrics by Mort Dixon. Remick Music Corporation.
YOU'RE SO EASY TO REMEMBER
Lyrics by Mort Dixon. Crawford Music Corporation.
- 1928—IN A SING-SONG SYCAMORE TREE**
Lyrics by Mort Dixon. Remick Music Corporation.
- 1929—MY OLD MAN**
Lyrics by Mort Dixon. Remick Music Corporation.
YOU DARLIN'
Bourne, Inc.
WHAT A DAY
Shapiro, Bernstein & Company, Inc.
- 1930—HERE COMES THE SUN**
Lyrics by Arthur Freed. Robbins Music Corporation.
MAN FROM THE SOUTH
With Rube Bloom. Skidmore Music Company, Inc.
(Available on Decca record 25287, Red Ingles with Ted Weems orchestra.)
- 1931—RIVER, STAY WAY FROM MY DOOR**
Lyrics by Mort Dixon. Shapiro, Bernstein & Company, Inc.
Introduced by Jimmy Savo in the Broadway revue "Mum's the Word."
(Available on the following records: National 9095, The Cyncopators; Decca 24056 in A-1931, Ray Benson orchestra.)
*WHEN THE MOON COMES OVER THE MOUNTAIN
Lyrics by Howard Johnson. Robbins Music Corporation.
(Available on the following records: Victor 36045 in C-50, Kate Smith; Decca 24058 in A-1931, Ray Benson orchestra.)
- 1931—HANG OUT THE STARS IN INDIANA**
Lyrics by Billy full Shapiro, Bernstein & Company, Inc.
- 1932—PINK ELEPHANTS**
Lyrics by Mort Dixon. Words & Music, Inc.
WE JUST COULDN'T SAY GOOD-BYE
Words & Music, Inc.
(Available on Decca record 24406, Andrews Sisters; Columbia 38129, Frank Sinatra.)
JUST AN ECHO IN THE VALLEY
With Reginald Connelly and Jimmy Campbell. Robbins Music Corporation.
(Available on Decca record 24063 in A-1932 Carmen Cavallaro, piano.)
WE'RE A COUPLE OF SOLDIERS MY BABY AND ME
Famous Music Corporation
LITTLE STREET WHERE OLD FRIENDS MEET
Lyrics by Gus Kahn. Mayfair Music Corporation.
(Available on London record 503, Al Morgan orchestra.)
"THE VOICE IN THE OLD VILLAGE CHOIR
Lyrics by Gus Kahn. Robbins Music Corporation.
TRY A LITTLE TENDERNESS
With Reginald Connelly and Jimmy Campbell.
(Available on Columbia record 36920 in C-112, Frank Sinatra.)
- 1935—I'LL NEVER SAY NEVER AGAIN**
Bergman, Vocca & Conn, Inc.
- 1940—I HEAR BLUEBIRDS**
Lyrics by Charles Tobias. Bergman, Vocca & Conn, Inc.
- 1942—CLOSER AND CLOSER**
Lyrics by Mitchell Parish. Miller Music Corporation.

Multi Lingual

Continued from page 14
lar basis depending upon availability of material, special holidays and sudden dealer-distributor demand. In some languages, records issued 20 years ago are still selling. Sales-wise, the diskery reports that a sale of 1,000 or 2,000 copies of a record in some languages is considered good, altho Edith Piaf, originally an international artist, has gone over 100,000.

Aside from the problem of maintaining a flow of new material, Avakian claims that a minor headache is the foreign-language dealers who owns a music catalog and insists on having his songs recorded "or else."

That the language series has a substantial market is borne out by Columbia's recent decision to press the catalog on 45 r.p.m. and to release LP albums in various languages.

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ARA-AGVA CODE OK VOTED BY CHI EMA

Ballots 43-3 in Favor of Club Date Set-Up After Chi Indies Back Plan

CHICAGO, Feb. 17.—Following two weeks of controversy, which threatened to split membership of the local Entertainment Managers' Association, Midwest segment of Artists' Representatives Association, it was voted Wednesday (14) to back the contemplated ARA-AGVA club date code. Vote was 43 to 3 in favor of the code (*The Billboard*, February 10).

Indie agents here, when first notified of the \$1-per-act-per-club date clause and other controversial points, blocked okay of the proposed code, but during the past two weeks important indies, such as Jim Roberts and Sid Page, EMA-ARA prexy, swung behind the code band wagon. It was ex-

plained to members that AGVA wished an answer from ARA in New York within a week.

Want Full Representation

EMA-ARA's membership have notified ARA that they will not tolerate the start of another major negotiation between the agents' org and AGVA without the Midwest agents' group being fully represented. Jack Russell, who attended negotiations in New York three weeks ago, said that AGVA no longer wishes to know exact salaries paid on club dates. Since the AGVA executive board voted for a \$10 assessment last week, no check list of salaries is needed.

To Post Eligibles

Russell explained that AGVA will post a notice of all agents who are eligible to book club dates after March 1. This list will include all ARA members if AGVA and ARA can now work out the code, and all independents who pay the \$1,000 bond. This will enable agent and AGVA to exclude many wildcatters who book from their homes without franchises. It was proposed that any EMA-ARA member or AGVA act working with or for such a skedder be disciplined by his org.

EMA-ARA's board of governors passed an amendment to by-laws whereby only paid-up members may, after March 1, vote.

TAPA Agreement

PHILADELPHIA, Feb. 17.—The Theatrical Agencies' Protective Association, agent org, has come to terms with the American Guild of Variety Artists on paying the \$35 franchise fee. AGVA topper Herman Dunn came in for a meeting called by Bob Bennett, president of TAPA, and Fred Costa, its executive director.

After much discussion the org voted to pay the \$35 fee, the AGVA agreed that the \$35 will be refunded in the event any other association membership is franchised without making similar payment of \$35.

Local agents also agreed, but under protest, to pay AGVA the \$1-per-performance head tax to cover insurance for the performer. Association spokesmen said that the \$1 per head is exceedingly high and represents a hardship on the agent when there are four or five people in an act playing a one-nighter. They pointed out that airline companies provide full protection to passengers at insurance rates as low as a quarter. Dunn promised that the union will make a more exacting study of insurance rates, with the hope that the head tax may be lowered.

Clubs Band Together

On the nitery labor front, Dick Jones, local AGVA rep, is having a time of it closing contracts with owners. About 17 niteries have banded together as the Cafe Own-

(Continued on page 40)

UNIONS HASSLE, PROSER SWEATS

NEW YORK, Feb. 17.—A jurisdictional battle between Equity and American Guild of Variety Artists has Monte Proser in the middle, with the opening of his two clubs, Proser's Theater-Restaurant and La Vie En Rose, threatened by the hassle.

Equity has already notified its membership that anyone taking a job with Proser will be disciplined. AGVA, in turn, has swung a similar ax. Equity claims jurisdiction because Proser intends to run tab musicals (*Million Dollar Baby*) twice a night. AGVA says the *Baby's* theirs because the show is in a cafe and, in any event, the third show will have Josephine Baker highlighted. So far only two acts are signed for Proser's Broadway spot, Jackie Gleason and Josephine Baker. Former is both Equity and AGVA; latter will probably be straight AGVA.

If AGVA gets tough it might also prevent Proser's opening his East Side La Vie En Rose until he signs his Stem room.

The case will probably go to the international body of the Associated Actors and Artistes of America (Four A's). But meanwhile it's headaches all around.

Shelvey's 4A Suits for 400G

NEW YORK, Feb. 17.—Matt Shelvey, ex-American Guild of Variety Artists topper, has started a new series of suits against a group of current AGVA and Associated Actors and Artistes of America (Four A's) officials for \$400,000 damages, charging conspiracy, which he charges has allegedly hindered him from his "lawful business as an executive, organizer, consultant and expert in the entertainment field."

Two suits were filed last week, one in Federal Court and the other in the New York Supreme Court. Shelvey's attorneys are Peter Schiller, of Graubard & Moskowitz.

The suits are brought against Dewey Barto, Hy Faine, Ruth Richmond, Henry Dunn, Dave Fox, Silverstone & Rosenthal, Paul Dulzell, George Heller, John Donoghue and others.

Cincy Cat & Fiddle In New Location

CINCINNATI, Feb. 17.—Cat and Fiddle nitery, long a popular retreat for visiting firemen, reopens March 1 in its new location on West Fifth Street, a few blocks from the heart of town. The club was forced to give up its old West End location January 1 to make way for a new school building.

Ben Rafalo, who has sparked the spot since its birth with the repeal of prohibition, has been forced by ill health to retire from the business and has settled in Miami Beach, Fla. His brother, Herman Rafalo, fiddling band leader at the club, takes over the managerial reins.

Bob Dixon Held Over After Varadero Click

HAVANA, Feb. 17.—Paying off for at least one Yank performer is the \$3,000,000 Hotel Internationale at Varadero Beach, about eight miles from here. Bob Dixon, emcee-vocalist, has just completed six weeks with a show and has been held over for the new package. Spot is using standard-type acts with the Boots McKenna line, the Sapphire dance trio, the Carlos Morrison Dancers and Duke Art Jr. in recently. Tip-off to continued working of the joint comes from Dixon's present routine. He does half-Yank, half-Cuban routine, with songs in both languages.

unit field is Monte Proser, who, though he has troubles in opening, is planning already to put a pruned down musical on the road using his name.

Boston RKO House Drops Flesh Policy

Theater Losses Average \$9,000 Weekly Since Opening Combo Bill in January

NEW YORK, Feb. 17.—The newly reopeped RKO Boston which went back to flesh in mid-January, has decided to drop its shows after the Louis Jordan package which opens February 21 for a week.

Chief reason for the canceling of stagershows is dough. During the first three shows, house losses average \$9,000 weekly, which forced it to re-evaluate its return to flesh. First show was Jack Carson and Don Cherry; second had Maxie Rosenbloom and Mel Torme. Third had Joan Blondell, Bert Wheeler and Hank Ladd. Subsequent shows lined up, seven in all, had Sarah Vaughan and the Harmonicats, who were canceled when policy change was made.

But if the RKO Boston is dropping flesh, Loew's State is reopening for the first time in years with spot shows. Boston Loew house will start off with the Ink Spots and follow it with Vic Damone. No other dates have been made.

Off the record conversations with bookers, none of whom want to be quoted, has them in agreement that new stagershows will die unless there are pictures that will pull them in. They attribute the blame to theater managers who today have the virtual right to refuse to book bad flicks, but who either don't know a bad picture when they see it, or try to save on a stagershow when they have a good picture.

"We've proved time and again that a big combination, stagershow and picture, is the answer to bad

grosses. But try to make theater managers believe it," was one booker's reply.

Theater managers queried flatly denied their absolute authority on the choice of pictures. "The home office puts 'em in and the home office pulls 'em out. The only control we have is advising when the take is so low that a new picture should come in. And even then the picture is frequently forced in for another week," said one key house man.

Morgan Club Bows Feb. 23

CINCINNATI, Feb. 17. — Sam Honigberg, Al Morgan's manager, was in town this week supervising preliminaries for the February 23 opening of the latter's recently acquired Glenn Rendezvous, Newport, Ky.

Negotiations are on with Paul Dixon, WCPO-TV and radio disk jockey, which would have Dixon, the top platter jock in this area, doing a regular disk show out of the Glenn. Only hitch is clearing Dixon with the musicians' union, as WCPO and the union are still at logger-heads over the use of live music.

Deke Moffett, who for many years has fronted the bands at the RKO Albee here and at Beverly Hills, Newport, Ky., will lead the new Glenn band of nine pieces.

Morgan plans to operate Glenn Rendezvous on a popular-price policy, featuring himself between out-of-town engagements. He'll surround himself with two other acts and an extra feature will be brought in periodically when he hits the road.

AGVA Carpet Call For Martin, Lewis

HOLLYWOOD, Feb. 17.—Comics Dean Martin and Jerry Lewis go before the American Guild of Variety Artists' local board Wednesday (21) to answer charges filed by AGVA's San Francisco office. Pair face a fine and/or suspension for doing an impromptu number at the Bay City's Bel Tavern last October.

Martin and Lewis have been cited by the board before on similar charges. In all instances a \$250 fine was imposed and then suspended. AGVA directors here may decide to reinstate the suspended fines and sock the zanies with an additional one. Hearing, originally skedded for February 14, was tabled due to more pressing business.

4 Stem Houses Top Names But Sag Off 32G

NEW YORK, Feb. 17.—An assist from Lincoln's birthday helped a little but the sum total of over-all Stem combo grosses was down to \$403,000 from the previous week's \$435,000.

Radio City Music Hall (6,200 seats; average \$124,000) wound up a two weeker of *September Song*, Harold Barnes and Rudy Cardenas with \$115,000 after a kickoff of \$116,000. New show has *Payment on Demand* plus Johnny Mack and the Asia Boys.

Roxy (6,000 seats; average \$76,000) collected \$109,000 for the second week with Danny Kaye and *Call Me Mister*, after an opener of \$115,000.

Capitol (4,627 seats; average \$43,000) exited with \$40,000 for the Lional Hampton bandshow and *Enforcer* for the third week following an opener of \$73,000 and a second frame of \$48,000. New show has Joey Adams, Felix Knight, Connie Sawyer, Blue Barron ork and *Vengeance Valley*.

Paramount (3,654 seats; average \$64,000) is still holding up with a juicy \$82,000 for its third week of *War With the Army*. Harvey Stone and Boyd Raeburn ork. Show started with \$110,000 followed by \$88,000.

Strand (2,700 seats; average \$36,000) did \$40,000 for the second week with *Operation Pacific*, Joey Bishop and Denise Darcel, after an opener of \$50,000.

Palace (1,700 seats; average \$17,000) crept up to \$17,000 for eight acter headed by Three Pitchmen plus the *Man Who Cheated Himself*, versus \$16,000 the week before. New show has Peter James, Jack Gwynne and *Rogue River*.

ROAD GETS ROUGH

AGVA Holds Unit Owners Liable for Pay Guarantee

NEW YORK, Feb. 17.—Package producers and bookers may be in for a peck of trouble, not to mention being liable for salaries, if they put shows on the road for runs which peter out after the first date.

The most recent example was a Fletcher and Arden unit which started out on a 16-weeker but folded after first date. Before going on the road, the American Guild of Variety Artists ruled that the owners of the unit, Fletcher and Arden, were employers and as such responsible for the salaries of the cast. Their guarantee was 'nd' pay for 12 weeks out of the 16. The package was booked with Frank Sennes for the tour, but after it worked the Lookout House, it was dropped, and Fletcher and Arden had to pay off.

At present, there are a few units on the road, most of them being booked thru Frank Sennes, tho he

doesn't assume responsibility for salaries. The China Doll unit is Tom Ball's baby; the Latin Quarter is Lou Walter's and the currently being formed Copa review which will be handled by Charley Yates, will be Jack Enteratter's unit. Under AGVA rules all these units must have their money guaranteed by the package owner or producer and a bond equal to at least one week's salary must be deposited with AGVA. In most cases the weekly talent nut is about \$6,000, and bookers offering dates have no desire to guarantee payment. That leaves whoever is the producer holding the bag. In some cases where a unit is sent out with six or seven weeks' work AGVA may require two or more weeks' salary as a deposit. That's a lot of loot, and the boys are beginning to look for backers to put up the dough.

The latest entry in the traveling

Extra Added

Brief but important night club-vaudeville news

Philadelphia

The Saxony, class mid-town restaurant, adds musical entertainment for the first time with *Penny Prentiss* at the piano. . . . Combine operating Club Del Rio drew a 60-day suspension from the State liquor board. . . . *Louise Ayres* and *Ruth Fields*, known as the *Unique-ettes*, have broken up the act after two years. . . . After trying a double feature film policy, the Carman Theater returned to standard vaude. . . . *Nut Brothers*, current at the Little Rathskeller with *Vinnie De Campo*, have decided to change their billing to *Royal, Castle and King*.

New York

Kitty Kallen's nursing a rubber check she says she got from a Miami Beach cafe. . . . *Murray Katz* joined MCA's TV depart-

ment after leaving GAC's theater division. . . . *Jackie Bright*, current at China Doll, will get the Olympia, Miami, next.

Claudia Pinza opens at the Boston Hotel, Somerset, Mass., April 27. . . . *Dorothy Shay* into the Plaza next time around instead of the Waldorf. . . . *Ben Blue* unit opens at the Chez Paree, Chicago, February 23. *Mary Small* an added starter. . . . *The Weavers* and *Rose Murphy* set for Cafe Society tho not on the same bill. . . . *Angel Lopez* opening a new spot, Chateau Madrid, March 1.

Here and There

Lynn Martin Trio is in its fifth month at the Rose Room of the Frye Hotel, Seattle, and is booked for the year. It started nightly half-hour remotes over KRSC in mid-February.

Oriental, Chicago
(Thursday, February 15)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows week-days. Six shows week-ends. House booker, Charley Hogan. Show played by Sherman Hayes' house band.

September Affair on the screen and a record star-studded vaude bill emceed by d. j. Eddie Hubbard should make a substantial two-weeker. Hubbard does an unassuming job of emseeing.

Organist Ken Griffin (Columbia) opened with a series of strong novelties, mixed in with his standard record hits. Impres' s of Jack Benny's off-key fiddling, a freight train medley and patter makes Griffin a good stage bet.

Betty Chapel, the Garroway TV chirp, is subbing for Theresa Brewer the first four days because the London Records chirp is bedded by pneumonia. Miss Chapel, who's much better in the flesh than on a TV screen, has an enthusiastic delivery that projects.

The Art Van Damme Quintet have improved visually since their last Chi stage date. Group, especially the leader, is paying more attention to showmanship. They played a well-selected variety of numbers to good mitts.

Guy Mitchell, making his Chi debut, has a bouncy enthusiasm and original style. He showed a good straight job o' Body and Soul that sent him off to a fine hand.

Lowe, Hite and Stanley did their standard comedy and record panto bits to good returns.

Johnny Sippel.

Tiffany Club, Los Angeles
(Monday, February 12)

Capacity, 175. Price policy, two-drink minimum on week-ends. Shows at 9:30 continuous. Owner-operator, Chuck Landis. Booking, non-exclusive. Publicity, Frank Leiberman. Estimated budget this show, \$500. Estimated budget last show, \$2,500.

Virginia Maison steps high to melt even the hardest individuals. Her ad lib insults and double entendre patter with customers keeps this intimate room howling. Blonde and busty, she complements her pleasant-voiced song stylings with good piano.

Patrons take an oral lambasting on such sentimental ditties as One Hundred Years From Today, Clair de Lune, and Don't Take Your Love From Me. Gal works for almost an hour. Joe Bleeden.

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Night Club - Vaude Reviews

Capitol, New York
(Thursday, February 15)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily, five, week-ends. Loew chain booker, Sid Piermont. Producer, Allan Zee. Show played by Blue Barron's ork.

This bill will have plenty of work on its hands to pull 'em in. The stagershow runs good, the acts do a good job, but the lack of marquee heft plus a Western flick, *Vengeance Valley*, isn't going to break down any doors.

The show tees off with Blue Barron fronting the band and the vocal group, Blue Notes (three boys, two girls), giving out with *The Roving Kind*. It's a happy tune and the Barron outfit gave it plenty for an opener. Next came Johnny Goodfellow, a tall, blondish lad, who baritoneed a competent *You're Just in Love*. Barron has a new gal, C. J. Holly, a pretty blond canary, who shows some promise even tho she doesn't have many chances in the current show. Betty Clark, Barron's long-term gal singer, did a big job with *The Mocking Bird* (recorded for MGM), and the apathetic house awoke. The band's biggest number was a Latin tune introed via black light gimmicks featuring the piano. For the clincher, the entire band came in with bongo or timbales. Tho the idea was good, it was too short to make much of an effect.

Sh Terps and Sawyer

First act was Bobby Lane and Claire in their standard sh-sh-sh terp and comic-page acro dance, winding up ahead. Connie Sawyer, working next, didn't register here as she does in intimate cafes. She has the material and the showmanship, but her sotto voce snappers that get yocks in clubs merely look like throwaways in a big house. Hitting the tag lines harder might help. However, Miss Sawyer is a very funny gal. With a house full of adults she should be a smash.

Felix Knight, in his first job on the street (he's out of the Met), showed a commendable pair of tenor pipes for his opener, a long-hair number. His next, *Tennessee Waltz*, got by on melody rather than quality. Knight's *Donna Mobile* was excellent and his finisher, *Donkey Serenade*, was almost as effective.

Joey Adams, working with Al Kelly, did a combo of the old Joy Adams plus Kelly's double-talk for scattered yocks. Adams's Columbia Broadcasting System show, *Rate Your Mate*, which came in for plugs and kidding, was apparently well known here to judge from the applause. Kelly's double talking is masterful as always. Adams's chatter is smooth and timed for major impact.

Bill Smith.

Radio City, Music Hall, New York
(Thursday, February 15)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker, Leon Leonidoff. Show played by the Raymond Paige house ork.

The show moved along smoothly and the over-all was quite pleasing. With a couple of serims used effectively in the latter half, during the glee club's medley of standard tunes, two dance routines were seen thru the outline of a piano on the backdrop, with blowing tinsel giving an impression of rain during the *Stormy Weather*. When this scrim was lifted another was revealed behind it, thru which Johnny Mack made his entrance in topper and tails. While the chorus parted to the wing, Mack went into his easy going tap routine, starting with his cane tricks and finishing with drumming on a chair, which was also pulled out for a trick exit.

June Winters from stage left made the transition into a blues medley, whereupon the Rockettes were revealed on stage-wide stairs behind the scrim in back. They did a rather jazzy routine, finishing back on the stairs, with the glee club moving on in front again.

Outside Acts

Other outside acts, the Asia Boys and Cilly Feindt and her white show horse, Pasha, were worked into a circus number following the ballet. The horse, with the lady perched in the saddle, did dances and marches in good time. But the act seemed a little too long for the number of tricks pulled. The three short Asia Boys did their act atop a table. Their balancing showed extraordinary strength of limb, but

Palace, New York
(Thursday, February 15)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily, five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Bines. House band, Don Albert.

Not until the fifth act was half way thru its turn did an overly apathetic house show any reaction to the offerings. Common fault of half the acts this week was the lack of a strong finishing bit. It was Jack Gwynne and Company, then Men of Song, Peter James and Gautier's Tally-Ho that sold best.

The St. Clairs, a youthful tap team, worked neatly in some fine garb, but failed to impress the house only because of a crying need for a flash bit. Male partner's terp and drumstick routine was highly professional but under-sold. Tanya, attractive violinist, did well enough with her solo string work ranging from Enesco's *Rumanian Rhapsody* to a medley of pops and standards, but sight-appeal was missing here too. Myers and Walker, a comedy-dance-song-musical turn born out of the Chuck and Chuckles and Sinclair and Leroy acts, worked hard right from a strong opening. With some brighter comedy material, the team could sel' much better. Basic ingredients are fine.

Jack Gwynne's standard mystery turn was the first to really strike the fancy of the house. He has a flashy act replete with fine props and costumes for the two fems with him. Guy's illusionary stunts with fish bowls, swords and hypnotism were masterfully handled. Brani-Valenti, a European panto act, came on fast with a short terp bit, but slowed up to a walk when the Italian males ran thru pantos on a secretary and ork leaders. Their bit on two guys watching a silent was well done, even tho it's been seen rather often.

A set of strong pipes and smart repertoire draw big mitts for the Men of Song. The vocal quartet mixed up some oldies, concert standards, show tunes and current hits to sell their chanting. *South Pacific's There Is Nothing Like a Dame* got them off to a solid finish. Peter James, more familiar as Bobby Pincus, came closest to breaking it up with his nonsense-slapstick turn. Guy got a heavy assist from blond, buxom Isabelle Dwan.

The Gautier standard animal act with ponies and dogs served as a good closing act—per usual.

Pic, *Rogue River*. Joe Martin.

Chicago, Chicago
(Friday, February 17)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basil's house band.

House is banking on *Operation Pacific* to do business. The stage show is a low-budget job that is good entertainment, but lacks a headline wallop. Chirp Connie Russell, of the Garroway TV show, received so-so reaction. Her first two numbers, especially her attempt to put over a parody, *Television's Tough on Love*, meant nothing. She did better with current pops.

The five Amandis (males) do terrific tumbling and a lot of teeterboard work. They combine rolls and spins in their flips of the board to generate big mitting. Bobby Sargent seems more suited to niteries than vaude, judging by his material. A good-looking youngster, he opened well with an Ukran'ian emigrant bit, but then went into strictly nifty stuff, doing an impress of a bistro boss and Trouscho Marx that was strictly for hepsters.

Elsa and Waldo did their usual top job of comedy dancing. Waldo has cut out a lot of his great rubber-leg and slow motion bits, substituting a waltz opener.

Johnny Sippel.

they made it all look too easy. They got a big hand with their exit, making way for the glee club.

The ork with Raymond Paige started the show with a Rachmaninoff medley. The organ was used on the C Sharp *Minor Prelude* theme for grandiose effects.

Pic, *Payment on Demand*. Gene Plotnik.

Empire Room, Schroeder Hotel, Milwaukee
(Sunday, February 11)

Capacity, 500. Price policy, no cover or minimum. Owner-operator, Schroeder Hotels. Booking, Herb Huwateck. Manager, Louis Limecooly. Publicity, Ed Toole. No set budgets.

Following directly on the heels of the smash Hildegard engagement that set an all-time high record for the room would be a tough spot for any show. But despite the lack of name acts, the present bill is doing nice biz.

Main billing was given to the Jack Bundy band with singers Kathleen Kohls and Don McClellan. Bundy is an old favorite here thru years of work on local radio stations, and his casual bandstand manner and emseeing were well received. The outfit plays an excellent brand of commercial music arranged by pianist-clefper Ralph Herman and also cuts a flawless floorshow. Band chirp, Kathleen Kohls, who has built up a following via TV appearances, scored well with several novelty numbers and a duet with Don McClellan.

Norma's Draw Fair

The show opener was Norma, whose singing met with only fair mitts until her final number, *Granada*, which made her a winner. Other offerings were, *I Feel a Song Coming on* and *Zing Went the Strings of My Heart* in which she worked in a clever strip gag routine.

The Hustrie Sisters are very pretty and their trapeze work was the hit of the show. The unusually high ceiling of the Empire was ample, and their busy tricks drew gasps from the audience and plenty of ogles from the menfolk.

Curry, Byrd and Leroy worked smoothly. The act opens with Curry attempting a few gags, which starts the stooge out front to heckling. The bit was handled skillfully, bringing solid yocks. The dance routine with Norma, who doubles in her solo singing stint was equally good. Benn Ollman.

Tic-Toc, Milwaukee
(Sunday, February 11)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Al Tusa. Booking, Phil Tyrell. Manager, Armin Weinberger. Estimated budget this show, \$1,200. Estimated budget last show, 1,200.

The current bill features comedy team act of Marshall and Allen, dancer Jackie Bartell and piano stylist Yvonne Rivera who also doubles with the Steve Varela's Latin outfit on the bandstand.

While on the night caught the house was capacity for the first show and about half full for the closer, business in general has been adversely affected by Lent and the below zero temperatures.

First on was Titian-tressed Jackie Bartell, whose vivacious manner won healthy palms for three well done tap routines.

The fiery piano work by lovely Yvonne Rivera, pretty in black, drew solid applause for all her numbers. With the breaking up of the Varela combo, Yvonne is stepping out as a solo act. The gal's ability earns her rapt attention and solid mitts, but she could use some tutoring in presentation and audience contact. Her best number was the opener, *Our Love*, with the backing of both orks, featuring drummer Steve Varela's exciting stick work.

Comic's Invasion

Invading the Tic-Toc for the first time, Marshall and Allen have made lots of friends here and will no doubt be asked back again. The boys drew yocks all the way thru their act, which moved at a nice pace without utilizing any blue material. Their impreses of stars and personalities were all top drawer, with Gene Allen handling most of them. Wisely, they didn't emphasize the mimicking, but enough impersonations were dished out to score heavily with the customers and convince them of their versatility. The sock finish of the stint was Jerry Marshall's handling of several nostalgic Al Jolson tunes, with ringsiders calling for more.

Usual was the excellent show cutting job by maestro Johnny Davis and aggregation, with Steve Varela and the Rhumbaies making with the mambos.

Benn Ollman.

Billy Gray's Band Box, Hollywood
(Sunday, February 11)

Capacity, 250. Price policy, \$2.50 minimum. Shows at 9 and 12. Operators, Billy Gray and Max Gold. Booking, non-exclusive. Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

Current show isn't as good as the last layout, but has enough bright spots to send customers away happy. The no-name policy continues to pull, due in no small measure to master showman Billy Gray, who can do no wrong.

Lesly Gray, subbing for ailing Jacqueline Fontaine, is a fair chirper, but not in Miss Fontaine's class. Her awkward manner distracts, and heavy make-up also is a drawback to her good looks. Tunes of a more lowdown nature would aid her. Personable Arthur Duncan demands attention with honest presentations of standards and clever hoofing. He scored big with *Where Can I Go*, and showed possibilities with *Almost Like Be-*

(Continued on page 40)

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HOCUS-POCUS of Magic and Magi By BILL SACHS GEORGE MARQUIS, who has been showing his magic as a single in Ohio schools the last five weeks, resumes with his theater unit at the 1,900-seat Hippodrome Theater, Newport, Ky., March 3, with other theater dates in the area to follow. The De-Haven Sisters, dancers and assistants, will be back in the lineup. Henry Kerwin has been engaged as carpenter. Two more assistants will be added before the opening. George Ritzler, veteran Lima, O., theater man, is booking the unit. . . . Judith Johnson and Company, mental turn managed by Harold Laughon, has moved into Miami for the remainder of the winter after a week's stand at Club 22, Tampa. . . . Ralph Pence, formerly an assistant on the Howard Thurston show, is manager of the paint department for Montgomery Ward at Lima, O. He still retains his interest in magic by putting on an occasional show in the Lima area. . . . Jack Leeston, magician and spook show worker, is booking summer dates for the Kelly-Morris Circus in the Middle West. . . . Everett and Jane Lawson, now winding up the last of their school route in the Chattanooga, Tenn., sector, have signed to do their magic with J. C. Bisbee's Comedians under canvas, opening early in April. They report that school shows have become increasingly difficult to book in recent months and that they plan to pass up the school bookings next winter. . . . Ann Davison, wife of John H. Davison, past president of the International Brotherhood of Magicians, passed away February 8 at their home in North Stonington, Conn., where her husband, who recently celebrated his 84th birthday, is seriously ill. . . . Larry Weeks, magical juggler, after a week at the Iceland Theater-Restaurant, New York, sailed February 10 on the French ship DeGrasse for a 13-day cruise of the Caribbean, set thru the William Morris Office. Weeks has another ice show engagement pending and also is tentatively set to return to the Iceland soon. . . . Landrus the Magician has moved into Louisiana from Texas, and says he's seen a lot of Virgil paper and publicity in the territory.

Burlesque Bits By UNO at the Embassy, Rochester, N. Y., February 9. . . . Attending the wedding of Ginger Briston of the Colony Club, San Fernando, Calif., and Lieut. J. E. Jones recently at the home of Ginger and Heather English in San Fernando were Jean and Bob Carney, Mr. and Mrs. George Rose, Betty Rowland, Ray Parsons, Jack and Sheila Lind Esses, Billy and Marnee Mack, Marie and Billy Foster, Mimi Reed, Lorraine Lee, Irma Vail, Nicki Culbertson, Mrs. Nell Shannon, Charlie Murray and Mrs. Laura Bradley. The groom was a journalist on The Los Angeles Daily News before being recalled for active duty. . . . Burbank, Los Angeles, box office was held up recently by a lone bandit who got \$400. Manager Ted Coyne says it was covered by insurance. . . . Diane Shaw, whose last strip appearance in the East was in New York stock 13 years ago, is now on the Hirst Circuit with the Foster-Lewis unit. Funeral for Hon Nickels, owner of the Gayety, Baltimore, who died recently of a heart attack, was attended by many burleskers in town. Hon started in showbiz 35 years ago when he acquired the Monumental in Baltimore. He retired two years ago. . . . Billy Mack, now at the Garden of Allah, Seal Beach, Calif., and Marnee, of the Colony Club, San Fernando, Calif., have bought a home in Los Angeles. . . . The strip tease-burly policy is in vogue at the following Miami niteries: Ball and Chain, Harem, Jungle, Rainbow Inn and Red Barn, and in Miami Beach, Fla., Club 22, Life Bar and Beachcomber. . . . Sherry Shannon, who filled in at the B & B niterie, Providence, thru Dave Cohn, rejoined the Murray-Matthews unit in Newark February 9.

RING-ROUND-NOT-SO-ROSY Acts Get Less Work, Coin, Yet Bite's Up 5% NEW YORK, Feb. 17.—It now costs the average act 15 per cent to get work as against 10 per cent a few years ago. But if the cut to bookers and/or agents has increased, the basic salary has not. The chief reason for the higher cost of getting work is the refusal of agents to cut their splits and the increased number of performers looking for work. During the war years the major talent offices faced with a 5 per cent booking fee would split their own 10, and the act would pay just the 10. With the cost of doing business today so much higher, acts are asked to pay the 5 per cent booking fee plus the 10 the agent collects. There has been some falling off of the 5 percenters in recent years for varying reasons, chief of which was the elimination of many cafes. But the remaining bookers, Frank Sennes, Cleveland, Cincy and surrounding areas, plus Las Vegas; Monk Arnold, Atlanta; Paul Maar, Ohio; Pete Iodice, Detroit; Ray Cooper, Montreal, etc., are still in there pitching for the 5 or even 10 per cent if the traffic will take it. Hotels Eliminate The only branch of the act business where the 5 percenter has been eliminated is among the hotel chains. In those cases, however, the booker is seldom an outside operator. He's on the payroll as a "talent consultant," buying acts as cheaply as possible with nothing on top or under the table. The chief "talent consultants" in the hotel picture are Merriel Abbott, Hilton chain; John Granby, Statler chain; Harold Koppler, Chase Hotel, St. Louis; Stanley Melba, Pierre Hotel, New York; Arki Yavennsonne, Sheraton chain, and Cabot and Michelin, Schine chain. In some cases the talent buyers are the owners of the hotels, in some they're officers. But in all cases they buy their talent net. The chief exceptions to this hotel net buying is Monk Arnold who books the Henry Grady Hotel, Atlanta, and Chester Lorch, booker of the Brown Hotel, Louisville. The main resistance to bookers is among the large talent offices who frequently refuse to deal with exclusive bookers. It has not been unknown for agencies to quote one figure to the booker and a lower one to the owner in order to ease out the former. Where attractions are involved, the deals are practically always

AGVA-ARA Code Continued from page 38 ers' Guild and have engaged Assistant District Attorney Leonard Propper to represent them. Jones said he will make no blanket settlements, and points out that all liquor licenses are issued individually, that neither the State Liquor Board nor AGVA recognizes guilds, and any settlement made with the clubs will have to be made separately. Wage increases represent the major stumbling block. AGVA minimums for niteries have been hiked from \$50 to \$60, with the minimum in better spots moving to \$125. No niteries have signed new contracts as yet, claiming the wage hike is out of reach and that the Guild is handling such matters for them. Another major item in contract negotiations is a clause governing "guest acts." Under terms of the new contract offered cafe owners by AGVA, the operator will be responsible for one-sixth of the wages of any guest performer, which shall not be less than \$25.

Billy Gray's Continued from page 39 ing in Love, Mona Lisa and Happy Feet. Begged off. Ex-terper Freddie Ross emsees and intersperses some blue but clever patter between acts. Ross builds a fast line into steady chuckles and fair hands. His impersonation of Ted Lewis and dialect jokes mildly roused patrons, but he was on too long to be effective. Co-owner Gray in his usual closing slot showed some new material. The fine dialectician pulls consistently with parodies and sharp topical gags. Ivory-ticklers Cliff Whitcomb and Bill Howe do yeomen work on show and intermission. Joe Bleeden.

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FEBRUARY 24, 1951

TIGHTS & TOES

NYC Ballet Socko at 6th Season Start

NEW YORK, Feb. 17.—The New York City Ballet Company opened its sixth season at the City Center Tuesday (13) with a sparkling variety bill from its repertory. Artistic director, George Balanchine, and his associate, Jerome Robbins, shared choreographic honors with the former's *Sylvia: Pas de Deux* and *Bourree Fantasque*, and the latter's *Age of Anxiety*. Opener was William Dollar's tragic *Duel*, originally introed by the Ballet de Paris.

The company is saving some surprises for later in the four-week run. Balanchine's *La Valse*, set to music by Maurice Ravel, will have its world premiere, and a Blanchine-Igor Stravinsky collaboration, *Card Game*, a revision of *Game of Cards* done for the American Ballet in 1937, will be included in the New York City rep.

Also cheersome news for balletomanes will be the addition to the troupe of Nora Kaye, who has left Ballet Theater, and the guest appearance by Andre Eglevsky.

(Continued on page 44)

Jouvet Troupe Sets Dates In Canada, U. S.

PARIS, Feb. 17.—The Louis Jouvet company leaves here Tuesday (27) for a North American tour under sponsorship of the American National Theater and Academy. This is the troupe's first tour of the U. S., altho it appeared extensively in South America during the war. Group will present only its current production, *L'Ecole des Femmes (School for Wives)*, by Moliere. The performance will be in French.

The tour opening is set for Montreal March 7 thru 11 at His Majesty's Theater. Follows a one-nighter in Quebec March 13 and *(Continued on page 44)*

Dramatic & Musical Routes

Apple of His Eye (Biltmore) Los Angeles.
As You Like It (Davidson) Milwaukee.
Autumn Garden (Locust St.) Philadelphia.
Death of a Salesman (Playhouse) Wilmington, Del., 21; (Lyric) Allentown, Pa., 22; (Hershey) Hershey 23-24.
Diamond Lil, with Mae West (Worth) Ft. Worth, Tex., 21; (Melba) Dallas 22-23; (Music Hall) Houston 24-25.
Green Pastures (Colonial) Boston.
Guardsman, The (Cox) Cincinnati.
Innocents, The (Curran) San Francisco, opening Feb. 23.
It's a Great Day (Blackstone) Chicago.
Kiss Me, Kate (Curran) San Francisco 19-22.
Luna, The (Walnut St.) Philadelphia.
Mike McCauley (Harris) Chicago.
Mr. Roberts, with Todd Andrews (Auditorium) Louisville 19-22; (Coliseum) Evansville, Ind., 23-24.
Mr. Roberts, with Henry Fonda (American) St. Louis.
Moon Is Blue (Wilbur) Boston.
Oklahoma (Grand) London, Ont., Can., 19-21; (Auditorium) Rochester, N. Y., 22-24.
Peter Pan (Shubert) Philadelphia.
South Pacific (Shubert) Chicago.
Still Small Hours (Forrest) Philadelphia.

H'w'd Biltmore Seeks 'Lil' Date

HOLLYWOOD, Feb. 17.—Pete Ermatinger, manager of the Biltmore Theater, is negotiating for *Diamond Lil*, the Mae West starrer currently in Texas. *Lil* would follow *Apple of His Eye*, featuring Edward Arnold, which opens Monday (19) for a two-week run.

Booked into the Biltmore March 26 is *Sylvia* in *The Innocents*. Play is now in San Francisco.

BROADWAY SHOWLOG

Performances Thru
February 17, 1951

DRAMAS		
Affairs of State.....	9-25, '50	167
(Music Box)		
Angel in the Pawnshop.....	1-18, '51	36
(Booth)		
Bell, Book and Candle.....	11-14, '50	111
(Barrymore)		
Billy Budd.....	2-6, '51	9
(Biltmore)		
Darkness at Noon.....	1-13, '51	41
(Alvin)		
Peer Gynt.....	1-28, '51	23
(ANTA Playhouse)		
Season in the Sun.....	9-28, '50	164
(Cort)		
Second Threshold.....	1-2, '51	56
(Morosco)		
The Country Girl.....	11-10, '50	115
(Lyceum)		
The Happy Time.....	1-24, '50	447
(Plymouth)		
The Lady's Not for Burning.....	11-8, '50	108
(Royale)		
The Member of the Wedding.....	1-5, '50	468
(Empire)		
The Rose Tattoo.....	2-3, '51	17
(Martin Beck)		
The Small Hours.....	2-15, '51	4
(National)		
Twentieth Century.....	12-24, '50	64
(Fulton)		
MUSICALS		
Bless You All.....	12-14, '50	76
(Hellinger)		
Call Me Madam.....	10-12, '50	148
(Imperial)		
Gentlemen Prefer Blondes.....	12-8, '49	500
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	99
(46th Street)		
Jotham Valley.....	2-6, '51	15
(48th Street)		
Kiss Me, Kate.....	12-30, '48	882
(Shubert)		
Michael Todd's Peep Show.....	6-28, '50	269
(Winter Garden)		
Out of This World.....	12-21, '50	68
(Century)		
South Pacific.....	4-7, '48	764
(Majestic)		
Where's Charley?.....	1-28, '51	816
(Broadway)		
CLOSED		
Not for Children.....	2-17, '51	7
(Coronet)		
(Opened 2-13, '51)		
Ti-Coc.....	2-10, '51	3
(Broadhurst)		
(Opened 2-9, '51)		
The Green Bay Tree.....	2-17, '51	20
(Golden)		
(Opened 2-1, '51)		
The Gondoliers.....	2-14, '51	4
(St. James)		
(Opened 2-12, '51)		
Iolanthe.....	2-17, '51	4
(St. James)		
(Opened 2-15, '51)		
COMING UP		
(Week of February 19, 1951)		
Razzle Dazzle.....	2-19, '51	
(Arena)		
The Pirates of Penzance & Cox and Box.....	2-19, '51	
(St. James)		
The High Ground.....	2-20, '51	
(48th Street)		
The King of Friday's Men.....	2-21, '51	
(Playhouse)		

CLOSED		
Not for Children.....	2-17, '51	7
(Coronet)		
(Opened 2-13, '51)		
Ti-Coc.....	2-10, '51	3
(Broadhurst)		
(Opened 2-9, '51)		
The Green Bay Tree.....	2-17, '51	20
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Sides and Asides

Production Notes and Personal Intelligence . . .

The Shuberts are considering "Casa McCluskey," a musical, for Xavier Cugat and his band next season. Book is by Lester Grady, film fan mag editor. . . . Francis L. Sullivan is interested in doing "The Rose Without a Thorn," a play by Clifford Bax about Henry VIII and his fifth wife. He'd like Cedric Hardwicke to direct. Jerry Epstein bringing his Circle Players to New York from Hollywood for a season of repertory. . . . "Out of This World" may be presented in London in 1952 by Jack Hylton. . . . A six-week season of musicals will be

PLAY DIRECTOR WAIVES CREDIT

NEW YORK, Feb. 17.—Nobody will get director credit on the program of *The King of Friday's Men* when it opens at the Playhouse here Wednesday (21). David Alexander, who took over the staging chores after John Burrell resigned because of disagreements on script changes, declined to take the credit because he had not been responsible for the casting.

NOT FOR CHILDREN Coronet Theater

A comedy by Elmer Rice. Directed by the author. Sets by John Root. Music for songs by Robert Emmett Dolan. Business manager, Victor Sanrock. Stage manager, Scott Jackson. Press representatives, William Fields, Walter Alford and Arthur Cantor. Presented by the Playwrights' Company.

Timothy Porrest . . . J. Edward Bromberg
Clarence Orth . . . Alexander Clark
Ambrose Atwater . . . Elliott Nugent
Theodora Emington . . . Betty Field
Ira Orin . . . Natalie Core
Prudence Dearborn . . . Ann Thomas
Evangeline Orth . . . Joan Copeland
Digby Walsh . . . Phil Arthur
Hugh McHugh . . . Fredd Wayne
Hitch Imborg . . . John Gerstad
Pensacola Crawford . . . Frances Tannehill
Pianist . . . Bud Gregg

Not For Children was supposed to bow-in last week, but was held over until Tuesday (13) for reported script revisions. As far as one reporter is concerned, it could have been put back indefinitely. *Children* is still about an all-time low in confusion. Apparently, Elmer Rice is trying to say that the theater must survive, and is proving his point by lampooning its parious state.

However, while occasionally a bit of old Rice dry wit seeps thru, its over-all entertainment values have all the impact of a local balloon. If anybody other than Rice can do more than make a guess at what he is driving at, he is a dramaturgic wizard. It's a bet that the cast doesn't. In sum, *Children* is something of a shock coming from one of our more esteemed veteran playwrights.

Bewilderment Dept.

Rice uses the play-within-a-play device, with a commercially minded producer, a college professor and a fem commentator to explain what is going on. The debate gets fast and furious, the while the so-called show proper—which is a complete travesty—is going on. All of this might be well enough to sum up Rice's dicta on the state of the theater, provided that Betty Field, Elliott

(Continued on page 44)

Operetta Under Canvas Takes Hold After Slow Florida Start

ST. PETERSBURG, Fla., Feb. 17.—The \$50,000 operetta-in-the-round here, directed by Wilbur Evans, was beginning to approach the break-even stage this week after running in the red for the first month. *Blossom Time* played to near-

capacity audiences this week. Rudolf Friml's *Rose Marie* starts Tuesday (20).

The under-canvas outfit opened January 15 with *The Merry Widow*, a \$10,000-a-week production. Competition from a rival company, which later folded, and a pre stock group was stiff, and the weather was near freezing. But Tampa-St. Petersburg newspaper got behind the operetta, saying it would "be a disgraceful thing if it folded," after which business perked up.

Planned for a 13-week series, the group uses name performers for most of the leads. Roberta Jonay will appear in *Rose Marie*. World premiere of *I Dream of Jeannie*, based on the life and music of Stephen Foster, is being planned.

Backing the outfit are several Philadelphia business men, including financier Jay Cooke, Sun-Ray Drugs exec William Syk and Philly Parks Commissioner John Kelly. Pat Hurley is producer.

Strike Gold in Jotham Valley

NEW YORK, Feb. 17.—*Jotham Valley*, the musical put on by the Moral Rearmament group, will move to the Coronet this week. Brought into the 48th Street Theater February 6 for a two-week engagement, the sponsors have been sufficiently satisfied with the turnout to move it over to the Coronet when that theater was made available by the closing of *Not for Children* Saturday night (17). *The High Ground* producer, Albert Rosen, had the 48th Street for Tuesday (20). *Valley* grossed about \$6,000 its first week and was doing somewhat better last week.

BILLY BUDD Biltmore Theater

(Opened Saturday, February 10)

A drama by Louis O. Coxe and Robert Chapman, based on the Herman Melville novel. Staged by Norris Houghton. Sets by Paul Morrison. Costumes by Ruth Morley. General manager, Paul Groll. Stage manager, Bob Margulies. Press representatives, George and Dorothy Ross. Presented by Chandler Cowles and Anthony B. Farrell.

Jenkins, Captain of the Maintop . . . Jeff Morrow
The Dansker, Mainmast Man . . . George Fells
Jackson, Maintopman . . . Bertram Tanswell
John Claggart, Master-at-Arms . . . Torin Thatcher
Talbot, Maintopman . . . James Daly
Butler, Maintopman . . . Leonard Yorr
Kincaid, Maintopman . . . Kenneth Payne
Payne, Maintopman . . . Judson Pratt
O'Daniel, Maintopman . . . Walter Burke
Messboy . . . Charles Hudson
Squeak, Master-at-Arms' Man . . . Bernard Kates
Duncan, Mate of the Main Deck . . . Robert McQueeney
Surgeon . . . Winston Ross
Gardiner, a Midshipman . . . Jack Manning
Billy Budd, Foretopman . . . Charles Nolte
Edward Fairfax Vere, Captain, Royal Navy . . . Dennis King
Hallam, a Marine . . . Lee Marvin
Res, a Midshipman . . . Henry Garrard
Philip Michael Seymour, First Officer . . . Guy Spaul
John Ratcliffe, First Lieutenant . . . Preston Hanson
Bordman Wyatt, Sailing Master . . . Norman Ettlinger
Stoll, Helmsman . . . Charles Carshon
Byren, Relief Helmsman . . . Martin Brandt
Drummer . . . David Long
Sailor . . . Robert Dudley
2d Marine . . . Bill Froelich

Years ago, when this reporter read *Billy Budd*, he came up with the conclusion that Herman Melville's hero was a sap and a sucker. Of course, it was pointed out that golden haired Billy was just a prop on which Melville hung his misanthropic notions as to the ultimate inability of good to get anywhere with evil. Nevertheless, speak-no-see-no-hear-no-evil Billy has always been an s. and s., as far as this reporter is concerned, and nothing that Louis Coxe and Robert Chapman have done in turning his saga into a play changes that opinion.

To make his point, Melville endows his hero with every Horatio Alger virtue, except common sense. *(Continued on page 44)*

THE SMALL HOURS National Theater

(Opened Thursday, February 15)

A comedy-drama by George S. Kaufman and Leueen MacGrath. Staged by Kaufman. Sets by Donald Oenslager. Costumes by Alice Gibson. General production manager, Ben A. Boyar. General stage manager, Joseph Olney. Stage manager, Carl Judd. General Press representative, Nat Dorfman. Press representative, Mary Ward. Presented by Max Gordon.

Laura Mitchell . . . Dorothy Stickney
Henry Mitchell . . . Paul MacGrath
Martin . . . Donald Keyes
Dorothy Mitchell . . . Joyce Lear
Peter Mitchell . . . Michael Wager
Carter Reynolds . . . Thomas Noyes
A Stranger . . . Carl Judd
Candice Barrett . . . Joan Wetmore
Pippa Shields . . . Leona Maricle
Lucy McLean . . . Polly Rowles
Phillip Shields . . . Maurice Burke
Reed Armstrong . . . Paul Kirk Giles
John L. Barrett . . . Richard Barbee
A Maid . . . Vickie Marsden
Motorcycle Officer . . . Joseph Hardy
A Girl . . . Ludie Claire
A Waiter . . . Ralph Longley
Alice . . . Eileen Burns
Secretary . . . Bijou Fernandes
Beattie Palmer . . . Jess Casto
Police Lieutenant . . . Ben Loughlin
Mrs. Reynolds . . . Donald McClelland
The Great Chesteron . . . Heywood Hale Broun
Dunbar . . . John Marriott
Eddie . . . Oliver Grandt
Mrs. Carpenter . . . Kathleen Bolton
Doctor . . . Wendell K. Phillips
Miss Murney . . . Vera Fuller Melish

Continued from page 3

throughout, the characters seldom emerge as real people. Most of the time they seem more like robot adjutants to the smooth-running magnificence of those 26 scenes. Miss Stickney is alternately funny, wistful and pathetic as the wife. In a role that might easily become irritating, she is always charming and completely convincing. At one point the actress manages to project every frightened facet of her role, via the mere act of sitting down gingerly in an exotic-styled chair.

The rest of the cast was chiefly distinguished by the performances of Michael Wager as the boy, particularly in his delicate confession scene; Polly Rowles as the acidulous other woman; and a warmly sympathetic portrayal by Joan Wetmore as the helpful friend. Paul McGrath as the husband turns in a competent performance, within the limitations of the role itself, which is written in the shadowy tradition of regulation male characters on daytime radio serials. Vocally he was a bit under par due to illness, and the second act curtain was held to give him a brief rest.

Donald Oenslager's 16 sets vie for first place honors with Miss Stickney. Six of them are full stage, and all are in perfect taste and wonderfully pleasing to the eye, color-wise.

All in all it would seem that George S. Kaufman and Frau Leueen MacGrath's debut as a playwrighting team is a disappointment. Ironically the show's biggest assets, the sets, may also be partially responsible for its downfall, since the production (valued at \$250,000) was too elaborate to afford an out-of-town opening. Right now the play fairly bristles with expendable appendages of lines, and even whole scenes. It's quite possible that some discriminate out-of-town pruning would have put *The Small Hours* into a big-time legit category.

Coast Houses Have 76 Week

HOLLYWOOD, Feb. 17.—Legit houses here for the week ended February 10 grossed a total of \$6,900. Only stage offerings were *The Barretts of Wimpole Street*, at the Ivar, and *I Love Lydia*, at the Players' Ring. Ivar took in \$5,700, with Ring grossing \$1,200. Ivar seats 376; Ring, 148.

Theater fare increases this month, with *Apple of His Eye* slated to bow at the Biltmore Theater Monday (19); *The Square Needle*, at the Last Palmas, 26; *Joan of Lorraine*, at the Ivar, 26, and *The Great Man* relights the Century Theater March 6.

Hand-in-Hand Work Aids Bay Operators

By M. M. SHATTUCK

(Operator of Skateland at the Beach, San Francisco, and secretary, California chapter, RSROA.)

Roller skating in the San Francisco Bay area is so well organized that it probably is the most active roller skating area in the world. No other group of skating rinks offer the closely organized variety of activities, on such a large scale, as is enjoyed by Bay area skaters today.

Hockey has been offered at some rinks in the area for more than two years. Speed clubs have been in existence for many years. Relay skating is getting its share of attention, with teams from as far away as Sacramento participating.

Every week there is some type of dance contest conducted in most rinks. Once each month a Bay area silver dance contest is held, with a challenge trophy going to the winning club and individual trophies to the skaters. A similar contest is held each month for novice dancers. Bay area silver and novice contests have been conducted for more than two years, with as many as 28 teams competing. These contests move to a different rink each month, with 13 rinks playing host in turn.

The last Sunday of each month, at Skateland at the Beach, a jamboree skating party is held in which senior dancers compete in gold dances. At these contests you may also find free style or pairs contests. This has been going on for almost three years.

Contests Help Judges

These contests, in addition to providing good experience for skaters, offer the best training possible for competition judges, clerks and tabulators. Every rink with a judges' panel holds a weekly judges' school in which commissioned judges are trained for higher commissions and potential judges are prepared to take a judge's test. Recently 10 new judges were added to the list at Skateland at the Beach. Not long ago several new judges were added to the panel at the Rolladium, San Mateo.

Bay area judges not only get good training in competition, but also have a large assignment of tests to judge each month. Test judges were so in demand over a year ago that a test center was set up each month in one of the Bay area rinks so that any amateur skater holding a card of the Roller Skating Rink Operators' Association could register to take a dance or figure test. These centers handled from 80 to 150 tests on a Sunday from 9 to 2 p.m. All area rinks have Sunday matinees and test had to be completed by early afternoon.

To complete so many tests in such a short time takes a lot of organization and planning. A number system was devised whereby each candidate was given a number when he registered. All judges were numbered and placed on a numbered panel for the particular test to be given. From then on,

until after the test papers were handed to the clerks to check, a skater was just a number. This makes for good, honest judging. If a judge did not know a candidate he wouldn't know where a skater was from unless he found out after the test was completed.

Speed tests also may be taken. Of course, there is not enough time to run off speed tests at the monthly test centers, so special arrangements are made for them. Also, our junior and juvenile figure and dance skaters are judged at other times. We find it helps to give their tests during class time so that other beginners may see what they are working for.

Harmony Is Keynote

There are 13 rinks in the Bay area taking an active part in these events, and skaters from as far away as Redding in the north and Fresno in the south attend these activities. The results of these contests and test centers: You can travel far and not find the co-operation and harmony that prevails among the skaters, professionals and operators of the Bay area.

The professionals meet every two weeks to discuss and plan events that will help the skating business. They discuss their own problems and the way they dig in to help solve problems for each other is amazing. When a rink announces an event, the others rally to it. Competition is keen but clean.

Of course, this reflects on business, and that is why Bay area rinks, in general, are enjoying the best business they have had in more than two years. The spirit of close co-operation is spreading to other parts of the State. In the Los Angeles area, meetings are now being conducted periodically, with local competitions and test centers being planned and conducted. It's a sure-fire way of increasing business. The growth of skating in California has been remarkable. It's no secret the reputation California rinks had a few years ago.

In 1943 there were two California RSROA rinks. In January, 1946, when I moved to San Francisco to establish Skateland at the Beach, there were four, one having been closed due to the war. By January, 1947, there were 10, and at the end of that year the number had more than doubled. By this time the California RSROA chapter had been in existence several months. The latest tabulation shows a membership of 28, one short of the leading State, Pennsylvania.

For the last two years California has held the second largest State meet in the country. New York had us beat by a small margin. Over 300 skaters participated in the 1950 San Diego meet.

California operators are doing things in a bigger way than they have ever done before and will continue to move forward because the operators know the meaning of co-operation, brotherhood and the strength of a good, democratic organization, and are unselfish in their assistance to each other. What has been accomplished in the Bay area may be accomplished elsewhere. The next chapter meeting, to be held February 19 at the Hotel California, Fresno, is open to all operators who may wish to attend.

CO-OP THEME

No Changes In Policies At RSROA Hq.

DETROIT, Feb. 17.—Policies of the Roller Skating Rink Operators' Association remain unchanged, R. D. Martin, who succeeded his father, Fred A. Martin, as association secretary February 1, told *The Billboard* this week.

"No differences in office procedures are expected and personnel will continue unchanged," said Martin. "Only the change in responsibility is evident. Fred Martin's counsel will be available at all times, as will that of past presidents."

"Working with Fred J. Bergin, now president, will be nothing new," said Martin, "as I have worked as a team with him many times in the past. Considerable extra work faces both in the near future, with the projected RSROA operators' manual to be set up, as well as continued extension of the association and its services." RSROA headquarters will remain in Arena Gardens here.

Martin has been connected with the association since its formation, and has been assistant secretary since 1945. During early years of the RSROA, organized at Arena Gardens April 2, 1937, the junior Martin engaged in the teaching of advanced skating and chairmanship various organization committees. His talents have turned to the editorial field. He has edited all RSROA books and has written a skating text book. He entered the RSROA office actively at the end of the war, and has edited *Skating News*, RSROA publication, since that time.

RSROA Mulling Braille Dance Book for Blind

DETROIT, Feb. 17.—Preparation of instructions for some of the simpler skate dance routines for a Braille edition for the blind is under consideration at Roller Skating Rink Operators' Association headquarters, Secretary-Treasurer R. D. Martin said this week.

The unusual project is an outgrowth of the series of weekly skating sessions held at Arena Gardens here for a group of blind who have a long background in ice hockey. The Red Wings, local ice hockey team, have "adopted" the group who use the Olympia Stadium for their regular sessions.

They took to roller skating for one night a week at the invitation of Arena Manager Fred A. Martin, and usually use the small practice rink in the rear. However, most of the blind skate regularly in the major rink, with a sighted person as partner. Interest in skate dancing is outstanding in this field, and the man who is nearest to passing his initial dance tests under RSROA standards is one who has been blind from birth.

A special method of translating the instruction for curves, figures and steps involved in skate dancing into Braille-type terms that the blind reader can readily comprehend is the objective with prospects very promising, Martin said.

FIPR Invite to Canada

MONTREAL, Feb. 17.—Champlain Provencher, honorary secretary of the Amateur Skating Association of Canada, announced that he has been invited to attend the annual congress of the Federation Internationale de Patinage a Roulettes, which will take place in Barcelona, Spain, June 1-10, in connection with world roller-hockey championships. It will not be possible for W. E. Roughton, president of the Canadian body, to send a hockey team to represent Canada at the championships, said Provencher.

ARENAS AND AUDITORIA

Nation's Billy Grahams Outdraw Legit Two-to-One

BOSTON, Feb. 17.—Many United States auditoriums are being packed by revivalists and evangelists with both the old revival type and many new varieties having a heyday. Many of these meetings are driving flesh shows out of auditoriums thruout the country.

Headlines and packed auditoriums are going to the emotion-fire-flashing Billy Graham. Aud managers who have played Graham, info that they got s.r.o. when he appeared as against half houses on legit shows.

Others have had similar results in several successes. In Boston, Chicago, Cincinnati, Houston and New York, the Rev. Brian Green of England is playing to packed houses.

The Methodist evangelist, E. Stanley Jones, who usually spends half of each year in India, has switched his routine to a full 12 months of preaching in big auds.

In the Baltimore area over 400 guest preachers in 10 days won 4,000 church members. In the Syracuse-Rochester-Buffalo area, 600 guest preachers in 10 days gained 14,000 new members. The same results covered other areas, with the Billy Grahams more than holding their own against *South Pacific*, ice shows, etc. Moreover, they continue to pack them in across the country.

Many aud managers, in responding to requests for dates by shows to play their building, give out with "If we can work you in between the play dates of Billy Graham and Rev. Green—might be able to play your show."

Sports Show Does Big

BOSTON.—The New England Sportsmen's and Boat Show at the Mechanics Building here packed them in with the biggest crowds in its 27-year history. The Mechanics Building is owned by the Massachusetts Charitable Mechanic Association, of which Paul Revere, America's first jockey, was its first president. The New England show is the forerunner of the February 17 New York show.

The main point of interest here, as it will be in New York, was the tank, generously stocked with trout for the public to catch. A large platform surrounds this tank and when the whistle blows, anglers file thru a gate, pick up their rods and start fishing. Each group is allowed 12 minutes to fish at a charge of 50 cents. Anglers are allowed to keep the fish they catch and fish are added to the tank as they diminish. At the New York show in the Grand Central Palace, February 17-25, a larger tank than the 60 by 25 foot one here will be used.

One of the other big hits of the New England show, which is also going to New York, is the exhibit of Jim Monesmith, African hunter, featuring a real native straw hut, live monkeys, snakes and other

South Friendly To Ice Vogues

COLUMBIA, S. C., Feb. 17.—Ice Vogues, operated by George Tyson and the parent company, Holiday on Ice, Inc., again found the South receptive despite a record cold wave which hit while the show played a seven-day stand here.

Attendance in Greenville, S. C., and Asheville, N. C., was better than expected, according to company Manager Bobby Johnson.

In Columbia, advance sales brought a couple of sellout crowds and a good Sunday (28) matinee, but door sales dropped with the mercury, and some shows played to a number of empty seats. Last year six shows played to capacity, while eight failed to set that pace this season. Next year the show returns to a five-day stand for six shows.

beasts of the jungle. His movie also scored big.

Cagers to Bigtime

PASADENA, Calif.—The Harlem Globe Trotters will hit the big time when 40,000 will be able to see them play the College All-Stars on the night of April 9, at the Rose Bowl here. A portable basketball floor will be placed on the south end of the field with special lighting installed for this night game.

CINCINNATI, Feb. 17.—Cincinnati Garden officials announced this week that they would begin midget auto racing early in March. An ordinance to permit auto racing and automotive displays at the Garden was passed Wednesday (14) by city council.

Preliminaries End in Gotham Queen Contest

NEW YORK, Feb. 17.—The last of nine preliminary rounds in the *New York Journal American's* \$6,000 skate queen contest was held this week at Mount Vernon (N. Y.) Arena. As at other rinks where the event was held, an increase of several hundred patrons was reported. Altogether, more than 3,000 girls competed in eliminations, with Eastern Parkway rollerdrome, Brooklyn, on top with 700 entries, and Twin City Arena, Elizabeth, N. J., trailing with 125.

Next step in the paper's quest for a queen will be a party for the nine winners, their rink operators and the judges, Tuesday afternoon (20) at the Stork Club. Then will come finals, Thursday night (22) on Jerry Lester's NBC-TV *Open House* show.

Preliminary judges were comic Morey Amsterdam and songbird Mindy Carson at Empire Roller-drome; Milton Berle, crooner Frankie Laine and actress Denise Darcel at Gay Blades, Manhattan; TV songstress Roberta Quinlan and Brooklyn celebrity Dave Soden at Park Circle, Brooklyn; disk jockey Martin Block and Lucky Strike *Hit Parade* Eileen Wilson at Fordham, the Bronx; TV's Jerry Lester and Dagmar at Mineola, N. Y., and comedian Joey Adams and songstress Joan Edwards at Eastern Parkway, Brooklyn. For Jersey contests were Don Ameche and comic Victor Borge at Hackensack, and film actress Barbara Britton, songbird Jane Pickens and Buddy Rogers, screen, radio and TV star, at Twin City, Elizabeth. At Mount Vernon, were crooner Andy Russell and his songbird wife, Della, popular WJZ-TV team. Emsee at six of the nine contests was Bill Love, *Journal American* skate scribe.

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Washington Once-Over

By BEN ATLAS

Continued from page 2

World War II centralized info set-up like old Office of War Information, but the rumors can definitely be discounted.

Radio-TV branches in the various defense agencies will go their separate ways, say White House insiders. No co-ordination is being planned except on top policy level. Administration bigwigs figure that centralized domestic info agency would be too complex, and Congress wouldn't go for it anyway. Story's different, tho, in international propaganda. State now controls this, but congressional examination of State's information set-up could possibly lead to drastic changes. Sen. William D. Benton (D., Conn.) intends to introduce formal resolution for inquiry. The senator, who used to be assistant secretary of state for public affairs, is suggesting that maybe a new government agency should be created to handle global propaganda.

Freeze or Frost, or Just Plain Snafu! . . .

It's grim humor, but Office of Price Stabilization has become No. 1 target of Washington wisecrackers since two legalists within the week publicly refused the job of chief enforcement officer for the price freeze. Typical gag: "It's not a freeze, it's a frost." Legal circles have been buzzing for weeks that the law's practically unenforceable. Nobody was surprised when F. Joseph (Jiggs) Donahue quit the enforcement post hardly before he warmed the chair, nor when New York City Police Commissioner Thomas Murphy politely refused the proffer from Price Director Michael DiSalle. Nobody will be surprised either if DiSalle clambers up to Capitol Hill to ask Congress to put some enforcement teeth into the law.

Canadian TV Booming; NARBA Death Ahead . . .

Canada is starting a boom in television film production, according to Nathan Golden, head of

Commerce Department's motion picture-photographic products division. Organization of Doherty Television Products, Ltd., has been completed, and several other outfits are in the discussion stage. Says Golden: "Canadian financiers appear genuinely interested in this new phase of film production."

Federal Communications Commission has granted a new stay in deadline for filing of final petitions in G. A. Richards case. Deadline was Sunday (18), but FCC this week deferred it to March 21. . . . U. S. Labor Department in a survey of TV industry predicts advances in employment in the electronics industry despite prospects for declines in set production because of mobilization demands. The department figures that current high level of radio-TV production will continue thru almost first half of 1951 "until the industry exhausts its stocks of materials and components."

Disk makers may get relief from NPA in getting plastics, according to House and Senate Small Business committees. The committees said NPA is re-examining its restrictions after being told that domestic users of plastics have been placed at a disadvantage with foreign users as result of NPA crackdowns. Signs are pointing more than ever to likelihood that North American Regional Broadcast Agreement pact will be blocked in Senate Foreign Relations Committee. More than half the committee, including Chairman Tom Connally, are figured set to vote to scuttle it. Sub-committee, however, may first hold hearings.

American Broadcasting Company (ABC) this week filed exception to FCC's proposed rules on license expirations. ABC urged commission to establish uniform schedule for Class I stations. . . . Commissioner Frieda Hennock of FCC got an award this week from Adult Educational Council in Philadelphia. The commissioner thanked the council and reaffirmed her stand for reservation of educational TV channels.

Paris Peek

By ART ROSETT

Continued from page 2

was the only film shown at the Edinburgh Festival and has made Tati the discovery of the year in the French film industry. Technically rough, according to Hollywood standards, the picture has charm, good comedy, and Tati's sock characterization of the village postman who attempts to apply American army methods to his work.

A recent estimate of the number of French film companies has put the total at somewhere close to a hundred. Difficulty in determining any set number is because, being made up entirely of independent productions, the industry is an unpredictable one. Not even the biggest stars are tied with lengthy contracts; the usual signing is for one picture, with the company taking options for two or more on the same terms.

Montez Pitches 'Isle' at Coward . . .

Maria Montez, starring in her first play, *The Happy Isle*, in Paris, told us that Noel Coward was interested in doing a version in London when we visited her backstage at the Theater Edward VII. If this goes thru, according to Maria, her husband, Jean-Pierre Aumont, who authored the play, will also do the lead opposite her. Her present French role makes the Hollywood star one of the few five-language actresses. She has also acted in English, German, Italian and Spanish. Regardless, she thinks of Hollywood as home and is looking forward to returning.

The success of Edith Piaf in New York has brought renewed interest in French singers and performers on the part of U. S. club owners, according to Ed Marouani, of the William Morris office in Paris. Best bets for plush U. S. clubs on the talent roster are Dany Dauberson and Line Renaud, both top recording and club singers, and both lookers. Darvas and Julia, Hungarian dance team, which has appeared in Paris during the past two years, have the hottest act in Europe, according to number of Stateside offers, and they're holding out for the top treatment. Best bet for Hollywood is Suzy Delair, vivacious actress-singer, who has made several successful films, notably *Lady Panama*, and best novelty act in recent seasons is Les Freres Jacques, singers and satirists. Two of the more interesting discoveries since the war have been Maurice Baquet, champion skier, acrobat, comedian and musician, and the French Danny Kaye, Henri Salvador.

London Dispatch

By LEIGH VANCE

Continued from page 2

trade is handing out \$16,800 in prizes to cinema managers for a "better business," campaign to fight the threat of television. . . . The swanky Embassy (club of kings) Club is bringing out its three famous crystal chandeliers for the first time since the war for "the biggest cabaret event of the season." Star will be Parisian "Lady" Patachou, who made her reputation snipping ties off diners who wouldn't join in her choruses. . . . Band Leader Paul Adam, leaving the Astor for a \$56,000-a-year contract at the new Milroy, has signed Esteban Larraura's Latin-American group to co-star with him.

Actors or Politicos, Who's Worth More! . . .

The exhibitors, criticized last week by Sir Laurence Olivier for taking too much out of film profits, come back with: "What about the stars who take out \$70,000 to \$84,000 per film, and stage actors glad to get \$28 a week in repertory who demand \$60 and \$90 a day for filming?" Defends Alec Guinness: "I've made only \$70,000 in the last 18 months' filming. A handsome salary besides a politician's perhaps, but then actors do less harm."

Roadshow Rep

BUTLER'S SHOW, which has been playing to good business in Louisiana, will move north soon. The two-person org plays churches and other sponsor dates and is showing a number of 16mm. travel pix. . . . **C. E. Dow** has been showing 16mm. pix in Northern New Hampshire to good results. Dow spent most of last summer and fall in Canada and will move there in the spring. He plans to present his attraction under canvas. . . . **W. W. Curtis** pens from Pavilion, Wyo.: "Have been doing okay since entering Wyoming last August. I had a platform show until late fall and now I'm in halls and some schools. The latter don't figure much because most of them have only a few pupils. I have a wax show stored in Cheyenne and will take it out in the spring, either under canvas or on trailer. **Doss & Mae Show**, a smart trick, has been playing this sector." . . . **Frank Toller's** two-person unit has been doing well around Laredo, Tex. Toller plays halls and stores, using an 8mm. pix program to lengthen his show. . . . **A. L. Charity** has added 16mm. pix to his museum show and reports that biz in Shreveport, La., has been good.

LEO COMERFORD'S unit has been in Southwest Oklahoma. He is readying a one-day flesh show that will feature the family of four which will present drama, vaude and music. **Doris Comerford** joined the unit recently after several months with **Florian Players**. . . . **James L. Carney** was in Alabama recently on his trek east with his solo show. Carney says that "business never was so good, but you can't get it by hanging around big cities and wishing for it. The trouble with most thespians is that they are afraid to travel." . . . **Page Family Show** has been playing Central North Dakota on its way west.

E. F. HANNAN writes from Fitchburg, Mass., that "the passing of **Eddie Horan**, old-time minstrel, took one of the best-known blackface song and dance performers in the field. Horan was with Primrose and West and Fields minstrels, among others." . . . **Doc Ernest Collins**, who has been playing solo dates with his lecture and pix, reports good business in Montana and Wyoming. He says that he plans to fill about 20 dates in Arkansas after which he moves to Texas. . . . **Ruffler**, hypnotist, is playing to good business on his Western Canada trek. Ruffler says that the woods are filling up with hypnotists, but he adds that he has no fears that they won't do well.

"The radio shows and television stunts that have to do with hypnotism," says Ruffler, "never will replace the live performer showing in the presence of his audience. Long-distance hypnotism doesn't jell well. All the small shows that I have met in this sector are doing well. . . . The **Marcel Family** has been playing to French-speaking audiences in Connecticut and Rhode Island. They've also made a number of club dates.

HERBERT CULLEY writes from Cleveland that he'd like for someone to send along the roster of the Dubinsky Bros.' tent show, which used rep in the early days of its operation. . . . **Lackney's Show**, which has been playing Wyoming territory, is making plans to go on platform in the spring. . . . **Carlton Turner**, who has been in Tennessee with his one-man opus, is heading for Louisiana and Texas where he has a number of dates booked. **T. F. Talbot** is in advance of the unit and most of the stands are sponsored. . . . **Ruffler**, hypnotist, has been in the Nelson, B. C., area but will move into Spokane where he will layoff until he gets his platform show together. . . . **Leonard Duncan**, who opens his tent unit at Guymon, Okla., in April, will play the same dates he made last year. Most of them were in New Mexico. . . . **Herman and Lila Minot** are in Fort Myers, Fla., after a two-month trip from Eugene, Ore. They played about 40 church and other sponsored dates en route. After two months in the Alligator State, they return to the Northwest, where they have established summer territory.

Drivin' Round The Drive-Ins

DON KING, Washington, area supervisor for E. M. Loew's Theaters, resumes his duties March 1, after a period of serving as relief manager of chain's Theater at Hartford, Conn. In his Washington post, King supervises E. M. Loew drive-in theaters in the District of Columbia and Maryland. . . . The Berlin, Conn., Town Zoning Commission has reserved decision on an application by Attorney **George LeWitt**, New Britain, Conn., for authority to rezone an area of land in the town to permit construction of a new drive-in theater project.

Picture Business

By LEE ZHITO

Continued from page 2

derstanding of the American way of life and with a greater demand for Hollywood's product.

Films now being shown in Tokyo are reportedly pulling s.r.o. throats to the theaters. One of the reasons why American pictures have always done so well in Japan is the easy manner in which the foreign tongue films could be translated for Japanese movie patrons. Inasmuch as Japanese is written vertically, Nippon's resourceful exhibitors ad a strip of screen immediately adjacent to the regular screen upon which translated titles are projected without interfering with the actual film.

A unique Japanese outgrowth of solving the translation problem was the development during pre-war years of the "banshi." During a showing of an American film he would sit on the platform and orally translate the English soundtrack as the film progressed. This means of interpreting U. S. films to the natives was found to be more successful than the side screen. Since the illiteracy rate in some Japanese sectors is quite high, non-reading natives could still get their ticket's worth in enjoyment.

While this may not be a favorable comment on Hollywood's film product, banshi oftentimes proved to be a greater b.-o. draw than Holly-

wood's picture names. Translators many times had their own following, and the guy who could turn a clever phrase (in Japanese, of course) was credited with sparking up an otherwise dull film by improving on its dialog in translation.

Guilds Move Jointly On Wage Freeze . . .

Top brass of the Screen Actors' Guild, Screen Directors' Guild and Screen Writers' Guild are pooling legal forces to have the film guilds' position on the wage freeze order conveyed to the Wage Stabilization Board in Washington. Guilds are seeking clarification of how the freeze will affect existing contractual commitments with the studios, many of which have become snarled as a result of the government's lid on wages.

Jack Warner, La Wyman Get Foreign Kudos . . .

Jack L. Warner and Jane Wyman were honored by the Foreign Trade Association for contributing to international understanding and good will. Warner was saluted for "furthering the Democratic principles of international relations" while Miss Wyman was presented with trophies by Dutch, British and Spanish consuls as the favorite actress in those lands for her performance in *Johnny Belinda*.

News and Notes on Productions & People . . .

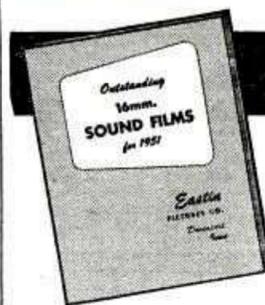
David Selznick says he will be ready to announce his new production schedule within 60 days. Academy is postponing its awards ceremonies for one week to avoid interfering with observance of Holy Week. New awards date is March 29. . . . John Garfield will co-star with Marlene Dietrich in *Chuck-a-Luck* in Fidelity's production for 20th Century-Fox.



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The Final Curtain

BARRY—P. G., veteran coaster operator, January 30 at Bridgeport, Conn., of a heart attack. He had been manager of the unit operated by Bridgeport Coaster Company at Pleasure Beach Park, Bridgeport, for about 10 years. No immediate survivors. Interment at Blakely, Pa.

BARTON—Irene L., 86, at West Chester, Pa., hospital, February 10. Surviving are George, Lou and Billy Barton, and Irene Rutter, all circus performers.

BRONSON—James R., 86, former manager of the Orpheum Theater, Van Nuys, Calif., February 9 in that city. Survived by his widow. Burial in Chapel of the Pines, San Fernando, Calif.

DODGE—Walter B., former manager of the Chic Theater, Detroit, recently in Indianapolis while visiting his sister. More recently he had been relief manager for the Saul Korman theater circuit. Survived by his widow.

FERRER—Rafael, 66, father of stage and screen actor, Jose Ferrer, now appearing on Broadway.

In a revival of "Twentieth Century," February 15 at his home in San Juan, P. R. He leaves another son and two brothers.

HAINES—Ralph C., 68, secretary-manager of the Montgomery County Fair, Dayton, O., February 7 in his home in Oakwood, O. (Details in Fairs-Expositions Department.)

HARRIS—Edward, 58, owner of Harris Tavern, Philadelphia, February 11 at his home in that city. His widow, Jeanne; a brother and two sisters survive. Interment in Mount Sharon Cemetery, Philadelphia, February 12.

HEAD—Lewis Edward, (Lew Morton), former member of the Morton-Jewell Company, juggling act, February 4 in Seattle of pneumonia. Survived by Ben and Jane Jule and Ann Petry, Seattle, who were partners in the act.

HOEKSTRA—Jurien, 57, concert singer, actor and for 15 years assistant director of Station KMOX, St. Louis, February 12 at his home in Kalamazoo, Mich. At one time he toured this country and Europe as leading man with Elsie Janis' dramatic company.

HOWLETT—Thomas F. J., 50, founder of WGL, first commercial broadcasting station in Philadelphia, February 12 at his home in Mount Pocono, Pa. He also founded and owned the Skylight Hotels Corporation in the Pocono Mountain resort area. Three sisters survive. Burial in New Cathedral Cemetery, Philadelphia, February 12.

JACOBS—Angela, 68, legit character actress, February 9 in Detroit where she had been appearing with a road company of "A Streetcar Named Desire." Born in Sioux City, Ia., where her mother managed a stock company, she appeared in various roles in childhood and played several seasons of vaude before making her New York debut in "Uptown West." She played office worker role opposite Paul Muni in "Counselor at Law," a part she repeated for the movie version with John Barrymore. She appeared again with Muni in the same work when it was revived in 1942. Other Broadway appearances were in "Comedienne," "The Broken Chain," "Bad Girl," "Be So Kindly," "Spring Songs" and the "Merry Malones," starring George M. Cohan.

KYRIMES—James, 62, prominent ride operator at Coney Island, New York, February 10 in the shop on his grounds (See Park Department for details.)

LIPSINS—J. George, 49, attorney for the Philadelphia Arena before its sale to the present management, February 7 at Mount Sinai Hospital, Philadelphia. His father, two sisters and three brothers survive. Burial in Philadelphia February 9.

MAYER—Raymond, 43, former theater manager and purchasing agent for the Fox theaters in Milwaukee, February 12 in Milwaukee County Emergency Hospital of a heart attack. Survived by his widow, two brothers and a sister.

MCDERMOTT—Aline L., stage actress who appeared with many noted players, February 16 in New York. She had roles in the Broadway productions of "The Children's Hour," "Our Town," "State of the Union," "American Born," "Page Pygmalion" and "Blind Alley." She appeared with George Arliss in his London production of "Septimus," with Minnie Maddern Fiske in "Salvation Nell," with George M. Cohan in "The Tavern" and with Helen Hayes in "What Every Woman Knows."

MOELKER—August, 70, former wild-animal trainer and performer in Europe, January 6 in Madgeburg, Germany.

NEVIN—Samuel N., 56, pianist, who a number of years ago worked with the various rotary tabs operating in the Cincinnati area, February 10 at Veterans' Hospital, Dayton, O., after a lingering illness. He had also worked as a piano single in Cincinnati cafes. Illness forced his retirement from show business some 10 years ago. The last several years he operated a grocery at Miamiville, O. Services at St. Andrew Church, Milford O., February 13 with interment in St. Joseph's New Cemetery, Cincinnati. Surviving are his widow, Linnea; his mother, Mrs. Agnes Nevin, Cincinnati, and a brother, Rev. Claude Nevin, C. P., St. Louis.

SELDEN—Arseno E., 61, sway-pole performer, widely known as the Stratosphere Man, February 12 in Fort Myers, Fla., of a heart attack, a week after he fell 50 feet in a slide-for-life at the Southwest Florida Fair in Fort Myers. (Details in the General Outdoor Department.)

TRELOAR—Samuel, 84, pioneer Western orkster, recently in Glendale, Calif. He organized the Butte Mine Band in 1887, and later the Montana State Prison Band. Survived by his daughter, Ruby, and a brother, William. Burial in Forest Lawn Cemetery, Glendale.

URYGA—Rose, 53, wife of Peter Uryga, composer, orchestra leader and owner of the Sweet Tone Records label, February 8 in Detroit of dropsy and diabetes. She also leaves a daughter, Mrs. Esther Dempa. Burial in Holy Cross Cemetery, Detroit.

VAN WAGONER—Alexander Sr., 82, lawyer who took part in the development of Coney Island (New York), as an amusement center, February 9 at his home in Pelham Manor, N. Y. (Details in Parks Department.)

VON BOF—Fred, 56, manager of the Hof Music Hall, Essen, Germany, and former clown, January 10 in Essen.

WADE—J. E., secretary-manager of the Gibson County Fair, Trenton, Tenn., February 11 at his home in that city of pneumonia.

He had been secretary of the annual for 27 years. Survived by his widow. Burial in Oakland Cemetery, Trenton, February 12.

YOUNG—John A., (Milwaukee Red), 36, concessionaire, February 14 in Jacksonville Beach, Fla. He trouped with the World of Pleasure and W. G. Wade shows, among others. Survived by his widow, Dorothy. Burial in Jacksonville Beach.

Marriages

BURMAS-MOORE—Kathryn Burmas and Dongan Moore, son of Bob Francis, The Billboard's drama editor, February 16 in Brooklyn.

BRONSON-FOSDICK—William Bronson, singer with the Overtones with Charley Ventura's ork, and Jackie Fosdick, non-pro, in Philadelphia February 12.

DAVIS-MOORE—Glenn Davis, All-American grid star, and Terry Moore, film actress, February 9 in Glendale, Calif.

FEDERMAN-TORIAS—Alvin Federman, son of Archie Federman, record dealer and juke box operator of Allentown, Pa., and Phyllis Tobias, daughter of Henry Tobias, songwriter and producer, February 4 in New York.

FULLER-LANSING—Lance Fuller and Joy Lansing, film players, February 11 in Las Vegas, Nev.

HUTTON-CARR—Robert Hutton and Bridget Carr, film players, February 14 in Tijuana, Mex.

WESTMORE-LAASE—Montague Westmore Jr., film make-up man, and Gertrude Laase February 14 in San Fernando, Calif.

Births

BRODY—A daughter to Mr. and Mrs. Henry Brody in University Hospital, Philadelphia, February 9. Father owns the Wedge nitery there.

JACKS—A daughter to Mr. and Mrs. Robert L. Jacks February 11 in Hollywood. Mother is the daughter of Darryl F. Zanuck, 20th Century-Fox exec producer.

BAKER—A son, Jeffrey Roland, to Mr. and Mrs. Maury Baker, February 11 in San Francisco. Father is promotion manager of American Broadcasting Company affiliate KGO in that city.

PASCHALL—A daughter, Amy King, to Mr. and Mrs. Walter Paschall. Father is news director of radio and TV outlets WSB and WSB-TV, Atlanta.

Not for Children

● Continued from page 41

Nugent and Edward Bromberg were allowed to stick to their lasts. However, at one moment they are commentators and the next they are actual actors in the play itself, and on the side appear to have private lives which are completely outside of both. *Children* speedily gets to be a play-within-a-play-within-a-play to a point where it reaches the department of utter bewilderment. The worst of it is that it tries so hard to be festively gay.

Nugent and Miss Field occasionally manage something with their gabbily lengthy assignments. In fact, it would be dismal to imagine what *Children* would be like without two such excellent players in the chors. Bromberg also makes more than would normally be expected of the worried impresario. Ann Thomas likewise gets the most out of an amusing scene or two, but has been given a couple of embarrassingly tasteless songs to put over. That she does anything at all with them is a purely personal triumph of a fine comedienne.

Direction Ditto

The rest of the troupe do what they may with what they have, and all of them are competent. A reporter feels sure, however, that none of them knows precisely what it is all about. Rice's direction can get as confusing as his script.

John Root's sets are of barren simplicity, but satisfactory withal, and Mainbocher has gowned Miss Field handsomely. Even if it wants to, *Children* can only stay in the Coronet until March 7, when it must make way for Lillian Hellman's *Autumn Garden*. But all signs point to an immediate eclipse. (Closed Saturday, February 17, 1951, after seven performances; published for the record.) Bob Francis.

Pals Defend Al Jolson

● Continued from page 2

making reference to his toast-mastering.

Coates began his blasts when Mrs. Jolson asked the court for permission to erect a monument to her husband, using money from the estate (*The Billboard* February 17). Scribe's initial piece was to the effect that such a monument was in bad taste since Jolson already made sure his name would be immortalized by leaving most of his accumulated wealth to charities.

Jessel Thursday (15), at 20th Century-Fox, said the estate should do something to preserve the memory of Jolson, who had given so much to the entertainment world. "Those who knew Al," Jessel said, "were aware of his varied moods. I'm sure Al intended to take care of his friends. Why take a slap at a man who can't defend himself?"

Estate is still receiving money from the Columbia pic about Jolson's life. Disks bring additional sums, the bulk of which is earmarked for charity.

Harry Akst, Jolson's accompanist on his numerous trips to enter-

tain G.I.'s, said, "Al doesn't merit these barbs."

Ben Holzman, of the William Morris office here, who had known Jolson for 40 years, said, "I'm in favor of a monument being erected for any person, living or dead, who is considerate enough of his fellow man to leave part or all of his fortune to charities, regardless of race, color or creed."

Coates, in his spiel against Jolson, cited Lou Epstein and Akst as examples of the singer's neglect of his friends. Epstein could not be reached for comment.

Akst will file a labor claim in excess of \$100,000 against the Jolson estate. He told *The Billboard* yesterday (16) that the suit will be filed early next week, here and in New York.

Akst pointed out he is not contesting the will, but merely making a claim for services rendered. He said that Jolson meant to pay him for his services, and undoubtedly would have done so had he lived. "He died so suddenly that many of his plans were not fulfilled," Akst explained.

Tights and Toes

● Continued from page 41

With these surprises reserved for later bills, the opener bore none such element for this reporter, who has long since maintained that the excellence of the New York City company is unquestioned. The local tulle-and-tighters disported themselves with their usual technical skills and graces, and what might be lacking in dramatic understanding or corps precision is more than compensated for by verve and youthful exuberance.

Stars Brilliant

The stars shine with universal brilliance and put the company in line for top-slot American rating. Francisco Moncion and Melissa Hayden, as Crusader and pagan, drew all the inherent pathos from the star-crossed lovers in *The Duel*. Tho their earlier passages were unstained, the latter tragic patterns were superb. The stirring *Age of Anxiety* brought out pyrotechnics from Robbins, Moncion, Tanaquil LeClercq and Todd Bolender.

The bill's latter half began with the usual breath-taking precision from Maria Tallchief in *Sylvia: Pas de Deux* and was climaxed with a sparkling all-company *Bouree Fantastique a la Symphony in C* style. Standouts in the finale were Janet Reed and Herbert Bliss.

Bouree was a fitting climax, displaying as it does the general excellence and bouyant enthusiasm of the company. Leon Barzin's batoneering and the decorative sets and costumes added equal values to the tights-tulle performance.

In sum, the New York City Ballet Company builds stature with each season, and what with other stars and new ballets coming up, it should find a four-week stand not long enough to accommodate the faithful.

Dennis McDonald.

Jouvet Troupe

● Continued from page 41

two performances in Boston. From March 18-29 troupe will appear at the ANTA Playhouse, New York.

Arrangements were made by ANTA with the help of the American cultural attache of the U. S. Embassy giving the tour a semi-official character. Jouvet has appeared in New York once before. After World War I he played with the Jacques Copeau troupe. He seems a little skeptical of his reception by American audiences, but believes that the theater has matured since his first tour and that audiences will be more sympathetic to foreign language theater. The company, including Jouvet and Dominique Blanchard, will be joined by Pierre Renoir who is not appearing in the Paris production due to other commitments.

The choice of *L'Ecole des Femmes* as the only play to be presented was dictated by the fact that it has been the actor-manager's most successful vehicle here. The 16th century comedy is played broadly and from the viewpoint of writing, acting, decor, music, and direction is considered a gem of the Jouvet collection.

IN MEMORY
of My Beloved Wife

**ALICIA
WEINSTEIN**

Who died
February 25, 1950

LOUIS WEINSTEIN

In Memoriam

JOHN A. YOUNG
(MILWAUKEE RED)

Feb. 14, 1951

MEMBER

MICHIGAN SHOWMEN'S ASSOC.

In Memory of

ELMA KOSS

Beloved Wife and loving
Mother, who passed away
February 21, 1944.

ADOLPH KOSS AND DAUGHTER

IN MEMORY

Of Our Loving Son and Brother

LEO MORTENSEN

Who passed away Feb. 22nd, 1948.
We love you, dear,
MOTHER, DAD AND CLARA

In Loving Memory
Of My Late Husband

HOWARD C. WILLARD

Who Passed Away February 20, 1950.
Gone One Year Today
But Always in My Heart.

KATHRYN

MOTHER ROGERS

February 15, 1870—January 1, 1949.
"That wonderful Mammy o' Mine."
You'll always be my Valentine.
You'd be 81 if you were here.
Happy Birthday, Mother Dear!

Baby DOT

We mourn the loss of James Kyrimes, who throughout his life proved to be as noble in spirit and heart as he was gracious and understanding to his friends and colleagues in the amusement industry. Our deepest sorrows and sympathy.—The Management and Staff of Rockaways Playland.

HOPPYLAND PLANS 75G CONSTRUCTION

Venice Op Expects Bill Boyd To Set Opening Date Soon

VENICE, Calif., Feb. 17.—Work on Hoppyland, the new name for Venice Lake Park here, is moving along with a formal opening date to be set within the next 10 days, Clifford Enger, managing director, said. The date will depend upon the availability of William (Hopalong Cassidy) Boyd, who became interested in the project a few weeks ago.

Actual work on the construction of the Junior League baseball diamond and the 20-acre picnic area was started today with bulldozers clearing the area to the west of the 30-acre lake. Lake shore development also is included in the present work. The baseball area, according to Junior League rules, must be available by March (Continued on page 50)

Key West Park Alters Concessions, Ride Line-Up

KEY WEST, Fla., Feb. 17.—Funland Park is scheduled for an early reopening here with rides booked by Pearl Barfield Reed and Cecil Carbonnell, owners, during the Tampa fair. The new spot opened originally January 11 and closed down after a short run.

The main street spot had Dave Endy's Scooter and other rides as well as a light plant. Ralph Decker was in and out with concessions.

Mrs. Reed, formerly an operator of carnivals and other park spots, stated Funland will emphasize a line-up of kiddie rides when it re-opens. Key West has four active navy bases near-by and the funspot will direct promotions to families of navy personnel. W. H. Reed, president of the park, formerly was stationed at one of the bases.

During the close-down, underground wiring is being installed along with the new rides.

Recent visitors have included Harry Illions, John Lempart, Johnny and Mayo Tinsley, J. C. (Tommy) Thomas and Charles Lenz.

G. Blake Named New Fair Sec'y By Ariz. Gov.

PHOENIX, Ariz., Feb. 17.—Howard Pyle, Arizona's new Republican governor, has recommended the appointment of George Blake, of Scottsdale, as secretary of the Arizona State Fair. The recommendation was made to the State Fair Commission.

Blake will succeed Paul Jones, who has been secretary for the last 10 years. Jones will remain as secretary until such time as an audit of the fair's books and property has been made.

Blake was active in Pyle's campaign last fall. Scottsdale, his home, is a suburb of Phoenix.

Troupers Offer Aid

NEW YORK, Feb. 17.—The Troupers, organization composed of women with show business backgrounds, have endowed a bed in the Jewish Memorial Hospital here for use in cases of needy children up to 13 years old of show-biz parents. For hospitalization or surgery in such cases the contact is: The Troupers, Hotel Woodstock, 127 West 43d Street, New York.



ARZENO EUGENE SELDEN

Heart Attack Fatal to Selden Week After Fall

Swaypole Ace Dies At 61; Rated Among Greatest Aerialists

FORT MYERS, Fla., Feb. 17.—Selden, the Stratosphere Man, has thrilled his last crowd.

The famed swaypole performer—one of the greatest aerialists of all time—died of a heart attack here Monday (12), a week to the day after he fell 50 feet while attempting a slide for life to cap his performance at Southwest Florida Fair here.

Selden sustained a fractured hip and leg when he landed on a parked truck, but the 61-year-old performer insisted from his hospital bed here that he would (Continued on page 47)

Show Folks To Aid Shrine Convention

Director Mitchell Names Frank Wirth, Others To Assist in Staging Confab

NEW YORK, Feb. 17.—Show business personalities will be well represented in supervisory capacities in connection with the staging of the 1951 Imperial Council Session of the Shrine which will be held here July 8-13, it was announced here this week by Alexander F. Mitchell, deputy director general.

Frank Wirth, New York talent agency head, will produce the principal feature, *Fezarabia*, an oriental fantasy written by Mitchell, which is set for three evening performances in Madison Square Garden. The extravaganza will feature at least 70 bands, 97 uniformed foot patrols, a number of horse patrols, a chorus of chanters numbering some 1,600 and a liberal sprinkling of professional talent in the lead parts.

Loneragan to Aid

John Lonergan, producer of the Strand Theater stagings, will do the choreography. Ernest Anderson, of the Hudson Theater, Jersey City, N. J., will design and build the sets. Jeanette Hackett will supply the chorus and Carlton Hub, agent, will also participate in the staging of the production.

Several unusual acts and name talent for the signing leads and to emcee the show are still being

Howard Swim Show Skedded To Appear In 3 Newsreels

NASSAU, Feb. 17.—Sam Howard's Water Show, which opens here tomorrow at the British Colonial Hotel, will be the subject of three different newsreels during its stand. Both Fox Movietone and Pathe will shoot sequences for theater fare and NBC will take footage for TV distribution.

Howard, returned recently from Chicago, announced the show's diving unit will open March 2 at the Chicago Sports Show in the International Amphitheater there.

N. Y. Funspot Execs Cling To Policies Despite Outlook

NEW YORK, Feb. 17.—Park operators in the metropolitan New York area are generally planning for the coming season in their usual styles despite National Production Authority rulings, spiraling prices and somewhat muddled footing of the country.

Parks such as Olympic at Irvington, N. J., and Steeplechase in the Coney Island section of this city are sticking to proven methods. Except for the acquisition of a kiddie ride at Olympic neither park has added anything novel in an attempt to secure new patrons. Both spots lean on the yearly return of family trade. The usual refurbishing of the parks is proceeding, and managements of both spots have announced that their prices will remain at last year's levels.

Similar operations of a high-powered nature are those of Palisades (N. J.) Park and Rockaways' Playland, Long Island funspot. Both locations depend heavily on this city for patronage.

Palisades Offers Rotor

The Jersey location, in addition to its usual myriad number of free features, has snagged one of the latest novelty rides, the Rotor. The device is being set up and flashed at Palisades at present. The park will offer life-size television to its patrons and operate its own ferry service between New York and New Jersey on the Hudson River this season. Important for a strong finish at Palisades are Mrs. America contest eliminations staged there late in the season.

Rockaways this year is banking on a tie-up with the National Broadcasting Company, which is designed to bring some of that net-

work's top TV and radio talent to the spot. Rockaways goes heavy on advertising, and the desire for publicity sometimes reaches a frenetic pitch. Altho both Rockaways and Palisades draw a goodly amount of repeat trade, they are constantly pitching for new patronage. Palisades has announced that it will hold the price line, while Rockaways intends to up the ante.

Rye Ups Prices

To the north of New York proper, Playland at Rye maintains

Copper Wire No. 1 Shortage In Show Biz

CHICAGO, Feb. 17.—Shortage of copper wire and cable used as electrical conduit is probably the No. 1 scarcity faced by outdoor show business as it preps for the 1951 season, it was indicated by a check of electrical supply houses here this week.

With many producers cut down to 65 per cent of their 1950 production figures, the scarcity is most acute at the manufacturing level. In many cases, jobbers and dealers report a fair supply of copper wire on hand but urge that orders be placed as early as possible. Some suppliers indicated that over-ordering has caused some of the immediate scarcity.

The 70 per cent slash in the use of cobalt for civilian purposes will undoubtedly also create a shortage of speakers for public address systems.

Henry R. North Leads Group's Fight Vs. Reds

NEW YORK, Feb. 17.—Headed up by Henry Ringling North, vice-president of Ringling Bros. and Barnum & Bailey Circus, an entertainment division of the United Business Committee, a group sponsored by the National Association of Manufacturers, has been active in the showbiz field as part of an over-all drive by UBC to fight what it believes is a drift toward Socialism in this country.

The drive was inaugurated in (Continued on page 47)

Materials Pinch Darkens Pyro Pic

United Fireworks to Defense Work; Bids on Big Orders, Mulls Expansion

DAYTON, O., Feb. 17.—The outlook for fireworks at fairs, parks and other outdoor events has darkened as the tempo of the nation's defense effort mounts and government cutbacks in allocations of materials for civilian use increases, it was revealed this week by Walter L. Beachler, owner of the United Fireworks Manufacturing Company here.

Beachler's action in negotiating for government ordnance contracts is probably being followed by other fireworks manufacturers as the squeeze on civilian production increases. "If we want to stay in business we will be forced into war work," Beachler said.

Scarcity of materials for production of civilian fireworks and the possibility that materials for civilian use may be cut off entirely, prompted the firm to negotiate for government business, said Beachler. The contracts on which United Fireworks is bidding total several million dollars and Beachler is confident he will get substantial orders.

Plant expansion and additional equipment to cost an estimated \$1,500,000 are in the works for United Fireworks if the contracts go thru. This will double the \$1,500,000 volume of business the firm does annually in civilian fireworks.

With the firm on a defense production footing, some changes would be necessary in the present plant of 108 buildings on 43 acres. In addition, a new plant on 142 acres at an undisclosed location in Montgomery County would be erected, Beachler said, to be financed either thru private or government loan. Arrangements have been made for materials in building the new plant.

Plans for the new plant call for six 40-by-80-foot assembly buildings; three hydraulic press buildings, two mixing rooms, dry house facilities used in making explosives, and five warehouse magazines. Beachler said three to six months would be needed to convert the present plant. The new one would require a longer time.

its sedate operation. The park continues as one of the most eye-catching, well-equipped and financially solvent propositions in the East. The spot is operated on Westchester County funds, and the county has been off-termed tops in aggregate wealth. Several new kiddie devices will be added at Rye before the season starts, and management has said that it will make some minor upward price adjustments.

Indian Park at Peekskill, N. Y., also in Westchester County but a private operation, is intent on expanding for its second season. Its initial year, 1950, proved successful, according to operator Ed Kelmans. He reported some difficulty in securing additional rides for the coming season and said prices would remain stable at the spot.

Shoot TV Film Of Chitwood Org At Tampa Fair

TAMPA, Feb. 17.—A motion picture crew was in Tampa this week to film thrill sequences of the Jole Chitwood Auto Daredevils for a series of TV commercials for the Ford Motor Company. While here, Chitwood also conferred with Earl Newberry during the Florida State Fair over general policies for the coming season.

Newberry and Leo Overland will operate three of the thrill show units, Chitwood one and Bill McGaw one. Chitwood also announced the appointment of Jim Crews, of Tampa and Indianapolis, as chief of the org's outdoor advertising staff.

Chitwood, who flew to the New York fair convention at Albany, between shows at the recent Tampa fair, announced the heaviest schedule of bookings in the East since organization of his show, while Newberry stated he and Overland had also signed a strong line-up of dates in the Midwest.

Elks & PCSA Stage Annual Benefit Show

LOS ANGELES, Feb. 17.—Staging their seventh annual Elks 99 Circus in conjunction with the Pacific Coast Showmen's Association, local Elks played host to 1,000 underprivileged children in the afternoon and pushed the March of Dimes at its night performance at the Elks club here.

With the children from a score of institutions as their guests, the clubs offered a 90-minute show. The evening performance was attended by the memberships of both organizations, with admission by a donation to the March of Dimes. Performance was televised over KTLA.

Serving on the committee for the Elks were J. Ed Brown, Paul Eagles, S. L. Cronin, Walter Trask and Hunter Farmer. All are PCSA members, too.

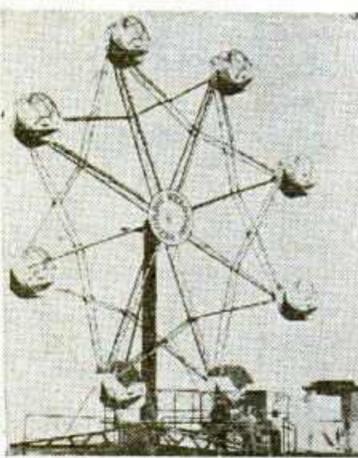
The show included Dedrick's ponies; Russ Saunders Troupe, teeterboard and adagio; Adolph Del Bosq and Company, with *Serenado II*, the musical horse; Dorothy Herbert and her dogs; (Continued on page 47)

AGVA Pacts Sports Show

NEW YORK, Feb. 17.—Talent comprising the entertainment program to be offered in conjunction with the Sportsmen's Show, which opened Friday (16) at Grand Central Palace here, has been signed with American Guild of Variety Artists, Vic Connors, AGVA rep, announced this week.

Show will feature five or six acts, Connors said. The exhibit runs nine days.

As ORIGINATORS and BUILDERS of THRILL ACTION RIDES



EYERLY AIRCRAFT COMPANY has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a century—
First to successfully incorporate aircraft action in ride design. Eyerly Aircraft Company launched a new trend in ride engineering—
This new idea—thrill action rides without sacrifice of safety—combined with a sound philosophy of fair dealing and customer service has been the basis of Eyerly Aircraft Company's steady progress. **READY TO SERVE YOU AGAIN FOR 1951**

THE ROCKPLANE
Passenger controlled thrills, speed loading, proven popularity. Salem Oregon



Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockplane, Midge-a-Racer and Bulgy

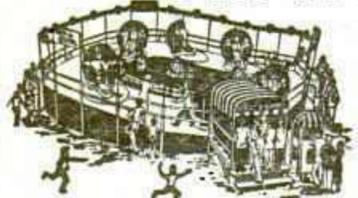
NEW KIDDIE RIDES!



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- AIRPLANE RIDE
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- ELEPHANT RIDE
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The TILT-A-WHIRL Ride



Prominently

- ★ Attractable ★ Popular
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SELLNER MFG. CO.
Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN

Mr. James D. Carpenter, of Omaha, Nebraska, writes: "I thought perhaps you might like to know just how pleased I am with the Parker Baby 'Q' that we bought from you last spring. I credit it with being a real factor in the success of our Kiddieland and only regret that its capacity is limited. But the kids don't seem to mind waiting, sometimes an hour and more, for rides. We have ridden some 150,000 over the past two seasons and the machine still looks as good as the day we set it up. Prices start at \$5,750.00 for a Teen-Ager Adult machine."

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LEAVENWORTH, KANSAS

WRITES FOR OUR NEW CATALOGUE

featuring complete kiddielands
★ IMMEDIATE DELIVERY ON SOME RIDES

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KIDDIE JET ROCKET RIDE

8 all-metal Jet Rocket Ships with Machine Guns. (Action of the ride resembles the Octopus.) Up and down—around and around.
Don't wait—material is scarce—order NOW

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SPECIAL: For Sale—One used C-Cruise Major Ride capacity 36, located in Pennsylvania **\$6,500.00**
One slightly used Little Skipper Kiddie Ride, capacity 20, located in Oregon **\$2,000.00**

C-CRUISE CORPORATION Seventh & Murlark Aves., Salem, Ore.

EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog, Bank terms

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Builders of Bike Boats and 12' Gas Runabouts for small lake use.
Write, wire, phone, visit for photos, prices and terms.

MAR-CRAFT, INC., CLARENCE, NEW YORK
12 miles east of Buffalo on Route #5.

SPECIAL SHOWING

FEBRUARY 24 THROUGH MARCH 3

See our new 1951 Kiddie Auto and Fire Engine Rides in operation at our shop. Sample models of our Kiddie Pony Buggy, Sky Rocket; 2 and 4 passenger Boats and Trains also on display. We also have 3 different used trade-in Kid Rides for sale at very low prices.

MAR-CRAFT, INC., CLARENCE, NEW YORK
12 Miles East of Buffalo on Route #5.

CLOSE-UPS: L. J. HETH

Relaxation Aided Vet To Recoup Fortune

By JIM McHUGH
(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

A GOOD night's sleep is an important part of the formula for the success and youthful outlook of L. J. Heth, whose active career in show business already has made a big dent in the second half of a century. L. J. has spent about 60 of his 75 years heading show units, both rail and motorized. At times he waxed fat and lived in palatial elegance. At other times the nickings were lean and he skidded on his financial chin. Thru it all, good times and bad, high winds and torrential floods, Heth got into his bed at a decent hour and enjoyed the sleep that comes only to the person who has banished worry from his mind. Each morning, with his mind clear and alert, L. J. was ready to take advantage of the day's opportunities.

The youth of today is not quick to take advantage of the multiple opportunities which he sees, L. J. says. As a youth he journeyed from his home town, Fort Atkinson, Wis., to the 1893 Chicago World's Fair. Sold on the world of commerce and convinced of the appeal of physical pleasures, L. J. opened a cigar factory. He did well, but his youth and ambition protected him from the inviting, hazy complacency that might have gone with his success. The concession business beckoned so he framed a ball game, loaded it on a wagon pulled by a blind horse, and made the fair circuit in the fall.

Joins First Show
L. J. then joined Gasco & Mundy Shows to obtain the advantages of a longer season. Later he enlarged his concession holdings and joined

Cramer & Tyler Shows where he remained for four years. In those days ball games were the principal concessions and gold was in circulation. Even then, L. J. recalls, concessions were banned in some communities.

In 1909 Heth quit the business and went to Clinton, Ia., where he



L. J. HETH

opened another cigar factory and retail store. This was after the Spanish-American War and L. J. was ambitious to build a chain of stores—a merchandising formula which later earned some of the nation's largest fortunes. He operated successfully for about four years but he had caught that in-

(Continued on page 56)

Coin Ops Aiming At Outdoor Biz

MILWAUKEE, Feb. 17.—Coin machine operators thru the Dakotas, Minnesota, and Northern Wisconsin, hard hit by one of the worst winters in many years, are gearing their operations to serve outdoor show business for the first time on a large scale this summer. Move is being planned to not open up a large potential market, but to further diversify their routes which, because of economic conditions, now require a much wider scope for survival.

Coverage of the outdoor field will be concentrated on local, county and State fairs and carnivals traveling thru the area, ops reported, with all types of coin equipment, including venders (particularly soft drinks, coffee and candy), amusement devices, and even music machines included. Plan is for operators to place their equipment on location at the fairs, or with the shows, on a regular commission basis, with the operator handling the placement of equipment, and the servicing of the machines.

Despite the relatively short stands which the equipment will enjoy at these events, operators feel the heavy concentration of people would make the placement of machines a profitable one, and would help them better withstand the tremendous drops in grosses during winter months.

Large operators and distributors, the latter from such points as Minneapolis, Omaha and Chicago as well as Milwaukee, are also lining up accounts in the outdoor business for their premium merchandise lines. Not only will these premiums be used in conjunction with coin-operated amusement devices, but distributors plan to shoot for part of the large merchandise business booked by carnivals throughout the country each year.

Boyd Grant Resigns

MELROSE, Conn., Feb. 17.—Boyd Grant, local resident, has resigned his post as secretary of the Four Town Fair after serving in that capacity for 30 years. The fair is held annually by the Union Agricultural Society of Somers, Enfield, Ellington and East Windsor, Inc.

MARDI GRAS CONCESSION OPS CHILLED

NEW ORLEANS, Feb. 17.—Concessionaires at the Mardi Gras here did not, in most cases, clear expenses. First three days of the carnival week froze out all street events and novelty venders did not open their stocks until the fourth day when the first parade was held.

Even the final four days ending with Mardi Gras, Tuesday (6), were colder than usual and the uncertainty of the events kept many visitors away.

One-third fewer venders obtained permits at the city hall, A. C. Bernard, clerk announced, and many of those who bucked the conditions told him they didn't even make the nut.

While streets were moderately crowded, this was principally local. Decision of the Rex organization, principal of the parade groups and a half-dozen other leaders to call off the event this year was credited with keeping visitors away. Parades held were in the secondary class and failed to stir much enthusiasm.

Sweeney-White Ink 57 Dates

TAMPA, Feb. 17.—With 57 auto race dates already signed, National Speedways, Inc., has lined up the strongest and longest route since its organization, Gaylord White, who with Al Sweeney, heads the org, announced.

White, while handling the auto races at Florida State Fair, announced the addition of three big car race meets. Two of these will be the first two days of Louisiana State Fair, Shreveport, repeat dates for the org. The third is at the Scotland County Fair, Memphis, Mo.

Galt, Calif., Civic Move Is Organized To Continue Fair

GALT, Calif., Feb. 17.—A plan to urge Governor Warren to use his influence in continuing the Sacramento County Fair here has been launched. Wayne Field, Chamber of Commerce secretary, has mailed letters to organizations asking them to support the movement by appointing a representative to form the general delegation.

The fair, which has been tottering for some time, is facing abandonment because of needed repairs to the plant. A request has been made to the State fair for use of its grounds for the county annual.

Imlay City Sets Manager, '51 Program

IMLAY CITY, Mich., Feb. 17.—Harold Muir, veteran of outdoor show business, has been named manager of the Imlay City Fair here for '51.

Muir was with Endy Bros.' Shows in 1935, Beers-Barnes Circus the following two seasons and on the staff of Fra Diavolo's *Magie Revue* the winter of 1936-37. Since the war, he has operated Muir Entertainment Service here, specializing in 16mm. educational films.

The fair, which is skedded August 7-11, will have a new price policy, according to Muir. A front gate ticket of \$1, plus tax, will admit the bearer to all segments of the fair. Parking will be free and children under high school age will be admitted on the cuffed basis.

Happyland Shows have been signed to provide the midway attractions. Other entertainment will be provided by Leuder's *Vodvil Varieties* for three nights, B. Ward Beam's International Congress of Daredevils for one show, a horse show, running races and one day will be devoted to bands and radio acts.

Exhibits will include a FFA farm show, Indian village and continuous motion pictures in the Merchant's Building.

Other officers of the fair re-elected were James D. Morrice, president; H. D. McMillen, vice-president; Ed Burnett, second vice-president; J. Leslie Payne, treasurer; and R. A. Grettenberger, secretary.

Sellhorn's Shows New Trailer at Tampa Fair

TAMPA, Feb. 17.—Sellhorn's, Inc., exhibited for the first time, a new showman's special trailer at the Florida State Fair here. Known as "a home and office on the road," it features running water, complete bath, a safe, television and telephone.

Sellhorn's also announced its appointment as the Hudson automobile dealer for the trading area of Lansing, Mich., where it is opening a large service department.

HORSES FOR KIDDIE RIDES

Beautifully sculptured and entirely molded of durable plastic. Have bolt in each foot. Ideal size, 27" long by 21" high. May be had painted or unpainted.

SAMPLE UNPAINTED \$16.50



SEND FOR WHOLESALE PRICES!
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Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

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CASH WITH ORDER PRICES—10M, \$10.50—ADDITIONAL 10M's AT SAME ORDER, \$2.50

ABOVE PRICES FOR ANY WORDING DESIRED. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

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Tickets Subject to Fed. Tax Most Show Names of Place, Established Price, Year and Total. Must be Unquestionably Shown from 1 up to from your Last Purchase

Out in the Open

Ed Kelmans, operator of Indian Point Park, Peekskill, N. Y., reports that his outing bookings to date have surpassed his total biz in that bracket last season.

Front page of the February 1 issue of The Fort Worth Star-Telegram featured a five-column picture of the Will Rogers Memorial Grounds there, showing it two-inches deep in snow for the Southwestern Exposition and Fat Stock Show. William T. (Tommy) Randolph, Gladewater (Tex.) Roundup exec, suggests that the picture might well have been captioned "How Outdoor Showmen Can Lose a Fast Buck." Bill Hames Shows held down the midway during the show which had the roughest weather in its history.

Augusta, Ga., defense-boomtown, is to get a heavy play from carnivals. Four already are set to move in during the first month of the season. A \$600,000,000 hydrogen bomb plant is being constructed not far from the city, and business in the city is humming and probably will get better by the time the outdoor season rolls around.

Ray Brookman is secretary of the Muncie (Ind.) Fair. Brookman succeeded A. G. (Fritz) Norrick, for many years secretary, who continues as a member of the board of directors. The Muncie annual has yet to close with a carnival for its 1951 run.

Richard D. (Dick) Robertson, vice-president and general manager of the Miniature Train Company, Rensselaer, Ind., is vacationing in Florida. He will try his hand at angling on both the

East and West coasts before returning to his desk March 1. Hank Hurley, former member of The Billboard's outdoor department editorial staff, has opened a religious goods store in his home town, Fargo, N. D.

William R. Hirsch, long-time manager of Louisiana State Fair, Shreveport, is back in that city after a vacation in Biloxi, Miss. Bob (Diggers) Parker again will handle the independent midway arrangements at the Shreveport event this year and Gaylord (Auto Races) White again will direct the fair's press-radio advance. Paul Huedepohl, secretary, National Association of Amusement Parks, Pools and Beaches, caught the last few days of the Florida State Fair, Tampa.

J. C. Huskisson, assistant manager of Florida State Fair, Tampa, received numerous compliments on the excellent exhibits at the event. Even the near-freezing temperature failed to hold down the quality of the exhibits or the enthusiasm of visiting fair men who saw the displays. Jack Eyerly, of Eyerly Aircraft Company, Selam, Ore., was among the ride people who attended the Tampa fair.

In case of an enforced cancellation of the Indiana State Fair, Indianapolis, by a war emergency, fair board membership would be frozen under terms of a bill introduced into the Indiana Legislature, Thursday (8). The measure, co-authored by Senators Floyd Stevens and Dale Beck, would provide for maintenance of the same board until after the first post-emergency fair was held.

Frank Wirth, of the New York booking office of that name, visited the recent Tampa fair and winter quarters of the Ringling-Barnum circus at Sarasota to round out the act line-up for the Lone Rangers-headed show he and Dave Endy will present in Miami's Orange Bowl Saturday and Sunday (23-24).

Joie Chitwood thrill show units played over 500 performances last year, and Joie, himself amazed at the number, gives supporting testimony to that statement.

Fast-moving Art Briese continues to set showbiz travel records. Barely two weeks after he was in Cody, Wyo., where the temperature hit 59 degrees below zero, the Hearle-Duffield rep was winging his way to warm Havana, where he was skedded to fire a fireworks show. From Havana, Art planned to join his vacationing wife at Fort Lauderdale, Fla.

Mike Barnes, of Barnes-Carruthers Theatrical Enterprises, Chicago, was skedded to return to Miami by air Sunday (18) after a quick trip North to attend the annual meeting of the Middle West Fair Circuit in Kansas City, Mo. Harry Frost, concession manager at the Minnesota State Fair, St. Paul, is confined to the Midway Hospital in that city with pneumonia.

Leonard Martin, son of Al Martin, co-owner of 20th Century Shows, is the third highest scorer in Kansas high school basketball circles despite missing four games due to a severely cut wrist. The younger Martin, 16, is in his third year at Ottawa, Kan., high school.

Henry R. North

August, 1950, and the present phase of it will end this summer. Whether it will be continued has not yet been decided, a UBC spokesman here said this week.

The spokesman said North's task was to contact persons in the entertainment field, both personally and by mail, as part of the general effort. Eight other divisions relating to various lines of commerce and industry carry on the same type of operation. Contributions to UBC are sought.

Entertainment sphere figures aligned with North in the project, according to the spokesman, are Charles P. Skouras, president of the National Theaters Amusement Company, Inc., Los Angeles, and Louis Allen Weiss, chairman of the board of directors, Don Lee Broadcasting System, Los Angeles.

Heart Attack Fatal to Selden

Continued from page 45

recover in time to fulfill many of his contracts for the season.

Amazing Comeback

Once before, he had been seriously injured in a slide for life and his life then had been despaired of. That was in 1944 at Kennywood Park, Pittsburgh, when the car struck the end of the cable with the impact breaking the web at the back of his neck. He hit the jack with such force that his collar bone and several ribs were fractured. He amazed physicians and fellow performers by making a speedy comeback to his swaypole.

Born Arzeno Eugene Selden in Lansing, Mich., where he was reared and made his home, he will be buried there Monday (19) from the Estes-Ledley Funeral Home.

Few outdoor performers approached the high regard in which he was held by performers and outdoor attraction bookers and buyers. He was widely known, not alone for his performing skill but for his co-operativeness, quiet efficiency, smooth temperament and devotion to his act.

Tributes

"Selden's passing leaves an unfillable gap in the ranks of outdoor performers," Charles Zemerer Sr. of the Chicago booking office bearing his name, declared.

"He was a real trouper in the grand tradition, one of the greatest thrill acts and a big asset to the business," Sam J. Levy, of Barnes-Carruthers Theatrical Enterprises, Chicago, declared, adding, "He definitely will be missed."

"He was never late on a job, worked under adverse conditions, never complained and undoubtedly will never be replaced during our times," declared Ernie Young, of the Chicago agency bearing his name.

See Peak Crowds For Va. Festival

WINCHESTER, Va., Feb. 17. — Indication point to record attendance at 24th annual Shenandoah Apple Blossom Festival to be held here May 3-4. Last year nearly 250,000 people enjoyed the program of parades, pageant, dancing and fireworks.

More than a thousand people will take part in the two-day pageant, to be presented the first day by queen coronation ceremonies. Feature parade will be held Friday afternoon (4). Thursday night there will be a firemen's torchlight parade, climaxed by fireworks. There will be dancing to the music of name bands both nights. The affair will be augmented by military, industrial and agricultural exhibits and band concerts.

Jackson, Miss., Inks Young Revue

CHICAGO, Feb. 17.—Contract for the night grandstand show at the Mississippi State Fair, Jackson, this week was awarded the Ernie Young Agency, here. Show will include a revue and acts, plus Sam Howard's Water Show.

Young this week also announced the line-up for the grandstand show at the Sioux Falls, S. D., fair would include Lou Breese and his ork, the Reddingtons, trampoline; Belmont Brothers, jugglers; Marimba Co-Eds, musical; Novak and Faye, comedy; Cortello's dogs, two other acts and a 16-girl line.

5 S. C. Annuals Pact Price's Sound

COLUMBIA, S. C., Feb. 17. — A. B. Webb, representing Price's Amplifying Service, Staunton, Va., announces that his firm will supply sound systems to five South Carolina fairs in 1951.

Annuals are located at Columbia, Florence, Orangeburg, Sumter and Spartanburg.

Slim Crowds Attend Aussie Cycle Meets

ADELAIDE, Feb. 17. — Last of the five motorcycle speed tests between England and Australia was staged here, with attendance for the meets averaging 5,000.

Empire Speedways, promoting agency, anticipated an average figure of 20,000. The Australian team took all five tests.

Fred Tennant Jr., of the State Fair of Texas, Dallas, where Selden had been contracted to play for the fifth straight year, termed Selden's death a severe blow. "Not only have we lost a great act but I have lost one of my best performer friends."

Record Slide

Selden was credited with the longest slide for life ever made. It was at The Chicago Tribune's 100th anniversary celebration on the Chicago lakefront in 1947, when he slid almost a quarter of a mile.

His wife, the former Inez Anthony, also of Lansing, whom he had trained, lost her life in 1930 as a trapeze performer when she fell 35 feet while working in her act at the Winston-Salem (N. C.) Fair. His only survivor is a sister who lives in Lansing.

Publicity - advertisingwise, Selden always gave sponsors or events the maximum in the way of co-operation. In his own build-up within the field, he was known for his arresting and highly effective advertisements. His skillful exploitation and brilliant performance combined to make him the highest paid swaypole performer in history.

Show Folks Aid

Continued from page 45

supervise the sale of all products tied in the Shrine convention, Mitchell said. Arthur E. Campbell, New York tent manufacturer, will assist in the staging of the show and the care of props and animals.

Mitchell said that at least 100,000 Shriners and members of their families are expected to attend the annual confab, barring a worsening international situation that might result in restrictions on travel. The mid-summer influx of so large a group of well-heeled Nobles should boost grosses for the theaters, night spots and bistros. All major hotels are under contract to house the visiting nobles and are already assured of capacity business for the week, Mitchell said.

Elks & PCSA

Continued from page 45

Bill Kramer and Irene, table balancing act; Maryln Rich, and the Elks Majorettes. Clowns were Abie Goldstein, Bernie Griggs, Penny Parker, George Perkins and Eddie Emerson. The performances and televised portion were announced by Norman Carroll.

A 60-year-old calliope, played by Louis Dewitt, added a circusy flavor to the indoor shows.



Allan Herschell KIDDIE BOAT RIDE

Kids love it because it's exciting. Parents endorse it because it's safe. YOU'LL go for it because it brings in the tiny tots!

Each of the six all-aluminum boats holds four passengers. Tank is aluminum; built in six sections for portability. Fluid Drive mechanism with push-button controls.

Write, wire or phone today for descriptive literature and price.

ALLAN HERSHELL COMPANY, Inc.
N. Tonawanda, N. Y.
World's largest manufacturer of amusement rides

NEW LOCATION CLARK MFG. CO.

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Manufacturers of

- ★ TOM THUMB STREAMLINERS
- ★ KIDDIE FERRIS WHEELS
- ★ KIDDIE BOAT RIDES

NOW! IS THE TIME TO BUY...

REFRESHMENT EQUIPMENT AND SUPPLIES...

- peanut roasters
- candy floss machines
- popcorn machines
- and many more!

★ IMMEDIATE DELIVERY

Theatre Candy Co., Inc.
219 Stuart St., Boston, Mass.
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BOWLING ESTABLISHMENT
16 lanes, 3.2 bar, restaurant; established, guaranteed business; \$30,000.00 down required; profits pay balance in 2 years. This is a rare opportunity to locate permanently in the year-round paradise of the nation in a most enjoyable and profitable business. No experience necessary. I will train you and be available for help whenever needed. CHAS. J. GRAF, New University Alleys, 666 University Ave., St. Paul, Minn.

BRILL HAS 5 NEW PLANS
plus 15 in Catalog 4
SPILL BOZO (AFRICAN DIP) \$150
PORTABLE MINIATURE GOLF COURSE \$75
PLATFORM ILLUSIONS \$100
LIVE PONY-GO-ROUND \$150
BINGO OR SIDEWALK FOOD STAND \$100
BRILL, INC. 875 PIEDMONT ILLINOIS

If you have a bruise, or a sprain, an ache or a pain

use SINAPOLE:

And actually rub that pain away.

IF WE DIDN'T FEEL SURE THAT SINAPOLE WOULD DO THE JOB, COULD WE AFFORD TO MAKE THIS FREE TRIAL OFFER.

We are doing so because we believe the best way to advertise a good article is to get it in the hands of the user.

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Send one \$1.00 jar of SINAPOLE with the understanding that there is to be no obligation whatever on my part to make any payment. If after I have tried Sinapole for one week I do not find it helpful, I will return what is left in the jar in the original mailing carton, using the 17c postage which you are to mail me in a letter for return return parcel post charges at the same time the SINAPOLE is mailed. If on the other hand I do find it is helpful I mail you a one dollar bill and keep the 17c postage.

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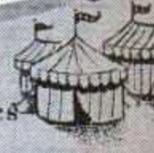
Talent Topics
 By CHARLES BYRNES and JIM McHUGH
 Since closing with Ringling-Barnum in Cuba, Jimmy Armstrong and Prince Paul have been working the DeMille movie at Ringling quarters. Frankie Saluto is with Orrin Davenport.
 Barbara LeMay is presenting her Cuban war dance in West Virginia night clubs. With Barbara is Flo Ling, exotic dancer. Barbara plans to take her own show on the road this summer.
 Robi Vernon completed a five-week stand at the College Inn, Boston, recently.
 Among recent arrivals at Paris Island, S. C., for Marine boot training were Douglas K. Ehrich, of New York, former Motordrome rider, and Leslie M. Miller, of California, ex-trapeze performer. Joe Beach, of Springfield, Mass., visited the Court Square Theater with the Cycling Kirks, George and Ann Oliver, Sing Ming Troupe and the Latinos recently. At Valley Arena, Holyoke, Mass., he dropped in on Brick Bros. and Gloria, Wanda and Armand and the Boginos.
 Bob Garry and Miss Camille, high pole, are being imported from Holland by Ernie Young, Chicago, and will make their debut at the Harvey, Ill., celebration, June 12-17. In the act, Garry drives a motorcycle up a cable to his high pole and winds it up with a 150-foot slide. Miss Camille climbs the cable hand-over-hand. King Reynolds, wire act, and Juggling Jewels are playing the Kemp Time with a Gus Sun unit. Doug and Avis Hart, wire, have returned to their Wolcottville, Ind. home following a brief Chicago visit.
 Nelson Sisters, trapeze, who closed a two-week stand at the Oriental Theater, Chicago, Wednesday (14), have signed about 20 club dates in the Chicago area as a result. Emil Pallenberg's Bears, now playing club and TV spots in the Midwest, has signed to play fairs for the Barnes-Carruthers Theatrical Enterprises.
 Herb Banke, singer with the Bonnie Baker show on Royal American Shows the past season, took his physical in Chicago recently and expects to report to the army soon. Eddie Cygan, dancer with the Barnes-Carruthers No. 1 fair unit last year, was skedded to leave for the army Thursday (15). Phil and Bonta, perch pole, join Siebrand Bros. Circus in Phoenix, Ariz., following their stint at the St. Paul Shrine circus, which opens February 26. Sport Matthews, high pole, is spending the winter working in a Chicago foundry. Act has been signed to play the Gary, Ind., V. F. W. celebration, July 2. Slivers Johnson, comedy auto, has been working rodeos and horse shows in Texas and Tennessee.
 Prof. George J. Keller, cat act, who was with the Polack Eastern Unit at its opening stand, is skedded to make his Midwest TV debut on ABC's "Super Circus" in Chicago, February 25. Also in the line-up will be Tommy

and Bonnie Parris, trampoline act recently imported from Europe, and Howard Nichols, hoops. The following Sunday's bill will include Berg's Movieland Seals; Paul Pettit, upside down balancing, and Rudy Docky and his dog basketball team. Last-named act also is skedded for the Chicago Sports Show, which opens at the International Amphitheater March 2. Lang Troupe, trampoline, also will play the stand.
 Eddie Menetti, comedy bump and table rock, left Chicago recently to play TV dates in New York. Joe Machino and daughter, Dagmar, of the Machino Troupe, info they have recovered from injuries sustained in a December auto crash and will take their act out soon. They have been convalescing at their Sarasota, Fla., home.
 The Wallabys, English acro act handled by Digger Pugh, were pictured on their arrival in New York on the Queen Elizabeth in The Daily News last Wednesday (14).
 The Three Milos and Johnny Gibson and Company, both high acts, have been booked into the Texas State Fair, Dallas, for 16 days starting October 6. Booking was handled thru the Ernie Young Agency, Chicago. The Carletons, father and son hand balancing act, were on the Wednesday (14) Don McNeil TV Show which originates in Chicago's ABC studios.
 Capt. Roy Simms info from Dennard, Ark., that he is getting new wardrobe and working on new thrills for the summer. He also advises that he will have several late Texas fair dates this year. Simms, who attended the Arkansas State Fair Convention at Little Rock, pays high tribute to Sen. Clyde Byrd, of that city, for his efforts on behalf of the fair movement in that State.

Russell Preps Kiddieland Bow
 VINCENNES, Ind., Feb. 17.—O. J. Russell Amusement Enterprises, operator of Uncle John's Kiddieland here, this week announced the purchase of a Merry-Go-Round from Allan Herschell Company. Oliver J. Russell, head of the operating company, said that the ride will be delivered in time for the spot's opening Easter Sunday. The Kiddieland then goes on week-end operation until May 6 when the third consecutive season of daily operation gets under way.
 Russell said that he will have eight rides in operation this year. The Tom Thumb Streamliner will be moved to a new location to make room for an enlarged parking area at the spot. Work on the latter is expected to be completed when the kiddieland goes into daily operation.
 Edward and Dorothy Wanke again will have the candy floss, while soft drink, popcorn and novelty stands are office-owned.

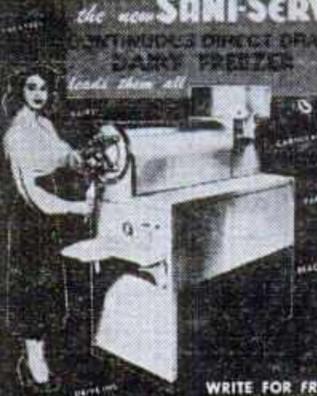
Thrill Show, Auto Race Reps Busy at M. W. Circuit Meet
 KANSAS CITY, Mo., Feb. 17.—Normally quiet so far as attraction booking is concerned, the annual meeting of the Middle West Fair Circuit here Friday (16) produced a mild flurry of contract signing, and auto race and thrill show reps left the confab with a number of important fair pacts.
 Frank Winkley, manager of Auto Racing, Inc., closed with Maurice Jencks of the Kansas Free Fair, Topeka, to run four afternoons of auto racing during that fair and two still dates. Fair events will include two stock and two big car meets. Winkley also announced signing for three days at the Oklahoma Free State Fair, Muskogee, and will also run a stock car still date April 22 at the plant. Latter annual was repped here by M. E. Tweedell.
 Al Sweeney, who with Gaylord White, heads up National Speedways, Inc., signed with C. G. (Pete) Baker, of the Oklahoma State Fair, Muskogee, to run two days of big car racing at the fair. Date is new to the org.
 Aut Swenson, representing the Swenson Thrillcade, inked three days at the Oklahoma City annual, for the afternoons of September 22, 23 and 24. Swenson also reported signing one night show at the Mendota, Ill., Fair and a July 1 still date at the North Dakota State Fair, Minot.
 Joie Chitwood Auto Daredevils, repped here by Leo Overland, announced signing for two thrill days at the Kansas Free Fair, Topeka.
 Attraction and show suppliers present also included Sam J. Levy, Mike Barnes, and Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises; Bob Lohmar, Royal American Shows; Jack Duffield, Thearle-Duffield Fireworks, Inc.; Frank Sharpe, Regalia Manufacturing Company; Clyde Miller, Clyde Miller Rodeo; C. Laube, B. and L. Concessions; Pete Bailey, Hollywood Daredevils; Harold Kreft, Kreft's Flying Service; Ted Webb, custard; Ralph Wilkerson, insurance and Al Martin and Jess Wrigley, 20th Century Shows.

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N. H. OFFICIALS NAME H. BLANCHARD PREXY

CONCORD, N. H., Feb. 17. — Harry Blanchard, of Sandwich, was elected president, Eloi Adams, Dover, vice-president, and Dr. Robinson W. Smith, Laconia, secretary-treasurer, of the New Hampshire Fairs Association at group's annual meeting here Thursday (8).

Named to the board of directors were George Grinnell, Derry; Herbert Sawyer, Sunapee; Frank Kimball, Hopkinton; W. A. Shepard, Canaan; E. W. Burr, Pittsfield; Clark Ingalls, North Haverhill; Dr. Dana H. Lee, Lancaster; Lester Mitchell, Plymouth; Carl Fogg, Deerfield; Donald McCullum, Northwood, and George Wilson, Rochester.

Association banquet was attended by State officials headed by Governor Adams. George A. Hamid and Al Martin Agencies, of New York and Boston, respectively, provided the show talent. Line-up included Happy, Tom and Jerry, roller skating; Connye Shearer, acro-contortionist; Elwin Shaw, comedy pickpocket, and the Winow Trio, acro-adagio. Piano accompaniment was supplied by Lois Stevens. Novelties and favors were furnished by Interstate Fireworks Manufacturing & Display Co., Inc.

Present at the meeting were Bob Conto, rep of Irish Horan's thrill show, Al Martin talent agency head, and Henry M. Cogert and Thomas Keough, representing the George A. Hamid & Son Boston office.

Dates fixed for annuals thruout the State follow: Chesire Fair Association, September 6-8; Coos and

Essex Agricultural Society, August 31-September 2; Deerfield Fair Association, September 27-30; Lake Grange Fair Association, August 25; Madbury Grange Fair Association, September 5-8; Northwood Town and Grange Fair, October 12; Sandwich Town and Grange Fair, October 12; Union Grange Fair Association, September 12-15; and Macoma Valley Fair Association, August 25-27 or 28-30. Dates for the Contocook Valley Fair Association were not assigned.

NPA Approves 100G Frisco Zoo Project

SAN FRANCISCO, Feb. 17. — Clearance for a \$100,000 construction project at city-owned Fleishacker Zoo here has been granted by the National Production Authority, it was reported by Harvey Teller, general manager of the Parks and Recreation Department. The grant was as an exception to the construction limitations established by the federal agency, he said.

Teller stated that the project calls for new quarters to house apes, leopards and tigers. Thirty-five cages for apes and 18 for cat animals will be built, he said. Construction will replace old buildings which Teller said had been declared unsafe.

Ocean Beach Sets 5-Yr. Eatery Pact

NEW LONDON, Conn., Feb. 17. —Ocean Beach Park Board, supervisor of municipally owned and operated Ocean Beach Park here, has authorized City Manager Edward R. Henkle to enter a five-year contract with Leon N. St. German, Armando J. Baldelli and Frank F. Lewyant for the operation of the cafeteria in the game building at the park.

Des Moines Seeks \$\$ For Livestock Pavilion

DES MOINES, Feb. 17. —A bill to appropriate \$1,840,000 for a new livestock pavilion at Iowa State Fair here has been introduced in the State Legislature by Rep. Lawrence Putney, of Gladbrook.

Proposed building would seat 12,500 for livestock judging and horse shows and would include press and radio facilities, exhibit space and kitchens. The structure also would be available for concerts, stagshows, boxing matches and basketball games in non-fair seasons.

The amount asked is more than the total appropriated for build-

Sydow Expects Big Army Draw

KILLEEN, Tex., Feb. 17. —Opening of Sydow's Playland Park, managed by Leon H. Burke, has been delayed to March 1 because of cold weather, it was reported this week. Spot is located near Killeen, Belton and Temple, Tex., and expects to draw heavily from nearby Fort Hood army camp. Chartered busses will transport patrons from towns and camp.

Dardanella Burke will have a Girl Show; William Carver, reptile museum; L. M. Nelson Side Show. Preparations are being made for a children's zoo. An entrance has been built and light poles are being installed. Spot will cater to picnics and will have a trailer and tourist camp.

Burke will handle publicity thru May 1, and intends to stage outings for children's groups which will include free ride tickets and refreshments. Proprietors are Sydow and Custine.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Eagle: State Line, Miss.
- Crafts Expo.: Yuma, Ariz.; Calexico, Calif., 26-March 4
- Dumont: Augusta, Ga., 1-10
- Folks Celebration: El Paso, Tex., 27-March 1
- Franklin, Don: San Antonio, Tex.; (Fair) Alice 28-March 3
- Gentsch, J. A.: Forest, Miss., 26-March 3
- Greater United: Laredo, Tex., 19-March 4
- Heart of Texas: Brownwood, Tex., 1-10
- Kille, Floyd O.: (Fair) St. Francisville, La.
- Orange State: (Fair) Stuart, Fla.; (Fair) Okeechobee 26-March 3
- Palmetto Expo.: Graymond-Summit, Ga., March 1-10
- Playland Attrs.: Pine Prairie, La., 22-28
- Prell's Broadway: (Fair) Ft. Lauderdale, Fla., 22-March 3
- Robertson & Caler Am.: Moultrie, Ga., Poulain 26-March 3
- Southern Valley: Delhi, La., 26-March 3
- Strates, James E.: (Fair) Orlando, Fla.
- Sunshine: (Fair) Sebring, Fla.
- Tassel, Barney: Homestead, Fla., 19-March 3
- United Expo.: Baytown, Tex., 17-25; Orange 28-March 10

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Davenport, Orrin: Detroit, Mich., 19-March 4
- Hamid-Morton: Milwaukee, Wis., 19-24
- Polack Bros. (Eastern): (Field House) Huntington, W. Va., 21-23; (Auditorium) Erie, Pa., 28-March 3
- Polack Bros. (Western): (Taft Auditorium) Cincinnati, O., 19-24; (Medinah Temple) Chicago, Ill., March 1-18
- Seers Bros.: Largo, Fla., 20; Mulberry 21; Punta Gorda 22; season ends
- West Bros.: Phoenix, Ariz., 20-21; Tucson 22-25

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Henle, Sonja, Ice Revue (Olympia) Detroit, Mich., 19-March 4
- Ice Capades of 1951 (Cincinnati Garden) Cincinnati, O., 22-28; (Arena) St. Louis, Mo., March 1-7
- Ice Pollies of 1951 (Boston Garden) Boston, Mass., 19-25; (Auditorium) Providence, R. I., 26-March 4
- Lee's, Estel, Arizona Wildcats (Roaden) Loyall, Ky., 19-24
- Miller's, Irvin C. Brown-Skin Models (Fair) Orlando, Fla., 19-24

Steeplechase To Maintain 1950 Prices

NEW YORK, Feb. 17.—Steeplechase Park management's current plans call for the spot to hold the line on ride prices, Manager James J. Onorato said this week. There will be no week-end operation at the Coney Island location, with daily activities starting May 19.

Onorato said that some of the park's Boardwalk rides might be put into operation tomorrow (18), weather permitting. This city enjoyed a warm spell during the first part of the week, with the mercury hitting 62 degrees Wednesday.

The first big outing for Steeplechase will be a contingent of Girl Scouts coming from the city's five boroughs May 26. Onorato said that paint work will not get under way until next month in order to have the job fresh for the season's bow.

Fred Pearce Back on Job; Mulls Opener

DETROIT, Feb. 17. — Walled Lake Amusement Park is expected to open for the season May 11 or 18, with policy and attractions virtually unchanged from the 1950 season. The park may operate week-ends only for the first couple of weeks, depending upon weather conditions.

All construction and remodeling plans were held in abeyance last fall because of the illness of Fred W. Pearce, veteran head of the park company, and the subsequent freezing of building made any changes impossible.

Fred W. Pearce, who underwent a major operation a month ago, has sufficiently recovered to be able to return to his desk for a period daily, and will be back at the helm this season.

New Castle Billers Elect

NEW CASTLE, Pa., Feb. 17. —Mark Must has been elected president of Local 118, International Alliance of Billposters, Billers and Distributors here. Other officers include Frank Huddy, vice-president; Steve Botenrock, secretary-treasurer; Robert Lewis, business agent; William K. Miller, assistant business agent; S. B. Reed, sergeant at arms; Paul McConnell, trustee, and J. W. Boynham and Albert Hasson, executive committee.

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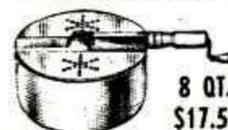
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3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000

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Middweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow

Per 100 2.00

3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M

1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M

2.50

Scalloped Edge, Green only, M

2.00

Smaller Size, 3/4" diam. Red or Green Plastics, M

1.50

Adv. Display Posters, size 24x36, Ea.

.75

Cardboard Strip Markers, 1 1/2" dia., M

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Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for

15.00

Thin, Transparent Plastic Markers, Brown, 3/4" inch, M

1.00

Featherweight Thin Bingo Sheets, size 5 1/2 x 6, very large numerals, 7 colors, loose, not tabbed, M

2.00

Round White N. J. Cardboard Markers, 2 sizes, 3/4" diam., 1800 to 1b.; larger size, 3/4" dia., 1000 to 1b. Either size, 1b.

.45

Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 30 lb.

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America's Pioneer Manufacturer of Corn-Popping Machines

602 W. Cermak Road CHICAGO 16

Hoppyland Readies For Early Opening

Date To Be Set in Meeting With Boyd; Ops Seek NPA Okay for Construction

• Continued from page 45

15. The picnic area will be usable by April 1 with landscaping and other work to be continued after that. The section will provide benches, tables and barbecue pits and be capable of accommodating nearly 15,000 people.

75G Project Planned

Following the association of Boyd with the project, plans were made to include the spending, as far as defense restrictions permit, of approximately \$75,000. George H. Elliott, designer and engineer, was engaged for the work and has been assembling bids on the proposed improvements.

By the time the baseball area

has been completed, the expanded parking area, with a capacity of 3,000 automobiles, will be finished. About 70 per cent of the work of leveling and hard-topping has been done.

Enger said that application had been made to the National Production Authority (NPA) for approval of plans for the construction of "Danceland," as well as a roller rink. The dance area will be a floor with lattice siding and covered with canvas. The roller rink will also be constructed along the summery lines. Because of the type of construction planned, Enger said he believed that approval will be granted.

In the amusement area the number of rides and concessions, on the basis of present contracts, will be 43. The auto ride area, in which kids will drive their own cars, is a new addition with landscaping here moving right along. A miniature golf course is also in the plans.

Enger said that Boyd is presently out of the city but that a conference has been set upon his return. At this meeting the date for the formal opening will be held. During the absence of the television star, a show ring for Topper, Boyd's steed, is being readied.

Van Wagoner, Coney Legal Rep, Passes

PELHAM MANOR, N. Y., Feb. 17.—Alexander Van Wagoner Sr., lawyer who counted Coney Island's Steeplechase Park and other island amusement interests among his clients, died at his home here Friday (9).

He was a member of the Brooklyn law firm of Wilson & Van Wagoner from 1898 until his retirement 18 years ago. In the early 1920's he represented property owners at Coney Island, including the Tilyou family, Steeplechase operators, when the city government instituted condemnation proceedings. Move was designed to develop the Boardwalk and beach area and to enable streets to be cut thru from Surf Avenue to the Boardwalk. Prior to that time, the streets had been privately controlled.

TASHMOO SPOT UP FOR SALE

DETROIT, Feb. 17.—Tashmoo Park, pioneer local area spot in Lake St. Clair, will remain closed this season, according to present plans, and is being put up for sale by the Zimmer Trailer interests, who own the site.

The park was operated with a minimum of rides and concessions last season by the Ashley Dustin Steamer Line, with excursion service on the S. S. Put-In-Bay seven days a week, for the first time in many years. The results, however, proved so unprofitable that Nicholas M. Constans, president of the ship company, dropped the venture and returned the park property to the owners.

The Put-In-Bay will return to her old run, providing regular direct service to Cedar Point, O., three days a week, to Put-In-Bay, O., four days, and on Saturdays to Port Huron, Mich. This will give Detroit direct access to two major park areas in Ohio for the first time in three years.

J. Kyrimes, Coney Ride Op, Passes

NEW YORK, Feb. 17. — James Kyrimes, 62, for many years a prominent ride operator at Coney Island here, died Saturday (10) in the shop on his grounds at West 12th Street and Bowery, between Bowery and Beach.

He came to this country from Greece and from 1910 to 1912 operated movie houses in Brooklyn and Westchester County, the latter for Fabian Fox, of Fox Movietone. Kyrimes also operated houses on the Pantages Circuit. He began operation of his first ride in the district, Tunnel of Love, in partnership with the Kavakos Bros. He conducted this project along with the enlargement of his electrical business.

In 1947 Kyrimes purchased his present location. It's called Bowery Park and compasses a square block.

His widow, two sons and three daughters survive. All were active with Kyrimes in the operation of his enterprises. The business will continue on a family basis.

N. Y. SPOT FOILS WINTER

Week-End Play Pays Fairyland Big Divvies

NEW YORK, Feb. 17.—Bernard Berkley's new Fairyland Park on Queens Boulevard, near Woodhaven Boulevard, in the heavily populated Rego Park section of New York City, continues to chalk up satisfactory grosses on all week-ends favored by weather.

Last Sunday (11) all rides were operating at capacity despite a nip in the air. Factors in the new park's drawing power are its frontage on the main highway carrying motorists out to Long Island suburbs, adjacent subway and bus facilities, its ample parking space and the eye-appeal of its big layout of up-to-date kiddie rides. Park has adjoining parking area and is at present surfacing an additional parking lot.

Operating during the winter week-ends are a medium-sized Roller Coaster (National Amusement Company), Century Flyer (National Amusement Company), Sky Pilot (Allan Herschell), Merry-Go-Round (Allan Herschell), Roto-Whip (W. F. Mangels), Kiddie Carrousel (Mangels), speed boat ride (Mangels), pony cart ride (Pinto Bros.), fire truck ride (Pinto) and kiddie Ferris Wheel (Pinto). Park also has a large pony track.

All tickets are sold at a single ticket booth, with adults and sin-

gle rides tabbed at 14 cents, five-ride combinations at 49 cents, and season books (28 rides) selling for \$2.50. Season books are selling surprisingly well and bringing good repeat business.

Fairyland Spa, a flashy-facaded building fronting on Queens Boulevard, is nearing completion. Structure houses a long fountain-counter and is being furnished with ultra-modern equipment. During the summer the Spa will be flanked by open-air terraces with parasol-shaded tables for al fresco service.

WILL BUY KIDDIE RIDES

Particularly Kiddie Rocket Ride. Also Miniature Train Ride. Send information and Price in first letter.

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Best references. Can also supervise maintenance crew. Write

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Phone: KENWOOD 1-2660

REVERE BEACH A-U-C-T-I-O-N

FIRM, wanted, A-1 location. Flat cash rental basis. W. J. O'BRIEN, Revere Beach, Boston, Mass. Phone Revere 8-1927 after 6 p.m. N.Y. people, I will be in N.Y. March 1st, President Hotel.

WANT TO BOOK IN PARK

Bingo, Arcade and all kinds of Concessions, but no gambling. This park is new last year and no competition; twenty acres of nice oak and hickory trees in this park. I have now booked in Merry-Go-Round, Ferris Wheel, Airplane Ride, Jeep and Sail Boat and 36-passenger Train. Have Midget Race Track, Zoo. Park is on the west side of Wawasee Lake on State Route 13. Write or wire **R. H. HUNNICUTT**
R. F. D. #3 Syracuse, Ind.

Detroit's Best Park Has Opening for ANIMAL OR WILD LIFE SHOW

100 Ft. Banner Line. Write or Call **EDGEWATER PARK**
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16 units. New clown heads and oak counters. Chromium wheels. This machine is beautifully constructed. Will sell outright or will consider partner for road or park. Write for particulars.

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THE MINIATURE TRAIN
Write for Free 1951 Catalog
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The Alleys can now be equipped with either a 5¢ or 10¢ coin slot. The popular colored plastic balls are standard.

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Coaster Cars and Replacement Parts for Coasters are in fair supply. The order of the day is—"Don't Delay"—Get your order in now

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GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

Palisades To Pitch TV at Customers

NEW YORK, Feb. 17.—Palisades (N. J.) Park is getting its mailing list in shape preparatory to mailing 65,000 patrons invitations for the park's daily operations bow April 21. Among new wrinkles at the spot will be a television set with

a life-size screen, which park Co-Owner Irving Rosenthal feels will offset customers lost due to video inroads. The set will offer only banner events, Irving said, such as top prize fights.

Patrons also will be offered season-long parking at Palisades for \$1. General refurbishing at the park is proceeding, with the spot about ready for painting. Installation and completion of a front for the spot's latest ride, Rotor, also is nearing the finish.

Irving claimed that due to National Production Authority restrictions plans to build a 7,000 seat arena at Palisades were abandoned. Topflight names had been slated to appear at the arena, with the show to be budgeted at \$15,000 weekly. Rosenthal said the project would go ahead if conditions eased.

Salem Heads Dreamland

KENOVA, W. Va., Feb. 17.—Fred J. Salem has been elected president of Dreamland, Inc., here, reports Secretary M. Whitehair. Dreamland offers picnic and playground facilities, swimming, dining and dancing.

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Hamid Predicts Big 1951 Fair Season

Suggests Increasing Gate, Grandstand Admission Prices To Build Grosses

NEW YORK, Feb. 17.—George A. Hamid, head of the booking office bearing his name, predicted a banner 1951 season for fairs upon his return here after attending all of the meetings staged by the Eastern State Association of Fairs. Hamid based his optimism on the fact that his talent contracts with fairs are at least on a par, and possibly slightly ahead of 1950, a record year in his books.

Hamid said that all fairs serviced by his office last year kept their talent budgets on a par with former expenditures, while a number of annuals actually increased their spending on grandstand attractions. The outlook on the part of fair officials indicated little concern for the success of this year's operations, Hamid said.

Higher Ducat Costs

Hamid said he is advocating the increase of gate and grandstand admissions at fairs. He said that price hikes should be reasonable to avert the possibility of creating a dissatisfied patronage. By way of example, he said that hiking gate admissions from 60 to 75 cents and parking fees from 25 to 50 cents would create little resentment on the part of the public

while adding considerably to grosses.

Grandstand prices at many events are due for upward revision, he said. As long as talent offerings are on a par with past successful offerings, there need be no fear of public disapproval of reasonable price increases, Hamid said. He cited costs and the need for additional revenues as reasons for increasing admissions.

There is no indication that the federal government intends to take over fair plants in the current national emergency as it did during the war, Hamid said. Consequently, the task of producing elaborate revue-type shows is simplified, he said, because the needed 12 to 14 weeks of routing were assured.

Ralph Haines, Dayton Secy., Dies at 68

OAKWOOD, O., Feb. 17.—Funeral services were held here Saturday (10) for Ralph C. Haines, 68, secretary-manager of Montgomery County Fair, Dayton, O., who died Wednesday (7) in his Oakwood home following a year's illness.

Haines had been secretary of the annual since 1931. Prior to that he was vice-president of the board for three years and president for nine years. He was elected to the board in 1916. In 1941 he served as president of the Ohio State Fair Managers' Association.

Haines was named "the most popular fair secretary in Ohio" at the 1946 association meeting. During his tenure as secretary of the Dayton fair, the annual was brought out of the red and thereafter showed a yearly profit and bank reserve.

He was a candidate for the office of county treasurer in 1940 and 1944. Haines was a lifelong member of the Centerville, O., Methodist church and a member of the Community Grange. He held memberships in the Masonic lodge, Miamisburg, Reese council and Scottish Rites Masonry in Dayton. He also belonged to the Dayton Council Junior Order of United American Mechanics.

His widow, Eva; a son, Clark, and two sisters, Mrs. Webster Elliott and Mrs. Ernest Miller, and one grandchild survive.

McMinnville, Tenn., Elects Safley Prez

McMINNVILLE, Tenn., Feb. 17.—C. R. Safley, former Van Buren County judge and a prominent farmer, has been elected president of the Van Buren Fair.

Other officers are Karl Hillis, vice-president, and H. L. Hollingsworth, secretary-treasurer.

Fairs Steer Clear

Continued from page 1

billy, water and ice shows and packaged deals with a background in the flicker-radio-video-stage fields. Since names mostly have been used as one-day features to build attendance at otherwise dull sessions, there is still time for a switch in planning since the events will not come off until late summer and fall.

The lure of the stars is strong, but the high cost, plus the vagaries of the weather which might wash out a performance and leave the fair with no way of making up a guarantee already on the line definitely chills many a potential booking. Then, too, many events with stands seating about 5,000 normally play to near-capacity thruout the fair's run with the result that they can see no reason for increasing the nut with name talent when the gross potential could be only a few decimal points above what it is now.

LATENT HONESTY POSES PROBLEM

ROCHESTER, N. H., Feb. 17.—Ralph Came, secretary of the Rochester Fair, proudly showed delegates attending the New Hampshire Association of Fairs meeting here last week a letter from a conscious-stricken patron who enclosed a \$5 bill to cover the cost of admissions for the times he cheated the gate. Since the act of returning the money would indicate the type of honesty that ought to be followed all the way thru, Came scratched his head to determine if and to what extent the George A. Hamid & Son office and the Irish Horan Thrill Show, among other show segs that might have played the fair on percentage, are entitled to.

WEATHER-HIT TAMPA FAIR CLOSES BIG

Kids' Parade, Auto Races Combine for Net Record Turnout

TAMPA, Feb. 17.—The 11-day Florida State Fair, which had either rain or near-freezing weather the greater portion of its run, wound up Saturday (10) with a record-shattering closing day.

A twin bill—the regular scheduled sprint auto races and the children's Gasparilla Day parade—combined with excellent weather to bring out the record-breaking throng.

Over 6,500 persons crammed into the grandstand to eye the double attractions. Frank Luptow took first honors in the speed events, which were staged by National Speedways (Al Sweeney and Gaylord White).

Royal American Shows, which had been hit by the weather earlier in the run, racked up a whopping day's business.

Danbury Adds Travel Unit, New Raceway

DANBURY, Conn., Feb. 17.—John W. Leahy, general manager of Danbury Fair, will add a permanent display depicting the evolution of American transportation to the event this year.

Leahy recently purchased from the New Haven Railroad several pieces of equipment including the historic engine Daniel Nason, which is reputed to be one of the first wood burning steam locomotives constructed in this country. Built in 1863, the locomotive is still in good operating condition. Leahy also acquired a 118-year-old railroad coach which was originally used to haul passengers between Boston and Providence.

Other planned features for the transportation show include an Indian pony drag, covered wagon, stage coach, automobile exhibit and models of Robert Fulton's steamboat and the Wright brothers' airplane.

The water raceway, constructed by Leahy several years ago for the presentation of motorboat races, has been filled prior to rebuilding the fair's racetrack. Completion of the project again will provide facilities for the staging of harness and big car auto racing. Stock and midget car races have been presented successfully here for a number of years on a special macadam track.

Daytona Beach Cancels

DAYTONA BEACH, Fla., Feb. 17.—Halifax Fair, skedded here the first week in March, has been canceled, Turner Scott, secretary, announced.

Midwest Circuit Names Sales Rep For Exhibit Space

Milwaukee Ups Grandstand Prices; Other Annuals To Follow Suit

By CHARLIE BYRNES
KANSAS CITY, Mo., Feb. 17.—In a move designed to increase national exhibits at eight major Midwest fairs in 1952, the Middle West Fair Circuit Friday (16) appointed May & Woodhouse, Chicago publishers' representatives, to handle a nation-wide space selling campaign on behalf of the loop. Appointment was made at the circuit's one-day get-together here in the Continental Hotel, with eight annuals declaring themselves in on the proposition.

Under terms of the agreement, the Chicago firm, represented here by Ira S. Woodhouse, will prepare a direct mail sales campaign and will establish headquarters in Chicago to solicit firms on a commission basis. The circuit will put up 25 per cent of a maximum of \$2,000 for initial expenses, with the balance to be pro-rated among participating fairs.

Eight Fairs In

Altho only eight fairs indicated they would go along on the deal, all members will have their names on the mailing pieces. Annuals included in the package deal are State Fair of Texas, Dallas; Wisconsin State Fair, Milwaukee; Minnesota State Fair, St. Paul; Nebraska State Fair, Lincoln; Iowa State Fair, Des Moines; Oklahoma State Fair, Oklahoma City; Oklahoma Free Fair, Muskogee, and Kansas State Fair, Hutchinson.

On the question of increased admission prices, most fair managers said they were holding to an unchanged front gate, but several hikes in grandstand tickets were indicated.

Hike Prices

Jack Reynolds, manager of Wisconsin State Fair, announced that

Tennessee Assn. Skeds Confab

KNOXVILLE, Feb. 17.—A discussion on development and operation of fairs here, March 16-17, by the Tennessee Fairs' Association has been announced by Pat W. Kerr, secretary-manager of the Tennessee Valley Agricultural and Industrial Fair.

The conference, intended for fair execs from the eastern part of the State, will be held in the University of Tennessee's McCord Hall. There will be no registration fee, banquet or set speeches, according to Kerr. Edward Jones, State commissioner of agriculture, is scheduled to attend.

Endy Bros. To Hold Down Miami Midway

MIAMI, Feb. 17.—Sixth Annual Dade County Fair, skedded here March 8-17, will feature extensive displays and exhibits from South Florida, according to E. Ross Jordan, managing director.

Endy Bros.' Shows will be on the midway. Attractions also will include acts. Event is sponsored by Mahi Shrine Temple, Miami, of which Dr. R. H. Baldwin is potentate.

prices for the night grandstand at the Milwaukee event have been hiked slightly over last year. Doug Baldwin, secretary of Minnesota State Fair; Lloyd Cunningham, secretary of Iowa State Fair, and Ed Schultz, secretary of Nebraska State Fair, all expect to put thru some grandstand increases. Cunningham indicated that a front gate hike at Des Moines is possible.

James Stewart, manager of State Fair of Texas, said their prices would remain unchanged at the gate and for attractions.

Cuffo Gate?

The question of whether uniformed service personnel would be admitted to fairs on a cuffo basis elicited varied response from fair execs.

Fair managers were unanimous in voting an expense account to Glen B. Boyd, secretary of Ozark Empire Fair, Springfield, Mo., who presided over the meeting as president-secretary of the circuit. Possibility of holding next spring's meeting at Hot Springs was discussed but nothing decided.

Delegates at the meeting included W. E. Preston and W. Poindecker, Missouri State Fair, Sedalia; Maurice Jencks, Russell Brown and A. H. Schober, Kansas Free Fair, Topeka; Virgil Mille, Everett Erhart, Perry Lambert, Eimer McNabb and William Wegener, Kansas State Fair, Hutchinson; C. G. (Pete) Baker, Len Jones and Bo Belcher, Oklahoma State Fair, Oklahoma City, and M. E. Twedell, Oklahoma Free Fair, Muskogee.

Louisville Extends Run To Nine Days

LOUISVILLE, Feb. 17.—Kentucky State Fair this year will be extended two days and will be held September 7-15, J. Dan Baldwin, manager, announced.

The first two days will be devoted to the fair's youth program and is expected to increase rural attendance. A State-wide school holiday is expected to be declared for opening day.

Baldwin also reported that the advance sale of cut-rate tickets for the fair has proved unprofitable and will not be continued this year.

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AUGUST 13 TO 19, 1951 — BAY CITY, MICHIGAN
OLD ESTABLISHED COUNTY FAIR WANTS FOR INDEPENDENT MIDWAY
RIDES — SHOWS CONCESSIONS
INFORMATION NOW WRITE SECRETARY WHAT HAVE YOU? WEBSTER H. GANSSER, Secy.
2001 SIXTH ST. BAY CITY, MICHIGAN

Kelly-Miller Plans Hyped Ad Campaign

More Heralds, Newly Designed Paper, Upped Newspaper Schedules Included

HUGO, Okla., Feb. 17.—Billing and publicity for Al G. Kelly & Miller Bros.' Circus, already thumped out in high volume, will be stepped up sharply this season, according to plans revealed this week.

Billing, newspapers, radio, heralds, national tie-ins, school deals and advertising novelties will come in for shares of the flack hype.

Fattened newspaper budget provides for space in papers of the show towns plus three-week schedules in towns within 20 miles of the stand and lesser schedules for more distant towns. In addition to the show's ads, papers will carry half and full-page ads for three K-M national advertisers two weeks in advance.

New 20-Sheet Litho

Crew of 14 billers and a four-man brigade will be 10 days ahead and will use all special paper including new jungle and animal designs being prepared by Enquirer Printing Company.

New this season will be a 20-sheet poster depicting 21 K-M elephants parading to local Chevrolet agencies. Deal calls for use of the 20-sheet on poster panels where the auto agency has space allotment. Smaller versions of the same art also will be used.

Circulation of Kelly-Miller heralds, which last season averaged between 5,000 and 6,000 copies per stand, will be in for one of the greatest boosts this year.

Over 6,000 four-page newspaper-style heralds will be mailed to rural routes and surrounding towns eight days ahead of each playing day. An equal number of eight-page photo picture folders will go out four days in advance. Two and three days ahead of the show the picture folder and a streamer herald will be distributed on a house-to-house basis in the show town. Radio spots and program will be used in towns where city mail deliveries eliminate use of box-holder mailing lists.

Advance Staff Set

Advertising novelties will include special material for school distribution, and R. O. (Dick) Scatterday, national ad rep, has a program booklet.

Getting top attention thruout will be Kelly-Miller's rhino, hippo, giraffe, bulls and other animal attractions.

A fully equipped, modern semi-trailer will serve as bill car and supply base and will have five new trucks working with it.

Advance staff will include Arthur Miller, general agent; Howard C. Farrington, contracting agent; J. Eddie Holmes, press, radio and schools; Albert C. Lindemann, director of advertising; Howard A. (Whitey) Burge, brigade manager, and Mel Thompson, special promotions.

Indoor Show Set For Newark, N. J.

NEWARK, N. J., Feb. 17.—An indoor circus under direction of Gene Hamid and Robert Sears and sponsored by St. James Church has been scheduled for the Armory here March 26-31.

Promotion is under direction of Lee Evans. A. Hymes has been awarded all concessions.

Upped Costs Put King Under Auspices Plan

MACON, Ga., Feb. 17.—Rising operating costs have induced King Bros.' Circus to adopt a policy calling for sponsored dates, it was said here this week by Floyd King and Lucio Cristiani, owners.

King stated that local organizations will sponsor the show in most spots on the show's route this season, with Shrine and police groups coming in for many dates.

"Last season we played a great number of engagements under auspices before we entered Canada," King said. "It was an experiment and worked well. In a business where operating costs have almost doubled during the past several years, one has to consider sale factors."

Elks Sponsor Bow

Cristiani said last year that the experiment had proved successful, altho it showed that promotion crews should work further ahead of the show than was originally tried.

Sponsorship policy this year will

get under way April 7 when the Elks here back the org's season opener. King, general agent, will direct promotion crews.

Parks, Thomas Signed

Ora O. Parks and Harry Thomas have been signed by the King show. Parks will be general press rep, a post he held on Cole Bros. a number of years. Last year he was with Beatty. Thomas will be equestrian director for King. He now fills that post for Orrin Davenport and formerly was with Ringling, Cole and McCoy.

Malcolm Fleming returns to King as contracting agent, and Paul Forrester and James Salter have joined. Dave Fineman will be legal adjuster. Elmer Kaufman will be back as manager of the bill car.

The Cristiani family, featuring Lucio Cristiani, will leave quarters February 21 for Minneapolis, where they will appear in the Shrine show, opening March 1 for 10 days.

KID SHOW?

Mills Skeds Kiddie Ride For Midway

DETROIT, Feb. 17.—Operation of a kiddie ride on the midway of Mills Bros.' Circus is scheduled for the coming season, with Gus Pasternak, former Mills advance man, set as the op. Choice of the ride has not yet been made, but Pasternak said here this week it may be a kiddie fire truck or kiddie pony ride.

Idea is to beam the attraction to youngsters on the circus lot who may not catch the performance. Mills is one of few circuses to try amusement rides. Last year it carried a Rolloplane. While the Jay Gould Circus carries several rides, almost no other circuses have tried it since two shows experimented with the idea in 1915 and 1916.

Ringling Settles Injury Claim

BRISTOL, Conn., Feb. 17.—Compromise of a final claim of \$3,500 for \$612.50 by John Czertak, guardian of John Czertak Jr., against the Ringling-Barnum circus has been approved here by Probate Judge William J. Cafferty.

Young Czertak was injured in the 1944 Hartford circus fire.

Early Cincy Shrine Biz Solid for Polack Show

CINCINNATI, Feb. 17.—Polack Bros.' Circus Western Unit, with Louis Stern as managing director, opened to a full house at Taft Auditorium here (2,500 seats) Wednesday afternoon (14). That night there was a capacity house. Matinee and evening performances are being given daily except Sundays. In addition, an extra show

Hamid-Morton Tops '50 in Memphis Bow

MEMPHIS, Feb. 17.—Hamid-Morton Circus opened its season here to a full house Saturday (10), and mid-week found Director Bob Morton enthusiastic over prospects of beating the 1950 Memphis score. He reported the final three days (14-16) were sold out by Wednesday and predicted that the gross would be more than \$8,000 above 1950.

Morton is being assisted this year by Charles Basile, nephew of band leader Joe Basile, with the newcomer handling announcing duties and vocals.

Program here includes the Gonzales Sisters, dogs; Tonto's dogs; aerial ballet (12) with Francine Volante; Dick Clemens, cats; Janet and Paul, aerialists; Two Karolis, Ming Sing Troupe and Four Zoppes, balancing; Helen Haag's chimps; the Idalys, aerial; Zavatva Troupe, bareback; Triska Troupe, high wire; Dr. Cooper's Liberty horses; Two Bartons; Theron Troupe, cycles; Slim Collins, contortion; Baudy's greyhounds and monkeys; two baby elephant acts; Francine Volante, aerial leap; the Flying Otaris (4) and the Flying Hartzells (3), flying return.

Clown alley has Sa-So and Jerry Bangs, producing; Rube Simonds, Roy and Joy Thomas, Slim Col-

lins, Jimmie Davison, Gaby De-Koe, Jerry Bangs and company, and Chapman and company. Ballet includes Bertha Nonnenmacher, Helen Harrington, Victoria George, Wendy Warren, Pat McFarland, Elizabeth Rengies, Helene Hartzell, Maria Peters, Jo Powers, Ann Robin, Jimmie Reagen and Peaches O'Neil.

Carl Sonitz handled promotion of the Memphis date.

Biller Lists 274G Debits, 147G Assets

NEW YORK, Feb. 17.—Amended bankruptcy schedule filed in Federal Court here this week by Attorney Alfred S. Julien, acting for Biller Bros.' Circus, revealed liabilities at \$274,652 and assets as \$147,316. The original schedule, filed Friday (9), showed liabilities and assets at \$283,052 and \$67,400.

The breakdown on liabilities follows: \$71,687, federal taxes; \$190, Alabama State taxes; \$110,668, secured claims, and \$92,107, unsecured claims. The figures for assets were \$17,002, animals; \$26,720, machinery and equipment; \$103,148, autos and other vehicles; \$400, stationery, and \$44.85, cash on hand.

Co-owner of the show, Hy Sturmark, is back in New York from the show's winter quarters at Camden, S. C., and said yesterday (16) fresh capital was being sunk in the show to make sure it went out this season. Opening stand for the org will be under canvas April 6 at Camden. Sturmark reported that a winter-quarters crew of 34 men was engaged in readying the show for the date. He said seating capacity this year would be increased by 500.

Blaze Ruins CFA Meeting

NEW BRITAIN, Conn., Feb. 17.—Dinner of the Bluch Landolf Tent of the Circus Fans' Association of America (CFA) held here Tuesday (6) was marred by fire, with considerable water damage done to the Briar Inn, scene of the meeting.

Blaze broke out in the kitchen of the inn when grease ignited during the broiling of some lamb chops. Retired Fire Chief William J. Noble was among the circus fans and he supervised efforts of inn employees to subdue the blaze while awaiting arrival of firemen. Water damage came about thru the setting off of the inn's sprinkler system. The proprietor of the spot sent out for coffee and sandwiches to allay the hunger of the gathering.

Bill Brinley, of Meriden, president of the tent, and William Day, secretary, officiated at the meeting. L. V. Nordgren showed a collection of colored circus slides.

Seal Renamed Wallace-Clark; Adding Hippo

VENICE, Calif., Feb. 17.—Title of Seal Bros.' Circus will be changed this season to Wallace & Clark Wild Animal Circus, it was announced this week by Norman E. Anderson, owner and manager.

Anderson also announced the purchase of a full-grown hippopotamus from Henry Trefflich of New York. The hippo will be delivered to quarters here about March 1. Main activity in quarters now is construction of the hip den.

Present plans call for opening the show about April 1. Anderson announced recently the purchase of a canvas spool truck at Hugo, Okla. He will be associated in operation of the circus with his mother, Mrs. Laura Anderson.

Sports Show Uses "Wait" Technique

CHICAGO, Feb. 17.—Borrowing from circus biz, ops of rival sports shows here are sampling the "wait" technique.

Chicago outdoor show opened Friday (16) and runs thru February 25 at Navy Pier. Similar show set for the International Amphitheater, March 2-11, is running advertisements reading: "Wait for the Big Sports and Outdoor Show."

Former Lion Barn Houses Chickens

PERU, Ind., Feb. 17.—The building in which Clyde Beatty, Terrell Jacobs, John Helliot, Bert Nelson and others formerly worked lions, tigers, bears and leopards at the former Hagenbeck-Wallace winter quarters here now houses 6,500 chickens.

Robert Schram is owner of the former circus property.

Snow Stalls Barker; Ruston Date Delayed

RUSTON, La., Feb. 17.—Barker Bros.' Circus, operated by Bill Blomberg, played here February 7 to small crowds at both performances. Original date was to have been January 31, and blame for weak turnouts was put on the postponement.

Org was forced to change the date when it was caught in Natchitoches, La., by snow and sleet which blocked roads. Date here was under Lions Club auspices. Show carried about 45 persons, 5 show-owned trucks, elephant, 10 horses, 7 ponies and a mule, chimp, monk and dogs.

CLEVELAND BIZ SOARS FOR ORRIN DAVENPORT

CLEVELAND, Feb. 17.—Orrin Davenport Circus attendance soared to top levels here over the week-end (9-11) to more than make up for the slow start caused by cold weather and the usual mid-week dip.

Opening Monday (5) the org played thru three days of mediocre business. Friday's matinee (9) brought capacity houses plus a turnaway of about 2,000. On Friday night the show had another turnaway while the Saturday shows were capacity crowds.

Sunday (11) matinee had the largest turnaway of the week. Part of the proceeds went to the American Cancer Society. The stand's second Monday (12) attracted a

near-capacity house. This day usually has been a blank and the 1951 turnout set a record for comparable days here.

Circus Chairman George Hoffman said he expected the run to break previous records. Weather was moderating and show has another week-end (16-18) before moving to Detroit for two weeks starting Monday (19). Cleveland is a Grotto date and Detroit will be for the Shrine.

Five elephants which were left in Grand Rapids, Mich., because of the recent rail strike, arrived here late last week after missing the Saginaw and early Cleveland performances. Show will move by rail to Detroit.

KING BROS.' CIRCUS

WANTS FOR 1951 SEASON!
EARLY OPENING.
For Big Show—Funny Ford, also
Clowns. For Concert: High-class
Couple with own stock who can do
trick, fancy riding and roping. Strong
Circuit Player for Big Show Band.
Address: A. Lee Hinckley, Band-
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Hugo Zaccini, Joe Smyga, Martha
Merritt and Joe Colby. Can place
High Pitch, also Tin Type Photo-
grapher. Promotional Directors cap-
able of handling crews. Telephone
Salesman on banners, U.P.C.'s and
block tickets. Only thoroughly ex-
perienced men considered who can
deal with high-class sponsors: Shrine,
Fire and Police. For those who
qualify can place immediately; 32
weeks' work. Address:
KING BROS.' CIRCUS
Central City Park, Macon, Ga.

In Our New Offices . . .
BERNARD-BENNETT & CO.
Permanent Offices: 701 Polk
Southland Bldg. Houston, Texas
Just Starting New Deal
WANT
"Muskegan Bill" Bennett, George Dor-
man, C. E. Nelms, Earl Smith, Nick
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25% PAID DAILY
Continuous New Deals
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A. P. "PAT" MALONEY
or
BERNARD-BENNETT & CO.
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FAIRS & CIRCUSES
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CLOWNS-
Send for Circular
Shoes with heavy
leather soles and all
canvas tops, \$18.50;
leather and canvas
tops, \$25.00; all
leather tops, \$30.00.
Good colors. ORDER
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If you want to get well, you can't
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TELEPHONE SALESMEN
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Asheville, N. C., Firemen; Columbus, Ga.,
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Tickets, 25% Ads. U.P.C. Banners and
Block Tickets. Phone 6-1814 or Plaza
Hotel, Chattanooga, Tenn. Deal closing
here Feb. 25th, need 3 more men for
other spots.
JANETTE TERRELL

WANTED
FOR COLE & WALTERS CIRCUS
Opening early in March
Man and Wife to take charge of Popcorn and
Snow Cones; must have own house trailer
and car, or a fast-stepping Single Man, berth
furnished. Can use Man for 1 Stand and a
Floss Man; ones who can stand good
treatment, good berth and prosperity and
can stay the season. Can also use a fast-
stepping Program Man; George Thompson,
Howard Hatfield, Bob Brome, get in touch
with me at once; have a good thing for you.
Answer: FRANK F. ELLIS, General Delivery,
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FOR CASH
Wanted—Northern Air Calliope with 53
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condition—for cash. Address:
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SALES REPRESENTATIVE
Must be qualified to call on top-level execu-
tives. Car help, but not necessary. Earn-
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Dressing Room Gossip

Polack Western

Our Cincinnati engagement got off to a fine start at Taft Auditorium. After the spacious armory at Louisville, the stage seems as packed as Grand Central. Art Spring and Andrew E. Klein are doing a good job with the announcing and equestrian director chores.
Ernestine Clarke Baer arrived to work the Ostermeier white menage horse. Chai and Somay Huang joined. Chai will work with the Sing Lee Sings while Mrs. Sing Lee Sing and Somay await arrival of the stork. When Jo Madison visited, Betty Bell, Millie Keathley and Frieda Wiswell gifted her with unique birthday presents. The camels got in on the party too.

Henry Boers, midget clown, also celebrated a birthday. Bill Lange, CFA, brought a cake his mother baked and the clowns enjoyed it at an intermission coffee session. Chester and Joe Sherman enjoyed a stay at their home while working Cincy. Harold Barnes is working at Radio City Music Hall, New York, and Rose Gould is at the Circus Medrano, Paris. Both are ex-Polack stars.

The concession department, headed by George Paige, is doing a great job in keeping crowds supplied with eats and drinks. Hidden talent department lists Walter Long, who can imitate Donald Duck, and the Goetchi boys, who are fine musicians in addition to their cycling accomplishments.
Visitors recently included the Albert Fleets, Slivers and Jo Madison, Capt. Ed Smith, Shelby Jackson, Mrs. Bob Porter and Larry Porter, Rugh Flanagan, Bill Lange, Don Bruetting, the Three Glens; Johnny Wykoll, of R. J. Reynolds Tobacco Company; the Morris Troupe, Walter Long's father and brothers; Charley Wirth, of The Billboard; the Bill Dressmans, Cliff Chapman, Al Hyman and Irene Lafferty.—**HARRY DANN.**

Polack Eastern

We did not get out of Lansing, Mich., until Wednesday night on account of the railroad strike. Bennie Sweitzer has joined the butcher crew on the Western Unit. Clyde Harrison and Al Perry with Bill Kay in London, Ont. Coming thru Cincinnati was agreeably surprised to run into some old-time butchers working trains and platforms — Benson Ziggy and Bob Roberts cut up jackies while waiting for the connection to Roanoke, Va.

Harold and Bob Conn have joined clown alley and are producing Hop Along Sassily, a Western clown number. Beaver is decked out in

Early Cincy Biz

• Continued from page 52

handled by Arthur Springer and Jack Kline; publicity, Justus Edwards, and promotion, George Westerman. Bee Carsey, traveling with the unit, directs the local band. Wally Newbury is at the organ. George Paige is concession manager; Chester Hodges, general chairman of the Shrine committee, and Alfred F. Porter, illustrious potentate.

As customary, greater Cincinnati orphans and other underprivileged children will be guests of Syrian Temple, in co-operation with other local organizations.

Ernestine Clarke, who has been with Ringling and other shows, joined here to work the dressage act.

With few exceptions, the program is new, uniformly excellent and moves with precision and speed. Animal and novelty acts include such features as Jack Joyce's trained camels; Tom Packs's elephants, handled by Peggy and Mack McDonald; Clauson's bears with Goldilocks; Armand's seals; Arwood's Acro K-9 antics; Don Dorsey, traps; Mandos Sisters, revolving aerialists; the Kikorskas, teeth suspensions; the augmented Nine Ward-Bell Flyers; Francis Brunn, juggler; Ibarra Brothers, horizontal bars; Sing Lee Sings, gymnasts; Melitta and Wicons, perch equilibrist; the Goetschis, Swiss unicyclists, and Natal, Monkey Man. In clown alley are Gene Randow, producer; Harry Dann, the Sherman brothers, Georgetto brothers, Henry Bowers, Dennis Stevens and Ernie Wiswell. Last named was unable to offer his comedy Ford number due to local fire regulations.

North Pole attire. Mrs. Henry Barrett celebrated her birthday by giving a party at Archie's. Attending were Mr. and Mrs. Henry Barrett, Mr. and Mrs. George Cutshall, Bill Green, Mr. and Mrs. Hewitt Baker and daughter Frankie, Ben Yearly and the writer. Claire received many gifts. A lobster dinner was served. Frenchy Durant has been overtaken by a bad cold. First meeting of the Gourmet Club in Roanoke, Va., with wild antelope being flown from South Africa by a fan on the Pagel Circus.

Jim Fraser, of the Norfolk & Western Motive Power Division, was on hand to greet the folks on arrival. He is quite a circus fan.—**HENRY KYES.**

Orrin Davenport

We were saddened by the news of the death of Selden, the Stratosphere Man. Many of us have trouped with him. Otto Griebbling has joined the Lucky Boy Club. He is the lucky boy of the week. Bruce LaBlond's baby had a narrow escape when he accidentally got hold of a bottle of rubbing liniment and drank some of it. Baby was in the hospital for a week, but is now out of danger. Irv Romig got a surprise recently. He works with Sonny Moore in the dog act, one of the dogs being trained to chase Irv down the track. One night Ruby Haag's troupe of pooches joined in the chase and Irv barely made it to the dressing room.

Jack and Jake Mills gave a party for most of the show's personnel. Joe Short and Mickey McDonald are rehearsing a new clown gag. Guess it is ready for the show now, as I notice they just called Col. Harry Thomas in to see it. The writer gets a big kick out of the special music Izzy Cervone has arranged for his hula walkaround.—**ALBERT WHITE.**

Laura Anderson, of Seal Bros.' Circus, is recuperating at Emporia, Kan., following a recent operation. Fred (Dutch) Locher, former circus 24-hour man and carnival agent, is a patient at University Hospital, Iowa City, Ia. Karl L. King, former bandmaster on the Barnum and Sells-Floto shows, is at Lutheran Hospital, Fort Dodge, Ia.

Winter Quarters

Ringling-Barnum

SARASOTA, Fla., Feb. 17.—Ringling's Sunday shows in winter quarters are being given in the big top rather than outdoors while the tent is up for use in filming the DeMille movie. Sarasota school children and adults are working as extras in the film.

DeMille has stated he plans to stage a street parade in Sarasota soon for picturing, and the motion picture also is to include a train wreck. Performers working in the movie frequently start the day at 7:30 a.m.; make-up and costume work, requiring about 90 minutes, precedes appearances before the camera.

Added help is working in the wardrobe department on costumes and elephant trappings to be used in the finale and spec of the Ringling-Barnum performance. John Murray Anderson, Dick Barstow and Henry Sullivan are getting things in order for R-B rehearsals, which will start March 6. Schedule calls for one Paramount unit to leave March 4 and the second to remain about 10 days longer. Recent visitors at quarters included Jim Tomlinson, CFA president, and Mrs. Tomlinson; Claire Faucett; Ann and Red Larkin and their daughter, Marsha; Shaky Legs Murphy and Jack Leontini.

Mills Bros.

CLEVELAND, Feb. 17.—More than 30 guests, including the George Hanneford family, Elly Ardely, the Shyrettos, Nina Unus, the Harry Thomases and Naomi Haag from the Orrin Davenport show, gathered at the Jake Mills home here for supper and entertainment Sunday (11). Another party for personnel of the Davenport Grotto show is scheduled for Saturday (17).
R. M. Harvey, special agent, arrived Thursday (15) for three days of conferences with Jack Mills

Under the Marquee

Herbert and Chatita Weber, owners of Circo Flamante, have returned to Los Angeles after a 5,000-mile journey thru Mexico in search of new acts. Weber reports they caught 23 circuses, including Atayde, and signed eight acts for their show.

Otto A. Zange is with the Orrin Davenport show. . . Great Jaxon, high stilt and vent, is working around Indianapolis. . . Bink, the juggler and dog trainer, is making spots in the Milwaukee vicinity. . . Jack Leclair, Ringling clown, played a date near Milwaukee and will be at his home there until the Big One opens. His son, Jack, made the R-B Cuban stand and now is working in the Ringling movie. . . Jake (Clown Cop Corrigan) Disch says he has played several dates in Wisconsin, but that his "best act" has been shoveling snow after repeated storms. . . R. M. Harvey made a quick trip thru Chicago last week.

Clyde Beatty came in for mention in Associated Press dispatches last week when he wired a valentine to a youngster in Atlanta. The child has cancer and had asked for valentines. Beatty, according to the AP, promised the child a lion cub when his show reaches Atlanta.

The Cristiani acro troupe, appearing at the Latin Quarter, New York night spot, garnered a nod from The New Yorker magazine in a review in the issue of February 10. . . Clowns Billy Burke and George Barnaby visited recently at the home of James McKenna, Pawtucket, R. I., circus fan. . . Catherine and Robert Marchette will be back with King Bros. this season, their sixth with the org. They visited Macon winter quarters recently. . . C. C. Smith, former operator of Bailey Bros.' Circus and last year with Dailey Bros., is wintering at his Jackson, Miss., home. . . Harry Fitz, legal adjuster with Capell Bros. last season, is at Punta Gorda, Fla. . . Joe Simon is manager of the Ritz Theater, Memphis. He was with Merle Evans' Ringling-Barnum band. . . Wil-

liam O'Harris, elephant trainer, is at his home in Upper Darby, Pa. . . Ted Edlin, general agent, and Bennie Fowler, contracting agent of Rogers Bros.' Circus, visited King Bros.' winter quarters recently.

Dick Doud, clown, formerly with Dailey Bros.' Circus and who was discharged from the navy recently, is working dates in San Francisco. He is preparing new white wardrobe for the coming season. . . Harry LaBreque, promotional director, handled the Huntington, W. Va., date for Polack's Eastern Unit and visited in Chicago en route to the West Coast, where he will work with Mickey Blue for the Western Unit.

JOYCE O'HARA'S
Hell's Angels on Wheels
Auto Thrill Show
Opens March 9
Want Thrill Drivers, Advance Agents, Phonemen, Circus Acts; Concessions of all kinds. 32 weeks.
JOYCE O'HARA
General Delivery, Monroe, La.

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FLAP SHOES

The long, narrow, hilarious laugh-getters that look and sound like rulers slapping the floor. These shoes have not been obtainable, but we have added them to our clown shoe manufacturing department. Marvelous for comedy dancing. They accent the down beat and slap out the rhythm. Sturdy leather soles, all canvas tops, 18" long—a wonderful buy in comedy shoes. Introductory price \$18.50. Prices on all leather upon request.
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For Police and Fire Deals, all summer's work UPC Tickets Book and Banners Contact at once
JIM BURKE
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MUSICIANS WANTED
Two Trumpets, Bass, Double Drummer and others. Good dependable Circus Musicians, Union Men only
JOE ROSSI
General Delivery Huntington, W. Va.

FOUR PHONEMEN
Four who can keep it up. If you can conduct yourself like the top phonemen I have in the crew, come on. Year around work. This is a Mills Bros.' Circus date, Lima "Grotto" Shrine; block sales, U.P.C.'s, banners.
W. G. PHILLIPS
#308 Masonic Bldg., or Argonne Hotel, Lima, Ohio, after 6 p.m.

ROGERS BROS.' CIRCUS WANTS
Side Show People who can entertain, Novelty Musician (Larry Breener, answer), Punch & Judy, Fire Eater, Bearded Lady, Fat Boy (Tony Olsen, wire), outstanding Freak for Annex (no sex attachments) and others, contact L. O. "HOOT" BLACK, Rogers Bros.' Circus, Ft. Myers, Fla. Bobby Oughton, write. Opening March 9th. Long season, good treatment, meals and transportation. Pay every Sunday. Write
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MILLS BROS.' CIRCUS
Want 3 top men to complete crew Town following this the best. Work to November. Pay every day. No lay-off between deals. Wire or phone now.
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WILD ANIMAL CIRCUS
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Wants to hear from Big Show Acts and Concert People, also Cook and Brigade Agent. Useful people in all departments.
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WANTED
Workmen in all departments, Seatmen and Riggers. Two or more Family Acts doing three or more turns, with one act strong enough to feature. Hill-billy Band for concert. Liberty Act with four to six horses with own transportation. Man and Wife for Cook House. Capable and sober Billposter. Interested Banner Men, write again. Will consider small Wild Animal Act with own transportation. All letters will be answered. Opening day March 31.
Hagan-Wallace 3-Ring Circus
Skyharbor, De Land, Florida

Wagner Names New Cavalcade Shows; Rita Cortez Signs

Mobile Opening Set for April 21; Jackson, Tenn., Fair Contracted

MOBILE, Ala., Feb. 17.—Wagner's Cavalcade of Amusements will take to the road with many new faces in the back-end. Owner-manager Al Wagner said that Rita Cortez, last year with the James E. Strates Shows, had signed to operate the revue and Posing Show, that Zeke Shumway had booked his Wild Life and Monkey

shows and that Duke Jeanette had booked his Unborn Show.

The disclosures came on the heels of the announcement last week that Glenn Porter, who had the Side Show on the World of Mirth Shows last year, will have his unit with the Cavalcade. The new additions were made to bolster the back-end, Wagner said. Last year at some of the org's major fairs, Nashville and Detroit principally, the Cavalcade's show line-up was augmented by shows booked only for those events.

Books Dark Ride

Wagner also announced that J. C. Weer, who was with the Johnny J. Jones Exposition last year, has booked his Dark ride on the Cavalcade.

An additional fair, Jackson, Tenn., has been signed by the Cavalcade, it was revealed this week. The Jackson date will break the show's jump from Detroit to Nashville.

Opening has been set for April 21 in this city, the org's winter base. In preparation, a large crew already is at work in quarters. Fred Nash and Frank Seigner head up the make-ready activities, with Arthur Atherton in the office and Joe Kemper in charge of purchasing.

Louie Berger, org's general agent, was in Chicago the early part of this week, then left on a booking trip.

San Francisco Club Honors Past Prexies

SAN FRANCISCO, Feb. 17.—Five of the six past presidents of Show Folks of America were honored Monday night (5) at the annual event dedicated to the retired leaders. Al H. Rodin was chairman of the event held in the clubrooms.

Past leaders present included Sammy Corenson, who served 1945-1946; Harry G. Seber, 1947; M. (Whitey) Monette, 1948; Eddie Burke, 1949, and Mike Krekos, 1950. Fred Weidemann, president, conducted a brief session before turning the meeting over to Rodin. Congratulatory messages were read from President Harry Truman, Franck Havenner and the Pacific Coast Showmen's Association.

Rodin discussed the club's future aims with the past presidents being given their turns at recalling interesting sidelights of their administration. Krekos, who is the latest president to leave office, was presented with a wrist watch in appreciation of his work.

Weidemann appointed Arthur Unger and James Ritter to the board of directors and James Ishwood as song leader. Art Craner substituted for Edna Raiford, secretary, who was unable to attend because of illness in her family.

BARE TRUTH WINS PRIZE

OTTAWA, Feb. 17.—Eileen (Bobbie) Turcotte, staffer of *The Journal* here, walked off with one of the six awards made by the Ottawa Press Club for news and feature stories with an effort that dealt with the ins and outs of carnival life as offered by Charmaine, Girl Show dancer on World of Mirth Shows. The Frank Bergen org holds down the midway at Ottawa's Central Canada Exhibition.

Awards were made Saturday night (3) at the club's annual dinner. Press club judge Douglas How termed the story as one that could be read in a few minutes and enjoyed for a few weeks.

Heart of Texas Pushes Work For March Bow

BROWNSWOOD, Tex., Feb. 17.—Make-ready for the March 1 opening of the Heart of Texas Shows was stepped up here recently upon the return of Manager Harry Craig and his family to winter quarters. Crew currently consists of 10 men and it will be increased as the org goes into the finishing touches for its first date of the season.

Craig said that the org will carry Deep Sea, Monkey, Snake, Mechanical, two girl shows and a Side Show. Indications are that the shows will carry a minstrel unit.

New feature will be Taffy, giant female elephant purchased recently from the Bob Stevens Circus. Already Taffy has attracted hundreds of people to the winter quarters. She is in charge of Harry Baron.

Harry Frobess, the Swaying Marvel, has been signed as the featured free act and will join after completing Florida fair bookings. Bobby Neil Paul, long with the Ringling-Barnum advance, will handle org's paper and advance. Eddie (Blackie) Yard again will have the sound car. Jack Cooper is handling radio and press preparations. B. C. (Mac) McDonald is in the wagon.

Collins Org Frames New Side Show

MINNEAPOLIS, Feb. 17.—William T. Collins Shows will go out this year with a new Circus Side Show to be managed by Jimmie Chavanne, Owner Collins announced from winter quarters here. Top, sides, center poles and pipe for the banner line have been delivered.

Org recently purchased three new trucks and has ordered four new kiddie rides.

Collins, who with Art Signor, recently returned from the North Dakota fair meeting at Minot, announced the signing of midway pacts for the Fessenden and Grand Forks fairs and the Detroit Lakes, Minn., Fourth of July Celebration.

MARTIN-McCRARY ADD THREE SHOWS

Org Signs Joe Scortino Girl Show, Spencer's Drome, Meyer's Crime Unit

KANSAS CITY, Mo., Feb. 17.—20th Century Shows have signed three new shows for the '51 season and will open their tour with a total of eight back-end units, Al Martin, co-owner announced here this week.

Joe Scortino is skedded to join with his Girl Show, along with Art Spencer's Motordrome and Mrs. C. Meyer's War and Crime Show. Two additional units will be added for the fair season, Martin said.

Org, which will open at Fort Smith, Ark., in early April, will have a total of 18 rides, 16 of which are office-owned. Another Diesel light plant was added recently and two new light towers have been ordered.

El Dorado Ark., winter quarters are skedded to open around March 1, with C. O. McCrary, co-owner with Martin, and Noble Fairly, general manager, in charge. Projects will include repainting and framing of a new front for the Jig Show.

Staff, in addition to Martin, Mc-

Crary and Fairly, includes Jess Wrigley, publicity; George Gallo, advertising; Mrs. Velma Martin, secretary; Mrs. Rosetta McCrary, treasurer; Bill Clark, chief electrician; Fred Hamilton, head mechanic, and Harry Bowers, in charge of design and painting.

Frank Gaskins, org's general agent, is still confined to a Jackson, Miss., hospital with a heart condition.

Tampa Club Memorial Rites Well Attended

TAMPA, Feb. 17.—Phil Cook, of Miami, delivered the eulogy at the well-attended annual memorial services of the Greater Tampa Showmen's Association in its clubrooms here Sunday (4). George K. Ringling, club chaplain, read the names of the deceased members.

Invocation was given by Father Charles Mallen, the sermon by Rabbi Henry B. Wernick and the benediction by Rev. L. E. McEldowney. Mrs. Francine Jones was soloist, with Mrs. Irene Johnson at the organ.

Members memorialized were Kate Murray, Catherine Lorimer, Leona Gordon, Maebelle Campbell, J. T. Anghomom, D. J. (Spot) Baysinger, Benjamin Beckwith, Larry Bedwell, E. A. Brems, Joseph Christian, Ray Dean, Harry H. Winters, Sol Weintraub, David Sorge, John D. Whitaker, Denny Pugh, Floyd Nichols, Pete Manos, Edgar C. May, J. L. Murray, Bert Leach, Clyde Howey, Ernest O. Hall, Carl F. Hada, James (Frenchy) Healy, Harry A. Suss, G. L. (Mike) Wright, Elias Gauleoneous and Blanche Lytton.

Gibson, Fla., Gains in Favor With Show Folks

GIBSONTON, Fla., Feb. 17.—This town and its environs are becoming increasingly popular with show folks. Mr. and Mrs. Lloyd D. Serfass, owners-operators of the Penn Premier Shows, recently purchased a home here. Al Tomani, giant, and operator of Side Show units, has a well-established tourist park and fishing camp.

The Hut, operated by Grace and Eddie Lamay, has become a gathering place for showfolks. The operation of the Tampa Fair stimulated the appearance of a number of show persons in this area. Included were Johnny Keefe, operator of the Capitol City Shows; Al Wallace, Wallace & Murray Shows and Earl and Ethel Purtle operators of Motor Drome units with the Cetlin & Wilson Shows and at Palisades (N. J.) Park.

Harry E. Wilson, who is wintering here, announces that he will be with the Morris Hannum Shows. He is now working on a special herald which will be used to advertise the shows this season.

Jimmy Rose Named RAS Press Agent

TAMPA, Feb. 17.—Jimmy Rose this week was signed as press agent of the Royal American Shows, Carl J. Sedlmayr Sr., org's owner, announced. Rose will replace Herb Picard, who recently resigned after five years with RAS.

Rose handled publicity and booking for the now defunct Frederick Bros.' Booking Corporation and was later with the General Amusement Corporation, now known as General Artists Corporation. His first entry into outdoor showbiz came in 1947 when he joined the Johnny J. Jones Exposition press department. He did publicity chores for the Jimmy Lynch Death Dodgers in '49 and '50. Since leaving the latter org last October, Rose has been operating a talent agency in Tampa and expects to continue this business as a side line.

He studied journalism at Columbia University, received a degree from the University of Kentucky, and did graduate work at the University of Florida.

Hold Services For J. A. Young

JACKSONVILLE, Fla., Feb. 17.—Funeral services were held here today for Johnny A. Young, 36, concession operator known as Milwaukee Red, who took his life Thursday (15) after a long illness.

He is survived by his widow, the former Mrs. Dorothy Sheesley, and two step-children.

Wallace Bros. Org Sets Regina Date

REGINA, Sask., Feb. 17.—J. P. (Jimmy) Sullivan's Wallace Bros. Shows will play a one-week stand here starting June 18, under Canadian Legion auspices. Carnival will then start its Class B fair circuit trek.

Org made its Regina debut last year under the same sponsor.

TAMPA CLUB INSTALLS YOUNG AS PRESIDENT

TAMPA, Feb. 17.—Eddie L. Young was installed as president of the Greater Tampa Showmen's Association here Tuesday (13) and committees for '51 were named. Phil Cook served as installing officer.

In addition to Young, the following officers were also installed: Nat Rodgers, first vice-president; Lloyd Serfass, second vice-president; Carl J. Sedlmayr Sr., third vice-president; Gean Berni, secretary; Harry Julius, treasurer, and Hal Hall, recording secretary.

Board of governors includes Ray Myers, Hal Hall, Whitey Weiss, Leo Carrol, Tommy Agar, W. T. (Slim) Kelly, Joe Scortino, Bill Clain, Glen Porter, Paul Sprague, Snapp Wyatt, Pete Burkhardt, Irish Gaughn, Jack Young, Pat McGee,

Harry Rubin, Al Wagner, Eddie Lowe, Al Tomani and Doc Hartwick.

Name Committees

Carl J. Sedlmayr Jr., outgoing president was named chairman of the cemetery fund with Eddie Lemay, co-chairman and a committee of James E. Strates, Eddie Hunter, Earl Maddox, Sam Delaney, Jack Horbett, Hardy Brady, Pete Burkhardt, W. T. (Slim) Kelly and Harry Rubin were appointed to the ways and means committee.

A jamboree on the Royal Crown Shows at the Winter Haven, Fla., Fair, netted the club \$1,800. Howard Dorsey, of the Tom Moore Shows, was the emcee, with tickets sold by W. T. (Slim) Kelly, Harry Rubin, Charlie Goss, Bill Clain and Jack Young.

Lone Star Shows Set Mar. 17 Season Bow

MACON, Ga., Feb. 17.—J. R. McSpadden, owner of the Lone Star Shows, stored at near-by Conchran Field, has announced that the org will open in Macon March 17.

McSpadden and his wife, Mrs. Myrtle McSpadden, have been wintering at Bradenton, Fla. Work on the equipment in storage here will be started next week.

Allen Joins Marks

RICHMOND, Va., Feb. 17.—T. M. (Tommy) Allen, vet carnival man, has been signed as assistant manager of the John Marks Shows.

Miller Amusements Expects Free Spending, Trims Units

LA GRANGE, Ill., Feb. 17.—Miller Amusements Company, ride unit operators here, report that booking inquiries have been about the same as last year and that good attendance and liberal spending is expected during the coming season.

The org, however, is accepting about 60 per cent of the dates it handled last year. Norbert Myer, secretary, explained that this step was taken to insure full service to clients.

Thirty rides will be operated in four units and will play picnics, celebrations and church and club carnivals within a 150-mile radius of Chicago. Last season the org

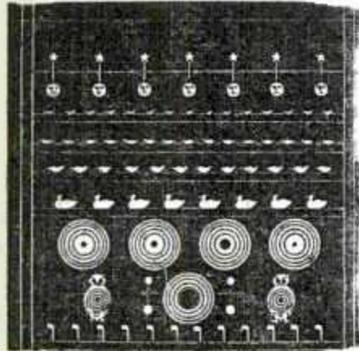
booked seven units in a 200-mile radius.

Charles Miller, head of the firm, made the Florida State Fair, Tampa, and now is in Miami.

Staff for 1951 will include Frank Ehlenz, concession manager, and Jack Kelly, Aage Hansen, Bill Ward and John Whitely, ride unit managers.

Myer stated that no new rides have been added. Trucks are of recent model and are in good condition. He said that if labor supply and other factors are satisfactory the company will consider opening additional units this season. Org also operates a Kiddieland here.

EVANS' LONG RANGE SHOOTING GALLERIES



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TENTS—SIDESHOW BANNERS PLACE YOUR ORDER NOW

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O. Henry Tent & Awning Co.

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Pop Corn Machines

New EXCEL Machine with 100% Pop Corn, 50% Seasoning, 1 M bags Case Salt, all for \$124.40. Electric counter model does the work of a \$300.00 machine. Act now while we can supply you. Circulars ready.

INDIANA POP CORN CO. MUNCIE, INDIANA

WHEELS OF ALL KINDS

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USED TRAILER-MOUNTED FIRE ENGINE and PONY KIDDIE RIDE

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Midway Confab

Austin Dentinger, Girl Show op with the Morris Hannum Shows, lost his house trailer with all furnishings when it burned to the ground at Philadelphia February 12. He also is in the trucking business, operating three trucks between Philly, Chicago, St. Louis and Cincinnati.

Al Baysinger, former carnival op, who will be with Gem City Shows in an executive capacity this season, was recently confined to his Mobile, Ala., hotel room for several days with a mild attack of the flu. Gem City Shows are wintering at Theodore, Ala., 12 miles from Mobile. . . . Among concessionaires who made the recent Mardi Gras Celebration at Mobile, Ala., were Slim Collins, Hymie Cooper and Bob Ayers. Collins, who was en route from New Orleans to Tampa, stopped over for a visit, while Ayers and Cooper operated novelty concessions for the event, which was plagued by bad weather until the last two days.

Al Wagner has contracted with the combined veterans' organizations of Prichard, Ala., to furnish rides and concessions for their annual spring carnival on Craft Highway in Prichard.

Slim Nelson, of Des Moines, who has been off the road several years, is prepping a jungle cargo show for the 1951 season. . . . Sydon's Playland Park, Killen, Tex., has bought C. H. Sornsen's trailer for a park office. . . . Prof. Willie Bernard infers from his Hancock, N. H., home that he is prepping a wild man show for the '51 season. Mrs. Marie E. Davis will be on tickets.

Mr. and Mrs. Nea Massaro, former showfolk and now in business in Columbus, Ga., are daily visitors to the Johnny T. Tinsley Shows' Phenix City, Ala., quarters. . . . Renee Grant, former producer and feature dancer on the John H. Marks and O. C. Buck shows, is in her fourth week on the Hirst burlesque circuit.

Catana Rose is in Owensboro, Ky., visiting Ray Garrison after winding up her winter night club dates with Linda Lopez. . . . Jimmie and Helen Watts are wintering in Hinesville, Ga., where they are operating a beer garden and presenting their own floor-show. Their daughter, Coletta, is assisting them. . . . Jimmie Hilyard is at his mother's home in Liberal, Kan., recovering from a recent operation. . . . F. W. Miller advises from New Orleans that he will handle The Billboard sales at the 1951 State Fair of Texas, Dallas.

John F. Reid, owner of Happyland Shows, left his Detroit home recently to deliver a new car as a graduation gift to his son, Jerry, who will be graduated from the Florida Military Institute, St. Petersburg, in June. Reid returns to Detroit March 1.

Paul R. LaCross, owner-manager of the LaCross Amusement Enterprises, infers from St. Albans, Vt., that work in winter quarters there is progressing at a rapid rate. He returned from the New York and New Hampshire State conventions with word that he is well satisfied with his 1951 route. He obtained particularly good results at the New Hampshire meeting, he said. Wilfred Frost is heading up the org's winter quarters activities.

Glenn Porter, Side Show operator, has been delayed in his departure for Venezuela, where he has contracted to present a full-scale unit. He expects to get under way shortly, however. . . . Capt. Billy Wells, who has been

bedridden for several months and has also lost the sight of one eye, would like to hear from friends. His address is 727 Bolanger Street, Dayton, O. . . . There is considerable competition among the fishermen residing at Al Tomani's tourist camp and the habitues at Eddie Lamay's Hut in Gibsonton, Fla. Zeke Shumway has earned some honors. Chumming around in the same town are Grace Lamay, May Serfass, Virginia Shumway and Bessie Sells. Jimmy Herrington is residing in his boat on the Alafia River. . . . The Jack Norman's are readying their show unit for the Orlando (Fla.) Fair.

Irving Kay played the piano at the governor's party in Tampa last week. . . . Wintering at Gibsonton are Al Stempin, who is doing all right at cars; Fene Filardos and Joe Hilton, with Hilton doing a good job for a coffee concern, and Whitey and Pancakes Hewitt. Mac Maxwell reports that he will skip the road this season. . . . Sam and Shirley Levy, owners of the Lawrence Greater Shows, left New York Saturday (17) for the org's winter quarters at Moultrie, Ga. . . . Carmen Lee, annex attraction, recently purchased a wardrobe which included two fur pieces. Carmen is planning an early vacation.

Raymond C. Dixey Enterprises again will operate two units in the Chicago area this year. Org has added a Roto-Whip this year and will play two new spots in South Bend, Ind., and one each in East Chicago and Gary, Ind. . . . Al Wagner, of Cavalcade of Amusements, and Morris Lipsky, of Johnny J. Jones Exposition, were among those who attended the funeral of Marshall Johnson at Selma, Ala. Johnson, for many years a show fan and financial angel, died Tuesday (8) of a heart attack at Florida State Fair, Tampa.

Cash Wiltse, general agent of the Gold Medal Shows, of which Johnny J. Denton is owner, advises that he has booked the following events: Keokuk (Ia.) Street Fair; Hannibal (Mo.) Homecoming, and Evansville, Ind., for week of July 4. Fifteen fairs in all have been signed. Org's route will take it thru Iowa, Illinois, Missouri, Tennessee, Indiana, North Carolina, Georgia and Florida.

W. Glenn Wade, owner, W. G. Wade Shows, who was at the Tampa fair, has moved to Miami for an extended vacation, while his sister, Mrs. Hazel Crane, digger operator, is visiting another brother, Ernie L. Wade, formerly with the shows at Orlando, Fla. Mrs. Gladys Schaum, secretary of Wade's No. 2 Unit, is in Miami. . . . Mr. and Mrs. Fred Miller, cookhouse operators, left Tampa Wednesday (14) for a stay at Miami before returning north. D. Wade, general agent of W. G. Wade Shows, returned to Detroit winter quarters Monday (12) after attending the Tampa Fair, with Robin McCabe.

Whitey Miller is in McLeod Infirmary, Florence, S. C., recovering from injuries sustained in a recent automobile accident. Miller operated the Side Show on Wallace & Murray Shows the past season. . . . Line-up of the Pete Kortis Side Show on the E. K. Fernandez Circus currently touring Hawaii includes Barnum & Bailey's Armless Wonder, Alexander's London Flea Circus; Mac-Iver, musician; Congo, Zulu girl; Sadie, leopard girl; Eko and Iko, sheephead men; Lorenzo (Ben Pardo), mentalist; Atomic Girl; Mitchell, half-man; Monkey Girl from Yucatan; Alzora, turtle girl; Tiny, fat man; Albert, rubber man, and the Mule Faced Woman.

FOR SALE COMPLETE MO-SKEET-O GAME

2 Remington Repeating Guns, Fieldmaster Model 121 with Routledge Bore for 22 L. R. Cartridge, 2 Model 88 Mo-skeet-o Traps, 33 Carton Super-X 22 L. R. Shot Cartridges, 95 Carton Targets (450 in Carton). Guns and Traps used only one day. Guaranteed A-1. \$675.00 takes all.

NITTEBERG BROS., Castlewood, S. D.

LA CROSS SHOWS

OPENING APRIL 6 IN NEW YORK

HIGH CLASS ATTRACTIONS ALWAYS WANTED—WANT—WANT—Diggers and Rotaries for season. MAJOR and KID RIDES for season. Wonderful opportunity for Thrill Ride and Kid Ride for season. I have big show spots and need additional rides badly. Get with a show that plays the best and is first in. Also can use Hanky Panks and Grind Concessions. Shows of any kind, Motor Drome, Penny Arcade, or what have you? Red Igoe, contact me immediately. Show leaves winter quarters March 30th. Wire, phone or write to PAUL R. LA CROSS, Owner, 158 Lake St., St. Albans, Vermont.

DIAMOND JUBILEE CELEBRATION

MOST WIDELY ADVERTISED EVENT IN FLORIDA!!

MARCH 5 TO 10

WANT Shows—Fun House, Glass House Rides—Of All Kinds

Legitimate Concessions including Novelties, Scales, Grandstand Sales, All Open.

Sponsored by city, Chamber of Commerce and all civic clubs. "PIONEERS IN PROGRESS" pageant daily with cast of 500—Queens' contests—street dancing—sports events—band concerts—speakers—entire town decorated—all attractions placed at stadium where events will be held.

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WANTED FEATURE FREAK, TALKERS

For PALACE OF WONDERS, Coney Island, N. Y.

Summer season, 1951. 20 weeks at one spot.

Pleasant surroundings.

TOP SALARY To sensational Freak with strong box-office appeal. To competent Talkers with ability to turn them in.

State salary in first letter. Enclose photo if possible.

Have attractive deal for GRACE McDANIELS, JERRY WHITNEY, HARRY JONES.

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28th Consecutive Year in Coney Island, New York

10 BIG DAYS

10 BIG DAYS

HELLER'S ACME SHOWS

Open April 5 thru 14, 2 Saturdays, 1 Sunday, 4 miles from New York City. Fairs start Aug. 20 with 3 in Virginia, 8 in North Carolina, closing Nov. 16. Long season, short jumps.

WANT SHOWS—Will give good proposition to reliable showmen who can and will fill back end. Want Ride Help for 10 Rides, 4 Kiddie Rides, Merry-Go-Round, Wheel, Octopus, Chairplane, Whip and Spitfire. Will book or buy Tilt and Rotoloupe, last two for Fairs especially. Want Mouse Show, well framed. Grind Shows of all kinds; Motordrome will do well on this route. Fun or Glass House. Concessions—Arcade, French Fry, Long and Short Range, Age, Scales, Cig. Gallery, Photos, Glass and Penny Pitches, Duck and Fish Ponds; all Concessions open. What have you? Some P.C. open with Hanky Panks. Help—Ride Help on all Rides, top salary. Man to handle new front entrance. Semi Drivers given preference. For Sale—30x30 12 ft. high main entrance. Blue and Green Top and Wall with poles, good shape, \$100.00; Short Range on trailer, 4 new Guns, plenty of Shells and Stock; can be booked on show. Will trade Chairplane for Train or Boat Ride. What have you?

Others address, write or wire, Virginia Ave., West Orange, N. J. Phone Orange 4-5447. P.S.: Mr. and Mrs. Hammer, write. Important.

B & C'S EXPO SHOWS

PLAYLAND ON PARADE

OPENING APRIL 27TH

We hold contracts for 7 County Firemen's Conventions, 6 New York, 3 Pennsylvania Fairs. ALL PEOPLE WITH US BEFORE, CONTACT NOW. Rides—One more Flat Ride, Shows—Girl Shows with or without equipment. J. J. Jeffery wants Side Show Acts of all kinds. Want Man to handle Mouse Show, well framed. Grind Shows of all kinds; Motordrome will do well on this route. Fun or Glass House. Concessions—Arcade, French Fry, Long and Short Range, Age, Scales, Cig. Gallery, Photos, Glass and Penny Pitches, Duck and Fish Ponds; all Concessions open. What have you? Some P.C. open with Hanky Panks. Help—Ride Help on all Rides, top salary. Man to handle new front entrance. Semi Drivers given preference. For Sale—30x30 12 ft. high main entrance. Blue and Green Top and Wall with poles, good shape, \$100.00; Short Range on trailer, 4 new Guns, plenty of Shells and Stock; can be booked on show. Will trade Chairplane for Train or Boat Ride. What have you?

B & C EXPO SHOWS HEMLOCK, NEW YORK

NEW ENGLAND AMUSEMENT CO.

WANTS FOR 1951 SEASON

RIDE SUPERINTENDENT, FOREMEN AND HELPERS. Good pay and bonus. Opening Rides March 20th. Want to buy Kiddie Rides; no JUNK. Will pay cash. Also want to buy Popcorn Trailer. Send all details in first letter. Can use capable Carnival Painter. All replies to

HARRY J. KAHN, Mgr.

60 PARKSIDE ST. TEL. 6-0237 SPRINGFIELD 4, MASS.

WOLFE Amusement

OPENING MARCH 17—TWO SATURDAYS, GAFFNEY, S. C.

Place following Concessions: Ball Games, Age and Scale, Heart Shape Pitch, Custard, Cookhouse, a few choice Wheels. Can place Second Men on all Rides. For Sale—Single Loop, first class shape. Will book any Side Show on small percentage. Everybody contact. Must report not later March 14. Landrum, S. C. All mail and wires: BEN WOLFE, Owner, or DALLAS DUNCAN, Business Manager, Box 277, Landrum, S. C. Phone 58. P.S.: The following people, get in touch with me, Anna Lee King, Congo Cash Miller.

EVANS UNITED SHOWS

5TH ANNUAL TOUR—FIRST CALL

Opening in April and playing our usual spring Still Dates, Fairs and Celebrations in Missouri and Kansas.

Can use several Hanky Panks, such as Long and Short Range Gallery, Novelties, Photos, Fish Pond, Cork Gallery, Hi-Striker, Stum Spindle, Sit-Down Grab, Glass Pitch, Scales, Jewelry and other legitimate Concessions. No P.C. No Gypsies. No rackets. Shows—Can use any clean Show except Girl or Athletic. For Sale—Sunshine Choo-Choo Electric Train, 4 cars, ready to go. Also 24-Seat Chair Swing, 21-foot tower. Both Rides in perfect condition with ticket boxes and fence. Contact

CLAY M. EVANS, 3417 Wabash, Kansas City 3, Mo. Telephone: WAbash 7753.

Used Everywhere for Over 35 Years

ROLL TICKETS

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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

MARKS SHOWS

MILE LONG PLEASURE TRAIL

OPENING—RICHMOND, VA., EARLY IN APRIL

WANT

SHOWS—Motor Drome, Glass House, Fun House, any other Grind Show of merit. RIDES—Octopus, Rolloplane, Ride Foremen for Whip and Little Dipper. CONCESSIONS—Cookhouse and Grab still open to reliable operator. Can place legitimate Merchandise Concessions of all kinds. Can place Truck Mechanic who understands International trucks. Only experienced need reply.

Address All Replies: P. O. BOX 771, Richmond, Va.

WANT—J. A. SPARKS SHOWS—WANT

OPENING MARCH 10 IN SOUTH ALABAMA

CONCESSIONS—Sell ex on Cookhouse, Bingo, Diggers, Long and Short Range Shooting Gallery, Photo Gallery, Popcorn, Candy Floss. Can place Hanky Panks of all kinds, reasonable privilege. Can use few more Grind Stores. Good opening for Legal Adjuster; one with Concessions preferred.

SHOWS—Can place Snake Show, Glass House, Illusion Show, Wild Life, Unborn Baby, Crime Show, or any Show of merit. Louie De Shane needs Girls for Girl Shows. Can place good Man to handle Concessions in Girl Show. Can use A-1 Funhouse Operator. RIDES—Can place Rides that do not conflict with Rides we now have. All people connected with this Show contact immediately.

J. A. SPARKS, 4232 Ave. U, Birmingham, Ala.



BROWARD COUNTY FAIR
6 Big Days, Nights
Ft. Lauderdale
Feb. 26-Mar. 3

2
MORE FAIRS
TO
FOLLOW

STRAWBERRY FESTIVAL
Plant City, Fla.
Mar. 10-15

WANTED
Jewelry Stand, Novelties, all kinds Hanky Panks, Eat, Drink Stands. Can use Ride Help—Semi Drivers preferred. Johnnie Barro wants Girl Drome Riders; Anita Sharpe, please answer. All address:

SAM E. PRELL, Ft. Lauderdale, Fla.

FIRST AND LAST CALL

T. J. TIDWELL SHOWS

Opening February 28, Killeen, Texas, Camp Hood Soldiers' Pay Day.
Good Route, Plenty of Fairs and Celebrations.

Want Cook House, Photo Gallery, Lead Gallery, Jewelry, Hanky Panks and some percentage.

Want Girl Show Manager; must have girls and wardrobe. Have top and front for any money getting show. Can place man to take charge of Fun House. Will back Wild Life or any Ding Show. All answer.

T. J. TIDWELL, MGR., Killeen, Texas

PARTNER WANTED

OR WILL SELL ALL OR ANY PART OF SHOW

Show consists of Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl, Kiddie Cars, Kiddie Swing, complete Side Show, two Girl Shows, Minstrel Show and Snake Show. 100 Kw. mounted on truck, also Office Truck. This Show is complete from front to back. Have first 10 weeks of Still Dates booked and 9 Fall Fairs booked. Will consider partner for half interest to reliable party.

All replies to **BOX 896, Augusta, Georgia**

TIVOLI EXPOSITION SHOWS

OPENING IN MARCH IN THE HEART OF LARGE DEFENSE AREA, CAMDEN, ARK.

We hold contracts for 15 big Fairs and Celebrations beginning last week in June CONCESSIONS. Can place Hanky Panks of all descriptions except Popcorn, Floss, Diggers, Bingo and Penny Arcade. SHOWS: Can place Shows of all kinds with own equipment, except Funhouse. RIDES: Want to book flashy Live Pony Ride. HELP: Want to hear from good, reliable Ride Men and also from Help in all other departments

Contact **H. V. PETERSEN**

At Camden, Arkansas, or Joplin, Missouri, either address, c/o Tivoli Shows.

GOLDEN RULE SHOWS

Opening middle of April and playing spots in Pennsylvania and New Jersey with short moves. Can place Legitimate Concessions—Fish Pond, String Game, High Striker, etc. Due to disappointment can use a good Grab Stand. Will buy or book Kiddie Ride. Ride Help wanted Good pay

A. L. Blackmon, 818 N. 32d Street, Camden 5, N. J.

LAWRENCE GREATER SHOWS

Winter Quarters now open at Moultrie, Ga. Midway open for Hanky Panks. Want Girl Revue for beautiful 100-foot Show Front. HELP WANTED: Carpenters, Painters, Ride Men. Preference given to men who can drive semis. Winter Quarters, Spence Field, Moultrie, Ga.

Contact **Sam Levy, Colquit Hotel, Moultrie, Ga.**

Relaxation Aided Vet To Recoup Fortune

Continued from page 46

definable fever that lures troupers to the road. He sold his business and re-entered the concession field with A. B. Miller in East St. Louis. In 1912 he joined Mark Westcott who was playing Missouri. That fall Heth got his first crack at management when Westcott turned the show over to him. Weather and business were terrible and Westcott would hop freight trains to make and book a town.

Frames Railroader

L. J., who had a private car, managed to get that mark of affluence back to East St. Louis where he established winter quarters and framed a railroad show which he put on the road in 1913. The fronts were built by the C. W. Parker Company. In keeping with the times they were elaborate affairs, hand carved and lavishly embellished with gold leaf.

In 1914 the 20-car show bearing Heth's name went on tour. Equipment was much cheaper in those days, he recalls. A plush private car finished in mahogany cost \$1,700. It served as his home for 15 years.

Everything was tranquil until 1929 when the depression hit. The show was incorporated but business got so bad that the corporation lost its credit. L. J. had to sign notes to get money to keep the show, which had grown to 25 cars, in operation. When the corporation finally entered the inevitable bankruptcy, L. J., was owed \$35,000. The equipment was stored in Evansville, Ind., and L. J. recalls that he spent "blood money" to red lead the flats to keep them from deteriorating.

In 1930 he reorganized and took out a 10-car show from DuQuoin, Ill. Creditors were pressing hard and since he had signed corporation notes and could not meet the demands he had to file a personal bankruptcy petition. He did manage to finish out the season and bring the show back to DuQuoin.

The following year, L. J. was back where he started, as a concessionaire. He bought a set of diggers, loaded them on a 1926 Dodge truck and trouped until 1933 when he decided to organize a motorized show. He had made enough money with the diggers to buy a show operated by Cecil Rice who went broke. He bought the

Merry-Go-Round, which was owned by the Allan Herschell Company, and all other equipment for \$2,000.

Motor Show Prospers

L. J. hired trucks and had the equipment moved to Birmingham, where he established quarters. He bought a Ferris Wheel for \$2,000 and a Chairplane for \$300. From then until the present time, the L. J. Heth Shows have prospered and expanded and achieved a high position in the motorized field.

Heth is justly proud of having staged a comeback at an age when many persons would have thought that they had given forth their best efforts. It required plenty of determination and sacrifice, including sleeping in tents, in order to save money. During the depression when he owned a number of Warren all-steel flat cars, he recalls that it wasn't possible to secure a \$1,000 loan on the lot.

The folding of the railroad show cost L. J. about \$100,000. At the time, L. J. says, a railroad owner who went back to the barn with as much as \$6,000 figured he had a big season. Shows were better in the old days, L. J. says, citing as an example the Side Show offerings of John Francis. He has had many topflight persons associated with him, including Walter Devoyne who is now secretary of Royal American Shows.

Wood Carving Hobby

Personnel of the Heth Shows recognize the fact that L. J. can still put in a full day at quarters. The show's home in Birmingham consists of three permanent buildings. L. J. refrains now from heavy lifting in deference to his age. His hobby is carving Merry-Go-Round units.

A descendant of Wisconsin German stock, the same that fostered the famed Ringling brothers, L. J. is as animated as many men who boast only half his years. He has been married three times, but these unions succumbed to incompatibility.

L. J. is still building toward the future with no thought of retiring. He has lived a life of moderation in a profession where excesses are often the rule. There is no foreseeable reason why his life, which has been full, should not continue for many productive years.

BURLESQUE UNDER THE BIG TOP

All connected, wire at once. I will pay top wages for Girls. Positively all season's work. We play nothing but army camps, two a month. Can place good Comic; Webber of Dallas, wire. Show opens March 1st. All wire:

SCOTT LAMB, Garland, Texas

FREE GATE

DIXIE EXPOSITION SHOWS

FREE GATE

Can place for 1951 season, Opening March 31, Open midway, Playing Western North Carolina and Virginia, Carrying 5 Rides, 4 Shows. Can place Bingo, small Cook House or Sit-Down Grab, Photos, American Mitt Camp, Short Range Gallery, High Striker, Age and Weight, French Fries, any and all Hanky Panks open Foremen for Merry-Go-Round, Eli Wheel, Chair Plane, Kiddie Rides; must drive. Other Ride Help. No drunks. Shows—Snake, Monkey, Animal, Illusion. What have you? Place Agents for Penny Pitch and other office-owned Concession. Address: **ROUTE 10, BOX 549, CHARLOTTE, N. C.** P.S.: Blondie Mack, White Usher, get in touch.

AMERICAN MIDWAY SHOWS

SEASON OPENS AT RIO GRANDE VALLEY STOCK SHOW AND RACE MEET
MERCEDES, TEXAS, MARCH 7 TO 12

Can place all kinds Stock Concessions, Popcorn, Custard, Floss, Apples, Cookhouse open for season. Want Shows of all kinds. Will book or lease Flat Rides. We have 18 Fairs and Celebrations contracted.

Answer: **DON M. BRASHEAR, Mgr., HARLINGEN, TEXAS**
BOX 1471

WANT BERKLEY AMUSE. CO. WANT

TAYLOR BROS., 116 Hess Ave., Martinsburg, W. Va. — **Managers** — **PAUL OLLIS**, Coffey Trailer Park, Augusta, Ga. Any sensational Free Act. Rides: Merry-Go-Round, Tilt-a-Whirl or Flat Ride in best ride territory, all celebrations. Ride Help, contact. Shows: Ten-in-One, Monkey Speedway, Mechanical City, Snake Show. Concessions: Dart Balloon, Guess Your Age, Mug, Hoop-La, Hi-Striker, Frozen Custard, Hucky Buck, one of a kind. We hold contracts around Washington, Norfolk; long season. Following people contact Taylor Bros.: Cookhouse, Mike and Joe, Joe Murphy, Percentage Dealers. Following contact Paul Ollis: Bingo Counter Men, Agents who listen to orders, Working Help. John Woods from Toledo, contact. Jimmy Mitchell, get in touch; got back here Wednesday.

CAN PLACE MARCH 10

Photos, Popcorn, Ball Games and Hanky Panks not conflicting. Buddy Buck can use two more Girls for Girl Show. Jimmie Baker can place Acts in large Side Show, Strong Act to feature and Half and Half second opener that has an act. We have a strong route of Fairs starting July 1st; 10 in Illinois two Missouri, three Arkansas

MOORE'S MODERN SOUTHWESTERN SHOWS
LAREDO, TEXAS

STOCK TICKETS	With a birthday cake a woman makes a light of her age.	SPECIAL PRINTED
One Roll \$ 1.50	Roll	Cash With Order Prices:
Five Rolls 4.50	Machine	2,000 \$ 6.90
Ten Rolls 6.50	Folded	4,000 7.80
Fifty Rolls 22.00	Reserved	6,000 8.70
100 Rolls 40.00	Seat	8,000 9.60
ROLLS 2,000 EACH		10,000 10.50
Double Coupons	TICKETS	30,000 15.50
Double Prices	Coupon	50,000 20.50
No C. O. D. Orders	Books	100,000 23.00
Size: Single Tkt., 1x2	Strip	500,000 133.00
	Contest	1,000,000 258.00
		Double Coupons, Double Price
	THE TOLEDO TICKET COMPANY	
	114-116 Erie St.	
	Toledo (Ticket City) 2, Ohio	

"PITCHMEN" GREATER OKLAHOMA HOME SHOW

April 14-20 Inclusive

Reliable Pitchmen Accepted

featuring

"PARADE FROM MARS"

America's Newest Exhibit
Attendance Last Year 120,000
Inquire

JACK WRIGHT

Director

328-9 BILTMORE HOTEL

OKLAHOMA CITY, OKLA.

"SOUTHWEST'S LARGEST HOME SHOW"

HOBBY SHOW

LANSING, MICH.

March 27, 28, 29, 30

(4 Days—4 Nights)

Can place Demonstrators, Wood Working, Plastics, Handwriting, Weavers, etc. Anything that can be classed as a hobby. For terms and reservations write

L. VERNE SLOUT

Box 97 Vermontville, Mich.

BINGO AND CONCESSION HELP

Countermen, Grind Store Men, General Concession Help. Contact

VINCE McCABE

Box 197, East Prairie, Mo.

P.S.: Humpy Weeks, call 2001.

TENNESSEE VALLEY AMUSEMENTS

Now booking for opening March 31, near Nashville, Tenn.

WANT Merry-Go-Round, Roll-o-Plane, Roll-a-Whirl, Octopus and Kiddie Rides. SHOWS—Athletic, Big Snake, Monkey and 5-in-1. HELP—Second Man on Wheel and Chairplane. Couple for flashy Photo Studio, couple for Pan Game. P.C. Agents and Penny Pitch. Young Lady for Concession and assist Mrs. Meadows. CONCESSIONS—Diggers, Mitt Camp, clean Grab or small Cookhouse, Custard, Long and Short Range Shooting Gallery, few Stock Concessions. Book 6 Cats, Set Spindle, Count Stores or party with 3 or 4 Stores. **JIMMY FORBUS** and **WHITIE MINTER**, write. Write Gen. Del. Wire c/o Western Union. **THEODORE MEADOWS**, Albany, Georgia. Phone 9275

W. G. WADE SHOWS

TILT-A-WHIRL AND CATERPILLAR FOREMEN WANTED

Also Second Men for All Rides
Semi Drivers Preferred

C. P. O. BOX 1488, DETROIT 31

GOLD BOND SHOWS

Featuring Fearless Greggs

Cannon Act

Now Contracting for 1951

WANT

RIDES—SHOWS—CONCESSIONS

MICKEY STARK, OWNER

P. O. Box 229 Mt. Sterling, Ill.

(Phone: 450)

WANT CARNIVAL

APRIL 2-14

All Mills working PLUS World's Largest Project. First in, good support. Replies:

Director, **L. B. C.**

Lions Club Hospital Fund, P.O. Box 495, Aiken, S. C. Phone 781R.

CARNIVAL, CIRCUS or PARK SECRETARY

Available. Familiar with daily routine duties and tax reports. Reference. Address: Box D-498, Care Billboard, Cincinnati 22, Ohio.

WANTED

Ferris Wheel; #5 Eli preferred.

ROY L. HILL

Route 1, Box 20 San Diego 10, Calif.

Phone: Woodcrest 2085

C.C. (SPECK) GROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT
NOW BOOKING FOR 1951 SEASON
WANT SHOWS: Will furnish complete new Side Show outfit—top, front and banners—to reliable manager. Can also place Operator on percentage for Fun House. Will book Motordrome, Monkey, Wild Life, Mechanical, Midgets or any other good Bally or Grind Shows with complete outfit and transportation. Liberal percentage.
CONCESSIONS: Can place strictly legitimate Merchandise Concessions of all kinds. All Honky Panks open. Short Range, Jewelry, Cook House, High Striker, Custard, etc.
HELP WANTED: Foreman for Twin Ferris Wheel and Foremen and Second Men for all other Major Rides. Top salary and bonuses paid to reliable men. Electrician with Speery Searchlight experience. Lot Man and Billposter with car or truck, also Canvasman for Marquee and other good, experienced Carnival Help. All address:
C. C. GROSCURTH, Gen. Mgr.
 P. O. Box 621, Owensboro, Ky. Phone 3-5321

Smith Amusement Co.
 OPENING FEBRUARY 28, WACO, TEX.
 SOLDIERS' PAY DAY
WANT
 Concessions: Hanky Panks of all kinds, Bingo and Cookhouse. Shows: Snake Show, complete with frame; Fun House. Party to take Show, complete with frame. Help: Foremen for Merry-Go-Round and Ferris Wheel. Must drive semis. Also want Diesel Electrician (Blue, contact).
ROLAND SMITH
 Roosevelt Hotel Waco, Texas

15 RIDES—CARL D. FERRIS SHOWS—8 SHOWS
 Presenting the Cleanest Midway in Show Business
14 FAIRS—8 OLD HOME WEEKS—1 CENTENNIAL
 Opening early in April in Pennsylvania, closing first week in November. Fairs start last week in July and run continuous. Route to interested parties.
 SHOWS—Side Show, Girl Show, Drome, Jig, Mechanical City, Life and any Grind Show. O'Brien, Doc Warner, Bill Atterbury and Al Schmit, can use Life Show and Ponies.
 CONCESSIONS—Can use any legitimate Concession. RIDES—None needed, as we carry 15 of our own, but can use non-conflicting on Fairs. Again we say thanks to Fair Boards and Secretaries in N. Y., Pa., N. & S. Carolina for the privilege of playing your Fairs in 1951. We will present the cleanest midway in show business and one of the best motorized shows in the country at your Fairs this season.
 FOR SALE—1 Transformer Truck with transformers, 100 kw., for \$500.00. Have 2 Roll-o-Planes, will sell one.
CARL D. FERRIS
 MEDINA, N. Y. PHONE: MEDINA 1000.

ROYAL DUKE SHOWS
 JACKSONVILLE, N. C., TEN BIG DAYS, MARCH 1 TO 10 INCLUSIVE
 50,000 Marines at Camp Lejeune, 25,000 at Cherry Point, first show, first pay day.
RIDES—Show owns eight rides. Can place Foremen Twin Wheels, Flyoplane, Rolloplane; place Second Men all rides.
SHOWS—Place Girl Show, Colored Girl Show, Snake Show, Side Show, Life Show, any new or novel show with or without equipment.
CONCESSIONS—Place Cook House, French Fries, Custard, Palmistry, Hanky Panks of all kinds, Pan Game, Rat Game. Want Dealers for Beat-Dealer, Over-Under, Pea Pool, Grind Stores and Wheels. Due to disappointment, can place Bingo.
HELP—Useful Carnival People, always make room for you.
 Wire, no time for mail.
 Address **BILL PORTER, Jacksonville, N. C.**
 Royal Duke Shows

FOR SALE—KID RIDES
 All-aluminum 8x12 Pop Corn Trailer with other equipment; Steel Tank 32-Passenger Boat Ride; two 12-Passenger Plane Rides; two 15-Passenger Baby Chair-planes. No junk. A-1 double safety constructed, some new, some used five months. Reasonable cash offers considered. Trades—Want Baby Ferris Wheel, Kid Rides other than mentioned.
COPELAND AMUSEMENTS
 HAGGINWOOD PARK
 3290 Marysville Rd., N. Sacramento, Calif.

LAST CALL ★ ★ ★ ★ ★ LAST CALL
 SHOW OPENS HEART OF DOWNTOWN TUCSON, ARIZ., SATURDAY, MARCH 3
LARRY NOLAN SHOWS
 Useful Carnival People—Agents for Hanky Panks, Count Store and Pin Store Agents. Out side for Skillo. Second Man that drives for Roll-o-Plane. Book Long Range, Age and Weight, Fishpond, Country Store, Novelties and Jewelry. Any Grind Show with own frameup. Good opening for Arcade and Wild Life. We carry 8 Rides, 4 Shows and 30 Concessions. Free gate and a Free Act. 40-week season. 13 fairs and celebrations. Roy Wallace wants Side Show Help, Mental Act, Tattoo Artist, One Strong Freak; no half and half; no girl shows; no gypsies.
 Winter quarters now open, all wire
LARRY NOLAN
 Coolidge, Ariz., until February 26th, then Tucson, Ariz.
 Have for sale—Parker No. 10 Ferris Wheel, New Seats and Motor. When up looks like an Eli, runs fine. Cheap for cash or half down and balance to suit. Loads on bobtail 15-foot truck.

MOUND CITY SHOW #2
 Opening early April in Arkansas, good spring route, payroll towns and long route Celebrations and Fairs in Illinois, Missouri and Arkansas. Have sold "X" Bingo, Popcorn and Mug. Want all legitimate Concessions, open midway! Looking now given preference. Want Merry-Go-Round Foreman and Second Man who drive. Second Men for Wheel, Octopus and Mixup. Want Man to take charge of Funhouse; must drive. Red Albert, Chas. Oiler, "Jelly" Saunders, answer this ad. All replies to **JACK WALLACE, Lonsdale, Ark.**

COUNTY FAIR SHOWS
WANT
 Ride Help who drive for six Rides. Manager for Girl Show with talent; Jimmy Wallace, write. Concessions of all kinds. For Sale—Completely equipped Pop Corn and Snow Cone Trailer. Can be booked on Show. Will book independent Shows with own equipment. This Show opens May 1, have twenty-one Fairs and Celebrations. Write **COUNTY FAIR SHOWS, Box 149, Chambers, Nebraska.**

LAST CALL
MAGIC EMPIRE SHOWS
 OPENING ANDALUSIA, ALA., MARCH 10
 Can place Hanky Panks all kinds, \$21.00 per week. Will book Shows with own equipment. Excellent proposition for Motordrome, Funhouse and Girl Revue. Need Kiddie Rides and Pony Track. This show carries Eight Office-Owned Major Rides.
WANT Foreman for Caterpillar and Flyoplane, Second Men on all rides. Can always place good Ride Help. Need A#1 Mechanic and Ride Superintendent. Want capable Billposter with transportation. Red Riley and Thelma, contact us. Write, wire or phone P. O. Box 561, Telephone 535J, Andalusia, Ala.
A. SPHEERIS or PAUL BOYETTE
 Magic Empire Shows

INTERSTATE SHOWS
LAST CALL LAST CALL
 OPENING MARCH 5 IN OZARK, ALABAMA
40,000 SOLDIERS AT CAMP RUCKER
 All holding contracts please acknowledge this call. Show leaves winter quarters March 1st.
SHOWS—Will book Funhouse, Glass House or any worth-while Grind Show.
RIDE HELP—Want Foremen and Second Men for Merry-Go-Round, Rolloplane, Octopus and Chairplane. Must be licensed drivers and drive semis.
CONCESSIONS—All legitimate concessions open. Good opening for Penny Arcade, Guess Your Age, Novelties, Jewelry, Photos. Will sell exclusive on Glass Pitch. Can place Rotaries. Will book Buckets and Swinger. Want Man to handle Front Marquee, Sell Tickets and Take Out Sound Truck. Want Mahager and Riders for Motordrome.
 Replies to **H. B. ROSEN, Elba, Ala.**

FOR SALE
 Jones Greater Show Title, Ferris Wheel and Ford Tractor with 26 ft. Van Trailer, Adult Bomber Ride with Chevrolet winch truck, Auto Kid Ride—new paint and platforms, Junction Boxes. Everything in good operating condition, will piecemeal. Will give to buyer of the complete unit the best 4th of July spot in West Va. Price \$6,500.00. **LEO D. GREN, 1501 Third Ave. Huntington, West Virginia. Phones: 20451, 24508.**

AT LIBERTY
GENERAL AGENT
 Interested only in first class organization that appreciates a sober, capable, reliable man. Will furnish best of references.
WIRE—WRITE—PHONE
B. J. COLLINS
 PLAZA COURTS CAMDEN, ARK.

A Suitable Reward
 will be given for any information leading to the present whereabouts of **JOSEPH SANDERS** last known address 1119 Augusta Street, Columbia, South Carolina, and who was formerly with the Cunningham Exposition Shows. **THOMAS C. MAPOTHER, 704 Hoffman Bldg., Louisville, Kentucky, JA 1163**

FOR SALE
BAZOOKA RANGE
 15'x43' Truck, Guns, Frame, Compressor. Ready to operate. All goes.
Write R. Phillips
 3961 Ingraham San Diego 9, Calif.

PORT GIBSON, MISS., STOCK SHOW
 February 26 thru March 3
 Want legitimate Stock Concessions, Mug, Grab, High Striker. Shows with own outfit. What have you? Want Merry-Go-Round Foreman and Helper. Wire Fair Grounds, Vicksburg, Miss. Locations available Sunday, Feb. 25th. Contact **WM. R. DYER**

JOHNNY DENTON GOLD MEDAL SHOWS
CAN PLACE CAN PLACE
FOR OPENING MARCH 30—ALL LEGITIMATE CONCESSIONS OPEN
SELL X ON COOKHOUSE, MUG JOINT, AMERICAN MITT CAMP
RIDES—Book Flyoplane, Spitfire. Good opening for Kiddie Rides, Pony Ride and Train. Want Foremen and Second Men for 14 office-owned rides. Good opening for Penny Arcade, Side Show, Posing Show, Motordrome, Wild Animal.
 Can place Free Act. Capt. Bill Fourkum, can use your act. This show contracts for 16 bona fide fairs. Winter quarters now open.
Wire JOHNNY DENTON, Bainbridge, Ga.

ROY ALLEN WANTS
 Agents for Skillos, Roll-Down, Razzle Dazzle, Clothes Pins and Outside Help.
 Those who have contacted me get in touch with me before March 1.
All replies c/o INTERSTATE SHOWS, Elba, Ala.

WILLIAM T. COLLINS SHOWS
DUE TO DISAPPOINTMENT
 Want Side Show Manager with Acts and Freaks. Johnny Howard and Jack Korie, get in touch with me at once.
WILLIAM T. COLLINS, Mgr.
 801 E. 78TH STREET MINNEAPOLIS, MINN.

FOR SALE—FLYING SCOOTER—FOR SALE
 Late model Bisch-Rocco, like new. Will sell with or without transportation. With or without power unit. This Ride priced to sell. Terms to responsible party. Address:
EARL H. BUNTING, P. O. Box 428, Ramsey, Illinois

BLUE GRASS SHOWS
 NOW CONTRACTING FOR 1951
SHOWS—RIDES—CONCESSIONS
 P. O. Box 621 Owensboro, Ky. Phone 35321

WORLD OF PLEASURE SHOWS
 Now contracting for 1951
SHOWS—RIDES—CONCESSIONS
 Opening in April. Vicinity of Detroit
JOHN QUINN, Owner
 6923 Calhoun St Dearborn, Mich.

HARRISON GREATER SHOWS
 OPENING MARCH 30TH, LOCATION TO BE ANNOUNCED LATER.
 Want for best Still Date route in the East and 12 bona fide Fairs and three Celebrations, starting in July and ending in November. Can place Hanky Panks of all kind. Good opening for Fish Pond, Bowling Alley, Fitch-Till-U-Win, Shooting Gallery, Ball Games, Glass Pitch, Penny Pitch, Snow Ball, Floss, French Fries, Scaie and Age and Novelties. Will book some Percentage if you have other Concessions. Due to disappointment, want General Agent who knows N. C., Va., Md. and Pa. Have complete outfit for Girl Show if you have sound and two or more girls. Want Man to take care of Snake Show and make openings. Have top and banners for Side Show. What have you for inside? Zadu and Silm Young, get in touch. Will book Motordrome, Monkey Show, Fun House, Glass House and Wild Life. Want Foremen and Second Men on following Rides: Ferris Wheel, Merry-Go-Round, Chairplane, Spitfire, Rolloplane, Octopus, Caterpillar, Flyoplane. Want Man to take care of Kiddie Rides. All people contracted with this show get in touch at once. Danny Donnini, haven't heard from you. What's wrong? Robert Terrell, come on in. Hobart Thomas, get in touch. Good proposition for you. Mike Lucas, waiting on you. Ray Hudson, Joseph Hedgebeth, Edward Hodges, get in touch at once. All mail and wires to **FRANK HARRISON, RT. 2, BOX 35, SYLVANIA, GEORGIA.**

AMERICAN LEGION PARK
 GRAND OPENING, SATURDAY, FEBRUARY 24—50,000 SOLDIERS
 FREE BAR-B-Q—7 DAYS WEEKLY
 Can place Rides, Shows, Concessions not conflicting, Penny Arcade. Auto racing every Sunday. Want Chorus Girls and Dancers for revue. All replies:
PARK MANAGER, DOTHAN, ALA.

WANTED AGENTS
 For Roll Downs and Razzle Dazzle, Open March 10th, Andalusia, Alabama. Write to:
HERMAN SCHWARTZ
 P.O. BOX 1814 VERNON, TEXAS
WANTED
 Man with six Kiddie Rides, all season at Bass Lake, Ind. Good location—good deal.
ELMER C. PETERSON
 R. R. #3, Bass Lake, Knox, Ind.

OPEN MARCH 1, 1951
NOW ON PASS 47TH DIVISION
CAMP RUCKER, ALA.
 Two and one-half blocks from the main gate. 50,000 soldiers. More coming in. CONCESSIONS WANTED: Photos, Long Range, Coca-Cola, Milk Bottles, Cat Rack, Fish Pond, Dart Store, Devil's Bowling Alley, Bumper, Pitch-Till-U-Win, Hoop-La, Military Jewelry. Mr. Boxtton, wire me.
WANT ATTRACTIVE YOUNG LADIES who can deal P.C., Fan Games, Over and Under, Beat the Dealer, Chuck-a-Luck. Want Rat Game. Want #1 Pea Pool Dealer. June Carroll and Blackie Adams, wire me. SHOWS: Want high-class Girl Show with own equipment and must have not less than four girls. Can use Motordrome, Mechanical Show and Big Snake. RIDES: We have enough. Want Ride Help, Chairplane Foreman, Octopus and Kiddie Rides. Don't write, wire: **ALABAMA AMUSEMENT MANAGER, c/o Alabama Amusement Park, Camp Rucker, Alabama.**

BARNEY TASSELL UNIT SHOWS
WANT
 For Homestead, Fla., Colored Fair, week Feb. 26; then Lakewood, Fla., for week of March 5.
 Concessions of all kinds. No grift. Also want Shows of merit, including Monkey Show, Minstrel Show. Must have own tops. Want Major Rides of all kinds not conflicting.
 Wire This Week: **HOMESTEAD, FLA., WHITE FAIR.**

CARNIVAL WANTED
 For Annual 4th of July Celebration, Legion Post #76, St. Cloud, Minn.
Write R. L. Condon
 904 St. Germain St. Cloud, Minn.

WANTED
 Large Merry-Go-Round or large Ferris Wheel, also several Kiddie Rides and Concessions. Also want outstanding Acts to work as free attractions for Annual Celebration to be held July 1 thru July 7, sponsored by the West Leechburg Volunteer Fire Co. Will feature huge firemen's parade on July 4. For further details write **STEVE POCHIBER JR., Gen. Chrm., P.O. Box 605, Leechburg, Pa.**

WISH TO BOOK
 New Sky Fighter with first class show.
 Contact:
M. E. KRAJZAR
 3006 E. 130th St. Cleveland 20, O.

FOLK'S CELEBRATION SHOWS
 OPENING EL PASO, TEXAS, FEBRUARY 26-MARCH 4 INCLUSIVE
 2200 BLOCK EAST WYOMING STREET
 Can place Stock Wheels. Will sell X on Photos, Novelties, Scaies and Age, Frozen Custard. Can place Neon Man. Have own plant. **RIDE HELP:** Glenn Joplin, ride supt., wants Merry-Go-Round Foreman, Octopus Foreman, Spitfire Foreman; other Ride Help write or wire. **SHOWS:** Wild Life, Minstrel, 10-in-1 and other capable Grind Shows.
 Write General Delivery. Wire 1118 South Santa Fe Street, El Paso, Texas. Phone 20842.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12¢ A WORD—MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

NOTICE New Rate Effective March 24 Issue
15¢ A WORD — MINIMUM \$3

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS Material for any act; 1951 catalog free. Kleinman, 11202 Oxford St., North Hollywood, Calif. mh10

AMAZING NEW FOTO BUSINESS CARDS—Only card with both your picture and address; to order send any photo or negative (returned unharmed) plus exact words wanted; only \$14 for 1,000. Studwell, 70 E. 45th, N.Y.C.

ANOTHER BEST BUY! TEN SOLID PARODIES of current hit songs for discriminating singing comics, \$2. Springer, 20 W. 22d, New York 10. mh3

"ARE YOU LONELY?"—HIGH-YOCKTANE gag routine for male singles, club emcees; bold, belly-full; \$1. Springer, 20 W. 22d, New York 10. mh3

ARRANGING FOR BAND, ORCHESTRA—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimates; prompt service. Vals Arranging Studio, P. O. Box 2189, Daytona Beach, Fla.

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedy Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

LAUGH LINES—25 READY; ALSO NOS. 1-2-3-4 at \$1 each; bits, comedy, patter, gags, radio, MC bits, hecklers answered. Mail money to Jimmy Muir, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. mh3

PARODIES, GAGS, SPECIAL SONGS, Special Material, Guitars Solos, Piano Arrangements, Orchestration, etc. List free. Mel Butler Publications, 600 Beaman St., Clinton, N. C. ap21

SENSATIONAL COMEDY MATERIAL—Monologues, Blackouts, Gags, etc.; list free. Edmund Bodias, Metro. Box 5556, Los Angeles 55, Calif. mh17

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. fe24

ABC-FANNETTE, \$3.90 DOZ.; MATCHLESS Beauties, 3 doz. \$5; Wolf Decks, \$9.75 doz.; Fatima, \$3.25 doz.; cash advance. Box 46, Marlboro, Md. fe24

AD MEN-PHONE MEN! WE SPECIALIZE in printing Ad Sheets, Maps, Folders, Menus, Publications; we can save you money. General Press, 529 Player, High Point, N. C.

ADULT COMIC CARDS—LARGE ASST., \$1; confidential lists; no samples. Jerry Trotter, 5864 Hollywood Blvd., Hollywood, Calif.

AGENTS DEALERS—ART STEREO SLIDES and Viewer at prices where we all can make money; also other Art Products. Send 25¢ for price list and sample. Harwood, Box 116, Dabel, Dayton, O. fe24

AGENTS—PLASTIC TOYS ARE IN DEMAND because of shortages. Now is your chance to cash in on this terrific novelty. The Viking automatic bubble gun shoots colorful bubbles! We have a large supply on hand. Send \$4.80 for trial dozen and ask for our terrific profit plan for real action; from manufacturer to you! Viking Products Corp., 27B S. Howard St., Baltimore 1, Md.

AMAZING MAGIC KEY FINDER—Attaches key chain, locates immediately lost, misplaced keys; outstanding line of onyx-gold-plastic business cards; hottest selling novelty; advertising or merchandising \$1 bill brings liberal quantity both items with your name, address or telephone gold imprinted on each; hurry. Safes Manager Box 229-Bbc, Hollywood, Calif. fe24

ART MODELS—CLEAR, GLOSSY 4x5 PHOTOS in sets; gorgeous beauties in various poses, \$40 per 100, assorted sets; samples \$1. Kisch, Box 575, Paolima, Calif. fe24

ART STUDIES—FOR ARTISTS, PHOTOGRAPHERS; beautiful and alluring models; 12 glossy 4x5 photos set; samples \$1.25; 24 sets (all different), \$7.50; 100 sets, \$50. Hansen Sales, 2851 Madison, Chicago 12.

ATOM BOMB PROTECTION—TERRITORIAL Salesman-Distributors wanted immediately. "The Chelt" (chemically treated handkerchief), worn as mask, is a remarkable and timely invention now being offered the public for first time. Retail for one dollar. Possibilities enormous for responsible men of quick action. Sample, \$1. Write the R. S. Taylor Co., P. O. Box 612, Benj. Franklin Station, Washington, D. C.

BEST MEXICAN SPIDERS—HUNDRED, \$10; dozen, postpaid, \$1.50. Address 1, Stern, Box 2037, Route 8, New Orleans, La. fe24

BIG PROFITS—MAKE FAST-SELLER Chenille Holiday Flowers, Monkey Trees, Dolls; literature free. Velva, Bohemia 6, N. Y. ap14

BUY NYLONS DIRECT FROM MILL—Write for jobbers' prices. Joy Hosiers Mills, Delaware 8, N. J. mh10

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. fe24

COMPLETE LINE OF PLASTICS—Scalloped Table Cloths, 54x54, latest prints, \$5.50 doz. and up; aprons, drapes, curtains, quilted spreads, and other novelties, lowest prices. Free literature. Samuel Rosenzweig Access. Co., 8 Herzi St., Brooklyn 12, N. Y.

DO YOU NEED MONEY? \$40 IS YOURS for selling only 50 boxes of our 200 Greeting Card line; and this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples. Personalized Stationery, Napkins; write today; it costs nothing to try. Cheerful Card Co., 79 White Plains, N. Y. fe24

FIGURE STUDIES—BEAUTIFUL MODELS! "Close-Up" poses; 16 Photos, \$1; 40, \$2. Steele, 1170-J Ellis, San Francisco. mh3

FREE FOLIO—700 MONEY MAKING Deals; Plans, Formulas, Supply Sources; unusual items. Kalamite-E, Box 572, Dayton 1, O. fe24

GENUINE WOODEN NICKELS—SOUVENIRS, advertising, 100 for \$1.50. Berkie's, 2405 Blanco, San Antonio, Tex. (No samples.) fe24

GIRL PHOTOS, MODELS, SHOW GIRLS—The most beautiful spectacular collection; 360 miniature glossy photos; on 4x5 prints, all different, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. (BB 12), mh3

GIRL PICTURES—BEAUTIFUL POSES.

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A Large List of Secondhand Coin Machine Bargains will be found on p. 64 in this issue.

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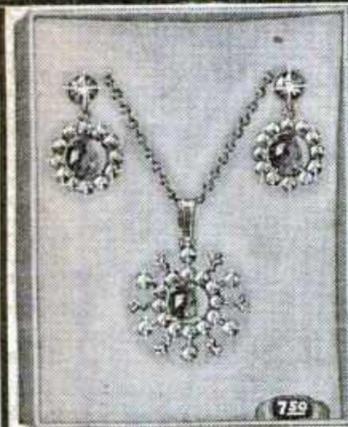
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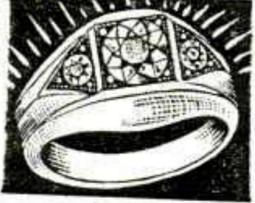
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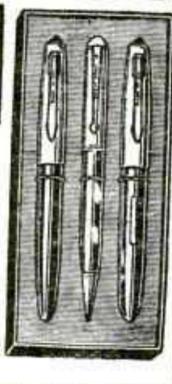
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PLASTIC VENTRILOQUIST DUMMY WITH instructions, 25¢ each; \$15 gross, prepaid; cash with order. Roalex, 32 W. 39th St., New York 18, N. Y.

LEARN FIRE EATING, \$5; IRON TONGUE Act. \$3; Juggling, \$1; Knife Throwing, \$1; 37 Clown Gags, \$5. Manly, 200 So. Ave. 51, Los Angeles 42, Calif.

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound, easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 South High Columbus, O.

THE MYSTIC HINDU VASE—MYSTERY; remains suspended in mid-air; it fooled Houdini; send \$2. Stratton Murrell Tricks, Dept. H-3, 6417 N. 13th St., Philadelphia 26, Penna.

VENTRILOQUIAL (\$45 UP) PUNCH FIGURES; \$12 each dressed; Books, Wigs, Eyes, Acts. Spencer, 3240 Bookbush, Minneapolis, Minn.

MISCELLANEOUS

LEATHER BADGE HOLDERS FOR IDENTIFICATION badges, \$1.90 dozen; prepaid; money order. Jerome Co., Box 40, Tremont Station New York City.

NEW EXCITING BURLESQUE FILMS—Sound and silent; 16mm, Panoram; wholesale only. Raynor Sales Co., 313 S Dearborn, Chicago 4.

QUILT PIECES—2 POUNDS HAND-PICKED cotton percale prints; nice assortment plus 100 new buttons, assorted size and color. All for \$1. Household Mfg. Co., Walter, Ill.

SIDEWALL—WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximately 8 oz.; 6x100", \$62.74; 7x100", \$72.50; 8x100", \$82.25; 9x100", \$92.00; 10x100", \$101.75; made in any length at above rate per running foot; 25¢ deposit; satisfaction guaranteed. Canvas Products, 417 W. Jefferson, Detroit 26, Mich. Phone: CAdillac 5691.

NOVELTY BUNNIES

The Eyes Light as You Touch It. Standard Flashlight Bulbs and Batteries—Eyes Replaced in a Jiffy.

NO. 801E
ELECTRIC EYE BEGGAR

All high lustre plush, 13" high, in assorted Easter colors.

\$18.00 Doz.

Samples, \$2.00 Ea

NO. 801M
MUSICAL BUNNY

Beautiful plush bunny, \$36.00 same as above, with Swiss music box. Guaranteed to Doz. captivate the hearts of young and old. \$3.50 Ea.

Full line of Easter and all-year-round sales winners. New Easter merchandise catalog now ready. Write for yours today!

25% Deposit, Balance C. O. D. Telephone: OREGON 3-6330

CUTTLER & COMPANY, INC.

428 Broadway, New York 10, N. Y.

"OO-LA-LA," QUEEN OF THE PEEP SHOW

in Magic Skin—Her Dance Is Enchanting! Turn the crank and it's a Sale. A Hot \$1.00 number. It's Alluring—Fascinating. They All Buy—From 7 to 70. Price \$4.50 dozen in gross lots. Dozen \$4.75. Also PATMA, \$3.25 dozen. LOW PRICES ON EASTER SPECIALS.

- Key Chain & Flash Light, Multi-Colors \$2.50
- Peep Show Flash Pencil, Multi Models 4.50
- Floating Doll Pencil 3.25
- Combo Ball Point Pen & Pencil, 2 Colors 4.25
- Big Flash Gold Eye Needle-Proof Needle—Book w. Needle Threader—50¢ Retailer 1.25
- Wolf Pack-Nude Models Playing Deck (Original) 12.00
- Army & Navy Needle Book, Gross 4.00
- All Above 9 Samples Prepaid, \$5.00

UNITED ENTERPRISES

175 5th Avenue New York 10, N. Y.

Our Greatest EASTER SPECIAL

Brand New FUR CAPE JACKETS

Mink-Dyed Coney or Mink-Dyed Marmink Jacket. Send \$2.00, balance \$22.50 C. O. D. Genuine Sable or Mink Squirrel Scarfs, set 4 \$21.00. If not satisfied money refunded within 3 days. Wire or write today for free price list and catalog of COMPLETE FUR LINE.

ROSE FUR CO. Dept. P-23 20 W. 27th St. N. Y. 1, N. Y.

1951 HOT SPECIALS Write for Free List

IMPERIAL MDSE. CO.

893 Broadway, New York 3, N. Y.

SWISS WATCHES FROM IMPORTER

ALL BRAND NEW AND GUARANTEED

- Men's sweep, radium chrome case \$3.15
- basic, 2 pushbutton Antimagnetic 3.55
- Jeweled, ladies', radium pushpin case 4.85
- Jewel men's, sweep radium shock resist, chrome 4.50
- Men's, extra flat rad., extra flat 4.10
- 15 Jewel men's Waterproof, radium 8.25

All other sizes and qualities available. Ask for Catalog. Genuine Leather straps, 15c each, minimum order, one dozen. Special Quantity Prices upon request.

TRANSWORLD TRADING CO. 545 Fifth Avenue New York 17, N. Y.

CHEWING GUM

All flavors! Keep 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—American Chewing Products Corp. AND SAYE 4th and Mt. Pleasant Ave., Newark 4, N. J. Hall!

WANTED—OLD SILENT MOVING PICTURE Machine, with or without films; older the better. Don Malkames, 7 Plymouth Ave., Tuckahoe, N. Y. fe24

YOUNG COWBOY CHARACTER FOR ADVERTISING; permanent year round work; must be competent horseman; radio and video opportunity; must be good with kids and easy to get along with; own horse not necessary, but acceptable; must be willing to work. Box 423, Billboard, Chicago.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDION ALPHABET—NEW SYSTEM to overcome basic trouble by temporarily coloring some accordion buttons, compiled by the former N. Y. City public school teacher, Frank Pinto, 752a Madison St., Brooklyn, N. Y. Short course of correspondence mail lessons given.

VIBRATO WANTED—WANT TO FIND Vibrato Tail-Piece Attachment for standard guitar. Kent Kistler, Alta Vista, Kan. fe24

PERSONALS

AT YOUR SERVICE—PERSONAL SHOPPER! On the road, or deep in rehearsal? We'll shop for you. Modest fee. Simon Posna Co. 41 Union Square, NYC. Algonquin 5-8070.

HAVE A CHICAGO MAIL ADDRESS—Business or personal; information free. Schultz House, 3116 N. Seminary, Chicago. fe24

PHOTO SUPPLIES DEVELOPING-PRINTING

ARTISTS-BURLESQUE FANS—EXCLUSIVE movies featuring breath-taking cuties; 8mm, 50 feet, \$2.75; 16mm, 100 feet, \$6; over 200 titles, including "A Peep Show," "Backstage Burlesque," "Bosom Pal," "Leo Bersh," "The Movie King," 2537 Woodward Ave., Detroit 1, Mich. mh3

BIG FEATURES—LOW RENTAL RATES, day, week month; also sales and exchanges; lists free. Mogull's, 112 W. 48, New York 19.

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts, Photo Novelties; DP Cameras bought, sold. Miller Supplies 1535 Franklin St. Louis 8, Mo. mh24

DIME PHOTO OUTFITS CHEAP—All sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co. 1161 N. Cleveland Ave. Chicago. fe24

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reason: all prices, Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co. 1161 N. Cleveland Ave. Chicago, Ill. fe24

DIRECT POSITIVE OPERATORS—We have the new Eastman Direct Positive paper, chemicals, backgrounds, comic foregrounds, folders, glass and metal frames; write for new catalog. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. fe24

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Maras & Fuller Inc. 70 Selco St. Rochester 4, N. Y. fe24

PRINTING

ALWAYS LOWEST PRICES; QUALITY 3-color 14x22 and 17x26 non-binding Window Cards for all occasions; write for prices, samples; specify samples wanted. Tribune Press, Earl Park, Ind. mh3

ATTRACTIVE 100 8 1/2x11 LETTERHEADS and 6 1/2 Envelopes, Hamermill bond, five lines copy, \$2.25 postpaid; no c.o.d.; samples. Dickover Printing-Lithography, 5233 Cleveland, Kansas City 4, Mo. mh10

LOW-COST FOLDERS—3x5, \$3 100; WRITE free samples, prices, other sizes. Penn Photomounts, 335 Woodland Glenoiden Pa. fe24

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pad 50¢; 1,000 Business Cards, \$3. Smallwood Printery, 2715 Erie, Cincinnati O. mh7

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. fe24

14X22 WINDOW CARDS THE BELL PRESS, Winton, Pa. fe24

SALESMEN WANTED

MAKE MONEY WITH FAMOUS, EASY selling Bostonian Shirts; spare time, full time sideline; fabrics, outfit free. Bostonian, 89 Bickford, Dent 8-77 Boston 30, Mass. mh31

SALESMEN-AGENTS—SELL DIRECT, BIG advanced commissions showing 1951 River-cool suit line for men, women; fast sales; priced as low for quick delivery. Electric Ad Clock Co., 218 N. Jefferson St., Chicago, CA 6-2544.

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. fe24

SIDE SHOW BANNERS, 8x10 FEET, \$34.75; artistic, paintings on good cloth; quick service. W. Courtney Barbourville, W Va. Phone 4301 fe24

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3 mh10

SECOND EDITION—TATTOOING THE World Over; just off the press; \$2; write for prices in quantities; new tattoo supplies; list free. Mill Zeis, 728 Lesley, Rockford, Ill. ap21

WANTED TO BUY

GUNS AND ODD LOTS AMMUNITION—Like gallery rifles, etc.; any quantity or condition; describe, price. Numrich Arms Co., Mamaroneck, N. Y. mh3

USED PHONOGRAPH RECORDS—1920 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West 65th St., N. Y. C. ap21

WANT SURPLUS TRANSFORMERS—3,000 or 4,000 18 M.A. 15 V. open core and coil. Will buy 25¢ for quick delivery. Electric Ad Clock Co., 218 N. Jefferson St., Chicago. fe24

WANTED—LAUGHING SAL, UNBORN Grind Show attractions with banners. Joe Kara, 1544 St. Antoine, Montreal, mh3

WANTED BY CRIPPLED SHOWMAN—Hurdy Gurdy Hand Organ, N. Dolph, 114 W. Chicago St., Coldwater, Mich.

WE SPECIALIZE IN BALLOONS

Hot New Novelty Number Gold-tipped cigarette with whistle. Sample Gross, \$2.25. Catering to Carnival and Pitchmen. NOVELTY SALES CO. 2012 1st Ave. Seattle 1, Wash.

LOWILL

THE FINEST WATCH OF ALL

BIG PROFIT MAKING SPECIAL
This NEW & ULTRA-MODERN watch will sell on sight!
No. MB5—Men's, No. LB8—Ladies', Modernistic Numeral 10 K. Yellow R.G.P. Case with Black Dial, 17 Jewel Steel Back, Rich looking Black Suede Band, Guaranteed 1 year!
This Watch is really different, an excellent time piece. Retail for \$49.50. 25% With Order—Balance C. O. D.

FREE: 56 PAGE CATALOG! LOUIS PERLOSS, Wholesale Jewelers 733 Walnut St., Dept. AC, Phila. 6, Pa.

LAPEL SHAMROCKS

Green silk thread wound over wire frames.

- N3066—With Hat, Gro. \$1.90
- N3067—With Pipe, Gro. 1.90
- N3068—Plain, Gro. 1.90
- IRISH FLAGS—Green silk, 1 1/2x2 in. \$1.25
- GREEN TOP HATS—Full adult size, American made, heavy cardboard. \$4.00
- N5212—Carton of 24 \$4.00

Write for St. Patrick's and Easter Circular.
Deposit of 25% required on C. O. D. orders for other merchandise.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

RUBBER NOVELTIES

WHISTLE WHALE
Realistically molded 4 1/2" rubber whale, bright colors, bulging black eyes, red tongue. Squeeze and pop-out tongue. Produces hilarious bronx-cheer! Popular 15¢ retailer. \$12.00

"BRONX CHEER" MONKEY HEAD
Cunning, painted features! Squeeze and pop-out tongue. Produces hilarious bronx-cheer! Popular 15¢ retailer. Gr. \$8.40

HARRY M. DORN
1133 Broadway
Net cash, F.O.B. N. Y. Phone: DOrland 7-5360 New York 10, N. Y.

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 PAPER direct to camera on a paper picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 70% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. BB

PDQ CAMERA CO. 1161 N. Cleveland Ave. Chicago 10, Ill.

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. 2-10 days to dated firms, unrated firms 25% deposit, balance C. O. D.

Nickel Specialty Co. Old Post Office, Box 1361, Chicago 90, Ill.

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 5¢ 25% Cash C. O. D.'s.

BARBARA FRITCHE CHOCOLATES
Frederick, Maryland

JEWELRY!
IS OUR BUSINESS

VALUE!
IS OUR MOTTO

We Have Everything For:
• Jewelers • Engravers
• Demonstrators

CATALOG No. 55 BF
Contains most everything in merchant
disse for the jeweler.

CATALOG No. 105
Contains complete selection of engraving
jewelry especially for the
engraver and the demonstrator.

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All Orders Shipped Same Day Received

BIELER-LEVINE
5 No. Wabash Ave. Chicago 2, Ill.
ALL PHONES Central 6-7966

LOW PRICES
WHILE
STOCK LASTS

FAST SELLERS—ORDER TODAY

EASTER PARADE \$6.75 Dz.
LARGE FUR SQUIRREL ... 6.75 Dz.
FUR GORILLA 7.20 Dz.
NEW KITTEN 6.75 Dz.
C.I. SHARPSHOOTER 3.25 Dz.
FATIMA—It's Hot 3.60 Dz.
FANETTE 4.80 Dz.

F. O. B. CHICAGO

25% deposit on C. O. D. orders

Banner Merchandise
145 S. WELLS CHICAGO, ILL.

Sell **DUNHALL WATCHES**
For **BIGGEST PROFITS**

14K Gold Plated
CHRONOGRAPH

\$4.15

- Jewel Movement
- Copy of \$75 Watch
- Brand New
- Asstd. Radium Dials
- 1-Yr. Service Guarantee
- Individually Gift Box'd
- Genuine Leather Strap
- With Matching Gold-Plated Link Expansion Band, \$1.00 Add'l

Plated Link Expansion Band, \$1.00 Add'l
Above prices for orders of 12 or more
watches, \$1 ea. extra on orders under 12.
25% with order, balance C.O.D.

DUNHALL IMPORTS Co.
101 CEDAR ST., N.Y. 6, N.Y.

PLASTIC 7 PIECE
CORDIAL SETS

AT A
LOW, LOW
PRICE!

\$1.75 Ea.
In Lots of 12

Sample: \$2.75 ppd.
Cash with order.

ROBEL SALES CORP.
264 Canal St., Dept. Q, New York, N. Y.

Sell **Ultra-Blue Stock Signs**

THANK YOU
CALL AGAIN

To stores; over 1000
slogans, comedy, gen-
eral, 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 Relig. Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
15 Samples Clock Signs, 4x6 1.00
6 Samples Store-Hour Clock Signs, 7x11 1.00
6 Black Enamel Restaurant Signs, 7x11 1.00
8 Samples Paper Sales Streamers, 8 1/2x22 1.00
Sample Assortment of Pricing Tickets, 1.00

Above Samples Mailed Postpaid
100 Ultra-Blue Stock Signs, 7x11, 56. No COD's

L. Lowy, 812 B'way, N. Y. 3, N. Y., Dept. 609

LEADING
SELLERS IN

FUR COATS

Our Low-
est Prices
in Years

JACKETS
CAPE • SCARFS

ALL GENUINE FURS
Our new 1951 Sure Fire Line
is our greatest variety of
best sellers for you. Latest
styles. All sizes. Write for
FREE NEW COMPLETE
CATALOG! Satisfaction
guaranteed or money re-
funded. Prompt deliveries.

H.M.J. FUR CO.
150-B W. 28th St., New York

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

NOTICE New Rate Effective March 24 Issue
15c A WORD — MINIMUM \$3

BARGAINS! SAVE UP TO 50% HOSEY.
Lingerie, Toys, School Supplies, Blades,
Novelties, Carded Goods, Drygoods, Cos-
metics, Stationery, Jewelry, Notions, Per-
fume, Soaps, etc. Send 10c for illustrated
1,000 bargain catalog; valuable surprise gift
free with first order. Reliable Jobbers,
311-H N. Desplaines, Chicago 6.

BASSMAN OR ACCORDIONIST. Must
read, have tenor band conception; ballad
vocals; prefer long locations; must
write; send picture, opening immediately.
Jack Kerns, Elmo Club, Billings, Mont.

BOTTOM MAN WANTED FOR COMEDY
and straight hand balancing, plays instru-
ment. Pete Missing, Phone VI 7-1875, 1925
W. 47th St., Chicago 9, Ill.

DANCE MUSICIANS—GUARANTEED SALARY.
Cliff Kyes, Box 611, Mankato, Minn.
mh3

DANCE MUSICIANS—REPLACEMENTS ON
top-rating band; salary with steady em-
ployment; all instruments. Box #C-312,
Billboard, Cincinnati, O.

GIRLS WANTED FOR POSING GIRL
Show; experience unnecessary; top salary;
state age, height and weight. Address Bill
Woodall, Gen. Del., Moultrie, Ga. fe24

SOCIETY PIANO FOR COMBO—CUT
shows; long locations; state age, experi-
ence. Room 505, Imperial Hotel, Atlanta.

THREE TENORS, THREE TRUMPETS.
Plano, Bass, Drums for new territory
band; \$20 daily one-nighters; guarantee of
at least three weekly; minimum of \$75
location; needed by February 26th. Pat
Trickett, P. O. Box 1668, Memphis, Tenn.

WANTED — EXPERIENCED DRUMMER.
Must cut show, Latin jazz, for location.
Leader, Evergreen Courts, West Pensacola,
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

AGENTS & MANAGERS

CLUBS, PARKS, BALLROOM, THEATRE
owners, attention! Available soon, Pro-
ducer, Manager, Promoter, Emcee. Many
years' experience all branches. Have many
proven promotional ideas, business stimu-
lants, large collection of show material:
Skits, Bits, Blackouts, Audience Participa-
tion, Gimmicks, etc. Hustler; know my
business; salary your best. "Kris," Box
8379, Los Angeles 16, Calif.

BANDS & ORCHESTRAS

WANTED POSITION TRAVELING — EX-
perienced dance promotional work for or-
ganizations. Box 426, Billboard, Chicago.

PIANIST—FULLY EXPERIENCED; AGE 29;
combo or single; Florida location only;
also do comedy magic; immediate. Phil
Messkopf, 335 E. 39th St., Erie, Pa.

PIANO MAN—AVAILABLE IMMEDIATELY;
prefer tenor-style band or combo; will
travel; draft exempt; union. Harry Reed,
694 Hazel St. Phone Franklin 9044, Akron, O.

TENOR—LEAD, ANY CHAIR, VOCALS,
semi and name experience; Latin, show,
society, jazz! Full tone, excellent instru-
ment, phrasing; will travel, draft exempt.
Ed Arnold, 101 Union, Doylestown, Pa. fe24

TENOR SAX AND CLARINET — READ,
fake, transpose stocks for tenor band;
experienced, draft exempt, travel anywhere,
union, car. Al Phillips, 301 Randolph Ave.,
So. Plainfield, N. J. fe24

TRUMPET, DOUBLING TENOR, VIBES;
also vocals, arrange; plenty experience,
good reader, fake; combo or commercial
band; will travel; good drummer also avail-
able. Ken Wolf, Box 165, Canton, Mo.
mh3

TRUMPET—EXPERIENCED; UNION; AGE
23; read, fake, arrange; draft exempt;
appearance. Kirt Boudreau, 238 W. Leonard
Ave., Opelousas, La. Phone 2079.

MISCELLANEOUS

FOR RADIO STATION—DISPLACED DISC
jockey. Alert young man with 30,000
phonograph records (and many more)
of broadcast quality, covering half
century tunes and artists; loads of ideas,
volumes of background material, good radio
personality, pleasing voice and capable of
doing any type show from folk to concert.
Great possibilities for intimate request type
shows; college education equivalent; widely
traveled; sober and reliable; age 29 years;
draft exempt, but in top health; have done
season of shows on KDSI, Boise. Want
place with radio station allowing accent on
disc jockey personality shows, but will do
general announcing if desired; willing to
learn. Photo and further info on request.
Write, phone or wire, Milt Hale, Burns, Ore.

SITUATION WANTED BY SINGLE MAN—
No experience, but interested in any form
of show business. An successful salesman,
but wish change of occupation; consider all
propositions. Virgil H. Lehr, 5333A Terry,
St. Louis, Mo. fe24

YOUNG DOCTOR OF CHIROPRACTIC DES-
ires position with traveling show as show
doctor. Indoor or outdoor shows will be
considered. Dr. H. M. Greenwood, 290
N. W. 53d St., Miami, Fla.

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
proated propositions, please! Photos, Mats,
Paper? Yes!!! Write Crash Dunigan's Sky-
High Thrillers, 237 Osgood Ave., New Brit-
ain, Conn. fe24

BALLOON ASCENSIONS, PARACHUTE
jumping; modern equipment for parks,
celebrations; always reliable. Claude L.
Shaffer, 1041 S. Dennison, Indianapolis 21,
Ind. mh17

"ENGAGE" CHARLES LA CROIX. OUT-
standing trapeze act, for outdoor and in-
door events; platform required outdoors.
For full particulars address Charles La
Croix, 1304 South Anthony, Fort Wayne 4,
Indiana.

MUSICIANS

A-1 RINK ORGANIST—AVAILABLE FOR
year round rink; ten years' experience;
sober, reliable; any location. Box #C-313,
Billboard, Cincinnati, O.

A-1 BASSES—SING, GOOD ENTERTAINER;
neat, sober, congenial; reliable; desire
combo; write details. Box #C-314, c/o Bill-
board, Cincinnati, O.

A-1 SOCIETY DRUMMER—AVAILABLE IM-
mediately for Florida location or anything
good; have fine drums; feature authentic
Latin on timbales; read well, cut any show;
married, draft exempt; have car; unex-
pected ending job reason for ad. Wire Stan
Hotelling, 3210 Bay to Bay, Tampa, Fla.
Phone 84-6782.

AVAILABLE — VIOLINIST WITH SYM-
phony, dance, radio, television experi-
ence; double on trombone; draft exempt;
union. Musician, 713 W. 14th, Austin, Tex.
Phone 25532.

AVAILABLE IMMEDIATELY—GIRL SOLO
Singer, plays guitar; sings Western, yodel,
folk, sacred and popular tunes; 12 years'
radio-stage experience. Phone 1099, Judy
Dickerson, 1214 W. Thomas Ave., Shenan-
doah, Iowa. mh3

BASS PLAYER—WILL JOIN TRIO. QUAR-
ter of combo. Will send photo and de-
tails in letter. Write Jack Coughlan, 2244
2d Ave., San Diego, Calif.

DRUMMER — VOCALIST — EXPERIENCED
commercial bands and combos; 25, draft
exempt; experienced ballad singer, baritone.
Art Williams, 119 N. 5th St., Spring-
field, Ill. mh3

DRUMMER — 12 YEARS' EXPERIENCE;
draft exempt; play commercial, 2 and
beat; do vocals, combo; will travel. Musi-
cian, 32-43 53d Place, L. I. N. Y.

EXPERIENCED DRUMMER—JOIN IMME-
diately; any proposition considered; dance
or show; new equipment, plenty rhythm,
reliable, voice. Tom Wrenn, 20 Chatham
Rd., Asheville, N. C. mh3

FEMALE HAMMOND ORGANIST—UNION;
8 years' rink experience; will substitute
for regular player or consider summer sea-
son. Box #C-315, c/o Billboard, Cincin-
nati, O.

HAMMOND ORGANIST WITH ORGAN,
Chimes; sweet music for your cash regis-
ter, customers! Photo, record, reasonable
draft exempt. P. O. Box 208, Chicago, Ill. mh10

HAMMOND ORGANIST AND PIANIST—
Have own organ and transportation; 15
years' experience; prefer tap room, tavern,
dining room or hotel; large library popular
and semi-classical; present location distress
area; must change; go anywhere; pictures
and proof of ability upon request. Mrs.
Sullavan, 127 S. Smallwood St., Cumber-
land, Md.

MUSIC COPYIST—COPY READY FOR
printer; chords added; title printed; lyrics
typed. Delpha Foster, Box 1323, Central
Station, Tulsa 1, Okla. fe24

ORGANIST — EXPERIENCED HAMMOND
and pianist, desires position. Write M.
Ekedahl, 1414 Cowling St., Jantown, N. Y.

PIANIST—CHICAGO NIGHT CLUB EX-
perience; member Local 210; available for
cocktail lounge, soloist, combos; all essen-
tials; presentable; go anywhere. L. Jen-
kins, 443 N. Church St., Rockford, Ill.

Profit Making SPECIAL
SENSATIONALLY PRICED

PRECISION MADE
ELECTRIC
SHAVER

Individually wrapped
with \$22.50 price
tag, including simu-
lated pigskin pouch

SINGLEHEAD **DOUBLEHEAD**

GROSS LOTS \$1.75 ea. \$2.50 ea.
LOTS OF 60 1.85 ea. 2.60 ea.
LOTS of 12 1.95 ea. 2.75 ea.

Full line of Watches Available
Sample, \$1.00 Extra
25% Deposit. Balance C. O. D.

NATIONAL DISTRIBUTING CO.
CALUMET BLDG. MIAMI, FLA.

"SWEETHEART" BRACELET
\$18.00 GR. • 1.65 OZ.

EXPANSION IDENT
\$13.50
PER DOZEN

IDENTS \$7.20 GROSS
AND UP

SPORT PENDANTS 1 1/2" GR. — 13 3/4" DOZ.
SAMPLE ASSORTMENT 16.00
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In spite of rising markets, we will not raise
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PISTOL LIGHTERS

Small size. Highly polished chrome
plated with black trim on handle.
2 1/4 x 2 1/4 inches overall. Individually
boxed.

NO. BB83J852 Dozen \$6.75

Large size. Highly polished, chrome
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boxed.

NO. BB83J853 Dozen \$9.00

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Highly polished chrome plate with
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Double Edge Blades

Will fit all popular models, double edge
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Double Edge Blades

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Brand new 1951 model
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Copies of ex-
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Assortment consists of

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10c Easter Cross—12 boxes	\$.80	\$1.20
10c Easter Dye—1 display box (36 pieces)	2.16	3.60
19c Easter Napkins, pkd. 32—6 packages	.75	1.14
25c Rubber Bunny—6 pieces	1.00	1.50
10c Pulp Rabbits—6 pieces	.40	.60
10c Plastic Rabbits—12 pieces	.80	1.20
\$1.89 Soft Stuffed Plush Rabbit—1 piece	1.20	1.89
Easter Egg Candy—2 lbs.	.64	.96
10c Easter Basket, small—6 pcs.	.40	.60
50c Easter Basket, large—3 pcs.	1.00	1.50
10c Easter Coloring Books—6 books	.40	.60
69c Metal Motorcop Bunny and Cart—1 pc.	.45	.69
	\$10.00	\$15.48

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And **NOTHING** Like **GORDON'S**
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Write for catalog of 500 sellers

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Terrific for demonstration—nationally advertised—proved by terrific grosses wherever worked. Available only for fair, home shows, garden shows, exhibitions, celebrations. Not a "gimmick"! Largest selling cosmetic item of its kind in the world. Write for complete details.

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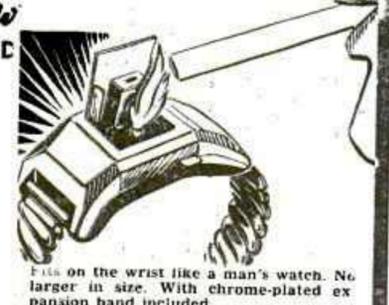


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SHIPMENT JUST ARRIVED
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Pipes for Pitchmen

By BILL BAKER

MADALINE RAGAN... left Cincinnati for Indianapolis February 11 following a two-week stay in the Queen City which she devoted to the buying of antiques in preparation for the spring opening of the Ragan Sisters' antique and novelty shop at Hillbilly Holler, near Benton, Ark. She will visit a sister and two brothers in the Indiana Capitol. During her stay in the Queen City, Madaline was a visitor to the pipes desk. She also visited with Marvin Geiger at the recently renovated and expanded Celtona Medicine Company plant. She said that she and Mary are still breeding pedigree Dalmatians at the Holler.

HUSK O'HARE... who quit the band business in 1942, has had his Beauty Sheen demonstrations going continually in chain stores in Chicago, Milwaukee, Detroit, Miami and Boston since that time under the name of LaGren Products. He says that obtaining competent demonstrators prevents him from expanding the business further. He adds that he's planning to enlarge his television pitch operations, basing the move on the unusual success he has had with the medium up to the present time. O'Hare also reports that he has been making most of the State fairs for the past two years with the hair-do preparation to successful returns.

SYLVIA FRIEDENSON... of Vi-de-lan Boardwalk, Atlantic City, is pitching Lan-o-Curl via a television station in Hollywood.

JOHN LORMAN JR.... formerly with Trans-Coast Products, is in Los Angeles manufacturing ironing board pads for pitchmen.

WILLIAM J. CHIDESTER... is in Denver City, Tex., planning a new layout which he hopes to spring soon.

BIG AL WILSON... rambled into San Antonio last week to meet Nito, the Monkey Man. Al says that he plans to work around those diggin's for the next three weeks.

CHARLIE HUDSON... is ready to head north after two successful winters in drugstores in Macon, Ga. He reports that numerous pitchmen have passed thru Macon this winter.

"I READ with interest the recent contribution to the column by my daughter, Mae Noell," letters Jack Roach from Dunn, N. C. "I'd like to read pipes from some of the old De-Carlo bunch of 113th Street, New York, like Chick Quinlan, Charlie and Frank Canoe, Harry Weiner and Duke Hayes. All these and the writer were working when Jim Thorpe was selling his Flaming Arrow products and Black Hawk Goldie his reptile ile 'round the blocks of Manhattan and Brooklyn. Zanzar had his pitch in stores in the Times Square sector. Maurice Kahntroff, who is in Africa now, had an auction jam at 41st Street and Broadway at that time. I met several med outfits in the South the past season. Caught Curly Miller's platform show turning 'em nicely, while Barton's Big Tent Med Show was in Kinston, N. C. I plan to open in March with a platform med show, featuring my wrestling bear and several apes. I'm handling General Laboratories products."

B. M. KIDD... has his demonstration clicking at McCrory's five and dimer in Tallahassee, Fla.

KID WAYNE... old-time shampoo worker, is pitching a watch deal in San Antonio stores.

JIMMIE KARE... wonder worker with gadgets, has his layout at the Livestock Exposition and Rodeo, San Antonio, scoring solid counts. Jimmie, they tell us, doesn't work like the old-timers in the biz. His pitch is a slow but sure one and one that closes strong.

BOB ROACH... widely known in pitch circles, is in Bed 239, Ward 2, County Hospital, Chicago, and would like to read letters from friends. He's hoping to go out in the spring in high gear, however.

MARCIA HOSBERG... and sister, June, are reported to be chalking up good scores with shampoo and kitchen ware at the Livestock Exposition and Rodeo, San Antonio.

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In lots of 4 or more. Sample \$4.00.
For television, desk or bed room. Cast bronze Indian has sharp features and high ooliah. Shade and base are of solid copper-satin finished and lacquered. Lamp stands 12" high with 9" diameter shade. 25% deposit with order, balance C.O.D., F.O.B. Cincinnati.
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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; also men's and ladies' Anklets, all sizes, colors and grades. Satisfaction guaranteed or money refunded.
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"SAY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5 ONLY, NO POSTAL C.O.D.'S! REGINALD SALES
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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:
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NEW AUTO WASHER
Your car sparkling clean—in a jiffy—Amazing "Section" Auto Washer. Simply glide over car. PESTS! Dust, grease, dirt, and grime disappear like magic. Leaves finish clear, lustrous. Auto gleams like a mirror.
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Sample offer sent immediately to all who send name of car, history, postal will do. SEND NO MONEY—Just your name.
KRISTEE CO.
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Stuffed Easter Toys!!!
Large 31-inch Standing Rabbits, assorted colors, large legs and feet, actually stands alone. Terrific Bargain.
ONLY \$26 DOZ.
25% Deposit, Balance C. O. D.
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PENNANTS
For All Purposes.
Send 25c for Samples and Prices.
THE FELT WORKS
55 EDDY ST. PROVIDENCE 3, R. I.

Mdse. Topics

New York

Th. Florn Company, manufacturer and importer of leather travel clocks, has moved offices and showroom to 1261 Broadway. . . . **Ted Burke Industries** announces a selection of leatherette covered photo frames with patented easel back and glass front in modern designs. They sell for 12 and 18 cents in 5-by-7 and 8-by-10-inch sizes. Minimum sample order is a dozen. . . . **Kary-Safe Paper Bag Company, Inc.**, is plugging a line of attractive paper bags retailing at 5 and 10 cents. . . . Kids will go for the Sparkle Plenty Islander ukette of styron plastic in attractive color combinations made by **French American Reeds Manufacturing Company**. Said to have the authentic uke tone, the \$2.98 retailer comes with nylon strings, precision-made pegs, Dick Tracy character position dots, 32-page comic instruction book, felt pick and protective bag. . . . Western felt boleros for boys and girls in black or red, sizes three to eight, are offered as 69-cent sellers by **G. H. & E. Freyberg, Inc.** Complete and illustrated embroidery chart is included for Western motif. . . . **Esty Sales Company** reports it has a line of 200 items for demonstrators, including gifts, toys and household items, which are tested year-round sellers.

From All Around

Users of novelty items will have an opportunity to view the products of Japanese industry when the First Seattle International Japanese Trade Fair is held June 15-30 in Seattle's Edmondson Pavilion. More than 60,000 square feet of floor space will be devoted to display of Japan's products—both light and heavy—for consumption abroad. Complete buying and trading facilities will be available at the fair. Full information on the fair may be obtained by writing the World Trade Division, Seattle Chamber of Commerce, Second and Columbia, Seattle.

Corde-tone billboards in plastone are being offered the trade as \$1 retailers by **Nash, Inc.**, Jersey City, N. J. The items come with patented cover design, double gusset change purse, secret undercover pocket and other exclusive features. They are offered, individually boxed, in black, red, blue, green, brown and white. . . . **Bo-to** the Clown balloons bearing the likeness of the popular Capitol Records character, are being offered by **Pioneer Rubber Company**, Willard, O. . . . **Sterling Plastics Company**, Union, N. J., has announced plastic canister sets for flour, sugar and coffee to retail at \$3.29. Accompanying the canisters, which come in red and white, are racks by which they may be hung on the wall.

Arthur Beck Company, Chicago, has a Dial-o-Matic vegetable shredder to sell for 60 cents. A turn of a rust-resistant, rinse-to-clean disk produces any one of five cutting surfaces for slicing or grating. It may also be used as a pressure cooker steamer plate. The Firefly illuminated yo-yo spinner is being sold by **Novel Products Corporation**, Chicago, as a 79-cent retailer. Electrically lighted, it glows in a whirling pattern as it spins, doing all the tricks of the yo-yo. It is manufactured in translucent, shatter-proof plastic. For the Easter trade, **Thomas Manufacturing Corporation**, Newark, N. J., has announced a variety of toys that includes blue or pink and yellow cloth netting baskets holding an assortment of 10 plastic toys selling for \$1. The firm also has a bunny cart and doll, and a rabbit-drawn cart holding a doll which retails for 39 cents. . . . **Exclusive Playing Card Company**, Chicago, announces a new game, **Playing Card Keno**, to sell for \$7.20 in dozen lots along with 200 chips. The game is played with a deck of cards and a caller as in bingo. Cards are removed from the shuffled deck by the caller, one at a time, and the value and suit called out. Each player with a corresponding card on his board covers the card with a chip. When a row of five cards are covered, vertically, horizontally or diagonally, the player calls "Keno," wins a prize and becomes dealer. Boards are printed in three colors on heavy six-ply white board and come in a box which provides a section for chips.

WE HAVE THE GOODS

- Boxed Fancy Pillow Cases (2) dz. \$18.00
 - Boxed 3 pc. Gold Necklace Set dz. 16.80
 - 7 cup Enterprise Electric Perc. w/cord . . . ea. 4.25
 - 8 pc. Gold Glass Relish Set dz. 10.20
 - 2 Slice Bread Toaster . dz. 24.00
 - Deluxe Rd. Aluminum Roaster dz. 12.00
 - Deluxe 12 cup Aluminum Perculator . . . dz. 21.00
 - Deluxe 9 cup Aluminum Dripolator . . . dz. 15.60
 - Deluxe 3 qt. Aluminum French Fryer . dz. 8.40
- Send for free list of other items 25% deposit, balance C. O. D.

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#195 CRYSTAL HURRICANE LAMP
\$1.30 Ea. Per Doz. \$15.00
Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.
25% deposit required on all orders, balance C.O.D.
When ordering samples, please enclose sufficient money to cover postage.
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WE STOCK A COMPLETE LINE!
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FANETTE THE POCKET PEEP SHOW
She bumps, wiggles, nods her head. Just turn the crank and this little Blue-eyed Blonde comes to life. Made of soft flesh-like plastic in clear plastic "fish-bowl" box. Looks equally lifelike from front or back.
\$4.80 Dz. \$54.00 GROSS.
Sensational Seller at \$7.00, 50% with ord.—Bal. C.O.D. Prepaid if check accompanies ord. Sample \$1
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BALL POINT PENS \$13.25 Per Gross
WITH METAL CAPS & CLIPS
CHEAPER THAN REFILLS
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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 signs. Write for literature.
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MINIATURE GOLF
Proven money-maker. A must for resort hotels, driving ranges, kiddielands, pools, drive-ins. 15,000 sq. ft. area. Exclusive design. Up to 200 players an hour. Modern, scientific, attractive. Order now. Write for literature.
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HOLLYWOOD WOLF shorts

The HOTTEST, FASTEST Selling Item!
The Most Talked About "SHORTS" in Hollywood!

Beautifully HAND-PAINTED on Lustrous Lomelo, the new luxury fabric. Full-Cut boxer-style shorts. Permanent dyes, guaranteed washable. A Real Quality Gift Item! Colors: Maize, white, rose, blue, lavender. Sizes: 28 to 46. Retail \$3.95. 20% discount to jobbers, minimum order 3 doz.

Sample \$3.00—\$28.80 Dozen
A Real Quality Gift Item!
BE FIRST IN YOUR TERRITORY!

60 FULL-PAGE "PIN-UPS"
By BERNARD of HOLLYWOOD

Hot off the press! A Sensational Buy! 60 gorgeous, large pictures, 11x14; a thrilling variety of poses.

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\$4.50 EACH DEAL

In lots of 12 or more, TREASURE ISLAND is a large, handsome display in four strong, "eye catching" colors. Each display contains 90 individual boxes; each box contains an ALL AMERICAN article of merit. Full of fun, mystery and surprise. Each deal takes in \$9.00 for dealer. E. Q. U. A. L. VALUE — NO BLANKS.

Remit in full or 1/3 cash deposit—balance C.O.D. Give full shipping instructions. THIS OFFER GOOD while stock lasts. Cost of displays and boxes doubled. No more when floor stock is sold. We are forgetting all profits. GET ON BAND WAGON; take quick advantage of this special offer. RUSH YOUR ORDER TODAY. DO IT NOW.

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COMET WRIST WATCH LIGHTER

(Fully Patented)



Lighter fits right on the wrist. One flick and the lid opens. Another flick—presto—there's your flame. Lighter and springy Expansion Band fully chromed. Eye-appealing. Looks like a man's small wrist watch. No larger.

Attractive. Works on Feather Touch. Durable.

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\$30 per doz.
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POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

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No. 140 TOBAS\$3.25
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Less Than Case Lots, Add 10¢ Per Blanket.
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10 pc. Kitchen Set Stainless Steel... Each \$2.80
15 pc. Cutlery Set, Stainless Steel... 4.00
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24 pc. Flatware\$2.50
Two-tone display chest 1.00
Many numbers available from 3 to 103 piece sets in flatware and kitchen sets. Write for Catalog.

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MECHANICAL FUR COVERED HOPPING RABBIT
\$4.50 DOZ.
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FULL COLOR 5"x7" RELIGIOUS LIVING PICTURES
Madonna Sacred Heart Pope (Bl. & Wh. Only)
\$6.60 Doz.
In Bl. and Wh. \$7.80 Doz.
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1 1/4" St. Patrick's Buttons \$2.00 per 100; \$17.50 per M
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Large Mechanical Hesitating Bear \$5.75 Doz.; \$63.00 Gr.
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Mech. Plush Dog & Bee \$5.75 Doz.; \$63.00 Gr.
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PLASTIC RAINCOATS, in plastic carrying bag, reg. \$2.98 ref., dz. 12.60
TYPEWRITER CARBON PAPER, 100 sheets to box, letter size, black, dz. bxs. 4.90
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25% Deposit With Order, Balance Sent C.O.D. Minimum Order \$15.

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ORDER EASTER STUFFED TOYS NOW!

- #32-38" Hi-grade rayon plush begging rabbit, asstd. colors (illustrated) \$37.50 dz.
- #50-Brand new 19" smartly dressed character bunny, with felt hat and vest. Quality plush FUR White Begging Rabbit \$21.00 dz.
- #62-12" REAL FUR White Begging Rabbit \$18.00 dz.
- #24-18" Plush begging rabbit, asstd. colors \$15.00 dz.
- #45-Assorted 8" plush rabbits and chicks \$6.50 dz.
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SEND \$19.75 AND RECEIVE 17 NUMBERS POSTPAID! (One dozen #45 & SAMPLES of each of the other 5 numbers.) 25% deposit required, balance C.O.D. if not rated. Send for FREE catalog and price list of our new Easter line and Jumbo Concession and Carnival numbers. Closeouts always on hand. Special Jobbers' set-up. Salesmen: Choice territories open. 122 W. 27 ST. ACE TOY MFG. CO. NEW YORK 1, N. Y.

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, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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1111 South 12th, St. Louis 4, Mo.

PHOTO KNIFE

1 Dozen on Display Card

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.

AGENTS-WAGON JOBBERS HOTTEST SELLER ON THE MARKET TODAY

COCONUT CHIPS

Carded or Bulk In Cellophane Bags

Write for quantity prices and information on exclusive territories.

Sample order pre-paid. Not Carded (box of 24 bags) \$2.00
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SOUTH-SEA DELICACIES CO. 5016-22 N. Austin Ave.
Chicago, Ill.

Latest Hot Item—MIDGET LIGHTER

in chrome finish suitable for engraving. Also available with snakeskin covering.

LIGHTER \$4.50 dozen
WITH CHAIN 6.75 dozen

Large selection of IDENTIFICATION BRACELETS. Highly polished. From \$2.00 doz. to \$6.00 doz. 20% with order—balance C. O. D. No catalogue.

307 8th Ave. New York 16, N. Y.

JACK ROSEMAN CO.

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. 2 White Stones. 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. \$6.00.

NEW CATALOG Listing Complete Line. Sample Assortment—\$7.50, \$15.00, \$25.00. \$1 Per Doz. Deposit on all C.O.D. Orders.

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BURKE BREAKS THE MARKET PISTOL LIGHTERS

100% Automatic Pull Trigger. It's lit release. It's out. Extra brilliant chrome. Full size (3 1/4 x 2 1/4). Special. \$8.50 doz. \$96.00 gross

Same as above plus gen. Mother of Pearl handles. \$10.80 doz., \$120.00 gr. Slightly smaller size, semi-automatic. \$5.40 doz. \$60.00 gross. With pearl handles. \$7.20 dz., \$72 gr. \$3 Inflated Dolls, 5 ft. tall, 50¢ ea.; Rhinestone Watch and Jewelry Combination, gift boxed, \$12.50 set; \$2 Anson Tie Bars, 35¢; large Chrome Flashlights, 45¢; \$1 Photo Frames, 12¢; \$1 Dunhill Lighters, 19¢.

TED BURKE INDUSTRIES
Dept. B-34, 10 W. 27 St., N. Y. MU 4-6756

IMMEDIATE DELIVERY

STYLE 3CC 3 pc. Plastic Pen Set METAL CAPS Fountain Pen MECH. PENCIL Ball Point Pen \$45.00 GROSS \$4.00 DOZEN

STYLE 4PK 4 pc. Plastic Pen Set, METAL CAPS, With Knife \$67.75 GROSS—\$6.00 DOZ.

STYLE 4MC 4 Pc. Plastic Pen Set, METAL CAPS, With Flashlight \$64.00 GROSS—\$5.50 DOZ.

SAMPLES \$1.00 EA.

25% deposit with order, M.O. or Cash—F.O.B. N. Y.

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New York 10, N. Y.

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WRITE FOR PRICE LIST

CHAS. SHEAR
150 Park Row New York 7, N. Y.

READY NOW 1951 ILLUSTRATED CIRCULAR

FEATURING

- * Elec. Pop-Up Chrome Toasters
- * Elec. Hand Mixer
- * Silverware Set
- * Deluxe Candy Filled Cedar Chests

Many other low-priced, fast-moving, hard-to-get items.

GET ON OUR MAILING LIST TODAY

LAKEVIEW SALES CO.
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SPECIALS LAPBOARDS FLASH BOARDS BINGO BLOWERS Folding Tables and Chairs

—Write for Free Catalog—

H. A. SULLIVAN
104-22 BLVD., DEPT. 5
ROCKAWAY BEACH, N. Y.

SOMETHING NEW!

1. Unpainted Home "Television Bar."
2. Travelite Electric Bingo Blower. Priced so you can buy today!

LIPKA MFG. CO.
617 East 11th St. New York 9, N. Y.
Spring 7-2327

PISTOL LIGHTERS, JEWELRY & RINGS

SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE—BRIDAL SETS—CAMEOS—SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.20 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business

Engagement ...\$3.00 Doz.
Wedding 1.75 Doz.

HARRY MAHREN RING CO. 303 5th Ave., N. Y. 16, N. Y.

Red and White Stone Combination...\$3.25 Doz. Plus Postage

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 Itz Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.

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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!

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PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.

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Established 1914
CHIPPEWA FALLS, WISC.

SALESBOARDS

Tickets, Jar Deals, Premiums, Complete Line

STOP IN TO SEE US

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St. Philadelphia 33, Pa.
Lambard 3-2676

Seek Johnson Bill Coverage on Boards

WASHINGTON, Feb. 17. — A bill to extend the Johnson law's provisions to cover salesboards may be introduced this session, it was indicated at a hearing yesterday (16) of the Senate Crime Investigating Committee. Committee Chairman Estes Kefauver (D., Tenn.) and Sen. Charles Tobey (R., N. H.) indicated they will recommend drafting such a bill. They made this declaration after John W. Brookfield, a Federal Trade Commission attorney, in testimony before the committee declared that failure of the Johnson law to ban interstate shipment of salesboards in addition to gaming machines may result in a boom for salesboards distribution.

Brookfield estimated that sales of salesboards are around \$10,000,000 annually. He recalled that the Senate Interstate and Foreign Commerce Committee had difficulty in dealing with a legal definition to include salesboards in the Johnson Act which was enacted last year, and he urged that new steps be taken. Kefauver and Tobey said they concurred in Brookfield's views, and Tobey, a member of the Senate Interstate and Foreign Commerce Committee and a close friend of Chairman Edwin C. Johnson (D., Colo.) of that committee, said he believed the problem of a legal definition could be solved in writing a bill to broaden the Johnson Act.

Salesboard Sidelights

Superior Products, Inc., Chicago, reports business is unusually good, adding that response on three of its newest boards is proving tops. The trio, all dime play, are Clover Queen, Easy Tens and Rabbit's Foot. Ralph Cryer, ad manager, states firm's Louis Kaufman is currently winding up a bang-up sales tour thru the East.

Webb Manufacturing Corporation, Chicago, is hepped up over its Numbereeno number. Irv and Fred Webb jibe their statements on the counter game's popularity. R. C. Walters Manufacturing Company, St. Louis, has a like success story to tell about its board offerings. Top-kick R. C. Walters is definite on bettered conditions, sales-wise.

E. Horowitz, H & H Novelty Company, Cleveland, announces that despite bad weather conditions company's M. M. Shapiro

found business on the up-swing on his Eastern trip with firm representatives. H & H's A. Sherman reports from the Louisville

office that he is getting good reception on the 1951 lines now on display at the branch showroom there. Firm handles a varied line of premiums, Bee Jay salesboards and Universal tickets.

Nate Rake, Rake Coin Machine Exchange, Philadelphia, is living up to his boast of spot availability of a complete line of board, ticket, jar deal and premium lines. The Rake showroom houses a host of top op items and offers a good comparison ground for visiting customers, Nate points out.

Sam Feldman, sales manager for Harlich Corporation, Chicago, says that while paperboard is getting progressively more difficult to obtain each week, to date the situation has not cut into salesboard production so as to limit orders. Business volume is growing to new highs and at an all-too-soon date, it is expected, industry production will have to be cut back to conform with paper stocks. Sam states firm is having to go further afield to get paperboard and its cost has advanced. Meanwhile operators are still being supplied as to both type and quantity of boards desired, he stressed.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column

No charge accounts.

Forms Close Thursday for the Following Week's Issue

NOTICE

New Rate Effective March 24 Issue
15c A WORD — MINIMUM \$3

A-1 UNEDA CANDY MACHINES, \$40:
Electro Popcorn, \$25. Wanted: Shipman Stamp Machines, U. S. P., 100 Grand, Waterbury (5), Conn. mh3

A-1 BARGAIN—CIGARETTE AND CANDY
Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago Ill. mh17

ARCADE FOR SALE, INCLUDING LATE
Mutoscope Photomatic, Recordio, Shooting Gallery and Pinballs. Also old pinballs for parts. Arcade, 397 North St., Pittsfield, Mass.

BEING DRAFTED—WILL SACRIFICE 20
Hot Nut 5¢ Vendors; some like new, nine dollars each; 1.3 deposit. C. W. Hudson, 3024 W. Leigh St., Richmond, Va.

CANDY, SANDWICH OR GUM MACHINES
manufactured by Stoner; Model N Du-Grenier Gum Machines and Columbus Vendor 1¢ Nut Machines; state price and condition. P. O. Box 264, Columbus, O. fe24

CAST IRON STANDS—WEIGHT, 25 LBS.
\$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates, for two vendors, \$1.30 ea.; top plates for three vendors, \$1.55 ea.; all prices f.o.b. factory; 1/4 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

COIN RADIOS—6 TUBE, 2 HOURS, 25¢: 150
at 15¢ each; 25 late Pinballs, route grosses \$8,000, price \$7,500; radios and route, \$9,500; university town; Baum Amusement, 442 4th Ave., Iowa City, Ia.

DIGGERS—ERIES IN SETS OF 8 OR 12
for Carnivals, without coin chutes; Electro-Holists, Exhibit Rotary, Merchandisers, Digger Parts, National, 4243 Sansom, Philadelphia, Penna.

ERIE DIGGERS—22, USED 3 MONTHS;
also 16 ft. Digger Trailer with 16 Eerie Diggers. Frank Evans, Rt. 6, Box 715, Pine Bluff, Ark. mh3

FIFTEEN (15) KENRO ICE CREAM BAR
Vending Machines, less than one year old, now on location; A-1 condition; will sacrifice. Dr. G. W. Chamberlin, Reading Hospital, W. Reading, Pa.

FOR SALE—10 ELECTRIC DIGGERS, BOX
571, Aransas Pass, Tex. fe24

FOR SALE—50 USED 1¢ COLUMBUS
Vendors, Model Z, 2M and G, at \$5 each; cash with order. Birmingham Vending Co., 540 2nd Ave. No., Birmingham, Ala. mh3

FOR SALE—20 FLIPPER TYPE PIN
Games; two 1426 Seeburg, One 1100 Wurlitzer, One 148M Seeburg, One Kentucky Free Play, One Twin Shuffle, One ABC Bowler; will accept the best offer. Glendive Novelty Co., Glendive, Mont.

FOR SALE—MUTOSCOPE PHOTOMATIC,
like new; 2 years old, \$500. M. L. Colbert, Nebraska City, Neb.

FOR SALE—150 USED NUT VENDING
Machines; Bronx location; \$10 per machine, Ludlow 9-0025.

FOR SALE—1 POP 'N' HOT, 5 POPCORN
Maid 10¢ Coin Operated Popcorn Machines; these machines six months old, \$35 each or will trade for cigarette machine with 25¢ slot. Johnny Vending Service, 216 Flint St., St. Charles, Mich.

FOR SALE—5 WURLITZERS, MODEL 1250,
like new, \$600 each. A. E. Willett, 906 Wayne Ave., Topeka, Kan.

FOR SALE—60 TRAY-TYPE MIGHTY
Midget 5¢ Vending Machines; only slightly used; real bargain at \$5 each. Box 427, Billboard, Chicago.

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.

LATE MODEL DELUXE PHOTOMATIC—
Excellent condition with case of film. \$200. Evans, 3972 Myers Rd., Memphis, Tenn.

SALE—TWO CHALLENGERS (DU GRENIER
1948 Models, 7 column) Cigarette Machines, \$55.50 each; One Five Ball (Barnacle Bill), \$54.50; all ready for location; 1/2 deposit, balance c.o.d. Box 1282, Aransas Pass, Tex.

SEEBURG "SHOOT THE BEARS" FOR
sale; write for price. Dalton La Borde, 4611 Mohican St., Baton Rouge, La. fe24

SELLING TWENTY POPCORN VENDING
Machines, \$25 each; Kingery Rotary Popper, like new, \$95. Box 94, Vandalia, Ill.

SELLING 200 O.K. GAMES, SHUFFLES;
low Bidboard or highest offer; one of route. 3516 Tangerine, St. Petersburg, Fla. mh10

SHUFFLEBOARD OPERATORS, ATTENTION!
We have Exhibit Shuffleboard Conversions in first class condition at \$49.50 each; try one or two of these as a sample; you can't go wrong. Reliable Shuffleboard Co., 5728 Broadway, Chicago, Ill.

STAMP FOLDERS DIRECT FROM MANU-
facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. mh3

STAMP FOLDERS—DIRECT FROM MANU-
facturer; unlimited quantities; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. mh10

STAMP MACHINES WANTED—PLEASE
state make, condition and price wanted. Box 305, Miami 44, Fla.

WANTED—ARCADE EQUIPMENT (PHOTO-
matics), Games, Guns, etc.; Chicago Coin Basketball Champs, Seeburg Bear Guns; everything in Exhibit Machines; state condition and price. Mike Munves, 577 10th Ave., N. Y. C. mh3

WANTED—COIN OPERATED RADIOS AND
Television, new or used; also Vending Machines. Box 114, c/o Billboard, 1564 B'way, N. Y.

3 SCIENTIFIC X-RAY POKERS—ALMOST
new; 3 Mutoscope Reel 1¢ Picture Machines Console, nearly new; nice Photomatic; Carnival Comic News Press; other good Arcade Machines worth the money. Write H. E. Loebback, Wichita, Kan. mh3

25 PEANUTS AND GUM VENDING MA-
chines, one 5¢ Ball Pin Machine. Johnnie M. Montgomery, Turkey, Tex.

25 GENERAL ELECTRONIC, SIX TUBE
Coin Radios in metal cabinets, \$12 each. O'Donnell, 1032 Robinson, Fresno, Calif.

140 ATLAS TRAY 5¢ NUT VENDERS, JUST
samples, almost new; \$5 each f.o.b. Chicago. Hurry. Half down, balance c.o.d. Lawrence Manufacturing Co., 82 W. Washington St., Chicago 2.

WE ARE MANUFACTURERS
P All Kinds—PULL TICKET GAMES A
E • TIP BOOKS • S
I Buy Direct From Manufacturer at B
A Very, Very Reasonable Price. A
L—Columbia Sales Co.—L
302 MAIN ST., WHEELING, W. VA.
S Phone: Wheeling 34

OPERATORS IN CLOSED TERRITORY

TRY LUCKY POKER PAK LUCKY SEVEN PAK

PROVEN CONSISTENT MONEY MAKERS!

WRITE FOR PRICES and SAMPLE!

CROWN PRODUCTS
BOX 802 • SOUTH BEND, IND.

SOME CHOICE TERRITORIES OPEN

LEADING PUNCHBOARD MANUFACTURER

GOOD COMMISSIONS

Address all replies to
Box 425, c/o The Billboard
188 W. Randolph, Chicago 1, Ill.

JUST RELEASED!

Clover Queen—10c Play
Rabbit Foot—10c Play
Easy Tens—10c Play

Smoky Ben—5c Play
Aces Up—25c Play

Superior Products, Inc.
2133-59 W. Fulton St., Chicago, Illinois

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

WRITE US FOR PROFITABLE DEALS

In regards to

SALESBOARDS

R. C. WALTERS MFG. CO.
4201 Norfolk St. Louis 10, Mo.

WELL KNOWN SALESBOARD MANUFACTURER

Has several lucrative territories open for representatives to call on operators and jobbers. Constant traveling required. Drawing against commission.

BOX 612, THE BILLBOARD
1564 Broadway New York City

SALESBOARDS

1000 25¢ Charley Board ... Prof. \$50.00 \$ 98
1440 10¢ Barrel Board ... Prof. 36.00 1.39
1800 5¢ Lulu, X Thick ... Prof. 18.00 1.79
1000 10¢ READY Money ... Prof. \$50.00 \$1.48
1000 25¢ J.P. Charley, X Tk. Prof. 52.08 1.69
1000 25¢ Texas Charley, Seal ... 102.28 1.69
240 6 for 25¢ Giant Hole ... Prof. 33.00 1.98
1000 5¢ J.P. Girlie Bds. ... 28.00 1.98

DELUXE SALES CO., Blue Earth, Minnesota

SALESBOARDS—JAR TICKETS
NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Net 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	2.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89	2.25
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	2.25
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	2.25
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	2.25
1000	25¢	SIX TWO BITS	Avg. 114.28	2.25

On Sticks—Sizes 1000-1200 1260-1400

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.

Attention, Coin Machine Operators and Jobbers!

IT WILL PAY YOU TO PAY US A VISIT!

WE HAVE WHAT YOU NEED!

PREMIUMS—SALES BOARDS—JAR DEALS

Complete display at our showrooms.

H & H DISTRIBUTING COMPANY
5713 EUCLID AVE., CLEVELAND, OHIO 918 W. MARKET ST., LOUISVILLE, KY.
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PUNCHBOARDS
DISTRIBUTORS AND OPERATORS
Immediate delivery at lowest market prices.

PEERLESS PRODUCTS, INC.
Manufacturers
633 PLYMOUTH COURT CHICAGO 3, ILL.

THE THING!

Spins automatically every minute. Distributors and jobbers, write for protected territory and literature.

T & C SALES CO.
811 Hardin Ave. Jacksonville, Ill.

"GOOD ANY TIME"

SHUFFLE DOUBLE PLAY

Uses 2 Types, Finds Over-All Receipts Up

DETROIT, Feb. 17. — Installation of shuffleboard has converted losses on the dining room operation into a profit for Kelly's Bar, popular north end Detroit spot. Two shuffleboards of divergent types are operated.

Kelly's is a better-than-average neighborhood spot, with a distinctive personality, that of Stu Kelly himself. It is so impressive that Kelly has become widely known—tho, as he admits, that recognition does not necessarily mean an increased take. Kelly is back of the bar running things and dispensing his special brand of Irish wit to add to the enjoyment of life. It is this which has given him the title of "ideal bar owner," conferred by the Michigan Table Top Congress, which he has headed. Stories and pictures on his unique award appeared in *Time* and *Collier's*.

Installs Shuffleboard

The dining room had long been a feature at Kelly's—but a money

loser. So R. L. Kiefer, of University Supply, who had the location, got together with Kelly and put in a long shuffleboard. (There already was a regular short side-banked shuffleboard, operated by Kiefer, next to the bar.) The presence of two boards in a single location does not make it a "parlor," but it is certainly unusual in this region.

The response has been more than pleasing to both location owner and operator. The long board, despite its location in a separate room, has outsold the bank board three to one. It is possible that its partly secluded position has been a factor in drawing shuffleboard fans away from the bar and giving them a room of their own. It has had a stimulating effect upon total bar sales.

Active support of shuffleboard patrons, thru team sponsorship, has been a significant factor in holding play in the Motor City where competitive play is proving highly popular.

ASLI Sets Sites for State Shuffle Meets

UNION CITY, N. J., Feb. 17.—Despite the national emergency, which has affected team memberships thru the draft and worker relocation, plans are crystallizing at American Shuffleboard Leagues, Inc., headquarters here for season-end tournaments in 13 States and a wind-up national event.

Howard James, tournament manager, disclosed that sites for most of the State tourneys have been chosen. They will be held in April, at dates to be announced later, and will be followed by the organization's second annual U. S. Championships in May.

"ASLI membership has now exceeded last year's record total,"

James said, "and altho it has not reached the number anticipated at the beginning of the official season last September, it is a clear-cut indication of the continued and growing interest in organized shuffleboard."

Team Problems

He stated that league secretaries and team captains have had considerable difficulty in keeping rosters intact due to industrial work-schedule revisions, relocation of workers and Selective Service. Altho registrations of new teams and members were kept at the December 20 deadline, a plan has

(Continued on page 77)

VFW ASKS INQUIRY

Question Why G.I.'s Pay for Free Shows

SPRINGFIELD, Ill., Feb. 17.—Veterans of Foreign Wars (VFW), thru its council on administration here, has adopted a resolution aimed at finding out why some army installations in Illinois have charged officers and enlisted men to see free entertainment. Soldiers at the Chanute Army Air Base were obliged to pay \$1.50 each to see the Bob Hope show which originated there two weeks ago (*The Billboard*, February 3).

Without specifically mentioning the incident, the VFW's council asked Senators Douglas and Dirksen to look into "certain injustices to military personnel" at the air base. Hope, who did not know a charge had been made for the show until it was over, not only put on the show free but also paid his own plane fare from California.

"The situation (making a charge for the show) tended to depreciate the morale of troops at the base who believe unjust restraints far beyond the call of duty are being imposed upon them by the command," the resolution stated. It asked the senators from Illinois to "take immediate steps toward initiating an official investigation . . . toward the end that morale of personnel (on the base) be of the high type desired of our military establishment at this time of national emergency."

Following the adverse publicity given the incident, the commandant at the Chanute Air Base explained that the show's receipts would be used for the welfare

fund which formerly derived its support from profits on the field's bell machine operations. The bells were removed from Chanute, as well as all other army and navy installations, in mid-January following the enactment of the Johnson Bill (*The Billboard*, January 13).

NEW 5-BALL EMPHASIS FORCING PRICES UP

Index Also Shows Stability In Vending, Music, Arcade Biz

CHICAGO, Feb. 17.—Indicating the growing demand for late model used five-ball games is the number of new listings in *The Billboard's* Index of Advertised Used Machine Prices which increased over the previous week. As expected, the Index also shows that shuffle games had the greatest number of lower prices in the same comparison. Other departments, venders, music and arcade machines remained virtually the same.

In the amusement game section, primarily five-ball and giant pinball, 25 per cent of all listings resulting from advertisements ap-

MOA SIGNS 43 EXHIBS; HEAVY PROMOSH STARTS

Association Heads Urge Members To Attend Convention in Chicago

OAKLAND, Feb. 17.—With better than one month still to go before the Music Operators of America convention is scheduled to convene at the Palmer House in Chicago, and despite the fact the Phonograph Manufacturers' Association (consisting of Seeburg, Wurlitzer and Rock-Ola) have decided against participating in the 1951 conclave because of pressing defense commitments, MOA already this year has signed up 43 distributors, more than the total

number displaying their wares at the 1950 show.

George A. Miller, national chairman of the organization, this week said the list of phonograph manufacturers, needle companies, recording firms, and other suppliers who will be in attendance at the upcoming show is expected to be augmented by at least a dozen more orgs before convention time.

Promotion of the convention is now moving into high gear. Hundreds of thousands of orange stickers, bearing the following legend: "Meet all your friends at the MOA convention, Palmer House, Chicago, March 19, 20, 21—1951" have been sent to all exhibitors and local, regional and State associations.

Special mailings to operators urging their attendance at the convention are being made by Miller as well as exhibitors who will participate. Association heads are plugging the event with their memberships, and many reported delegations two or three times the size of those in attendance last year had been set for the Chicago trip next month.

Stressed is the fact that AMI, Evans, Williams and Ristaurat will be exhibiting their phoros at the show, with Ristaurat taking this opportunity to introduce

to the trade its new 12-selection, selective 45-r.p.m. phono, the S-45, as well as its line of three industrial units. This is the first coin machine show for Ristaurat, and the first in which Williams will have participated as a music machine manufacturer. Major producers of records and needles are all signed up for the show, Miller stated, and have already been assigned exhibit space.

Cold Brings Shortages to Twin City Ops

MINNEAPOLIS, Feb. 17.—Plagued by conditions generally as a result of the national emergency, the coin machine industry had added to its woes here a siege of extremely cold weather for the last few weeks.

Starting off with temperatures of 29 below zero which continued for several days, this area has been more or less ice-bound or snow-bound. Only two or three fair days were experienced in that time.

Distributors report that an artificial shortage of equipment has resulted, with operators holding out used machines from the market, waiting for a better price.

Some coinmen, remembering the situation of World War II, are buying up whatever equipment they can get, and in recent days five-ball free plays have been getting heavy emphasis from the operators. Music has been enjoying fairly good attention, while bowlers continue popular with the coinmen.

Parts are becoming more and more of a problem for some of the distributors to meet.

Game Interest, Prices Soaring Thru Dominion

TORONTO, Feb. 17.—Tho there has been a revived interest in the various pinball games in this country, prices of the machines have gone up about 300 per cent in the last three to four months, according to Frank Kirke, games distributor here.

Kirke claims the shortage of new games in the States has reflected itself in the increase in price of used game machines. Parts are also becoming difficult to obtain.

Kirke said: "We have weathered similar conditions to these in the past, and I think we can again in the future."

In the meantime Kirke's firm is moving into new quarters in the city, where he has built a two-story building to provide for storage of the machines.

SEEK AMENDM'T TO JOHNSON BILL

CHICAGO, Feb. 17.—Extension of Johnson bill coverage to the salesboard field was indicated this week with the introduction of a proposed amendment during a hearing of the Senate Crime Investigating Committee. See complete story in the Salesboard section.

Bow Shoo Shoo At Williams' Distrib Firms

CHICAGO, Feb. 17.—Distributors of Williams Manufacturing Company this week began showing the new five ball Shoo Shoo. Firm is also in production on Music Mite, the 45 r.p.m. counter music box.

With a wide open playfield for stepped-up cross ball action, Shoo Shoo features high score, point score, three special rollovers and a super special hole. It also has thumper bumpers which score and kick from any angle. The Williams' developed tilt rest principle penalizes only for the ball in play when a tilt occurs.

On the super special hole, up to 10 replays can be built up. If not collected by the end of a game these replays remain lit for the next game, thereby giving player added incentive for playing several consecutive games.

La. Hikes Game Permits to \$50

NEW ORLEANS, Feb. 17.—State permit fees for operation of shuffle board coin machines have been increased from \$15 to \$50 yearly, payable February 1.

The increase was made under a Louisiana statute revision adopted at the 1950 session of the State Legislature under which the shuffle board machine is classed as a mechanical game instead of a game of skill.

The city of New Orleans permit fee is retained at \$15.

Ship Chi Coin Distribs New 5-Ball Thing

CHICAGO, Feb. 17.—Chicago Coin Machine Company made sample shipments to distributors of its new game called Thing. Built with an oversized cabinet, the five ball is equipped with a nickel drop chute.

Thing combines several proven amusement features with new ideas in five-ball play. Two of its high points is a novel use of sound effects and animation of the backglass. In addition to adding interest for the player, the sound and animation serve as play attractors.

Chicago Coin also is in production on Play Ball, an amusement game with an oversized playfield on dime play, and Band Box, a play stimulator for music machines which can be hooked in with any standard juke box or hideaway.

"GETTING, TRAINING AND HOLDING HELP" Manpower shortages ahead? How the problem was answered in the corresponding period of World War II. This is just one of the more than a dozen vital features and reference lists to be published in **The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13**

Op Insurance Problems Down; Now Seek Standard Coverage

Comprehensive Liability Leads, 40c to \$4 Per Vender Average

CHICAGO, Feb. 17.—Operator dissatisfaction with the availability and rates of insurance covering equipment and merchandise vended has diminished during the past two years, a survey of all types of operations by *The Billboard* indicated this week. While a standard type of automatic merchandising policy, covering all es-

sential requirements, has not as yet been devised by any one insurance company or group of companies, operators appear to have written off one big complaint of former years: that payment of claims invariably resulted in increased premiums the following year.

Candy, cigarette, beverage (hot and cold), ice cream and bulk operators are in agreement of the need for both product and machine liability coverage. This is usually written up as a comprehensive liability policy, covering both equipment and product or products. Machine and product theft, on the other hand, is not as common a coverage.

Other types of policies carried by many operators are fire (usually written with theft) covering equipment, property damage and bodily injury. The usual vehicle insurance (public liability,

fire-theft, deductible accident) was carried by all operators contacted.

Per Machine Cost

The per machine cost of essential coverage depends upon type of equipment and product handled, type of predominant location and area in which the operation is set up, responding operators reported in charting the premium range in general terms. Comprehensive liability, plus property damage and bodily injury coverage (latter covering damage to location property and injury to employees or customers caused by equipment) runs from a low of 40 cents per bulk vender per year to \$4 per cigarette, candy or beverage machine.

With the exception of claims arising from vehicle operation, which lead by a wide margin over all other type of judgments, op-

(Continued on page 68)

WAD WRAPS

Ford Plans "Used" Gum Clean-Up

LOCKPORT, N. Y., Feb. 17.—Ford Gum & Machine Company, Inc., is opening a campaign to reduce the nuisance factor in chewing gum disposal, especially slanted to the unwrapped ball gum field. Firm will make vest pocket size disposal folders, the size of match packs, available to all gum chewers. Initial release of a million such folders will be distributed over the entire country wherever Ford branded ball gum venders are installed under the sponsorship of some 2,500 American service clubs.

Distribution of the disposal tissues will be aided by such organizations as Kiwanis, Lions, Junior Chamber, Rotary and American Legion posts. Each folder contains a supply of Kleenex tissues and an appeal for consideration of others in discarding gum. A printed message on the cover reads: "Have a Ford gum treat but please be neat." This is followed by instructions on the inside for gum removal from clothing, furniture and floors. Folders are patented and produced by the Advertising Package Company, New York.

Two for Dime Pays Off for Bar Candy Op

NEW YORK, Feb. 17.—Fast sellers which empty out long before an appreciable dent is made in other candy columns no longer result in uneconomical service calls for Ralph Weintraub's Imperial Vending. Where this occurs he now places two of the nickel bars in a vending tray and sets the column for dime operation.

After two months of trial, Weintraub reports himself highly satisfied with the experiment. Service calls have been cut down, volume has risen somewhat and, just as important, location patrons now rarely find a machine bare of their favorite bar between service calls.

Weintraub, a relative newcomer to the vending field, noticed shortly after he bought into the business that his Hershey columns invariably sold out first. In mediocre locations, where total volume required only a single service call weekly, the columns would empty within two days of the call. And the same time ratio held for good spots as well.

Reluctant to meet the problem by devoting too many columns to the fast seller, thereby limiting patron choice, he hit on his present solution. It has been reported that an operator in Cleveland hit on the

Correction

In the theater candy survey article in the February 10 issue of *The Billboard*, credit for the study was inadvertently omitted. The survey was conducted by Boxoffice for its modern theater section.

Canada Soft Drinks May Go to 10 Cents

TORONTO, Feb. 17.—Prices of soft drinks dispensed by coin machines will undoubtedly go to 10 cents in the near future, according to local soft drink machine distributors.

The price of the nickel drink has already gone up twice in the last six months, first to 6 cents, then to 7 cents.

Distributors say they don't want to be faced with the problem of changing the coin mechanism again. It's expensive and parts are becoming increasingly difficult to obtain. As a result the machine costs have increased, and to keep pace, coin machine operators will again have to raise their prices. The next jump won't come until the soft drink manufacturers raise their prices, but if they do, the nickel cup will sell for a dime.

Conversions

The recent increase in price by all soft drink manufacturers has the operators working night and day to change the coin mechanism in the machines. The operators who depended on the honor system in order to gain their pennies, have found out that people are not always honest and they lost a considerable amount using the system.

One operator says that he has one person in each of his three branches doing nothing all day but counting the pennies that come in. This despite the use of mechanical counting machines. The costs of

handling these odd cents are tremendous.

There has been no loss in sales due to the increased price, tho the unit volume has decreased. Everyone has at least a penny in their pocket, but not too many have two pennies.

Penny Refunder Introed By Chicago Firm: \$16.50

CHICAGO, Feb. 17.—Change-O-Matic Company this week announced the first of a series of penny refunder models designed to fit most vending equipment. The initial unit, Model 160-S, is tailored to fit Stoner candy venders and lists for \$16.50, f.o.b., Chicago.

The refunder is mechanically operated, can make from 1 to 4 cents change for over 160 sales in

Oak Intros New Vender Housing

LOS ANGELES, Feb. 17.—Oak Manufacturing Company has introduced a new brush housing unit in its Acorn 1 and 5 cent All-Purpose Vender.

Named the "White Flash," the unit eliminates springs, gaskets and brushes. It is interchangeable with any model Acorn machine. The housings are made of a newly developed substance known as "polythelene" and the device has the advantages of rubber-like durability and resiliency, it was announced.

"White Flash" was developed by Harold J. Probasco, Oak's treasurer and production manager, after more than a year's designing and experimenting on location in 12,000 machines in this area.

Insurance Unit By Johnson Box

CHICAGO, Feb. 17.—Johnson Fare Box Company, heretofore not officially connected with insurance venders, was revealed as the manufacturer of one model of Insurograph equipment this week. The Johnson-built unit is a companion machine to Insurograph's own equipment.

Like all of latter firm's units, the insurance vender is operated by Goal Insuraide, dispensers of air travel policies.

VEND CIRCULAR GIVEN AWARD

NEW YORK, Feb. 17.—A circular describing the merits of Automatic Products' Smokeshop has won a certificate of special merit at a competition sponsored by the New York Employing Printers' Association. Prepared by Ben Smith Advertising, the three-color vending flyer was displayed at the Biltmore Hotel during the organization's 11th annual exposition of printing.

Judges for the competition included prominent advertising and ad agency executives. Their awards were based on appropriateness of format, type, illustration and excellence of printing.

5c Drink Vender Memory in Chi Loop Theaters

CHICAGO, Feb. 17.—With the nickel price discontinued in its single Loop theater location vending a 5-cent drink, Drink-O-Matic Company reports 100 per cent dime operation for such installations. Seymour Gale, company head, said the move makes the downtown section a solid 10-cent cup vender area as far as theaters are concerned. United Beverages, also operating Loop houses, has had all cup units at a dime for several years. Gale also announced his firm was expanding industrial stops. The theater-plant location ratio is now 70 and 30 per cent, compared to the 90-10 per cent movie-plant ratio in effect two years ago.

Odd-Cent Price Successful, Says Chi Coffee Op

Uses 1c Refunder On 6c, Penny Box For 7c Equipment

CHICAGO, Feb. 17.—Kafe Coffee-Mat Vending Service, headed by Dave Gottlieb, announced it has converted practically 100 per cent of its route to 6 and 7-cent operation. Nickel holdouts are only those units installed in offices, plants at the jitney price when firm began operating two years ago.

Gottlieb said all 7-cent venders are equipped with an electrically operated penny refunder. Unit in use is the Jackson refunder, made by Jackson Enterprises, Chicago, formerly J. P. S. Sales Company. All 6-cent machines are outfitted with a National rejector penny box in conjunction with automatic coin changer. To actuate the vender, customer must deposit a penny before his nickel, dime or

(Continued on page 69)

Mercury Steel Drops Scale; In Govt. Work

DETROIT, Feb. 17.—The Mercury Steel Corporation, affiliated with the Continental Service & Equipment Company, is turning entirely to government work "for the duration," according to Edward A. Gorney, founder of the company. Production of the Mercury Athletic Scale has been discontinued, but the company will turn out about 10,000 additional napkin dispensers, recently placed on the market.

In addition, the company will complete the engineering work on other types of machines in the development stage, and expects to have them ready for production when the national emergency ends.

Acorn Appoints Newman Distrib

LOS ANGELES, Feb. 17.—William J. Newman Company, San Francisco, has been appointed distributors of the Acorn line of bulk merchandise venders made by Oak Manufacturing Company in near-by Culver City.

The naming of the Bay City firm, established in 1925, followed announcements that Newman had purchased the Bell National Sales and the Continental Sales companies.

Calendar for Coinmen

- February 21—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.
- February 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- February 22—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
- February 26—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
- February 27—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
- February 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
- February 28—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
- March 1—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hotel Hollenden, Cleveland.
- March 1—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.
- March 1—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
- March 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
- March 6, 20—Amusement Machine Operators of Greater

(Continued on page 68)

VICTOR'S AMAZING NEW

TOPPER
Sold 4 to a Case
\$48.00
Sample, \$12.75

PISTACHIOS
25 lb. carton, Small, 50¢ lb. Vendor's Mixture, 58¢ lb. Large, 62¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

Plastic Auto-graphed Footballs, \$4.25 per M. Metal Plated, \$6.00 per M.

RAIN-BLO GUM, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200 or more with freight prepaid, 26¢ lb. less 2%.

COLORED BALL GUM—All Sizes 25¢ or 40¢. 26¢ lb. 160¢ lots 24¢ lb. with freight prepaid **FULL CASH WITH ORDER.**

Write for our **FREE Complete Charm List**

1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

FREE!

5 Lbs. BALL GUM and 1 Bag of Our CHARM MIX with purchase of each **REGULAR ACORN VENDOR**, 1c or 5c, at **\$14.50**

LIMITED OFFER!
Deposit with all orders.
OAK SALES CO.
1703 Fifth Ave. Pittsburgh, Pa.

NEW Northwestern '49 Special

1c or 5c Immediate Delivery!

Single **\$17.35 EA.**

25 to 100 **\$17.15 EA.**

100 or More **\$16.95 EA.**

Write for Charm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping.

1/3 Dep., Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

SPECIAL SALE! SILVER KINGS

1c or 5c Bulk or Ball Gum Sample **\$13.95** 10¢ at **\$12.50** Each

WRITE FOR QUANTITY PRICES

1/3 Dep., Bal. C. O. D.
RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street Philadelphia 23, Pa. Phone: Lombard 3-2676

From **LITTLE ACORNS** mighty INCOMES grow!

ACORN

The only complete die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Distributors!
Choice Territories Still Open! Write, Wire, Phone!
East & Midwest: M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh—AT 1-6478

OAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

Pacific Coast Distributor
Operators Vending Machine Supply
1023 Grand Ave., Los Angeles

State Tax Calendar

Alabama
March 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber reports due.
March 15—Franchise reports due (last day). Income and information reports and payment of first installment of tax due.
March 20—Sales tax reports and payment due.

Arizona
March 15—Gross income tax reports and payment due. Income and information reports and payment of first installment of tax due.

Arkansas
March 1—Franchise reports due.
March 20—Gross receipts tax reports and payment due.

California
March 15—Franchise reports and payment of first installment of tax from banks and corporations due. Income reports and payment of first installment of tax from corporations due.
March 20—Gross receipts tax reports and payment from motor carriers due.

Colorado
March 1—Gift reports due.
March 14—Sales tax reports and payment due.
March 15—Franchise reports due.

Connecticut
March 15—Gross income tax reports and payment from unincorporated businesses due.

District of Columbia
March 20—Sales tax reports and payment due.
March 31—Gross earnings tax semi-annual installment from banks due (last day). Property tax semi-annual installment due (last day).

Florida
March 20—Rental tax reports and payment due. Sales tax reports and payment due.

Georgia
March 1—Special franchise (property) reports from public utilities due.
March 10—Cigar and cigarette wholesale dealer reports due.
March 15—Income and information reports and payment of first installment of tax due.

Idaho
March 15—Cigarette wholesaler drop shipment reports due. Income and information reports and payment of first installment of tax due.
March 31—Motor vehicle registration fees due.

Illinois
March 15—Cigarette reports due. Sales tax reports and payment due.

Indiana
March 10—Cigarette distributor interstate business reports due.
March 15—Cigarette distributor drop shipment reports due.

Iowa
March 1—Property reports from express companies due.
March 31—Income and information reports and payment of first installment of tax due. Property lists due (last day).

Kansas
March 20—Sales tax reports and payment due.

Kentucky
March 1—Property reports due (last day).
March 15—Income information reports due. Stockholder and bondholder reports from corporations due.

March 20—Cigarette wholesaler reports due.
March 31—Amusement and entertainment reports and tax due. Franchise reports from public utilities due (last day).

Louisiana
March 1—License tax delinquent. Soft drinks reports due. Taxable property reports from persons engaged in selected businesses due. Tobacco reports due.
March 15—Soft drinks reports due. Tobacco reports due.
March 20—Sales tax reports and payment due.

Maryland
March 10—Admissions tax due.
March 15—Sales tax reports and payment due.

Massachusetts
March 1—Personal income tax reports and payment due.
March 10—Meals excise tax reports and payment due.
March 20—Cigarette tax reports and payment due.

Michigan
March 5—Property reports due (last day).
March 15—Sales tax reports and payment due.
March 20—Cigarette tax reports and payment due.

Minnesota
March 1—Income information reports due.
March 15—Income reports and payment of first installment of tax due.
March 20—Cigarette tax reports and payment due.

Mississippi
March 10—Admissions tax reports and payment due.
March 15—Income reports and payment of first installment of tax due. Occupation (sales) tax reports and payment due. Tobacco manufacturer, distributor and wholesaler reports due.

Missouri
March 1—Income information reports due. Sales tax annual reports due.
March 31—Income tax reports and payment due. Soft drinks manufacturer tax reports and payment due.

Nebraska
March 10—Cigarette distributor reports due.

Nevada
March 5—Property tax quarterly installment due.

New Jersey
March 20—Cigarette distributor tax reports and payment due.

New Mexico
March 1—Property reports due (last day).
March 15—Franchise reports due. Occupational gross income tax reports and payment due.

New York
March 1—Personal income information and withholding reports and payment of amounts of tax withheld due.

North Carolina
March 15—Income and information reports and payment of first installment of tax due. Sales tax reports and payment due.

North Dakota
March 1—Personal property tax delinquent.
March 10—Cigarette distributor reports due.
March 15—Income and information reports and payment of first installment of tax due.

Ohio
March 10—Cigarette wholesaler reports due.
March 15—Cigarette use tax reports and payment due.
March 31—Franchise reports due (last day). Intangible and tangible personal property tax semi-annual installment due. Property reports due (last day). (Continued on page 69)

Mills Offers 6c Bev Panel

CHICAGO, Feb. 17.—Mills Industries, Inc., is making a two-coin conversion panel, using a nickel and a penny, available for 6-cent drink operation on its drink vendors. Panel is priced at \$48.

Also available is a National coin changer in combination with a penny box, permitting odd-cent operation on a two-coin level but offering greater latitude in that nickels, dimes or quarters may be used with a penny.

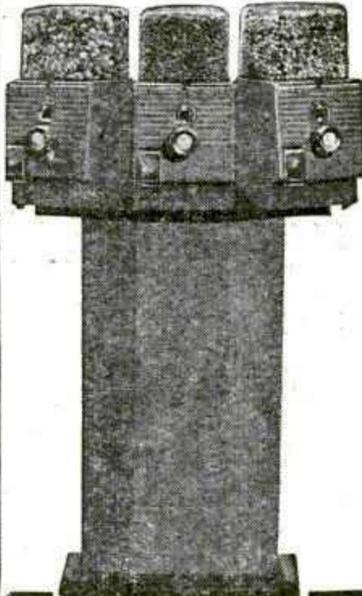
Move is indicative of the growing trend toward odd-cent operation in automatic merchandising. While such pricing has long been a factor in cigarette operations, it is now receiving increasing attention in soft drink vending, both cup and bottle. Too, the extra penny is also being considered by candy operators as a possible cushion for too-narrow margins (The Billboard, February 17).

Pitney-Bowes Dividend

STAMFORD, Conn., Feb. 17.—Directors of Pitney-Bowes, Inc., of this city, manufacturers of postage meter machines, declared a regular quarterly dividend of 25 cents per share on common stock of record February 28, payable March 12. They also declared regular dividends on the 4 1/2 per cent convertible preferred stock of \$50 par value and on the 4 1/2 per cent Series B preferred stock of \$50 par value, both payable April 2 to holders of record March 20.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

30 DAY MONEY BACK TRIAL

Northwestern Sensational MODEL 49 Prices

Try this famous vendor for 30 days. If it doesn't **EARN MORE MONEY** for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

LESS THAN 25 **\$17.35**
LESS THAN 100 **\$17.15**
100 OR MORE **\$16.95**

GUARANTEED SPECIAL FOR THIS WEEK!
MASTER, 1c or 5c, porcelain, reconditioned, like new.....\$6.00 ea.
Money Refunded if Not Satisfied

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo Queen.....62c	ALMONDS, 480 Ct., 5 Lb. Vacuum Packed 85c	A & M.....39c
FANCY TULIP, Large 58c	RAINBOW PEANUTS 28c	JELLY BEANS.....25c
INDIAN NUTS.....56c	MIXED NUTS.....53c	BALL GUM, All Sizes (150 Lbs. Min.), Freight Prepaid.....26c
CASHEW, Whole.....58c	BOSTON BAKER BEANS.....28c	ADAMS, All Flavors.....42c
CASHEW, Butts.....53c	LICORICE LOZENGES 25c	WRIGLEY'S, All Flavors.....46c
VIRGINIA PEANUTS, Whole.....34c	Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C. O. D.	

Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

FORMULA FOR SUCCESS FOR 1951
IN THE MERCHANDISE VENDING FIELD

Be Bright—Start 1951 Right With VICTOR

We Have a Plan To Take Your Old Machines In Trade for New VICTORS

Victor Machines are making more money for more successful operators than any other machine

A Small Deposit Will Hold Equipment for You. Protect You Against Possible Increases and Insure Delivery. ORDER VICTOR TODAY!

Try VICTOR Once and you will Buy VICTOR Always!
VEEDCO SALES CO.
2124 Market St. Phone: LOcust 7-1448 Philadelphia 3, Pa.

FOR SALE

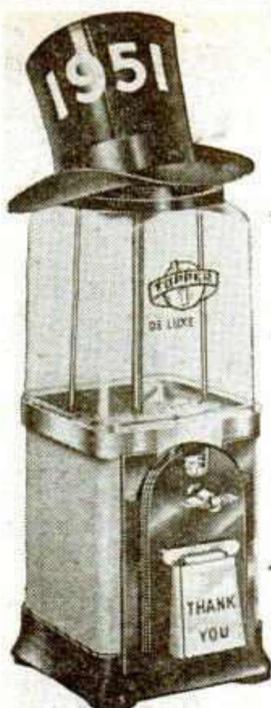
I have parts, brand new, enough to assemble 100 large type Mercury Athletic Scales. All you require to complete them is plenty the parts, drill few holes and assemble. I will teach you or your man on how to assemble same at Detroit. The entire lot can be purchased at \$23.50 each or in smaller lots at \$30.00 each. Act quickly F.O.B. Detroit.

J. B. COLE c/o MERCURY STEEL CORP.
3830 HOLBROOK AVE. DETROIT 12, MICH.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

STAMP FOLDERS
Direct From Manufacturer—UNLIMITED QUANTITIES—IMMEDIATE DELIVERY—Write for Prices.
VEEDCO SALES CO.
2124 Market St Philadelphia 3, Pa Phone: LOcust 7-1448

12 New Supervend Drink Machines
Three flavor cup dispenser in crate, latest Model A-2 with new type relays, switches, new type shims and springs for selector valve. List for \$1,180.00. Have gone into another business. What will you do on these new machines?
R. E. NOLEN
911 Fairground Ave., Greensboro, N. C.



The One for '51
VICTOR'S
TOPPER DE LUXE
NOW AVAILABLE!!!

with the
ALL-PLASTIC GLOBE
Tops in Design . . .
Performance . . . Durability

VICTOR
VENDING CORPORATION
 5701-13 W. GRAND AVENUE
 CHICAGO 39, ILLINOIS

Calendar for Coinmen

Continued from page 66

Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 March 6, 20—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 March 7—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
 March 8—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.
 March 8—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 March 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 March 13—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
 March 19-21—Music Operators of America (MOA), annual convention, exhibit, Palmer House, Chicago.
 March 27—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
 April 9-12—National Association of Tobacco Distributors (NATD), annual convention, exhibit, Palmer House, Chicago.
 April 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
 (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Op Insurance Problems

Continued from page 66

erators report the most frequent "on location" claims come under product liability. While such customer claims in many instances have no basis in fact, it is admitted they do occur and judgments have been won. If only for the convenience factor, the operator carries product liability coverage and does not depend upon the product manufacturer to "carry the ball."

In the bulk gum field Ford Machine & Gum Company reported paying 40 cents per machine for comprehensive liability coverage. This compares within a fraction of a cent with one independent bulk operator in Chicago who said his insurance costs came to \$274 per 1,000 venders. This figures out to 39 cents and a fraction per unit. Another Chicago bulk operation, carrying like coverage with Lloyd's, claims the same per-machine premium.

Copeland Russell, Russell Candy Service, Milwaukee, states he carries "Hold-Harmless" insurance coverage which insures against claims for damages occurring as a result of presence of machines or firm's employees. He figures his cost per candy vender at 50 cents annually.

California cigarette operator, Arch Riddell Sr., Harmony Cigarette Service, Pasadena, reports public liability, property damage and bodily injury coverage runs about \$30 per year for firm's entire route. This figures out at only a few cents per machine, he states. To date the only claim paid was to a customer who tore a portion of his clothing on a piece of equipment. Although it was found to be a result of the patron's own negligence, the insurance company paid the claim rather than "have any hullabaloo about it."

\$4 Per Unit

Another California operator, with cigarette, candy and beverage venders, estimated he pays \$4 per machine annually for public liability, property damage, bodily injury and product liability. To date the company, Food-o-Matic, Los Angeles, headed by Herb Rouso, reports no claims have been made.

Insurance firms most mentioned by operators in the survey were Employers' Mutual, Hardware Mutual, Continental Casualty, Travelers, Phoenix Indemnity & Assurance Company and Pacific Indemnity Company.

New Thermo Cuber Bulk Coal Vender

CHICAGO, Feb. 17. — Thermo Cuber Company, Inc., reports production on a bulk coal vender, equipped with a slide type 50-cent coin unit, to list for \$495. O. N. Henry, sales manager, states the unit is for use by retail coal yards, much in the manner as ice companies install 24-hour cube and block ice venders.

The Thermo Bulk Coal Vender, which requires a single electrical connection for its one-third horsepower motor, operates in principle like home stokers for coal furnaces. A hopper inside the yard feeds coal to the conveyor belt, which in turn delivers a pre-set quantity (for 50 cents) thru the delivery chute. Customer must furnish his own container.

Minimum service is possible as the vender's small hopper can be fed directly by the coal yard's own hopper. The vender is 9 feet long, 4 feet 9 inches high and 2 feet wide.

According to Henry, test operation by Damen Fuel Company, Chicago, resulted in approximately \$150 per week average sales during winter months.

NAMA Drives For Small Op Memberships

CHICAGO, Feb. 10.—In a drive designed to mobilize membership of one and two-man operations, National Automatic Merchandising Association's 1951 membership building and maintenance committee chairman, Bernie Scheuer, has made a special mailing, warning against automatic merchants being "mobilized out of business."

Scheuer points to government allocations of critical materials for defense mobilization as threatening the life of vender manufacturers and thus eventually affecting operators. Creation of its own "vast army of vender operators for strongest possible industry representation" will enable the industry to obtain fair hearings in the future, he states. And with the many one and two-man firms over the country a tremendous potential membership force, their addition to organized operator ranks will further assure such fair consideration for the industry, he said.

Scheuer said that to facilitate membership growth of such small firms, NAMA directors have extended small operator dues basis effective March 1 as follows: One-man operations, \$15; two-man operations, \$25. This leaves the basic \$35 three-employee membership unchanged.

2% Op Bonus Plan Bowed by Schutter

ST. LOUIS, Feb. 17.—Schutter Candy division of Universal Match Corporation has announced inauguration of a 2 per cent bonus plan available on a national scale to all jobbers, distributors, vender operators and direct buyers. John Feinstein, sales manager, reports the bonus will be paid on the firms' entire 1951 purchases of Schutter's Old Nick or Bit-O-Honey bars, ordered in any combination at the rate of a minimum 96 boxes per month for 10 out of the 12 months.

To participate in the plan, operators and other distributors are required to fill in an agreement form which contains complete details of the program. The agreement is not a contract, Schutter points out, however, and does not bind or obligate the customer, but merely contains the terms under which the 2 per cent bonus will be paid.

Dixie Cup To Convert "A" Stock to Common

NEW YORK, Feb. 17.—Dixie Cup Company has announced it will call for redemption a total of 17,865 shares of Class A stock May 1. C. F. Dawson, president, stated the selection of shares to be drawn will be made from holders of record February 23. It will be convertible into common stock on a share-for-share basis, at \$45 plus accrued dividends.

Dixie Cup recently increased the annual dividend rate on the common to \$3 per share, compared with the regular rate of \$2.50 on Class A. Record date for the next Class A dividend of 62½ cents is February 28 and for the 75-cent quarterly dividend on the common, March 14.

Universal Match Sets Stock Split, Dividend

ST. LOUIS, Feb. 17.—Universal Match Corporation has agreed to submit a proposal to split the common stock on a two-for-one basis at the annual meeting of stockholders April 11. At present, 138,336 shares of common are outstanding.

Universal also declared a dividend of 50 cents a share on the common stock, payable March 15 to stockholders of record March 1. Firm reported a net income of \$716,941 for 1950, compared to \$146,384 for 1949.

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 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING.

RECOND. VENDORS

Columbus 46Z, 1¢ Bulk	8.50
Columbus 46ZB, 5¢ Bulk	8.00
SK 1¢ or 5¢ Bulk	8.00
NW Deluxe 1¢ & 5¢	12.50
NW Model 39, 1¢ Bulk	7.50
Shiman Stamp, 1¢ & 3¢	22.50
NW Model 33 Ball Gum	7.50
SK Ball Gum	7.50
Atlas Bantam, 5¢	7.50
Victor Model V	8.50
Lucky Boy, 1¢ Bulk, new	9.75
N. Y. Stamp, 1¢ & 3¢	12.50
Exhibit Card Vendors, 1¢	15.00
Adams Gum, 6 Cols., 1¢	14.50

WE TAKE TRADE-INS
LIBERAL ALLOWANCE
 1/2 Deposit, Balance C. O. D.
 Full Payment Must Accompany All Orders Under \$20.00.

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST.
 PHILA. 23, PA.
 LOMBARD 3-2676

CONVERSIONS

WE CAN DO IT! WE ARE DOING IT!!
CONVERTING ANY MAKE OR MODEL CIGARETTE VENDING MACHINES TO 25c VENDING! TO 30c VENDING!
CANDY MACHINES CONVERTED TO 10c VENDING

CIGARETTE MACHINES

DuGrenier Model W, 9 Col., 308 Pack Cap.	\$82.50
DuGrenier Model S, 7 Col., 210 Pack Cap.	69.50
Rowe Royal, 10 Col., 400 Pack Cap.	95.00
Rowe Royal, 6 Col., 240 Pack Cap.	82.50
Rowe Imperial, 6 Col., 180 Pack Cap.	69.50

CANDY MACHINES

Rowe Candy Vender, 120 Bar Cap.	\$85.00
Candyman, like new, 72 Bar Cap., enclosed base	57.50
Vendit, 150 Bar Cap.	52.50
U-Select-It, 54 Bar Cap.	35.00
Uneeda Candy Vender, 5 Col., 102 Bar Cap.	75.00

SALE! \$85.00
 Rowe Royal 8 Col., 320 Pack Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D.
 Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE, INC.
 "THE NATION'S LEADING-DISTRIBUTOR OF VENDING MACHINES"
 New Reconditioned—LIKE NEW As Is
 166 CLYMER ST. Evergreen 7-4568 BROOKLYN 11, N. Y.

THIS IS IT!

ATLAS BANTAM 5¢ TRAY VENDOR

The sensational 5¢ vender the operators really go for. Gleaming beauty, versatility and many exclusive features add up to more nickels . . . more profits. The BANTAM vends almonds, pistachios, other nuts and candy.

SALESMEN! DISTRIBUTORS! Write for free catalog of the complete ATLAS line.

ATLAS MANUFACTURING & SALES CORP.
 111 1225 TRINITY RD. DEPT. B-512 CLEVELAND 11, OHIO

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 N. Spruce Street, Pittsburgh 20, Pa.

VICTOR'S TOPPER
 ONLY \$12.00 Each (4 or More)
 24 or More ONLY \$11.75 Each
 100 or More ONLY \$11.25 Each
 Glass or Plastic Globes

UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LIBERAL, EASY FINANCE PLAN!!! LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.

VENDING SPECIAL—1ST SINCE 1934. Write for FREE information regarding VENDING SCHOOL for operators.

BERNARD K. BITTERMAN
 3002 Truman Rd. Kansas City 1, Mo.

Mixture of GRAND PRIZES

Consisting of Grocery Charms, Scout Knives, Metal Scissors, Jewel Charms, Bugs, assorted Fortune Ball Mix—an array of talent-in-charms to empty machines.

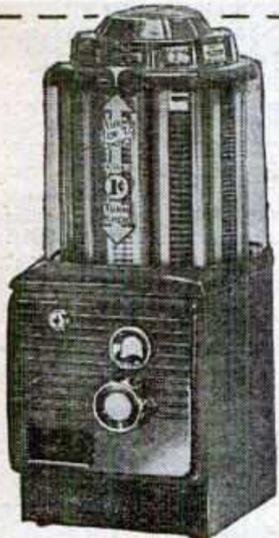
ALL THIS—\$10 PER 1,000

EPY
 Samuel Eppy & Co., Inc.
 91-15 144th Place, Jamaica 2, L. I., N. Y.

CHARMS—Proven Sales Boosters
 Write for Complete Price List!

Karl Guggenheim inc.
 33 UNION SQUARE • NEW YORK 3, N. Y.

**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

**-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 Diversoy Parkway Chicago, Ill.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

ALMONDS

California Vendsize, packed in 5 lb. vacuum sealed tins. 30 lbs. per case. 9¢ 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, 3.25

Hand-Painted Imported Charms, per gr., 1.25

Toy Watches, 2 gross, 2.50

Stone Set Rings, 1 gross, 1.95

"Hep Cat" Buttons, 1,000, 3.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$3.25 each

EXTRA HEAVY STANDS \$3.99 each

We are factory distributors for all leading makes of VENDING MACHINES.

One-Third Deposit on All Orders.

PARKWAY MACHINE CORP.

715 Ensor St. Baltimore 2, Md.

READY FOR DELIVERY NOW!

The NEW ACORN

5c ALL CHARM VENDOR



Empire

COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

CHARMS

Paul A. Price Co.

220 Broadway, New York 38, N. Y.

**Trade
Directory**

New Equipment

Genii Switch—Juke box play promoter—SAR Enterprises, Chicago.

Insurograph—insurance vender—Johnson Fare Box Company, Chicago.

Juke box—45 r.p.m. counter model by Sni-Dor Radio & Music, Ltd., Montreal.

Shoo Shoo—five-ball game—Williams Manufacturing Company, Chicago.

The Thing—five-ball game—Chicago Coin Machine Company, Chicago.

Two-coin conversion panel—for vending machines—Mills Industries, Chicago.

White Flash—Brush housing unit—Oak Manufacturing Company, Culver City, Calif.

Purchases

Standard Scale Company, St. Louis, has been purchased by Paul Mademann, moved to Chicago, and renamed the Standard Metal Typewriter Company, with headquarters at 1318 N. Western Avenue. Firm will make new machines, service used equipment, and offer a complete repair service for operators.

Distributors

William J. Newman Company, San Francisco, has been named distributor for Acorn Venders in the Culver City area.

Flower O'Mat, manufacturer of a refrigerated corsage vender, has appointed Loren D. Upton as national distributor.

Personals

Mercury Steel Corporation, Detroit, has turned its entire facilities over to defense work, and will discontinue output of its scale line for the duration.

Thayer M. Kingsley has joined the advertising staff of the Diamond Match Company, New York.

Odd-Cent Price

Continued from page 66

quarter. Use of the penny box thus eliminates need for time-consuming penny tube loading (four tubes) for change; refunder on 7-cent venders require loading of only three penny tubes. While only slightly less time-consuming, latter price necessitates refunder use as the penny box is operable only on single penny increases over a one-coin price.

Use of 6 or 7-cent price is decided by potential sales volume of a location, Gottlieb stated. High sale spots will get by with satisfactory operator profit on the lower peg, while lower volume installations require the 7-cent price to show a good net.

Where sales volume and number of machines are both high enough, Gottlieb believes use of penny refunders, with their attendant operator labor costs, can be absorbed and a higher net profit realized. By costs, he means that a fair-sized operation will require an extra employee to do nothing but load penny tubes.

Indicating the success of Gottlieb's odd-cent java program is the fact that, beginning as a one-man operation two years ago, he now employs two servicemen.

Two for Dime

Continued from page 66

same device independently (The Billboard, February 3).

With the capacity of his machines increased by double stacking, Weintraub has been able to spread his overhead and servicing costs over a broader base, an important factor as profit margins decline in an inflationary economy. He sees, however, a further long-term benefit. Industrial locations here generally react badly to straight dime merchandise. Weintraub feels he is paving the way for an eventual switch by conditioning patrons to coming to candy vending equipment with a dime, even tho they are getting the exact equivalent of two nickel purchases.

Diamond Adds Ad Man

NEW YORK, Feb. 17.—Diamond Match Company announced the addition of Thayer M. Kingsley to its advertising department. Kingsley had been associated with promotional work in the grocery trade.



**The One for '51
VICTOR'S
TOPPER DE LUXE
NOW AVAILABLE!!!**

with the
ALL-PLASTIC GLOBE

**Tops in Design . .
Performance . . Durability**
Limited number available, order at once.

Sold on time payment plan—20 weeks to pay.

Write now for details.

ROY TORR

LANSDOWNE, PA.

Financing & serving operators since 1910.

**ADVANCE
21 FF
VENDOR**

A Flexible Profit Maker

In our opinion, one of the best machines ever made . . . the product of 50 years of specialized vending machine manufacturing experience. Typical Advance sturdy construction with famous Advance coin detector. Vends any merchandise that can be packed in a flat carton not exceeding 7/8"x2"x3 3/4" or in a cylindrical carton not exceeding 3" in length by 1" in diameter.

1c-5c or 10c MODELS

25¢ model at additional cost.

Clutch handle and other accessories available.

WRITE FOR PRICES

J. SCHOENBACH

Distributor of Advance Vending Machines

1647 Bedford Ave., Brooklyn 25, N. Y.

FRENCH BOY

POPCORN

SHIPPED

ANYWHERE IN THE COUNTRY



Packed in 2 1/2 peck glassine bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.

3441 W. North Ave. CHICAGO 47

**delicious
INDIAN
BRAND**

PISTACHIO NUTS

RED—WHITE—NATURAL

Freshly Roasted and Salted

WRITE FOR PRICES

AGRESS NUT & SEED COMPANY

Third St. at Third Ave., Brooklyn 15, N. Y. MA IN 4-3213

**Coke Petition
Fails; Halifax
Ban Continues**

HALIFAX, N. S., Feb. 17.—An effort to rescind the 10-year-old ban here on vending machines by Coca-Cola, Ltd., failed when a motion to revise the law went unseconded in city council. In applying to the council for authority to install soft drink equipment thru-out the city, Coca-Cola stated the machines would be stocked not only with Coke but products of other local producers; that they would be either sold at \$400 and \$561 or be placed on commission or rental basis.

Coca-Cola pointed out, in its application, that Halifax was the only city in Canada and the U. S. that banned operation of automatic merchandise machines, altho it licensed coin games and juke boxes.

A petition with 555 names in favor of the application was presented by Coca-Cola, while the opposition, by the Wholesale Tobacco Distributors' Association, turned in 262 signatures.

**State Tax
Calendar**

Continued from page 67

Oklahoma

March 10—Cigarette wholesaler, retailer and vending machine owner reports due.

March 15—Income reports and payment of first installment of tax due. Personal property reports due. Sales tax reports and payment due. Tobacco wholesaler, jobber and warehouseman reports due.

Pennsylvania

March 10—Soft drink reports due.

March 15—Franchise tax reports and payment due.

Rhode Island

March 20—Sales tax reports and payment due.

South Carolina

March 1—Personal property reports due.

March 10—Admissions tax reports and payment due.

March 15—Income and information reports and payment of first installment of tax due.

Tennessee

March 20—Sales tax reports and payment due.

Texas

March 15—Franchise reports due (last day).

Utah

March 15—Excise (income) reports and payment of first installment of tax due. Individual income tax reports and payment due. Sales tax reports and payment due.

Vermont

March 1—Corporation annual reports due.

March 15—Personal income tax reports and tax on first installment thereof due.

Virginia

March 1—Corporation annual registration fees due. Franchise tax due.

March 10—Tobacco tax from warehousemen due.

Washington

March 15—Cigarette drop shipment reports from wholesalers due. Gift tax reports and payment due. Gross income tax reports and payment due. Sales tax reports and payment due.

West Virginia

March 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

Wisconsin

March 10—Cigarette wholesaler and manufacturer reports due.

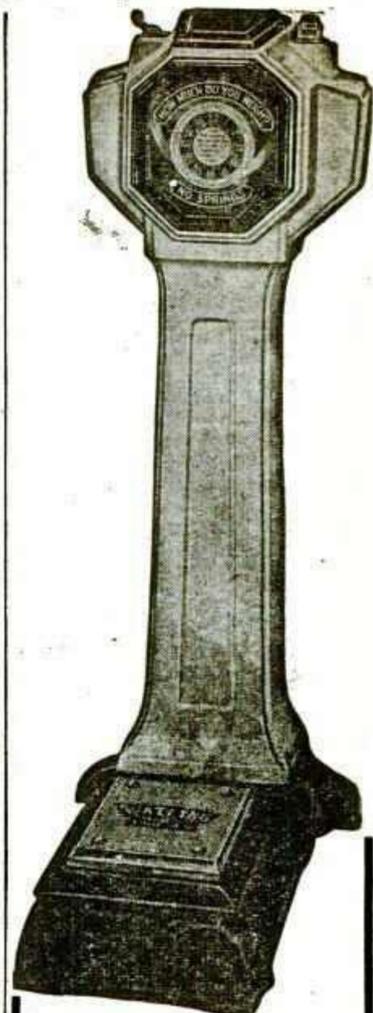
March 15—Income and information reports and payment of first installment of tax due.

Wyoming

March 15—Sales tax reports and payment due.

New Dad's Lab Head

CHICAGO, Feb. 17.—Dad's Root Beer Company announced the appointment of Dr. George Bernard as head of its laboratory division. Bernard, former chief of the city health department's laboratory division in Tulsa, Okla., studied in Steyl, Holland, and Vienna.



Size: 48" high
24" deep
13" wide

NET WEIGHT 119 POUNDS

\$25

DOWN

Balance \$10 Monthly

**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.

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago

NEW LOW PRICES U-SELECT-IT

CANDY MACHINES

J-Select-It, 7 1/2 Bar Size, Each . . . \$27.50

CIGARETTE MACHINES

Write for low prices all makes

COUNTER MODEL . . . \$22.50

Half Deposit. Phone: BA. 9-6666

HARRIS VENDING

2717 N. Park Ave. Philadelphia 32, Pa.

**BRAND NEW
LUCKY BOY VENDORS**

\$9.75 Lots of 3, \$8.75

EACH Lots of 25, \$ or 5¢ \$7.75

MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.

VALLEY STATION, KY.

**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 7-3125

Jukes To Jingle Jingles So Ops Can Increase \$\$

• Continued from page 1

nounced, is a simple mechanism, which can be installed on location by juke servicemen in a matter of minutes, and makes possible the playing of commercial jingles and/or announcements at predetermined intervals.

Canadian Firm To Invade Juke Field With 45

Offers Counter
Model; Appoints
CM Distributor

MONTREAL, Feb. 17.—Sni-Dor Radio & Music, Ltd., manufacturer of record players, radio combinations, amplifiers, and communication units, will shortly enter the juke box field, it was learned, with a 45 r.p.m. counter-model selective unit. L. E. Dobrofsky, firm official, said development of the juke is now in its final stages, and the unit will be unveiled to operators here shortly.

New phonograph, according to Dobrofsky, will be fully selective, with all-electric selection featured; a fast change cycle; adaptable for remote operation with wall boxes; quiet in operation; shock mounted, and feature a walnut streamlined and illuminated cabinet.

Major Features

All major sub-assemblies of the new phonograph will plug in, and the chassis and changer may be removed for servicing or exchange. Locking arrangement permits changing of records and title strips without gaining access to the interior of the unit.

Firm has appointed Alex Sherman, Ottawa, who has served as an operator, distributor and in the promotion phase of the coin machine industry in the Dominion, to assist in distribution of the new unit.

Price has not as yet been determined.

Coming at a time when operators of music equipment are desperately seeking ways and means of increasing their weekly incomes, Sparks said he had set up a new policy for merchandising the switch—working thru operators rather than commercial advertisers. Thus, by equipping his machines with a Genii switch (\$29.95 if purchased individually), an operator can arrange with local advertisers to play their commercials, offering rates (corresponding to those used by a radio or television station) which will be given to ops free of charge by SAR.

Operation

The Genii switch is an attachment which is plugged in to juke boxes and can be set to offer the following services: 4 separate one-minute disks each hour; one each 15 minutes; one each 30 minutes; two different disks every half hour or once each every hour.

The switch automatically activates the phonograph at the set intervals, Sparks said, and, after playing the jingle, shuts the unit off. However, in the test locations here, using a singing jingle for Canadian Ace, it was found that by activating the units for the commercials patrons were re-

mindful of the phonograph, placed more nickels in the box, and weekly grosses were increased, some by as much as 35 per cent. Should a regular record be playing at the time a commercial is due, the switch will automatically place the commercial on the player immediately following the regular disk.

Potential Market

Despite the upcoming restrictions on manufacturing, Sparks believes the time is now ripe for the production of the Genii. The wealth of commercial jingles now available—those being used by such national advertisers as Lucky Strike, Pabst, Blatz and other beers, Camel Cigarettes, etc.—can be augmented by those in use locally and regionally by advertisers in almost every section of the country.

It was suggested that operators in those areas where associations are now active set up a clearing house thru their groups, thus offering the advertisers greater circulation of their records.

Sparks said several units will be completed and ready to be shown operators at the Music Operators of America convention here in March. Regular production and delivery will start shortly after the convention.

New Wurlitzer Line Shown in Tampa, Havana

MIAMI, Feb. 17.—Bush Distributing Company, distributor for Wurlitzer products in this area and in Cuba, unveiled the manufacturer's new line of phonographs, the 1400 and 1450, and remote equipment in Tampa and Havana this week. Ozzie Truppan handled the Tampa showing, while Ken Willis, from the local headquarters, assisted Leon Schapochnik, head of the Havana office, with that showing.

Willis then left on a tour of the Caribbean to acquaint ops there with the new Wurlitzer equipment.

SMALL JUKE IN BIG JOB

RICHMOND, Va., Feb. 17.—Lewis G. Hoffman, Minor's Music Company, teamed with Thalheimer's Department Store here to promote the March of Dimes drive in this city recently, with a Ristaucrat phonograph and a cardboard cut-out playing the leading roles.

Hoffman installed a Ristaucrat unit in one of the store windows. Each time a patron inserted a coin in the phonograph, it not only activated the music, but a cardboard cut-out of a crippled child on crutches took a step.

The combination helped push the drive for funds over the top.

First Distributors Add TV, Radios

CHICAGO, Feb. 17.—First Distributors, who handle all types of coin machines and premiums, this week took on distribution of two radio and one television line. Wally Finke and Joe Kline, partners in the firm, signed contracts to handle Arvin television sets, Arvin radios and the Jewel radios thru its distribution area which covers Illinois, Iowa, Indiana and parts of Wisconsin.

the six-for-a-quarter makes sense. But how without a bond, can we get assurance that our next door neighbor won't change his mind?" R. H. Minor, Minor's Music, will

(Continued on page 76)

Plan '51 Five-States Meet Next Spring in Twin Cities

MILWAUKEE, Feb. 17.—Possibility of a Five-States Convention in Minneapolis by May appeared stronger than ever this week, as operators from South Dakota, North Dakota, Wisconsin and Iowa pushed for resumption of the regional convention after a one-year hiatus.

Barring an all-out shooting war, operators feel that this spring will be one of the most crucial periods in the history of the industry. Buying, brought to almost a complete standstill this winter by one of the worst winters on record, will bring practically all operators into

the Twin Cities market this spring. Too, because of the problems which are peculiar to the operating picture in this territory, ops feel it is now more important than ever that they sit down together and try to solve the diminishing returns picture with which they are faced.

Most ops in the territory are of the opinion that the Music Operators of America convention in Chicago March 19-21 will be of interest as a gathering and discussion place for operators from all parts of the country. As the org is national in scope, problems to be aired will necessarily have to be confined to those which are national in nature. For this reason,

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:

PROSPECTS BRIGHTEN FOR JUKE MANUFACTURERS. National Production Authority to weigh relief on plastic bans (General, Music departments).

STATUS QUO ON PHONO EQUIPMENT. Webster prexy sees materials stable for next six months (Music Department).

JUKE OPS TO GET FREEBIES. RCA Victor offers special inducement for ops' purchase of singer series (Music Department).

BATTLE LINES DRAWN AGAINST EXCISE TAX HIKE. Industries heat up against President Truman plan (General, Music departments).

MAJORS' TOP-DRAWER STUDIES OF DISK SALES RESEARCH. Columbia, others eye pretest of platters (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Legislation, Taxes, 10-Cent Play Talks Hilite WPOA Meet

Ops, Hard Hit by Severe Weather,
Lower Grosses, Propose Remedies

MILWAUKEE, Feb. 17.—More than 30 operators gathered here Monday (12) despite icy highways and near-blizzard conditions to attend a special meeting of the Wisconsin Phonograph Operators' Association (WPOA) called by Clinton S. Pierce, president. Operators came from every section of the State to sit in on the session which covered the legislative situation in Wisconsin, tax reports from nine industry leaders and finally the dime play vs. revised commission schedules problem.

Because of road conditions the meeting was called for 12 noon, with a luncheon preceding the actual business session. Before the meeting Pierce, in an informal discussion with operators and local distributors, outlined the Fair Trade Practices Act in California and described how it has worked to the benefit of the operators in the northern part of the State. Pierce pointed out that no such act exists in Wisconsin. He emphasized the benefits of the act which include the service charge

of \$7.15 on each prewar machine in operation and \$15.15 on each postwar unit on location.

Legislation

After calling the meeting to order, Pierce immediately launched into the legislative picture in Wisconsin. Pointing out the effects the Thompson law had had on the industry, Pierce explained that WPOA now maintains a legislative service which lists all bills coming up which might affect the industry, names the committees to which the bills have been assigned, along with dates on which they will be heard. Pierce also pointed out that the WPOA, as a member of the Music Operators of America (MOA), now has legal representation in Washington thru Sidney H. Levine, counsel for the latter org.

At present WPOA members were advised there are three bills in the hopper in Wisconsin which could conceivably affect operators. They are: 355, calling for repeal of a music booker's license and tax. Pierce had made such a

(Continued on page 74)

Industrial Models Set by Ristaucrat

Juke Firm Making Deliveries
On 3 Units for Plants, Offices

APPLETON, Wis., Feb. 17.—Ristaucrat, Inc., is now making regular deliveries on three 45 r.p.m. industrial models. Two are for use in factories and large offices, the third for small offices,

stores and clubs.

The Ristaucrat Emperor offers continuous recorded music and a complete public address system. It is equipped with a 15-watt Webster amplifier with treble and bass tone controls. It provides ample volume and range without distortion. It is designed with the Ristaucrat 45 r.p.m. record restacker and its dial control offers music as long as desired. Unit operates on 110-volt ac. Equipment included in the Emperor package includes tubes, microphone, 12-inch Oxford pm speaker and 25 feet of extension cord. Three speaker jacks accommodate up to 15 additional speakers.

The second Ristaucrat model for factories and large offices is known as the Executive. It has a 10-watt Goodell amplifier, 12-inch speaker and baffle, accommodates up to 10 speakers, and includes the automatic re-stacker and the Ristaucrat automatic dial selector control. Part of its equipment is a wall speaker.

Club Model

The club and small office model has a 4-watt Webster amplifier, a 6-inch self contained speaker and can accommodate two additional speakers. Like the other two

(Continued on page 74)

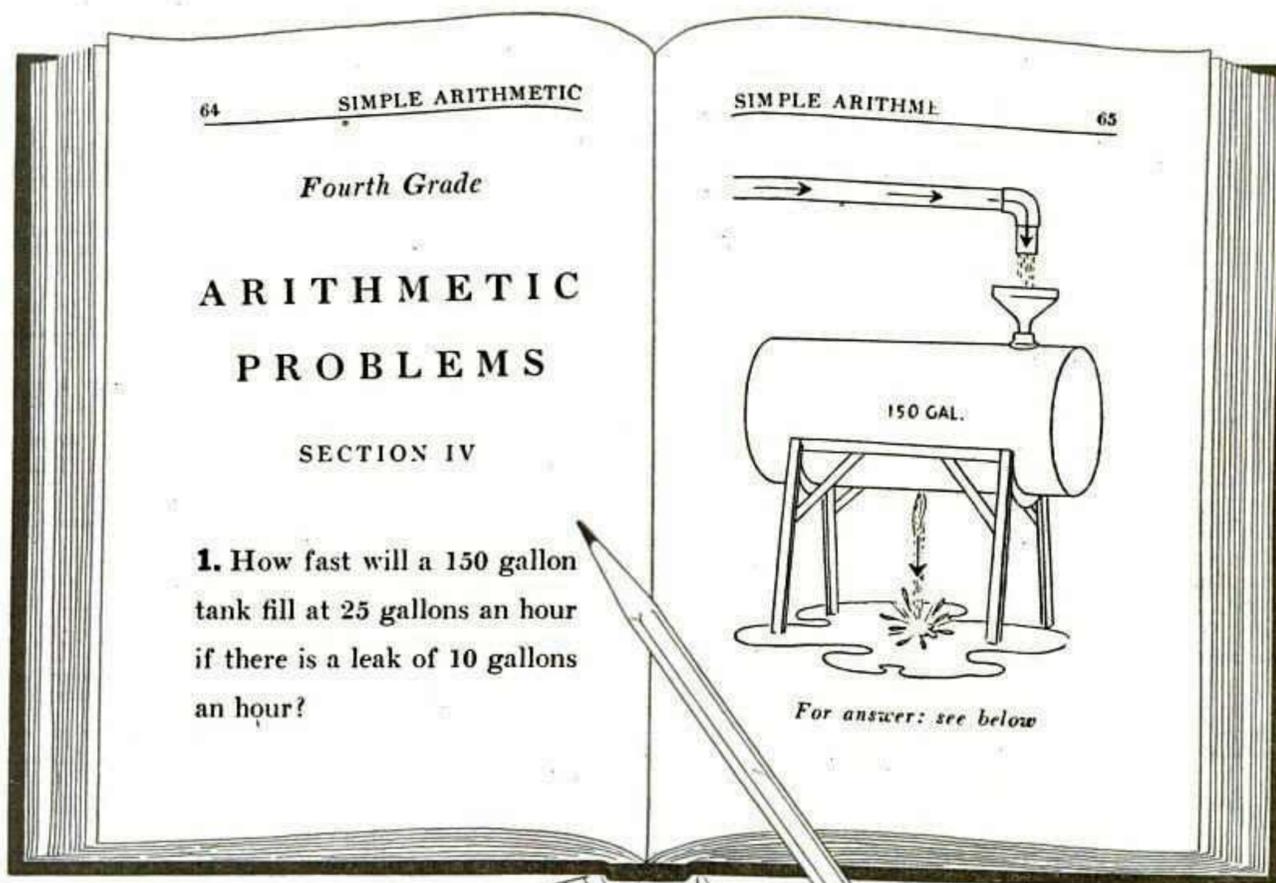
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The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13

simple arithmetic!



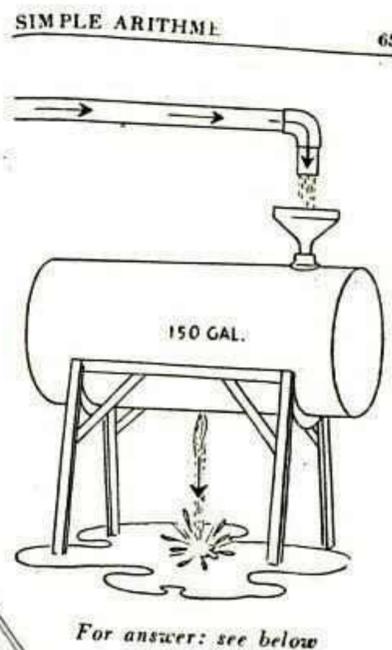
64 SIMPLE ARITHMETIC

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PROBLEMS

SECTION IV

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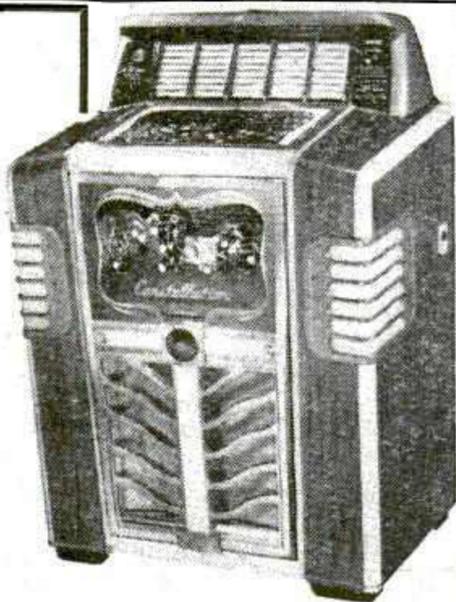
Advance Record Releases

Continued from page 35

CHILDREN

Haydn's Happy Man's Dance—Anne Lloyd, Dick Byron, Sandpipers, Mitch Miller (The Happy) Golden R-54
 Icka-Backa-Soda-Cracker—Anne Lloyd, Dick Byron,

Mitch Miller (Come To) Golden R-66
 Lavender's Blue—Anne Lloyd, Audrey Marsh, Sandpipers, Mitch Miller (Little Lulu) Golden R-59
 Little Lulu—Anna Lloyd, Audrey Marsh, Sandpipers, Mitch Miller (Lavender's Blue) Golden R-59



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SEE EVANS' PROFIT STIMULATORS, PAGES 85-86

Mr. I. Magination Meets Rip Van Winkle Album—Paul Tripp, Ray Carter, Hecky Krasno (2-10") Col(78)MJV96
 Noise Song, The—Audrey Marsh, Gilbert Mack, Sandpipers, Mitch Miller (Poor Mr.) Golden R-53
 Peter Cottontail—Anne Lloyd, Sandpipers, Mitch Miller (Parts 1 and 2) Golden R-57
 Poor Mr. Flibberty-Jib—Audrey Marsh, Gilbert Mack, Sandpipers, Mitch Miller (The Noise) Golden R-53
 Sunday in the Park (Parts 1 and 2) CRG-1010

LATIN AMERICAN

Bonita—Chucho Martinez (Sin Ella) V 23-5341
 Cielito Lindo—Ricky Gardel (Noche de) Rithmo (L'Echo) 1400
 Luna Azul—Ricky Gardel (Mucho Swing) Rithmo (L'Echo) 1401
 Mucho Swing—Ricky Gardel (Luna Azul) Rithmo (L'Echo) 1401
 Noche de Arabia—Ricky Gardel (Cielito Lindo) Rithmo (L'Echo) 1400
 Sin Ella—Chucho Martinez (Bonita) V 23-5341

INTERNATIONAL

Johnny—Mary Carton (McNamara) Dec 12287
 Katin—A. Iznaga Ork (Mambo Rhapsody) Dec 21334
 Mambo Rhapsody—A. Iznaga Ork (Katin) Dec 21334
 McNamara From Mayo—Mary Carton (Johnny) Dec 12287

POPULAR ALBUMS

Out of This World Album (Cole Porter)—Original Broadway Cast: Charlotte Greenwood, Bill Eythe Priscilla Gillette, Bill Redfield, Barbara Ashley, George Jongeyans, David Burns, Pembroke Davenport, director (1-12") Col (33) ML-54390
 Piano Moods—Cy Walter Album—(1-10") Col(33) CL-6161; That Old Black Magic; This Nearly Was Mine; So in Love; You Are Never Away; Happy Talk; You'll Never Walk Alone; Let's Begin; I Dream Too Much; Cheek to Cheek
 Piano Moods—Buddy Weed Album—(1-10") Col (33) CL-6160; Autumn in New York; Ragging the Scale; There's a Small Hotel; My Heart Is a Hobo; The Boy Next Door; Something to Remember You By; Yesterdays; Song of the Islands
 Harry Volpe Album—Harry Volpe—(4-10") Grotte (78) No. 1; Oriental; Nina; Suite Miniature; Prelude; Fantasia Romantica; Childhood Scenes; Malaguena; Prelude and Serenade

HOT JAZZ

Be My Love—Georgie Auld Quintet (Seh!) Royal Roost 524
 Bud Powell Trio Album (1-10")—Royal Roost (33) RLP-401; Bud's Bubble; Everything Happens to Me; I Should Care; I'll Remember April; Indiana; Nice Work If You Can Get It; Off Minor; Somebody Loves Me
 New Air Mail Special—Georgie Auld Quintet (Out of) Royal Roost 523
 Out of Nowhere—Georgie Auld Quintet (New Air) Royal Roost 523
 Red Norvo Trio Vol. 1 Album—Red Norvo Trio (1-12") Discovery (33) DL 4005—Little White Lies; Move; I Get a Kick Out of You; I'll Remember April; I Can't Believe That You're in Love With Me; I've Got You Under My Skin; Zing Went the Strings of My Heart; September Song

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	CHILDREN	CLASSICAL	EXOTIC
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Continued from page 34

POPULAR

ERSKINE HAWKINS (Ace Harris) No Regrets CORAL 60371—Harris turns in a rather uneven vocal on a not unattractive ballad. Opening trumpet lead bit lays an egg		68--68--68--68			
Bear Mash Blues One of Hawkins' traditional instrumental standards is re-recorded here and works up a live sound and performance. Could do some r. and b. business, particularly in the boxes		71--72--69--72			
PRIMO SCALA (Keynotes) The Cockney Ragtime Band LONDON 843—A feathery soft-shoe item, despite a neat lilt, will be handicapped by its vedy English lyric idea.		63--65--60--65			
Come Let's Sing The Scala crowd turns in a polite, light waxing of an infectious gang-sing waltz.		72--75--70--70			
MANTOVANI ORK Carriage and Pair LONDON 919—Fine recording is the standout feature of this rather stuffy, high-toned instrumental bit. May be of some value to late hour whippers.		60--65--60--55			
Bees in the Bonnet Pianist Arthur Sandford carries most of the burden in this splendid recording of the gay "pops" type material. A tasty slicing.		68--74--68--63			
EDMUNDO ROS ORK The Wooden Soldier Samba LONDON 847—A rather routine samba effort from the fine Ros aggregation.		68--70--68--66			
The Chilly Chiquita From Chile A decidedly inferior go by Ros, whose infectious singing style saves this from being a total loss.		61--62--62--60			
EDMUNDO ROS ORK (Ros-Childs) Yankee Doodle Samba LONDON 920—A cute idea just doesn't quite make it tho Ros does his damndest to put it together.		70--73--68--68			
If At First You Don't Succeed Samba A sparkling Ros vocal helps make a tasty etching of a slight ditty built upon the titular moral. Could pick up some coin.		73--75--72--73			
JOHNNY CORVO (Moonbeams-Paul Allen Ork) Powder Blue CLIPPER 1009—Corvo shows off a handsome quality in delivering a pleasant new ballad of above average substance. May not be a world-beater, but could do a neat "sleeper" business.		78--80--76--78			
Beautiful Dreamer Rather straightforward and not particularly inspired etching of the lovely Stephen Foster waltz.		62--65--60--60			
LENNY CARSON (Whiz Kids-The Gang) Oh Wha Tah Goo Siam DISCOVERY 534—The "Malasses, Molasses" crowd pitches another kiddity here. But it has neither the irritation of the first nor the charm of a legit kid song. Fine performance, tho.		70--75--65--70			
Hug Me, Kiss Me, Love Me Lightweight bounce item has its infectious moments, but not enough of them to mean much in this cozy reading.		63--65--60--65			

CHILDREN

AL MORGAN Little Red Caboose LONDON 20021—Repackaged in a colorful envelope this is the same disk previously issued by the label as a straight pop. Novelty is done brightly, tho orking is thin. Okay for kids.		77--74--80--NS			
Rosie The Elephant When originally released as a pop, review on these pages called attention to the obvious kiddity appeal. The gang-sing rendition is bright.		73--70--76--NS			
SALTY HOLMES (Matty O'Neil) I Found My Mama LONDON 20028—This is another in the group of the label's pop disks that have been repackaged as children's material. The harmonica novelty is excellent moppet stuff		77--74--80--NS			
I Taut I Taw a Puddy Tat (Benny Lee & Mary) The re-issue is okay kiddising, but the competition is strong. Packaging is first rate.		80--77--83--NS			
ANNE LLOYD-DICK BYRON-MITCHELL MILLER Icka-Backa-Soda-Cracker GOLDEN R-66—Based on a familiar sidewalk chant, this novelty ditty has some pop and strong moppet appeal.		78--78--78--NS			
Come to the Barn Dance (Ralph Nyland-Gilbert Mack-Mitch Miller) Square dance for the kids should serve as a good activity waxing. Production is first rate.		77--77--77--NS			
ANNE LLOYD-DICK BYRON-SANDPIPERS-MITCHELL MILLER The Happy Man and His Dump Truck GOLDEN R-54—Replete with animal sounds, the story of a ride in a dump truck should intrigue the younger moppets.		78--78--78--NS			
Happy Man's Dance Instrumental disk of a Haydn melody is brightly waxed but doesn't have the appeal of the label's previous disk of the "Peter and the Wolf" march		71--71--71--NS			
AUDREY MARSH-GILBERT MACK-SANDPIPERS-MITCHELL MILLER Poor Mr. Flibberty-Jib GOLDEN R-53—Replete with sound effects, ditty teaches the identification of familiar sounds and also the value of eating. Okay educational material.		76--76--76--NS			
The Noise Song This is another hunk of material for the younger set which teaches everyday sounds. Written by cartoonist Rube Goldberg, it has pop potential.		78--78--78--NS			
ANNE LLOYD-DICK BYRON-MITCHELL MILLER Doctor Dan The Bandage Man GOLDEN R-51—Educational tune is based on a Little Golden book of the same name and is set for a big promotion with a bandage manufacturer. Good kiddie fare.		79--79--79--NS			
Billy Boy Moppet version of the standard folk song is handled in bright fashion.		72--71--73--NS			
ANNE LLOYD-AUDREY MARSH-SANDPIPERS-MITCHELL MILLER Little Lulu GOLDEN R-59—Pop-style ditty is based on the familiar cartoon character. As material for kids it's only fair.		70--70--70--NS			
Lavender's Blue This is a straight version of the pop dishing of a year or two ago.		70--70--70--NS			
ANNE LLOYD-SANDPIPERS-MITCHELL MILLER Funny Little Bandies GOLDEN RD-17—Easter ditty from the Disney cartoon flick gets a fluffy production.		78--78--78--NS			
Bouncy, Bouncy Bally Pop novelty tune based on a familiar sidewalk game makes a neat kiddie disk.		79--79--79--NS			
ANNE LLOYD-SANDPIPERS-MITCHELL MILLER Ferdinand (Parts 1 & 2) GOLDEN RD-16—Two-sided disk of the Disney flick tune gets a full-blown production that should intrigue the school age crowd		77--77--77--NS			

(Continued on page 74)

THE JUKE BOX OPERATOR and YOU in a YEAR OF CRISIS!

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review, analyze and interpret the pattern set during the last national crisis. It will point the way to profitable operation for the future. It will serve as an operating manual for long-term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

The Billboard 1951 Juke Box Special will be the year's standout contribution to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.



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- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Onto Help?
- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able to Buy? and Important reference lists like these:
- Top Tunes From 1900 to 1940 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
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Issue Dated March 17—Out March 13

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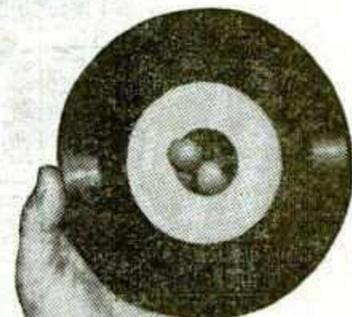
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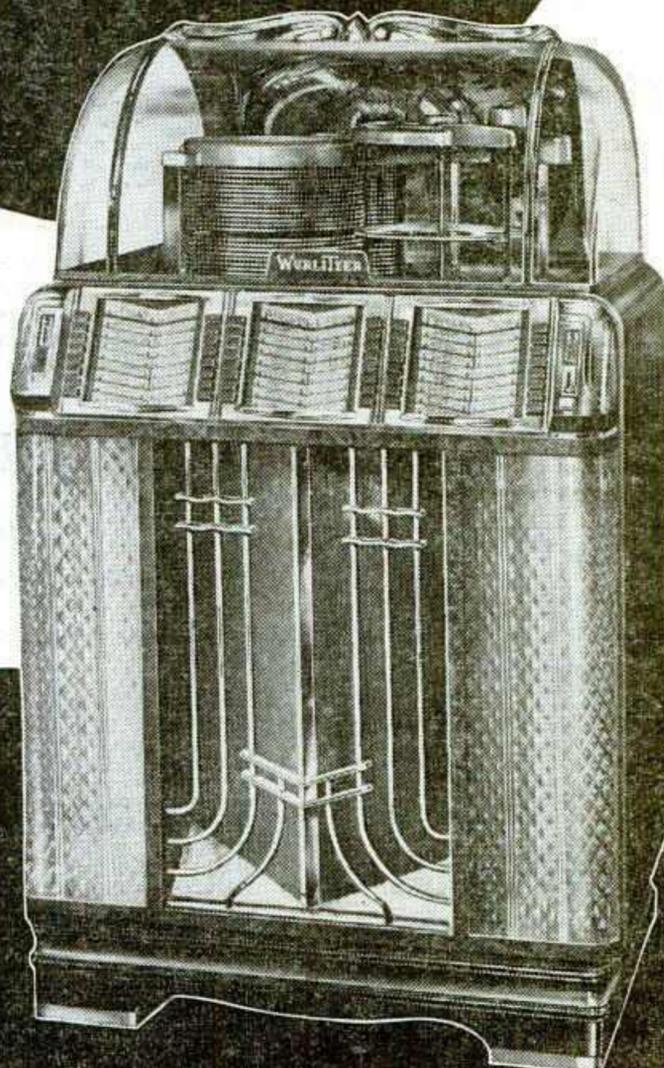
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It carries the right record complement based on exhaustive tests that proved 48 selections pay best. Look at it from every angle—inside and out. You'll know why operators all over America are saying, "Here's the year's best buy—the industry's greatest value!"



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WURLITZER

Fourteen Hundred

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

● **Classical Reviews**

● *Continued from page 24*

BARTOK: CONCERTO FOR VIOLIN AND ORCHESTRA—Max Rostal, London Symphony Ork, Sir Malcolm Sargent, Cond. (1-12") London (33) LLP 302

75 With interest in Bartok at a height, it was a bit of timely judgment that brought forth this first-rate reading of one of the Hungarian's most expressive and perhaps most durable scores. It is the first new recording of the work since the premiere etching, the memorable Menuhin-Dallas Ork-Dorati, issued almost a decade ago. This is a meaty work, very much tinged with the folk music flavor of the composer's homeland, an influence for which Bartok is highly celebrated. Rostal explores the difficult and fiery violin part with virtuosic insight, a factor heightened by the close-up recording of the solo instrument. Sargent, too, does a superb job of knitting the entire reading together to accent the boldness and power of the score. The big Bartok market and fiddler fanciers should serve up a sufficient market to make this a worthy effort over the counter.

EDGARD VARESE COMPLETE WORKS, VOL. 1—Rene Le Roy, N. Y. Wind Ensemble-Juilliard Percussion Ork, Frederic Waldman, Cond. (1-12") EMS (33) 401

55 Integrale; Density 21.5; Ionization; Octandre. EMS, an enterprising young outfit, with this disk begins an entirely bold effort to bring to the fore the works of one of the most controversial figures of contemporary music. Varese, an experimentalist in tones and timbres, has become noted in music quarters for his quite exhaustive use of percussion and his radical wanderings from conventional harmonies. Initially, the music has a shock effect (this alone will attract a goodly number of curiosity and oddity seeking customers). Ultimately, there can be no denying Varese's quite remarkable organizational powers and his bold, striking explorations of rhythms and color. Recordings and performances, difficult indeed on both counts for this music, are first rate. To be sure, this set will require a selling job within the limited extreme modern, atonally minded market.

ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE—London Symphony Ork, Ernest Ansermet, Cond. (1-12") London (33) LLP 274

80 This is best described as "music for the masses." It is ballet music consisting for the most part of familiar melodies and dance tempi—including tarentella, mazurka, can-can, waltz, galop and a Russian Cossack dance. The suite was written by the 20th Century Respighi and based on a group of Rossini piano melodies with roots in Italian folk music. Renewed interest in this one-act ballet is apparent since several new diskings of the work are being marketed this year. This Ansermet-London Symphony version should be a top seller. Both the interpretation and recording are crisp and sparkling. Packaging is extremely colorful.

SCHUBERT: SYMPHONY NO. 3 IN D MAJOR—Stuttgart Philharmonic Ork, W. Van Hoogstraten, Cond., and QUARTETSATZ IN C MINOR; Barchet String Quartet (1-12") Period (33) SPLP 517

62 Altho the Symphony No. 3 gets top billing on the jacket and a Side 1 designation on the record, the Quartet on the other side is the real news. Symphony 3 is a pretty, gentle and uncomplicated pastiche, pleasant to hear but strictly an early work, both with reference to the composer and the development of the symphony in general. The Stuttgart performs it with grace and affection. Quartetsatz is of far more interest. First, it is only one movement of an unfinished work, and a fully mature, moving creation. It is played with depth and great strength by the talented Barchet quartet, three of whose members played distinguished roles in the London Brandenburg waxings. These are the only available waxings of the two offerings.

MEYERBEER: A MIDSUMMER NIGHT'S DREAM—Berlin Philharmonic Ork, Ferenc Fricsay, Cond., Rias Chamber Choir, Rita Streich-Diana Eustrati (1-12") Dec (33) DL 8516

83 Overture; Scherzo; March and Song of the Fairies; Intermezzo; Nocturne; Wedding March; Dance of the Clowns; Melodrama and Finale. Tho portions of this work have been heavily recorded and performed, this is the first available version which includes almost all of the incidental music and vocal parts. The youthful conductor, Fricsay, leads the Berlin Philharmonic thru a performance that has the proper light touch for the familiar, popular lulling score. The soloists and choir sing "Song of the Fairies" and "Melodrama and Finale" in German. Packaging and recording are excellent.

SCHUMANN RECITAL—Kathleen Long London (33) LLP 186 (1-12")

68 Sonata No. 2 in G Minor, Op. 22; Nocturne in D Major, Op. 21, No. 2; Romance in F-Sharp, Major Op. 28, No. 2; Nocturne in F-Sharp Minor, Op. 21, No. 8. Tho a great deal of Schumann's piano scores have been recorded, this set contains the 2d and 8th Nocturnes, neither of which is readily available on wax. All are typical Schumann romanticism and are generally familiar. The composer's grand yet intricate style is handled by Miss Long with assurance and dexterity. Her interpretations rank with the best. The most striking aspect of this set, however, is the technically superb recording of the piano.

BOCCHERINI: QUINTET FOR GUITAR AND STRINGS, No. 1 IN D MAJOR—Rey de la Torre-Stuyvesant String Quartet AND MALIPIERO: RESPETTI E STRAMBOTTI—Stuyvesant String Quartet Philharmonia (33) PH 101

63 Two illuminated chamber music performances are offered here—one of a Boccherini (contemporary of Haydn), the other of a leading contemporary, Malipiero. The earlier work is delicate, leisurely, contemplative, and gracefully melodic. The modern is a very fine essay in the contemporary idiom, economical in its statements, but as brilliant as it is succinct. It draws on Italian folk dance and song, reshaping them in a pungent, sophisticated form. This waxing is evidence that Malipiero, very sparsely represented on wax, rates a full-scale recording program as one of Italy's very finest modern composers. Both pieces are exquisitely played, and handsomely recorded.

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

Start Drive To Org New Assns.

CHICAGO, Feb. 17.—In light of the growing trend by operators thruout the country to band together in an effort to survive rising costs, it had been learned that at least a dozen States have started to organize new op associations, or reorganize groups which have been inactive for the past few years.

In the Mountain and Far Western States area, interested operators have called upon George A. Miller, national chairman of the Music Operators of America, to assist them in these organization programs, and Miller, it is understood, has agreed to assist wherever possible. Already on his agenda are visits to New Mexico, Arizona and Texas, probably in advance of his trip to Chicago for the national MOA convention next month (see separate story). Other MOA officers, including Al Denver, national vice-chairman, New York, and Ray Cunliffe, Chicago, will assist in the program.

10-CENT PLAY TEST JACKPOT

BEAVER DAM, Wis., Feb. 17.—Neither snow nor ice affected one of the hottest juke box tests on 10-cent play to be conducted in this area. A local op, who opened up a location here recently which had for 15 years owned its own phonograph, did so by putting in a juke geared to play one tune for a dime, or six for a quarter. Op reported the test, after only five weeks, had shown the income, over the location-owned juke, had jumped 60 per cent.

Broken down, the op reported that in his last collection, only 41 dimes had shown up in the cash box, with the heavy majority of the coins being quarters.

Originally it had been the intention of the op to feature one play for a dime, five for a quarter, but in converting the chute, a mechanic had left the six-for-a-quarter mechanism operative.

STRAVINSKY: RENARD—AN OPERA BALLET—William Hess-Robert Harmon-Warren Gajour-Leon Lishner; Robert Craft, Cond.; Michael Zittai, Cymbalum (1-12") Dial (33) 10

70 Dial, one of the most venturesome of the indie LP diskeries, has come up with one of its most recondite—and most rewarding—forays into modern music in this waxing of Stravinsky's opera-ballet, "Renard." Taken as a musical entity, "Renard" is a handsome, stimulating contemporary creation. As a story with music, it becomes a weird barnyard fable, with a surrealist quality of dissociation. Lyrics, by four male voices, are unrelated in mood or meaning to the accompanying music, but carry forward a morality tale with a strange aura of barnyard ethics and lubricity. In addition to their role as story tellers, the voices are integrated into the score as "instruments," each playing a combining role with the other voices and actual instruments. A further offbeat aspect of this work is the use of the cymbalum as the basic voice in the score, which also uses trumpet, woodwinds and pizzicati strings. In all, a stimulating, brilliant offering, performed with style and clarity. Flip is devoted to four more conventional Stravinsky works—the short four-movement Suite No. 1 for Orchestra, his orchestration of "The Volga Boatman," his elegy for Viola Alone and his "Berceuse Du Chat" for contralto voice.

SCHOENBERG: ODE TO NAPOLEON STRING TRIO, OPUS 45—Ellen Adler-Jacques Monod-Villers Quartet; Rene Leibowitz, Cond. (1-12") Dial (33) 3

56 Listeners acquainted with Schoenberg's "Pierrot Lunaire" will recognize the "sprechgesang" (sing-speak) technique used in his Ode to Napoleon, composed in 1942, using Byron's poem of the same title as text. Acquainted or not, any audience will find this work difficult going. It is written for recitor, string quartet and piano; the music is in the 12-tone system, the vocal portion merely indicated in the notation. Miss Adler acquitted herself well in the recitor role, tho it must be said that without a copy of the poem before the reviewer, little sense would have emerged from the sliding and slurring reading. Flip is a string trio written in 1946, in which, to quote the liner, "the tonal world has been transcended further than ever before." Market possibilities would seem limited to students, devoted Schoenbergites and a certain snob element who took up Pierrot as a fad.

SCHUBERT: QUARTET FOR FLUTE, GUITAR, VIOLA AND CELLO IN G MAJOR—K. F. Mess-Arthur Faiss-Heinz Kirchner-Siegfried Barchet (1-12") Period (33) SPLP 518

60 A rare bit of repertory, this quartet is the result of Schubert's interpolation of an original cello part into a flute-guitar-violin trio by a contemporary Bohemian composer named Wenzeslaus Matyegka. It is a happy, mobile work, Haydn-like in the main, but with more than a touch of gypsy flavor. The performers are those able Stuttgartians, some of whom are familiar to disk collectors here for their work on London recordings. They play with rapport and sympathy in a beautifully recorded job that captures the highest flute and lowest cello and guitar tones with equal fidelity. An interesting byway offering.

WPOA Talks Taxes, Dime Play

● *Continued from page 70*

recommendation previously to the secretary of state; 545 and 555, both in connection with the enforcement of the Thompson law, which prohibits any gaming in the State.

At this point Pierce deviated from the program to report on a conference he had recently held with State tax officials. He was advised, he told the operators, that under a new ruling Wisconsin would allow, for tax purposes, only up to a 40 per cent depreciation on equipment in the future. This was being done, the tax officials stated, because much heavy equipment in the State (not coin machines) had been completely written off for tax purposes, but continued operative for many years.

The national tax picture was discussed, especially the recommendation by Secretary of the Treasury Snyder that excise taxes on phonographs be jumped from 10 to 25 per cent.

Execs Report

Prior to calling this special gathering, Pierce had contacted eight coin machine execs to determine the picture in their areas as to phonograph incomes, dime play, etc. A ninth letter had gone to Sidney Levine regarding the national legislative situation.

In answer to Pierce's query, Levine pointed out the most pressing problem nationally at this time was the scheduled re-introduction of the Scott Bill (*The Billboard*, February 17) designed to obtain performance fees from ops on records played in the nation's juke boxes.

Association execs answered Pierce by, in the main, agreeing that the music operators were faced with critical times, and in most cases said tests were either planned or already under way in their areas to determine what could be done with (1) dime play, and/or (2) revised commission

schedules. Those whose messages were read by Pierce included Al Denver, president of the New York association and vice-chairman of MOA; Hirsh de La Viez, president of the Washington Music Guild; Tom Crosby, head of the Minnesota Amusement Games Association; Richard Schneider, representing ops in the East St. Louis sector; R. W. Clauson, Michigan op org; Jack Cohen, head of the Cleveland Phonograph Merchants' Association; Fred Fixel, past president of the North Dakota Phonograph Operators' Association, and Ray Cunliffe, head of the Chicago association.

Pin-Point Problem

After reading the messages Pierce turned to the major reason for the meeting—what Wisconsin operators could do to increase their music grosses and put their operations on a profitable basis.

Ravages of one of the worst winters in the memory of those ops present—visible proof of which was the less-than-normal turnout at the session—were aired. Ops reported sharp drops in grosses immediately after the holidays and said practically none of the locations had shown any increases to date. Location owners were telling their operators that regular bar, restaurant and almost all types of retail businesses were in the same boat.

Possibilities of 10-cent play were discussed pro and con. Previous attempts to push phonograph play to a dime were reported, and operators who had participated in the experiment all had the same result—failure. These tests were not conducted recently, however, and there was a strong feeling that they might have a different outcome today.

Revised commission schedules came in for a thoro going over, with several ops favoring a test along these lines before attempting the increase to dime play. The

● **Record Reviews**

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

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

ARTIST LABEL AND NO. TUNES COMMENT

● *Continued from page 72*

ANNE LLOYD-SANDPIPER-MITCHELL MILLER
Peter Cottontail 85--85--85--NS
GOLDEN R-57—At the twenty-five cent price this version of hit children's tune should call for plenty of counter action. This is the familiar Easter version.

Peter Cottontail 85--85--85--NS
First chorus on this, the year-round version, is instrumental—giving the moppets a chance to sing along. Second chorus has no Easter references.

INTERNATIONAL

WALTER SOLEK ORK (Walt & Mama)
Oh, Mama, Mama 80--80--79--82
COLUMBIA 12504-F—Bright novelty polka is sung by Solek and a falsetto voice as the ork sets a happy, danceable mood. Lyrics are in English.

Ho Amam, Amam 71--78--68--68
Just as the title suggests, this is the top side played backwards. Reverse diskings still maintains the proper polka tempo, but it's difficult to spot a market, except for wacky deejay segs.

STEVE ADAMCZYK
Strolling in the Forest Polka 64--64--64--64
CAPITOL 1397—Strict tempo polka instrumental is served up in a relaxed fashion.

Ridin' High Polka 64--64--64--64
Similar stuff.

SEYMOUR RECHZEIT (Sam Medoff)
So Long 73--75--75--70
BANNER B-2586—The trend in the international field to adapt the Yank hit parade to specialized tongues is evident in this Yiddish adaptation of the folk waltz. Comes off rather well, but for Jewish nabes only.

Tennessee Waltz 73--75--75--70
Straight Yiddish reading of the smash hit will attract in Jewish nabes only for the novelty of hearing the tune in the familiar tongue.

SEYMOUR RECHZEIT (Sam Medoff)
My Heart Cries for You 77--80--78--74
BANNER B-2587—Of a group of current hits translated into Yiddish for waxing, this one comes off as freshest both in terms of the adaptation and performance.

Goodnight (Oy Vay) Irene 70--72--70--67
Rechzeit, a long-time Yiddish radio fave, tackles a not completely successful adaptation of the hit.

SPIRITUAL

SOUTHERN HARMONAIRES
I'm So Glad 70--70--70--NS
APOLLO 237—An ordinary male group spiritual offering.

Who Will Your Captain Be? 72--72--72--NS
Spiritual with patriotic overtones is sung in prosaic gospel form tho the lead singer is effective.

ETHEL DAVENPORT
I Can't Keep It to Myself Alone 74--74--74--NS
CORAL 65044—Big voiced gospel chanter hands the family type material a fervent reading.

It's a Blessing 74--74--74--NS
Another slow chant is served up with conviction.

MARIE KNIGHT
Don't Miss That Train 79--79--79--79
Dec 48198—A rocking gospel diskings by the w.k. Knight gal. Material has some pop as well as r. and b. appeal, too.

I Heard My Mother Pray 70--70--70--70
Religious opus is handled in a dispassionate mood.

SISTER ESSIE MAE THOMAS (The Gospel Pilgrims)
Do You Know My Heavenly Father? 82--82--82--NS
ATLANTIC 929—The Sister strides and shouts up a storm thru an exciting gospel chant with the aid of a fine male group.

The Storm Is Passing Over 82--82--82--NS
Sister Essie Mae and the group take this one at a slightly faster clip, but the fire is still there.

THE GOSPEL PILGRIMS
Korea—Fighting in the Foreign Land 78--78--78--NS
ATLANTIC 928—A timely hunk of material is handled with a spirited beat by the group.

I'm So Grateful to the N.A.A.C.P. 69--74--64--NS
Up-tempo version of an alternating verse and chorus ditty is an out-and-out campaign plea for the NAACP.

SACRED

HOMELAND HARMONY QUARTET
It Is No Secret 50--50--50--NS
BIBLETONE 6019—Belated waxing of the country and Western hit will have to fight some strong competition to make a dent. Tho this is a sacred waxing, others will serve the same market.

I'm So Glad 62--61--63--NS
Poor recording detracts from an okay up-tempo gospel ditty.

problem of converting wall boxes to a dime loomed large, with many of those present reporting that even if conversions were available in enough quantity for the 10-cent test, it would be a financial problem to effect the necessary changes.

Pierce suggested that the State be broken up into regions, and operators within each of the suggested regions hold their own meeting, set a course of action whether it be dime play or revamped commissions, then test the action over a 30 or 60-day period. This suggestion met with a favorable response, but no vote was taken at this session on the subject.

However, it was indicated that at least four such regions would be set up voluntarily by ops in attendance at the session. These regional tests will be started as soon as possible, and it is expected that report will be made to the main organization after the MOA meeting next month.

Distributors in attendance at the meeting, altho no equipment was shown, included Harry Jacobs Jr., Sam Hastings, representing respectively United, Inc.; Hastings Distributing and Badger Sales.

Industrial Models

● *Continued from page 70*

models it plays standard 45 r.p.m. records, has the automatic restacker, works on 110 volts ac and has automatic dial selector control. Cabinets of the Chiefan are finished in blond, walnut and mahogany. This model has had acceptance in doctor, dentist and related small professional offices.

Joe Cohen, Ristaurat president and general manager, stated the firm is sufficiently stocked with parts to keep all three units plus the coin-operated Ristaurat 45 r.p.m. counter box in production for a long period. He added that production on all four units would not be affected by the introduction of the S-45. This is a coin-operated selective counter box which plays 12 45 r.p.m. records. It will have its initial trade showing at the Music Operators of America annual convention at the Palmer House, Chicago, March 19-21 (*The Billboard*, February 17).



PAT. PEND

SELECTIVITY . . . including "Cancel" Button.

CREDIT UNIT . . . accepts up to 40 nickels at a time.

PROVED PERFORMANCE . . . incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, VOLUME CONTROL and the famous RCA record changing mechanism.

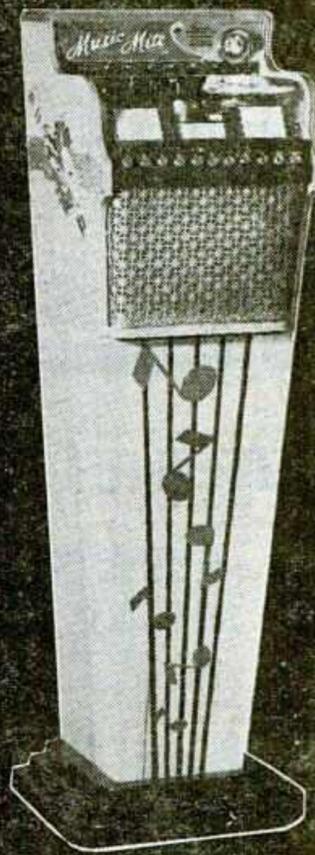
SIMPLE TO SERVICE . . . Its easily understood mechanism requires no special knowledge and the exclusive "IN-A-DRAWER" feature permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light - weighs only 50 lbs. - and can be transported by car instead of a costly truck.

ONLY Music Mite OFFERS ALL THESE ADVANTAGES TO MUSIC OPERATORS

MUSIC MITE DOES EVERYTHING THE STANDARD SIZE PHONOGRAPH CAN DO - BUT COSTS LESS - MUCH LESS!

PEDESTAL STAND (Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-appealing unit that captures patron attention in any location.



- (1) TRIMOUNT COIN MACHINE CO. 40 Waltham Street Boston 18, Mass.
- (2) ALFRED SALES, INC. 581 Main Street Buffalo, N. Y.
- (3) SCOTT-CROSSE CO. 1423 Spring Garden St. Philadelphia, Pa.
- (4) B. D. LAZAR CO. 1635 Fifth Ave. Pittsburgh, Pa.
- (5) GENERAL MUSIC SALES CORP. 245 W. Biddle St. Baltimore, Md.
- (6) BUSH DISTRIBUTING CO. 286 N. W. 29th St. Miami 37, Florida 60 Riverside Ave. Jacksonville, Florida
- (7) DELTA MUSIC SALES CO. 704 Baronne St. New Orleans, La.
- (8) COMMERCIAL MUSIC CO., INC. 1501 Dragon St. Dallas, Texas 901 East Houston St. San Antonio, Texas
- (8) CULP DISTRIBUTING CO. 1004 North Walnut St. Oklahoma City, Oklahoma
- (8) STEELE DISTRIBUTING CO. 3300 Louisiana Houston, Texas
- (9) S. & M. SALES CO., INC. 1074 Union St. Memphis, Tennessee

- (10) SOUTHERN AUTOMATIC MUSIC CO., INC. 624 South Third St. Louisville, Kentucky 242 N. Jefferson St. Lexington, Kentucky 603 Linden Ave. Dayton, Ohio 325 N. Illinois Indianapolis, Indiana 1000 Broadway Cincinnati, Ohio 3011 Maumee Avenue Ft. Wayne, Indiana
- (11) H. Z. VENDING SALES CORP. 1205-07 Douglas St. Omaha, Nebraska
- (12) LAKE CITY AMUSEMENT CO. 1648 St. Clair Avenue Cleveland, Ohio
- (13) MILLER-NEWMARK DISTRIBUTING CO. 42 Fairbanks St., N. W. Grand Rapids, Michigan 5743 Grand River Ave. Detroit, Michigan
- (14) PASTER DISTRIBUTING CO. 2606 Fond du Lac Milwaukee, Wisconsin
- (15) MAYFLOWER DISTRIBUTING CO. 2218 University Ave. St. Paul, Minnesota
- (16) KNUDSEN MUSIC CO. 201 East Second South St. Salt Lake City, Utah
- (17) NATCO SALES CO. 627 Tenth Ave. New York, N. Y. 58 Frelinghuysen Ave. Newark, N. J.

- (18) CONSOLIDATED DISTRIBUTING CO., INC. 1910 Grand Ave. Kansas City, Mo.
- (19) J. ROSENFELD CO. 3220 Olive Street St. Louis, Mo.
- (20) WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave. Chicago 47, Illinois
- (21) ADVANCE AUTOMATIC SALES CO. 1350 Howard St. San Francisco, Calif.
- (22) F. A. B. DISTRIBUTING CO., INC. 304 Ivy Street, N. E. Atlanta, Georgia 911 Cervaiss St. Columbia, S. Carolina
- (23) PAUL W. HAWKINS 329 E. 7th Street Tucson, Arizona
- (24) BADGER SALES CO. 2251 West Pico Blvd. Los Angeles, Calif.
- (26) P. & S. DISTRIBUTING CO. 110 Eleventh Street Des Moines, Iowa
- (27) BRADY DISTRIBUTING CO. 522 East Trade Street Charlotte, No. Carolina
- (28) MODERN DISTRIBUTING CO. 1810 Welton St. Denver, Colorado
- (29) WESTERN DISTRIBUTORS 1226 S. W. 16th Ave. Portland 5, Oregon
- (30) WESTERN DISTRIBUTORS 3126 Elliott Street Seattle, Washington
- (31) LANIEL AMUSEMENT 1807-15 Quest, Rue Notre-Dame Montreal 3, Quebec
- (31) R. C. GILCHRIST 465 Eglinton West Toronto, Canada

HEAR IT -- SEE IT BUY IT FROM THE WILLIAMS DISTRIBUTOR LOCATED IN YOUR TERRITORY OR MAIL COUPON TODAY!

Williams Manufacturing Company
4242 W. Fillmore Street
Chicago 24, Illinois

Gentlemen:

Please send me complete information on the new MUSIC MITE Selective Phonograph.

Name _____

Address _____

City _____ Zone _____ State _____

PLEASE PRINT CLEARLY



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

FOLK TALENT AND TUNES

• Continued from page 32

Cowboys." . . . **Bob Edwards**, WAKE, Greenville, S. C., now doing four hours on Saturday afternoon. . . . **Clyde Chesser**, KCLW, Hamilton, Tex., reports that the Central Texas Hillbilly Hayride, Temple, Tex., is using names. **Mayor Nalland DeLeon**, Tex., is booking the headliners, with **Murl Alexander**, KCLW, managing the show. . . . **Lee Sutton** wants hymns and gospel disks for a new religious show. . . . **Rosalie Allen**, WOV, New York, did a cutting session in Nashville February 1. . . . **Art Barrett**, WSAP, Portsmouth, Va., recently became the father of a daughter, **Susan Lynn**, January 19. Barrett was the only hillbilly d. j. among top 10 disk jockeys voted in a recent poll by The Norfolk Virginian-Pilot. . . . **Smiling Max Henderson**, WTAC, Flint, Mich., guested (Continued on page 79)

WILL BUY USED & NEW RECORDS
Specify Quantity—Best Price
WHITE NOVELTY CO.
8422 Linwood Detroit 6, Mich.
Phone: TYler 8-7390

WURLITZER—SEEBURG—ROCK-OLA MOTORS
\$6.50
Rebuilt—Exchanged Immediately
Phono Electric Motor Ser. Co.
359 W. 45th St., N. Y. C. CI 5-9540

NEED UNIFORMITY

CSCA Prexy Looks at Nickel Vs. Dime Play

HARTFORD, Conn., Feb. 17.—Dime plays in juke boxes may save the music machine field "a lot of headaches," according to Abe Fish, president of Connecticut State Coin Association, Inc. (CSCA).

Fish, who also owns the General Amusement Game Company, Hartford, contends "too much business will be lost by juke boxes unless the 10-cent play is adopted as a general policy by juke box operators." He believes there is too much conflict in thinking on the part of operators as to what price should be charged for plays on juke.

"Too many people in this industry," he says, "have the notion any price for a record play will be generally accepted by the paying public. They are far from the actual truth. They have to realize 10-cent play is necessary to make ends meet, all right, but there should be no conflict between one coin operator and another in specific locations over what price should be charged."

He reported that at present a number of coinmen in Connecticut are experimenting with various price scales for coin plays, with such combinations as the following being tried out: Two plays for 10 cents, five for 25 cents; one play for 10 cents, four plays for 25 cents.

Fish feels the two plays for 10 cents would get more people into the habit of putting dimes into the juke boxes, thus enabling oper-

ators to drop 5-cent plays entirely.

He further contends there should be uniformity of prices in all cities of the country. "There's enough confusion over a lot of skyhigh prices today, let alone within the coin industry," he said. "The best bet is for coinmen to get together thru their coin associations, agree on a set price per play, and stick to their decisions. It will aid in the long-run public relations policy of the industry."

No. Dakota Ops Set Assn. Execs

BISMARCK, N. D., Feb. 17.—North Dakota Phonograph Operators' Association has voted new officers into office for the coming year. Succeeding Fred Fixel as president is Charles Rose, while John Warren assumes the post of secretary-treasurer. Bob Westrum, who formerly served as the association secretary, has sold his route and retired from the business.

Fixel reported operators in this State have been hit by the population shift from many of the smaller areas to defense production centers in other parts of the country.

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWED	COLLECTED
• Continued from page 29			
JIMMY WORK (Tennessee Border Boys) Let's Live a Little LONDON 21-0423—Work gets projection and enthusiasm into this medium jump novelty in blues pattern. Tune is only fair.		73--73--72--74	
Southern Fried Chicken Warbler and crew swing gaily on a harmless little jingle in bright dance tempo.		73--73--72--74	
OKIE JONES Hillbilly Bessie COLUMBIA 20780—Jones debuts for Columbia with a zestful, light-hearted rendition of a happy little novelty tune. Lad has a sound of his own, marked by a youthful freshness and enthusiasm.		81--81--80--82	
My Heart Went Blind Same sincerity and projection pervades Jones's job on this likely slow torcher.		81--81--80--82	
ROY ROGERS (Male Quartet) Peter Cottontail VICTOR 21-0423—Re-issue of last year's dinking; an adequate coverage but not one of the top versions.		75--72--76--75	
Easter Parade Dale Evans joins Hubby Roy for a strictly pop collaboration: micky arrangement, vocal choir backing, written strings, etc. Not country fare, and not strong enough to compete pop.		62--64--63--60	
LEON MC AULIFFE Tulsa, Straight Ahead COLUMBIA 20782—An inferior Western-swing item with sax, piano, fiddle solos—with touches of bop, yet!		53--56--53--50	
Take It Away Leon Improvement over flip, as the crew sticks to a straight boogie beat, with male duo on the lyrics, steel solo and good spirit.		73--73--71--75	
MELISSA MONROE You Rule My Heart COLUMBIA 20783—Thrush does an unimpressive vocal on a fair country torcher.		57--57--57--57	
Stop, Look & Listen An effective novelty tune with an original pattern gets a fair go.		66--66--64--68	
"SKEETS" DONALD Sentimental Fool LONDON 16057—A trudging, peppy vocal of an insubstantial medium-beat country ballad.		45--45--44--46	
Baby When You're Around Jump jingle is an improvement on flip, but adds to very little.		55--55--53--57	
NOEL BOGGS (Magnolia) The Lowdown on Mona Lisa MAGNOLIA MS-1059—Unlikely material gets a pop reading from a bary singer and a country orking from the string band.		52--52--55--49	
Alabama Bound Electric guitar instrumental on the standard is handled in okay up-tempo style by Horace Heidt winner Boggs.		68--68--68--68	
STUART HAMBLEN Old Glory COLUMBIA 20779—Hamblen chants his own patriotic story-ballad effectively, with a neat assist from bugle call strains and a male chorus.		76--78--76--74	
My Life With You A fine Hamblen love ballad with a sacred touch is sung with restrained emotion. String backing supports the chanter's smooth bary voice.		84--84--84--84	
RILEY CRABTREE Shackles & Chains COLUMBIA 20778—Crabtree sings the prisoner's lament with nasal-twang sincerity.		71--71--71--71	
Get Away From It All The country warbler has a catchy item here done in a faster tempo.		74--74--72--76	
LESTER FLATT-EARL SCRUGGS I'm Waiting To Hear You Call Me Darling COLUMBIA 20777—String band gives the torcher a hoe-down backing as the Flatt-Scruggs duo chant in backwoods harmony.		67--67--70--65	
Come Back Darling Taken at a fast clip, a routine country tune is handled in danceable fashion by the vocal team and band.		66--65--65--70	
KENNY ROBERTS Mickey The Chickney CORAL 64079—Original Roberts Easter opus aimed at the moppet market could make a dent as a kidisk entry with wide appeal.		80--82--80--78	
Casper, The Candy Cowboy Another Roberts original is less likely material, the kids in range territories might take to it.		72--72--74--70	

By Actual **TEST**

RISTAUCRAT '45'

has been Proven **BEST**

**No Frills . . .
No Extras . . .
No Gimmicks!**

Just DEPENDABILITY that has been proven for **8 months** in all types of locations.



Low cost and trouble-free operation enables you to serve more locations more profitably!

RISTAUCRAT ALSO MAKES A COMPLETE LINE OF PORTABLE MUSIC SYSTEMS

Here is continuous recorded music and a complete public address system in one compact portable package. The RISTAUCRAT automatic 45 R.P.M. record restacker and ingenious dial control gives you music of your choice when you want it . . . for as long as you want it!

Write today for complete details



- Plays standard 45 R.P.M. records
- Will accommodate up to 45 speakers



RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

Patriotic Gallery Makes Up Seeburg Distrib Mailing

NEW YORK, Feb. 17.—The first of a series of institutional brochures featuring portraits and capsule biographies of famous Americans in addition to practical sales hints, was mailed out this week to phonograph operators serviced by the Atlantic New York Corporation.

The initial brochure carries a portrait of Lincoln on the cover and the last page advises operators to "use printed location contracts" to protect their phonograph investment. The two sheets making up the brochure are joined by a perforated fold and the operator is urged to remove the portrait, printed in sepia, for framing.

Other brochures already prepared include portraits of Washington, Franklin D. Roosevelt, Patrick Henry, Oliver Wendell Holmes and Gen. Dwight D. Eisenhower. The hints stress the value to operators of clean machines, printed on typewritten title strips, proper programing, distributor service schools and music associations.

Perry Wachtel, of DePerri Advertising, who prepared the brochures, said they will also be made available for use by Seeburg distributors in other territories.

Okla. City Juke Tax Income Down

OKLAHOMA CITY, Feb. 17.—Oklahoma Tax Commission reports music box tax collections for the first seven months of the fiscal year (July 1, 1950-January 31, 1951) totaled \$5,990.57, compared with \$16,597.74 during the corresponding period of 1949-1950. Coin device license collections were \$121,509.61 and \$219,938.70 respectively.

Cigarette tax collections for the seven-month period totaled \$5,516-050.83, compared with \$5,235-110.15 in the 1949-50 fiscal year. Tobacco tax collections were \$710,996.67 and \$716,835.29 respectively.

Richmond Ops

• Continued from page 70

go along if the association is formed and abides by the majority rule policy. Dan Wertz, Wertz Music Company, feels there are enough smaller operators with older equipment who won't join and thereby hazard the chances for success. Wertz was, some years ago, the main factor in a previous organization of music operators. Eugene L. Paul, Richmond Amusement Company, is definitely in favor of the move to organize.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in *The Billboard* issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27
All Baba (Gottlieb).....		\$54.50		
Alice in Wonderland (Gottlieb)		69.50	\$69.50	\$59.50
Aquacade (United).....	\$80.00	70.00	114.50	114.50
Baby Face (United).....			65.00	65.00
Ballerina (Bally).....			59.50	50.00
Banjo (Exhibit).....			74.50	40.00
Barnacle Bill (Gottlieb).....		54.50		74.50
Be-Bop.....			154.50	150.00
Bermuda (Chicago Coin).....	29.50	29.50	29.50	29.50
Big Top (Genco).....			99.50	99.50
Bing a Roll (Genco) (roll-down).....	89.50	89.50		89.50
Black Gold (Genco).....	89.50			99.50
Blue Skies (United).....				65.00
Boston (Williams).....		99.50	139.50	149.50
Bowling Champ (Exhibit).....	100.00	90.00	109.50	89.50
Bowling League (Gottlieb).....				90.00
Buccaneer (Gottlieb).....	70.00	60.00	79.50	79.50
Build Up (Exhibit).....		59.50	59.50	59.50
Butterfly.....	95.00			
Buttons and Bows (Gottlieb).....		79.50	109.50	109.50
Canasta (Genco).....	150.00		169.50	150.00
Caribbean (Williams).....		45.00	45.00	45.00
Carnival (Bally).....	89.50	89.50	65.00	65.00
Carolina (United).....	65.00	75.00	65.00	65.00
Catalina (Chicago Coin).....	29.50	29.50	40.00	40.00
Champion (Bally).....	425.00			340.00
Cinderella (Gottlieb).....		39.50	59.50	28.50
Citation (Bally).....	275.00			215.00
Cleopatra (Marvel).....			49.50	49.50
Contact (Exhibit).....				59.50
Cover Girl (Gottlieb).....				28.50
Daily Races (Gottlieb).....				60.00
Dallas (Williams).....		99.50	109.50	109.50
Dew-Wa-Ditty (Williams).....		89.50	99.50	99.50
Double Shuffle (Gottlieb).....			119.50	119.50
Dreamy (Williams).....			169.50	159.50
El Paso (Williams).....		74.50		
Entry (Bally).....			60.00	109.50
Fast Ball (Exhibit).....				24.50
Floating Power (Genco).....	79.50	85.00	75.00	89.50
Flying Saucers (Genco).....			174.00	
Football (Chicago Coin).....			99.50	99.50
Goalie (Chicago Coin).....			59.60	
Gold Cup (Bally).....	165.00	175.00		110.00
Gold Mine (roll down).....		39.50		
Gondola (Exhibit).....	70.00	70.00	70.00	79.50
Grand Award (Chicago Coin).....	65.00	65.00	65.00	74.50
Harvest Time (Genco).....		149.50		
Holiday (Chicago Coin).....			75.00	75.00
Hot Rods (Bally).....			159.50	75.00
Hot Tip (Keeney).....				179.50
Humpty Dumpty (Gottlieb).....	29.50	29.50	59.50	29.50
Hy-Roll (Bally) (roll-down).....	69.50		69.50	69.50
Jack 'n Jill (Gottlieb).....			44.50	
Jamboree (Exhibit).....		59.50	65.00	59.50
Jockey Club (Bally).....				65.00
Jockey Special (Bally).....	110.00	125.00		95.00
Just 21 (Gottlieb).....		79.50	119.50	95.00
Kentucky (Bally).....			99.50	119.50
Lady Robin Hood.....		49.50		445.00
Lexington (Bally).....				250.00
Line Up (Keeney).....	32.50	32.50		279.50
Magic (Exhibit).....		55.00	55.00	32.50
Major League Baseball (United).....		34.50	54.50	39.00
Majors of '49 (Chicago Coin).....		49.50		69.50
Mardi Gras (Genco).....	29.50	29.50	39.50	29.50
Maryland (Williams).....	95.00	79.50	85.00	134.50
Melody (Bally).....			69.50	49.50
Merry Widow (Genco).....	34.50	34.50	34.50	34.50
Monterrey (United).....		49.50	59.50	59.50
Moon Glow (United).....				75.00
Oklahoma (United).....			119.50	119.50
One, Two, Three (Mills).....	54.50	75.00	54.50	79.50
Paradise (United).....			79.50	79.50
Photo Finish (Universal).....				350.00
Pinch Hitter (United).....			69.50	375.00
Puddin' Head (Genco).....	49.50	49.50	89.50	114.50
Quarterback (Williams).....	110.00	99.50	110.00	49.50
Ramona (United).....			65.00	65.00
Rancho (Bally).....				70.00
Rip Snorter.....	155.00	145.00		40.00
Robin Hood (Daval).....		59.50	59.50	59.50
Round-Up (Gottlieb).....		54.50		59.50
St. Louis (Williams).....			109.50	59.50
Sally (Chicago Coin).....		55.00	79.50	55.00
Screwball (Genco).....	39.50	55.00	39.50	59.50
Select-A-Card (Gottlieb).....	32.50	95.00		69.50
Serenade (United).....			124.50	69.50
Shanghai (Chicago Coin).....			69.50	69.50
Sharpshooter (Gottlieb).....			99.50	99.50
Showboat (United).....				55.00
Showgirl (Williams).....				24.50
Singapore (United).....				24.50
South Pacific.....		129.50		
Special Entry (Bally).....	90.00			55.00
Speedway (Williams).....				60.00
Spinball (Chicago Coin).....	29.50	29.50	49.50	40.00
Stardust (United).....		79.50	79.50	29.50
Star Series (Williams).....		165.00		45.00
Stormy (Williams).....	165.00	29.50	29.50	29.50
Summertime (Gottlieb).....	29.50			45.00
Sunny (Williams).....		29.50	29.50	29.50
Super Hockey (Chicago Coin).....	29.50	74.50	99.50	29.50
Super Score (Chicago Coin).....				75.00
Tahiti (Chicago Coin).....		95.00	139.50	24.50
Telecard (Gottlieb).....	105.00	89.50	99.50	139.50
Temptation (Chicago Coin).....		79.50	79.50(2)	99.50
Tennessee (Williams).....		79.50	79.50	69.50

Revise Council Bill Affecting NY Coin Games

NEW YORK, Feb. 17.—The City Council yesterday (16) reported out of committee a revised version of a bill introduced earlier to regulate certain phases of the coin-operated game business here. Devised specifically to put arcade equipment, such as Poker Roll, Fascination, Five-Star Final, etc., on a sound legal footing, the proposed measure is viewed in certain quarters as providing a peg to hang a future ban on location games (*The Billboard*, January 13).

In its amended form, the bill tightens the definition of legal games that may be licensed as common shows. These include: "Any machine . . . or amusement device other than . . . a pinball . . . or device commonly known as a slot machine or one that is adapted or may readily be converted" so that "by reason of any element of chance . . . the user may receive . . . any piece of money, credit, allowance or thing of value."

Location operators are most wary of another section of the bill which restricts certain types of games to locations not principally establishments "for the sale of merchandise, drinks or foodstuffs."

Anti-Coin Mch. Bill Shelved

SALEM, Ore., Feb. 17.—The bill in the Oregon Legislature which would have forced the liquor commission to revoke licenses of taverns operating pinball games, bells or punchboards was shelved Monday (12) by the Senate Alcoholic Control Committee. The bill was sponsored by the Grange.

In reporting on the bill, Carl Chambers, State tax commissioner, pointed out that the commission collected \$306,861 in amusement device taxes in 1950. Much of the tax was derived from pinball machines.

He added that the federal government taxed 3,398 units in the State last year.

Toronto Plans Meter Tests

TORONTO, Feb. 17.—Following the lead of other large cities, Toronto will have a test of parking meters. Prices for the parking privilege is to be higher than any other city. The fee will be 10 cents instead of the usual nickel for an hour or any fraction thereof.

Some 1,100 meters will be given a tryout as soon as the council has approved the idea, tho approval is practically certain.

The scheme follows the recent installation in Chicago of some 15,000 Miller meter machines which are expected to be among the leading bidders for the installation here.

Thatcher Glass Sales

ELMIRA, N. Y., Feb. 17.—Thatcher Glass Manufacturing Company, Inc., reported net sales of \$18,842,272.20 for the year ended December 31, 1950. Net income, after taxes, was \$972,604.66.

	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27
Texas Leaguer (Keeney).....	50.00	50.00		
Three Feathers (Genco).....			109.50	109.50
Thrill (Chicago Coin).....	29.50	29.50	29.50	29.50
Trade Winds (Genco).....	29.50	49.50	29.50	29.50
Trinidad (Chicago Coin).....			34.50	
Triple Action (Genco).....	29.50	49.50	29.50	29.50
Triples (Gottlieb).....		55.00	45.00	59.50
Trophy (Bally).....			159.50	169.50
Tumbleweed (Exhibit).....				125.00
Turf Champ (Stoner).....				24.50
Utah (United).....	109.50		134.50	134.50
Victory Derby (Bally).....				89.50
Victory Special (Bally).....				35.00
Virginia (Williams).....	29.50	29.50	29.50	29.50
Whirl-A-Ball (Amusement Enterprises).....	12.50	12.50	19.50	12.50
Wisconsin (United).....	29.50	29.50	29.50	29.50
Yaaks (Williams).....	39.50	39.50	39.50	39.50

ASLI Sets State Meets

Continued from page 65

since been worked out to allow per-capita replacement of registered members at no additional charge. The deadline for all such replacements has been set at March 1.

James accorded special praise to secretaries and captains for their co-operation in keeping teams and leagues functioning. "We have made every effort to keep playing schedules going," he declared, "and the fine work of the local secretaries has kept attrition at a minimum—less than 1 per cent to date."

Michigan leads the ASLI registration lists with over 2,000 players formed into 185 teams working thru competitive-play schedules. Illinois rates a close second, according to James, with 164 teams and more than 1,500 players.

With tournaments this season to be run on an open basis, ASLI has set entry fees at \$20 for loop champions, with all other eligible teams wishing to compete to be charged \$25. Entry fees for the U. S. meet have not yet been set.

Directors-Cities

James listed the following as directors of the State events and the cities in which the tournaments will be held:

Michigan, Stanley Warner (Saginaw); Illinois, Ken Poulsen, assisted by Glen Fife (Rock Island); Wisconsin, Ken Poulsen (Madison); Ohio, James Bournes, assisted by Jack Butler (Toledo); Indiana, Robert Charleston (Ft. Wayne); Missouri, Louis Ritter (site to be chosen); Pennsylvania, Frank Kopp (Reading); Washington, David Talbot, assisted by W. H. Korte (Seattle); New York, Howard Conlon (Schenectady); New Jersey, Frank Kiss (Camden); Idaho, Armand Martens (Boise); Utah, Bud Fackrell (Cooper), and Massachusetts, James McNicholas (Greenfield).

State secretaries are ballyhooping the tournaments via television, radio and newspaper publicity, James reported. He pointed out the Washington, Massachusetts and Idaho tournaments are the first to

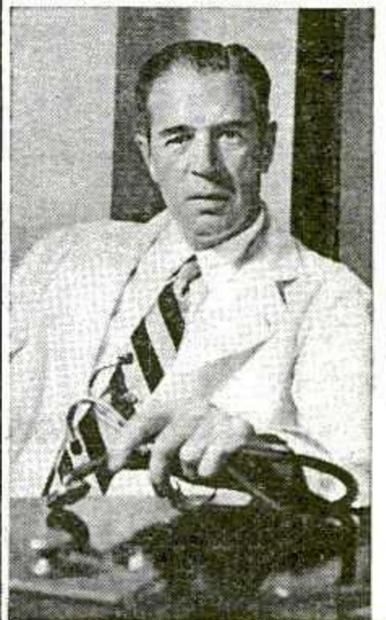
be sponsored by ASLI in those States. Iowa, not having a tourney of its own, will send a delegation of teams to compete in the Illinois event.

Meanwhile, James said trophies for winners in longboard and cushion league play are being shipped out from ASLI headquarters.

Can. Ops Hit by Distrib Direct Sales Campaign

HALIFAX, N. S., Feb. 17.—Halifax Coin Machine Exchange, with its adoption of a "why rent when you can buy" campaign, has largely abandoned former 100 per cent commission operation by advocating outright sales of machines to locations. In turning its back on proven operating practices, firm also broadened its Nova Scotia coverage to include the provinces of New Brunswick, Prince Edward Island and Newfoundland.

Move marks the first time a coin machine distributor-operator in the Eastern provinces has inaugurated a direct sale policy. Halifax Coin Machine, which is using as a secondary slogan in the outright sales campaign "Why be satisfied with 40 per cent?" is also using daily and weekly newspapers to promote location sales. One such advertisement illustrated a juke box and carried the statement: "This machine can be yours for only \$310." In addition, firm is sending a staff of salesmen to call on all coin machine locations with the "self-owner" proposition.



Mademann Buys Standard Scale

CHICAGO, Feb. 17.—Paul Mademann, formerly associated with Groetchen Tool & Manufacturing Company here, has purchased the complete facilities of the Standard Scale Company, St. Louis, moved the plant to Chicago, and organized the Standard Metal Typer Company at 1318 N. Western Avenue. With the return of the company to this city, the original metal typer units formerly manufactured by Groetchen before being sold to the St. Louis firm five years ago, will again be made in Chicago.

Standard is now in production, Mademann said, and, in addition to new machines, will also handle used equipment and will offer operators a complete service and repair program.

New factory covers 2,000 square feet of space.

N. H. Games Licensed

CONCORD, N. H., Feb. 17.—Revenue from coin machine license fees has reached \$1,300 so far this year. To date 26 applications have been granted by the city council, each bringing a \$50 fee. Under a local ordinance passed January 9, all pinball machines and miniature bowling an shuffleboard games must be licensed.

"Is it too late, Doctor?"

Fortunately, it's not too late for more and more Americans who are going to their doctors in time . . . at the first sign of any one of the seven danger signals which may mean cancer: (1) any sore that does not heal (2) a lump or thickening, in the breast or elsewhere (3) unusual bleeding or discharge (4) any change in a wart or mole (5) persistent indigestion or difficulty in swallowing (6) persistent hoarseness or cough (7) any change in normal bowel habits.

To learn how to guard yourself and your family against cancer, call the nearest office of the American Cancer Society or write to "Cancer" in care of your local Post Office.

American Cancer Society



(Continued on page 78)

SPECIAL INVENTORY SALE!!

Every Piece of Equipment in Stock and Ready for Delivery!

WANTED

FLIPPER 5 BALLS
ONE BALL FREE PLAY
SEND LIST

ATOM-JET
Revolutionary Remote Controlled Pin Game
WRITE

SHUFFLE ALLEY
\$49.50 Come and Get Them While They Last.

EXHIBIT STRIKE
\$99.50 2 Player—Flying Pins

ROLLDOWNS
Tropicana \$29.50
Singapore 29.50
Advance Rolls 29.50
Total Rolls 19.50
Pro-Score 49.50

SHUFFLEBOARD SUPPLIES
Sheets \$6.50
Shuffle Game Wax (case of 12) 3.00
Climatic Adjusters. Per set of 10 10.00
Bowling Pins. Per set. . . 9.50
Liquid Wax. Per can 95
Fast Purveyor Shuffleboard Wax. Per case. 4.50
Shuffleboard Lights—Fluorescent. Each . . . 8.75

SHUFFLEBOARD SCOREBOARDS
Wall Type \$79.50
Wall Type (new) . . . Write

PREMIUMS
Large Selection Hard To Get Items—Low Prices.
Write for Price List

SHUFFLEBOARDS
18-22 Ft. Finest Quality. ALL MAKES.
\$49.50 & Up

CONVERSIONS
For All Types of Shuffleboard Games. Write for low prices.

5 BALL PIN GAMES
Select-a-Card \$134.50
Majors 49.50
Big Top 99.50
Floating Power 69.50
Cleopatra 29.50
Melody Roll 39.50
Hit Parade 29.50
Just 21 99.50
Merry Widow 29.50
Marjorie 29.50
Bally Moo 39.50
Nudgy 39.50
Trade Winds 99.50
Triple Action 49.50

1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

SHUFFLE GAMES
RECONDITIONED—GUARANTEED
United Shuffle Alley Express \$ 99.50
United Shuffle Alley 49.50
United Double Shuffle Alley, 8 or 9 1/2" 124.50
United 2-Player Shuffle Alley Express 219.50
United Twin Rebound, like new 249.50
United Shuffle Slagger, 1 or 2-Player Reb. Exhibit Strike, 2-Player, 9 1/2" 99.50
Universal Twin Bowler, 8" 114.50
Universal Super Twin Bowler, 9" 169.50
Chicoin Trophy Bowl 219.50
Chicoin Bowling Alley 99.50
Chicoin Baseball, 2-Player Rebound, 7.50 75.00
Bally Shuffle Bowler, 9 1/2" 69.50
Bally Speed Bowler 149.50
Exhibit Shuffle Board 59.50
Nationwide Baseball 99.50
Genco Glider 44.50

ONE BALLS
Champions \$425.00
Victory Specials 59.50

PURVEYOR Better Buys
SHUFFLEBOARD CO.

4322-24 No. Western Ave.
Chicago, Illinois
JUniper 8-1814, 8-1815, 8-1816

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 77

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27
Ace Bomber (Mutoscope)...				\$75.00
Air Raider (Keeney).....	\$100.00	\$95.00	100.00	\$95.00
All Stars (Williams).....	125.00	125.00(2)	109.50	125.00
Art Show (Shipman).....			49.50	150.00
Astroscope 125.00		125.00		
Atomic Bomber (Mutoscope)..	135.00	135.00		
Ball Grip 95.00				
Bally Bowler (Bally).....	65.00	65.00	65.00	65.00
Baseball (NW) 95.00				
Basketball Champ (Chicago Coin).....			195.00	195.00
Bat-A-Ball 19.50				
Batting Practice (Scientific)	75.00	27.50	75.00	30.00
Bear Gum (Seeburg).....	365.00	365.00	365.00	360.00
Belgium Pool 75.00				
Big Inning (Bally).....	225.00	225.00	225.00	225.00
Blood Pressure Gauge.....	150.00	150.00	150.00	
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-A-Score 75.00				
Candid Camera 15.00				
Challenger (ABT).....	20.00	19.50	20.00	19.50
Chicken Sam (Seeburg).....	95.00	95.00	79.50	80.00
Cross Country (Mutoscope)...		425.00		
Dale Gun (Exhibit).....	95.00	129.50	80.00	95.00
Diggers (Exhibit).....	95.00	95.00	95.00	85.00
Drive Mobile (Mutoscope)...	135.00	95.00	135.00	95.00
Duck Hunters 125.00				
Fishing Well (Mutoscope)...			69.50	125.00
Flash Hockey (Coinex).....			109.50	69.50
Goatee (Chicago Coin).....	125.00	95.00	125.00	85.00
Grip Scale (Mercury).....		95.00		
Grip Vue (Silver King).....	19.50	17.50	17.50	17.50
Gulf States Digger (Exhibit)				275.00
Heavy Hitter (Bally).....	60.00	60.00	75.00	50.00
Hi Ball (Exhibit).....	60.00	60.00		
Hockey (Chicago Coin).....	95.00	95.00	75.00	95.00
Hollycrane (Como).....			395.00	395.00
Jack Rabbit (Amusement Corp.)	100.00	100.00	100.00	109.50
Knock Out Punch (Exhibit)..	150.00	150.00		
Lighthouse Grip 95.00				
Magic Pen 125.00				
Mystic Pen 125.00				
Panorams 225.00			225.00	225.00
Peek (Shipman).....		35.00	35.00	35.00
Periscope 125.00			95.00	85.00
Photomatic (Mutoscope).....	750.00	750.00 (late)	575.00	275.00
Pistol Pete (Chicago Coin)...	145.00	159.50	159.50	129.50
Pitch 'Em & Bat 'Em.....	225.00	225.00	189.50	175.00
Poker & Joker 75.00			49.50	75.00
Pool Table (Edelco) 75.00				
Punching Bag (Mills).....			125.00	
Punching Bag (Mutoscope)...			185.00	
Punch Bag Trainer (Exhibit)..			150.00	
Quizzer 125.00			125.00	125.00
Rapid Fire (Bally).....	85.00	85.00	115.00	115.00
Recordio (Wilson-Gay).....	175.00	175.00	175.00	135.00
Rotary Claw Merch. (Exhibit)				240.00
Seven High (Edelman)	49.50	49.50	49.50	49.50
Shoot the Bear (Seeburg)....		395.00		
Shoot the Bull 20.00				
Silver Bullet (Exhibit).....	195.00	225.00	150.00	225.00
Silver Gloves (Mutoscope)...		275.00		175.00
Skee Ball (midget) (Chicago Coin)			219.50	219.50
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	
Skill Test (Groetchen).....			47.50	65.00
Skill Thrill (Daval).....			22.50	22.50
Sky Fighter (Mutoscope)....		115.00	115.00	75.00
Speedway Bombsite.....	175.00	175.00		
Spittire (Genco) (Scientific)..	15.00	15.00	15.00	15.00
Star Series (Williams).....	165.00	150.00	165.00	65.00
Striking Clock (Exhibit)....			150.00	
Target Master (Automatic Devices)			99.50	99.50
Team Hockey (United).....	185.00	185.00	185.00	185.00
Telequiz (Telequiz).....			174.50	174.50
Ten Strike (Evans).....	75.00	75.00	75.00	99.50
Test Quest (Grunig Novelty)..			99.50	99.50
3-Way Gripper (Gottlieb)	18.50	18.50	18.50	22.50
Tilt Test 27.50				
Tommy Gun (Evans).....	85.00	85.00	85.00	85.00
Undersea Raider (Bally)....	95.00	95.00		
Victory (Victor Vending)....		19.50	19.50	
Vitalizer (Exhibit).....	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope)....			495.00	495.00
Western Baseball 85.00			85.00	85.00
Whizz (Genco).....				49.50
World Series (Rock-Ola)....		50.00	50.00	
X-Ray Poker (Scientific)....	85.00	85.00	85.00	85.00

THE JUKE BOX OPERATOR and YOU in a YEAR OF CRISIS!

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review, analyze and interpret the pattern set during the last national crisis . . . it will point the way to profitable operation for the future . . . It will serve as an operating manual for long-term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

The Billboard 1951 Juke Box Special will be the year's standout contribution to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.

40 BIG PAGES of FEATURES that help to answer vital questions like these:

- What About the Supply of 78 or 45 R.P.M. Records?
- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Onto Help?
- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able To Buy? . . . and important reference lists like these:
- Top Tunes From 1900 to 1940 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.

Issue Dated March 17—Out March 13



The Billboard 2-24
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, including the 1951 JUKE BOX SPECIAL issue dated March 17, for which I inclose \$10.

Name

Address

City, Zone & State

Occupation

You CAN'T MISS Getting This Important Issue IF You SUBSCRIBE NOW!

NEW YORK, Feb. 17.—Diamond Match Company announced the addition of Thayer M. Kingsley to its advertising department, Kingsley had been associated with promotional work in the grocery trade.

N. H. City Wins Okay on Juke Tax

CONCORD, N. H., Feb. 17.—An ordinance passed by the Manchester Board of Aldermen in 1947, fixing juke box licensing fees, was ruled legal by the State Supreme Court Tuesday (13). Fees are \$10 for each juke box, \$1 for each wall or bar box and \$100 for a central music system.

CHICAGO, Feb. 17.—Dad's Root Beer Company announced the appointment of Dr. George Bernard as head of its laboratory division. Bernard, former chief of the city health department's laboratory division in Tulsa, Okla., studied in Steyl, Holland, and Vienna.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27
AIREON				
Coronet 400.....			\$129.00	\$129.00
Deluxe 75.....	\$95.00	\$80.00 95.00	80.00 95.00	80.00 95.00
Deluxe 1946.....			69.00	69.00
Fiesta.....	125.00	125.00	125.00	125.00
AMI				
Model A.....		375.00		375.00
Model B.....		475.00	550.00	475.00
Streamliner.....	65.00	65.00	65.00	65.00
FILBEN				
FP 300.....			199.50	199.50
MILLS				
Constellation.....				225.00
PACKARD				
Chrome Packard.....	20.00	20.00		
Hideaway.....	125.00	125.00	125.00	125.00
Manhattan '47.....	249.00	249.00		
ROCK-OLA				
Commando.....	49.00	49.00	49.00	49.00
Deluxe.....	85.00	85.00	85.00	85.00
Deluxe '39.....	69.00 75.00	59.00 75.00	59.00 75.00	59.00 75.00
Master 40.....	69.00			
Playmaster.....		79.50	79.50	79.50
Regal.....			59.00	59.00
Standard 39.....	69.00	59.00	59.00	59.00
Super 40.....	69.00			
'47.....	275.00	275.00	275.00	275.00
1411.....			150.00	150.00
1422.....	189.00	225.00 289.00	159.50 225.00	169.00 169.50
			289.00	195.00
			239.00	229.00
1426.....	239.00	239.00	475.00	
1428.....				
SEEBURG				
Classic.....	69.00	69.00	69.00	69.00
Colonel.....	69.00	69.00 69.50	69.00 69.50	69.50
H 146 M Hideaway.....	259.00	250.00 259.00	259.00	250.00 259.00
			269.00	279.50
Hightone ES.....	59.00	59.00	59.00	59.00
Hightone RC.....	79.00	79.00	79.00	79.00
HO 246 M Hideaway.....		269.50		
Major.....	79.00	79.00	79.00	79.00
Regal.....	59.00	59.00	59.00	59.00
WL 56.....		59.50		
'47.....	299.50	299.50	299.50	299.50
146 M.....		244.50 299.50		
146 S.....	249.00	235.00 249.00	249.00	
147 M.....	349.00	339.50 349.50	325.00 349.00	325.00
147 MA.....		325.00		
147-8M.....	389.00	389.00	389.00	
147 S.....		299.50		
148 M.....	409.00	395.00 409.00	409.00	
H 147M Hideaway.....			275.00	
H 148M Hideaway.....	359.00	299.50 359.00	359.00	295.00 359.00
			395.00	
148 ML.....	449.00	425.00 449.00	449.00	425.00
146-148M.....	319.00	319.00	319.00	350.00
146-147M.....			325.00	
H 246M Hideaway.....	299.00	299.00	299.00	250.00 299.00
1941 RC Special.....	99.00	99.00		
1946 Hideaway.....	185.00	185.00	185.00 325.00	325.00
1946.....			295.00	
8200.....	110.00	69.50 110.00	69.50 110.00	69.50 110.00
8800.....			59.50	69.50
9800.....	110.00	69.50 110.00	69.50 110.00	69.50 95.00
			110.00	110.00
WURLITZER				
Colonial.....	95.00		95.00	95.00
41.....	65.00	65.00	65.00	65.00
61.....	75.00	75.00	75.00	75.00
71.....	85.00	39.50 85.00	85.00	85.00
219 Stepper.....		22.50		
500.....		59.50	59.50	59.50
600.....	75.00	59.50 75.00	59.50	59.50
500K.....	69.00	69.00	69.00	69.00
600R.....	64.00	64.00	64.00	64.00
616.....	65.00	65.00	65.00	65.00
700.....	95.00	95.00	95.00	119.00
750E.....		129.50		
780.....	129.00	129.00	129.00	
800.....	95.00	95.00	95.00	
850.....	89.00 (2)	74.50 89.00(2)	89.00(2)	89.00
950.....		89.00		89.00
1015.....	269.50 289.00	269.50 (2)	269.50 289.00	259.50 269.00
		275.00 289.00		269.50 279.00
		250.00	185.00	
1017.....		249.50 250.00	249.50 289.00	269.00
1080.....	249.50 289.00	269.50 289.00		
		414.50 425.00	425.00 469.00	425.00 439.00
1100.....	425.00 469.00	450.00 469.00	525.00	445.00
Victory.....	39.00	39.00	39.00	

FOLK TALENT AND TUNES

• Continued from page 76

with Ernest Tubb on a p. a. at Flint February 11.

Scotty, Yuba City, Calif., is doing a show for Moonlight Ballroom, local dancery which plays traveling country names. . . Cuzzin Don's amateur show over WOPI, Bristol, Tenn., has tripled in attendance the first six weeks at the local Columbia Theater. . . The Macedo Sisters have joined the new live talent jamboree at WOCB, West Yarmouth, Mass., according to Johnny Small. . . Reggie Ward, KVMA, Magnolia, Ark., reports that Ernie Lee has cut his song, "Behind the Iron Curtain," for Mercury. Leon Sanders is doing some country disk shows on the station.

Artists' Activities

Hill & Range Songs, Inc., and Tubb Music, an affiliate, have taken action against Redd Stewart, co-writer of "Tennessee Waltz" (Acuff-Rose Music), on an alleged writers' pact which Tubb Music claims it had with Stewart (The Billboard, February 10). . . Russ Pike and his Prairie Knights, now in Great Falls, Mont., have added Ozzie Waddell, formerly in the Hollywood territory, on steel, and Johnny Vail, also from the Coast, on take-off. . . MGM has added Benny Martin to its country music roster.

Dee Stone, of Mutual Records, Bassett, Va., has added West Coast Distributors, Tampa, and Southland Distributing, Atlanta. He also has inked the Brammer Brothers and the Virginia Partners to a two-year etching deal. . . Bill Woods, once with Jimmy Davis and Tommy Duncan, has formed his Orange Blossom Playboys, working at KPMC, Bakersfield, Calif. They are also working two local clubs. . . Cowboy Rex Marshall is breaking up his Webb County Boys, who have been working thru New Jersey and New York, because army calls are taking the sidemen. Marshall will return to his home in Beaumont, Tex., where he'll resume for the R. S. Bowen Production Company.

Claude Dugay, Butterfield, Me., reports that Pappy Howard, ex-Cleveland area artist, is running the "Yankee Barn Dance" Friday nights over WAAB, Worcester, Mass., from the local Lakeside Ballroom. Another jamboree is being held at the Sports Arena, North Attleboro, Mass., with various entertainers running the operation. Show is aired over WEAN, Providence. . . Beverly, the Prairie Sweetheart, is doing live and d. j. shows over WFAU, Augusta, Me. . . Janet Lane is also doubling live and disk shows at WACE, Chicokee, Mass.

Lefty Frizzell (Columbia) is now residing in Beaumont, Tex., and is working at the Show Boat, Orange, Tex. Included in the 22-year-old warbler's band are that pair of vet brothers in country music Joe and Bill Callahan, formerly with Decca. Frizzell, whose first four sides have shown great potential, is now dickering for a job with a number of leading 50,000 watters. KWKH, Shreveport, is making a strong pitch. That outlet lost Johnny and Jack and Kitty Wells (Victor) and Leon Payne (Capitol) recently, and Jim Bulleit, the ex-diskery chief now in charge of rebuilding the roster, is seeking new strong talent.

Arvada Miller, new yodeler from the San Francisco area, has just cut for Cormac, the Santa Ana, Calif., diskery. Sammy Masters cut a series of sides for Cormac before going into service. . . Phil Lampkin, of the Chicago William Morris office, visited Nashville recently to work out management deals with WSM talent. He is reported ready to ink the Jordonaires (Capitol). . . Hank Thompson (Capitol) and his manager, Johnny Hiatt, will write and direct the "Big D Jamboree" out of Dallas, under the supervision of Al Turner and Al McLemore. Show airs Saturday nights over KRLD, Dallas. . . Bob Shelton is now doing a disk and live show over WFAA, Dallas. He is doing a barn dance Saturday nights from Duncanville, Tex., part of which goes radio and a portion TV over WFAA and WFAA-TV.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27
ABC Bowler (Keeney).....	\$62.50	\$62.50		
Bango (Chicago Coin).....			\$49.50	\$49.50
Baseball (Chicago Coin).....	45.00 89.50	89.50 95.00	65.00 75.00	65.00 75.00
			99.50 149.50	149.50
Baseball (Genco).....		89.50		
Bowling Classic (Chicago Coin).....	195.00	200.00	200.00	195.00
Bowl-A-Line (Genco).....		225.00	225.00	
Bowler (Genco).....			50.00	50.00
Bowler (Williams).....		30.00	40.00	75.00
Bowlette (Gottlieb).....	42.50 89.50	42.50 65.00	65.00 89.50 (2)	65.00 (2) 79.50
	110.00	75.00 89.50	90.00 95.00	85.00 89.00
		109.50 110.00	109.50	89.50 95.00
				109.50
Bowling Alley (Chicago Coin).....	57.50 69.50	57.50 89.50 w/p	55.00 w/p	45.00 59.50
	85.00 89.50 w/p	90.00 100.00	95.00	95.00 105.00(2)
	109.50 w/p	125.00 w/p	99.50 100.00	(w/pins) 109.50
	125 w/p	149.50	105.00 w/p	110.00 149.50
			109.50 110.00	165.00
			135.00 w/p	
			245.00 w/p	
			149.50	
			165.00 w/p	
Bowling League (Genco).....	25.00 37.50	30.00 37.50	42.50 45.00	50.00 65.00
		49.50	(2) 50.00	99.50 140.00
			65.00 99.50	
			140.00 w/p	
Deluxe Bowler (Williams).....	79.50 99.50 w/p	89.50 110.00	75.00 89.50	89.50 99.50
	110.00		w/p 100.00	110.00
Double Bowler (Keeney).....	124.50 w/p	124.50 215.00	199.00 215.00	199.00 210.00
	225.00			
Double Header (Williams).....	149.50	89.50 164.50	169.50	140.00 169.50
Double Shuffle (Chicago Coin).....			100.00	100.00
Double Shuffle Alley (United).....		89.50	134.50 209.50	134.50 209.50
Glider (Genco).....	20.00 34.50	19.50 30.00	34.50 35.00	34.50 50.00
		34.50 35.00	59.50 99.50	59.50 99.50
			99.50	
King Pin (Keeney).....	140.00 165.00		150.00 165.00	125.00 165.00
Lucky Strike (Keeney).....			75.00 99.50	125.00
			125.00	
Pin Boy (Keeney).....	30.00 47.50	40.00 47.50	85.00 99.50	39.00 49.00(2)
	49.50 59.50	59.50 85.00		65.00 89.00
	85.00 89.50 w/p	89.50 w/p		
		140.00		
Shuffle Alley (United).....	30.00 37.50	35.00 37.50	50.00(a) 69.50	39.50 45.00
	50.00 69.50 w/p	50.00	85.00 95.00 w/p	50.00 69.50
	89.50 w/p	69.50 w/p	99.50	129.50
	129.50 w/p	74.50	105.00 w/p	149.50 w/p
		85.00	129.50 w/p	
		95.00 w/p	149.00 w/p	
		129.50 w/p		
		149.50 w/p		
Shuffle Alley Express (United).....	104.50 w/p	104.50 w/p	109.50 135.00	125.00 135.00
	145.00	125.00 145.00	145.00 (2)	145.00 149.00
		149.00	149.00	
Shuffle Bowl (Exhibit).....			89.50	89.50
Shuffle Bowler (Bally).....	49.50 (2)	49.50	55.00 59.50	49.50 55.00
	82.50 w/p	82.50 w/p	65.00 79.50	79.50
			99.50	
Shuffle Champs (Bally).....	124.50 149.50	124.50 w/p	144.50 w/p	
		175.00	189.00	
Shuffle Jungle (Rock-Ola).....	37.50 39.50	37.50		
Shuffle Lane (Rock-Ola).....	37.50 39.50	35.00 37.50	50.00	50.00
	49.50			
Shuffle Pool (National).....			49.50	49.50
Shuffle Skill (United).....			59.50	39.00 59.50
Shuffle Slugger (United).....			119.50	119.50
Speed Bowler (Bally).....	94.50 115.00	94.50 w/p	109.50 145.00	94.50 125.00
	119.50	99.50 140.00	165.00 175.00	159.00 160.00
			170.00 179.50	170.00 179.50
			99.50 109.50	99.50 124.50
				175.00
Strike (Exhibit).....				185.00
Super Bowler (Universal).....		59.50	85.00 99.50	62.50 75.00
Super Shuffle (United).....			179.50	99.50 179.50
Super Twin Bowler (Universal).....	69.50 129.50	185.00	120.00 179.50	179.50 185.00
			195.00	
Ten Pins (Keeney).....	64.50 w/p 89.50	39.50 64.50	69.50 89.50	35.00 89.50
		89.50 125.00	125.00	125.00
Trophy Bowl (Chicago Coin).....			215.00 239.00	
Twin Bowler (Universal).....	85.00 109.50	95.00 110.00	110.00 114.50	45.00 w/p
	124.50	124.50 w/p	1	

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 79

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3	Issue of Jan. 27
Acorn (bulk).....			\$10.95	
Adams Gum.....	\$14.50	\$14.50	14.50	
Acorn (charm).....				\$13.95
Advance Gum.....	7.50	7.50		
Advance 5c Bar Vender.....				20.15
Atlas Bantam.....	7.50	7.50		
Card Vender (Exhibit).....	15.00	15.00	15.00	
Columbus 46 Z 1c Bulk.....	7.50 (2)	7.50(2)	7.50(2)	7.50
Columbus 46 ZB 5c Bulk.....	7.50 (2)	7.50	8.00	8.00
Columbus Gum, 1c.....	7.50			
Electro Serve Popcorn.....			15.00	
DuGrenier Candy Man.....		57.50	59.50	57.50
DuGrenier Challenger.....	95.00	95.00	95.00	95.00
DuGrenier Champion (9-10 col.).....		89.50		
DuGrenier Model S (7 col.).....		69.50	69.50	69.50
DuGrenier Model W (9 col.).....		82.50	89.50	89.50
DuGrenier Model W.....	50.00	50.00	50.00	50.00
Kirk's Astrology Scale.....	50.00	50.00	50.00	50.00
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Lucky Boy Vendors.....	9.75	9.75	9.50	9.75
Master.....	7.50	7.50	7.50	7.50
Mill's Scale.....	50.00	50.00	50.00	50.00
Monarch (8 col.).....	85.00	85.00	85.00	85.00
National 9 A.....	75.00	75.00	75.00	75.00
National 9-30 (9 col.).....			89.50	89.50
National 950.....	95.00	95.00	95.00	95.00
National 6/18 Theatre Model.....				80.00
National 9/18 Candy Vender.....				
N. Y. Stamp.....	12.50	12.50	12.50	12.50
Northwestern DeLuxe.....	12.50	12.50	12.50	14.95
Northwestern Dual Nut.....				45.00
Northwestern Model 39.....	7.50	7.50	7.50	7.45
Northwestern 40.....	7.50	7.50		
Northwestern '49 Special (single) (2).....			17.35(2)	17.35
Northwestern 33 Ball Gum.....	7.50 (2)	7.50(3)	7.45	7.50(3)
Pop Corn Sez.....			49.50	
Rowe Candy Vender (120 bar).....		85.00	85.00	85.50
Rowe Candy Vender (150 bar).....				52.50
Rowe Diplomat (8 col.).....			220.00	220.00
Rowe Imperial (6 col.).....		69.50	67.50	69.50
Rowe Imperial (8 col.).....			77.50	69.50
Rowe President (8 col.).....		120.00	120.00	120.00
Rowe President (10 col.).....		125.00		
Rowe Royal (6 col.).....		82.50	72.50	72.50
Rowe Royal (8 col.).....		85.00	85.00	85.00
Rowe Royal (10 col.).....		95.00	45.00	95.00
Rowe Royal (10 col.).....	45.00	45.00	45.00	45.00
Siros Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1 and 5c.....	7.50	8.00	6.95	7.50
Silver King Ball Gum.....	7.50		8.00	8.00
Silver King Hunter.....		7.50	7.50	7.50
Silver King Target King.....		19.50	19.50	19.50
Smokeshop.....			229.50	229.50
Stewart-McGuire (7 col.).....			45.00	45.00
Stoner Univender (6 col.).....			165.00	165.00
Stoner Univender (8 col.).....			210.00	210.00
Uneed-a-Pak (5 col.).....		59.50	75.00	75.00
Uneed-a-Pak (6 col.).....				57.50
Uneed-a-Pak, Model A (8 col.).....		85.00	89.50	89.50
Uneed-a-Pak, Model A (9 col.).....			82.50	82.50
Uneed-a-Pak, Model E (5 col.).....			47.50	
Uneed-a-Pak, Model E (6 col.).....				57.50
Uneed-a-Pak, Model E (8 col.).....			79.50	79.50
Uneed-a-Pak (15 col.).....	85.00	85.00	85.00	85.00
U-Select-It.....		35.00	22.50	35.00
Vendit.....		52.50	52.50	52.50
Victor Model V.....	8.50	8.50	8.50	8.50
Victor Counter Popcorn.....		40.00		
Victor's Topper.....	7.50	7.50	7.50	

Pittsburgh

Sydney Weinstein, of Sidmore Vending Company, and Eddie Shore, of Atlas Novelty Company, have purchased new Plymouth and Chevrolet service cars. . . . Herbert Rosenthal, of Banner Specialty Company, believes one difference between business conditions now and in '41 is the price structure: A nickel remains the unit of revenue for machines, while the machines cost more and expenses are higher. Perhaps in a year or so with cutbacks restricting purchases of automobiles and TV sets, people will spend more for entertainment, he believes.

Sidney Reinwasser, of Pittsburgh Coin Machine Exchange, is partner and manager of the firm's premium goods department. Reinwasser, who originated premiums for the coin machine business in Pittsburgh in 1947, is using (1) combination blanket and cushion, (2) General Mills traffic appliances including toaster and waffle iron, (3) Crosley table radio. They are the most popular premiums.

Joseph McGlenn is pressing for new cookie-candy locations. If you want fruit out of an orchard you have to shake the trees, he says, and that takes work. Do nothing, and nothing happens. Do something, and good or bad, something happens.

John W. Young, Mercury distributor, who got "Tear Drops In My Eyes" started in Pittsburgh, determines good possibilities for Pittsburgh by trial-and-error. He takes a tune he thinks is right, gets it played a few days in a good spot, and if it doesn't click tries another tune.

Raymond Showe, partner, Theater Candy Company, who vends to drive-ins, says since President Truman's message and the Wilson and Eric Johnson arrivals in Washington, "the supply situation seems to have cleared up. On paper and oils, however, the situation will be tough, regardless of politics. "You can't make a mistake by stocking merchandise now," he advises.

Morris Vinocur, president of Monarch Music Company, says blind pianist, George Shearing's records are doing well, especially in bop locations. Shearing himself, in Pittsburgh, said his styling puts in "unorthodox accents." Trouble in explaining bop, says Shearing, is that "so many things have been erroneously labeled bop." In addition, he points out, one can encourage bop, only to the extent that people can digest it.

Mrs. R. J. MacNeil, of Refreshment Service Company, commenting on a letter from Rowe Manufacturing Company, believes that as long as good 5 cent candy bars can be obtained from the manufacturer for 3 cents or less, venders need not worry about staying in business; nor, assuming a 40 cent profit, need the vender worry about vending a 10 cent bar.

Meyer Popkins' office reports operators spending for new equipment. Some of it sold right out of the crates. Scramble for used equipment comes next, and later there may be little selection in some quarters except of second-hand used equipment.

The 'penny bargain' (two candy bars for 9 cents) could be a nuisance, says Mrs. R. J. MacNeil.

VITAL STATISTICS

Births

A son to Mr. and Mrs. Vincent Girgenti, Danbury, Conn. Father is a coin machine operator.

Deaths

L. E. Kell, 45, Alma, Wis., coin machine operator, suddenly of a heart attack last week. Kell had been associated with the industry for the past 10 years.

Nathan Sandler, 66, father of Irving Sandler, Sandler Distributing Company, Des Moines, and Hy Sandler, Lieberman Music Company, Minneapolis, in the Twin Cities recently.

Coinmen You Know

Refreshment Service Company, as Nat Shapiro, of Candymat Corporation, ingeniously tried to solve the problem by "inserting change in a small glassine envelope . . . scotch-taped to the candy wrap."

Operators were bothered by bad weather in driving to see the new Wurlitzer phonograph, nevertheless, Fred Conteen reports, they came as soon as they could. Some purchased as many as 10 to 15 phonographs.

Sandy Elling, mechanic for Shiner Brothers, has left for the service. Ernie Gurney, independent operator, is in the naval reserve, awaiting call any day.

George Mansour, manager, Capitol Records, is in a cast at St. Margaret's Memorial Hospital here, suffering from a ruptured vertebrae. His assistant, John Collins, reports play is starting on Les Paul's new "Mockingbird Hill."

"The nickel doesn't amount to much anymore," says Glen Gillette, who reports booming sales of candy bars. "They're small nowadays compared to the 1/4-pound you used to get for a nickel. But people go along and buy two bars because they know most everything is up in price."

David Rappaport and Joseph Brosky, of the city treasurer's office, are in the swing of issuing licenses.

Miami

Skies are sunny and the weather balmy after the recent cold wave which engulfed Florida. The combination of bad weather and the crippling rail strike held up deliveries of new coin equipment destined for distributors here, since truck service also was halted by icy roads.

Dave Gottlieb, president of D. Gottlieb & Company, vacationing with his wife, Dorothy, at the Martinique Hotel. . . . Ditto Mr. and Mrs. Harold Jacobs, of Herald Vending Corporation, New York, stopping at the same hostelry. . . . Sam Yolen, Modern Tobacco Company, Port Chester, N. Y., and his wife interrupted their vacation here for a one-week visit to Havana.

Arthur Gluck, vice-president of Rowe Manufacturing Company, resting at the Sherry-Frontenac Hotel. Also at the same hotel is Matthew Forbes, director of the Cigarette Merchandisers' Association (CMA) of New York.

Lenny Baitler, Taran Distributing Company, is proud of his growing knowledge of Spanish. For his business dealings with Latin-American customers, he is learning the language bit by bit until now he can rattle off the names of every part of a coin machine, and the Spanish-speaking customers know what he means!

Jack Mills, vice-president and sales manager of Rowe Manufacturing Company, has vowed never again to go deep-sea fishing after his recent experience here. Mills, who is touring the country on business, took time out for what he expected would be a thrilling fishing excursion, but he acquired such a severe case of seasickness it took him days to recover.

Sidney Gluck, of City Vending Company, New York, returned to Manhattan after a vacation here.

J. J. Felber, office manager at Bush Distributing Company, had a house full of visitors from the North when the cold weather invaded Florida. The Chamber of Commerce never had a better apologist than Felber, who expressed regrets to his guests for the unusual temperatures. And they really were unusual, the lowest in decades.

Bill Falk, Plastic Process Corporation, New York, called on Si Jacobson, buyer at Southern Coin-o-Mat Distributing Company. Falk, whose firm manufactures plastic charms for bulk venders, pointed out government restrictions effective April 1 will curtail the output of charms.

Harold Maltz, former manager of the parts supply department at Bush Distributing, who was recalled to active duty by the navy last summer, was back in town

on a 10-day leave. A chief petty officer, Maltz recently completed a tour of duty in the Mediterranean and is currently stationed at Hampton Roads, Va.

Gil Gross, certified public accountant who does work for many coin machine distributors in Miami, used a unique method to announce the arrival of a daughter, Gerrilyn. The event was heralded by means of a cleverly designed balance sheet listing "assets and liabilities."

Eli Ross, sales manager at Taran, returned from a business trip to the firm's Havana office. Taran now has AMI 45 r.p.m. conversion kits capable of changing over any existing AMI machine.

Art Gaddis, field engineer for AMI, and his family in town on a combination business and pleasure trip. . . . Hyman Darling, Supreme Music, reports the current juke box favorites in his operation are "Tennessee Waltz," Patti Page: "My Heart Cries for You," versions by Vic Damone and Guy Mitchell, and in third place, "The Thing," Phil Harris.

Harry Zimand, Acme Music and Vending Company, returned from a business trip to New York. . . . Joe Mangone, All-Coin Amusements Company, is operating a route of pins under the name of Magic City Enterprises.

George P. Caravasio, Southern Phonograph Company, says his locations are going strong for "Be My Love," with Mario Lanza, and "It's You No One But You," with Eddie Fisher, both under the Victor label.

Miami coin machine operators have all taken out their new licenses under the recently scaled-down schedule of fees adopted by the city. The permits expire September 30, 1951.

Roy Gullo, Acme Music and Vending Company, says he has received many requests from location owners for the tunes in the Carroll and Gorman album particularly for "First Time in Miami," "Far Rockaway" and "Canasta." Frank Carroll, half of the duo which records under the King label, is spending the winter here and filling engagements in various after-dark spots.

Detroit

Mrs. Ruth Clason, whose husband, Roy, is executive secretary of the Michigan Automatic Phonograph Owners' Association, and Mrs. Jean Westerdale, whose husband John is director of league play for the Detroit Shuffleboard Association, discovered that they went to Highland Park High School together.

Frank Alluvot, owner of Frank's Music Company, is celebrating the successful completion of a diet with the loss of 20 pounds. . . . Harry White, of the White Novelty Company, is expanding his record promotion activities to take in near-by States. . . . Nicholas B. Porosky, of Nu-

LISTEN

Operators say it themselves about London Equipment: "Better values—fair prices!" "They're checked and clean—no extra expense!" "London delivers as advertised!"

TRY LONDON FOR A REAL GOOD BUY!

PHONOGRAPHS—ACCESSORIES

- SEEBURG COLONEL.....\$69.50
- SEEBURG 8200, 8800, 9800.....69.50
- ROCK-OLA PLAYMASTER.....79.50
- 3 Complete Hostess Systems (units of 10).....

MAKE AN OFFER!

TO BE AHEAD IN SERVICEABLE EQUIPMENT AND MONEY, TRY LONDON FIRST!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

GAMES

- J-Hi Pool Table.....\$49.50
- Genco Glider.....24.50
- Bally My Roll.....89.30
- Triple Action.....69.50
- Trade Winds.....29.50
- Mardi Gras.....29.50
- Merry Widow.....29.50
- Screwball.....34.50
- Sunny.....39.50
- Mumpy Dumpty.....29.50
- Puddinhead.....29.50
- 1-2-3.....49.50
- Yank.....54.50
- Virginia.....39.50
- Wisconsin.....39.50
- Bermuda.....29.50
- Spinball.....29.50
- Catolina.....29.50
- Thrill.....29.50
- Stormy.....29.50

Specify second choice

SCOREBOARDS
 Electric—Coin-Operated
 Overhead and Wall Models



- 15-21 Point
- 5¢ or 10¢ Play
- A.S.T. Cash Box
- No Wires To Solder—Just Plug In
- Complete With Welded Chromed Steel Supports—Ready for Easy Mounting

FITS ALL SHUFFLEBOARDS
S & S MFG. CO.
 2011 N. Franklin Ave. Flint 7, Mich. Phone 5-8292

Way Popcorn Sales, reports the market steady in the popcorn field, with no immediate major growth expected. Porosky's firm is in close touch with the industry thruout Michigan, as well as locally.

A. H. Leonard, fuel oil dealer who was formerly in the pin game field, plans to go back into coin machine operation in partnership with **Charles Delier**. . . . **Philip H. Bryan**, founder and first president of the Michigan Self-Service Laundry Association, now "retired," is dividing his time between operating the Bryan Self-Service Laundry and remodeling his kitchen at home.

Fred W. Moellman, of the Dearborn Laundrette, new association president, went to Saginaw for the week-end. . . . **Bert Crawford** and **Robert P. Schmidt** are forming the Automatic Cold Drink Company, with headquarters on Joy Road. . . . **Frederick B. Wittick**, of Wittick Sales Company, regional distributor for Coradio, is organizing Wittick-Moore, Inc., to operate a manufacturers' sales agency, with offices on Livermore Avenue. . . . **Mrs. Louise K. White**, of the White Novelty Company, is busy overhauling her husband's unique bookkeeping system of using the walls as his business ledger.

A. F. Colbert has closed the office of the Cole Products Corporation, operating selective-type cup venders, in the Book Building, in anticipation of being recalled to active service.

R. L. Kiefer, of University Supply, has moved his headquarters to a more central location on Dexter Boulevard, and is planning to open a new store in the Northwestern end of the city within a few weeks.

Samuel J. Rose and **Henry Solomon**, treasurer and vice-president respectively of the Edlco Manufacturing Company, have withdrawn from that company, and are concentrating on the operation of their route of shuffleboards and shuffle games, under the name of Rose-Solomon Amusement Company. Temporary headquarters are on Fullerton Avenue. They plan to add a distribution department to their business. New investors in the Edlco firm have taken over their interest, with the founder, **Isidor Edelman**, remaining with the company. The plant will be closed for about a month for remodeling.

William E. Bufalino, president of the Service Drivers and Helpers Union, made a trip to the Grand Rapids area. . . . **William Kus**, of Bill's Popcorn Machine Repair Service, took his wife to the hospital last Tuesday.

SPECIAL!
Bally Speed Bowler . . . \$125.00
Keeney Double Bowler, 9 1/2" . . . 225.00

WANT TO BUY MUSIC and ARCADE EQUIPMENT **NOW DELIVERING KEENEY ELECTRIC CIGARETTE MACHINE**

We have all types of MUSIC, ARCADE and BOWLING equipment in stock—write for circular!

DAVE LOWY & CO.
Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J.
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"Cigar Box Chuck Luck"

New counter game!
Low priced—can pay for itself first day.
No license. Permits Chuck Luck without fancy equipment.
House profit 50%.
Player places coin on number inside box and receives one throw of 3 dice.
Even money paid on winners (odds are always 2 to 1 against player). Rules printed in box. Price includes specially prepared cigar box, dice shaker and 3 dice. Send full amount.
Immediate delivery. Complete . . . \$19.50

WEBB MFG. CORP.
4958 West Chicago Ave. Chicago 51, Ill.

WANT MECHANIC FOR PIN BALLS AND JUKE BOXES

TRI-STATE MUSIC CO.
1909 Eighth St. Portsmouth, Ohio

WURLITZER PHONOGRAPHS—USED

Model 1250	Write
Model 750E	\$125.00
Model 800	100.00
Model 850	45.00
Model 500	35.00
Victory Model	35.00

W. B. Distributors, Inc.
1012 Market Street St. Louis, Mo.

Richmond, Va.

Bob Simpson is back in town after a couple of years in Tennessee. Plans to open a new arcade downtown. For several years he was an operator. . . . **Thelma Chandler**, formerly of Wigington Amusement Company, is now employed by Miller Rhoads. All connected with the business are awaiting the results of a dime conversion of one route of juke boxes by a local operator. Apparently quite a few of the boys are ready to go along if the experiment works. Meanwhile all drink venders in local theaters have already pushed up to the dime play. . . . **Herman Corvine**, who formerly operated Decca's Richmond branch, is opening a new retail store on North Second Street, which will mean one store in practically every block of that section of town.

Harry Mosely Jr., formerly representing Seeburg, has joined the staff of O'Connor Distributors, Inc., Wurlitzer distributer. City Music Company of Suffolk, has blocked all nickel chutes on its juke and has noticed an increase in net from a two-for-a-dime play. . . . **Marian Evelyn Pegram** is engaged to **Jack Daugherty**. . . . **Charlie Hart** has increased his route of pinballs by 15 locations so far this year. . . . **Charles Permberton** is back from a Miami vacation.

Mercer Stillman, Berlo Vending Machine Company, was a recent visitor to see **George Peters**, **Bob Westerman** and **Frank O'Brien** to hypo business in theater venders here. Theater managers seem universal in their hope that box-office grosses will soon be as much on the up-take as the machines. . . . **Reuben Scher**, Scher Vending Company, is installing new games along his routes. Take, he says, is up more than enough to justify the move at this time. Reason could be the great number of soldiers from Camp Pickett near here.

Thomas B. Hopkins, Reliable Amusement Company, has added a number of 1951 model music boxes of different makes to his holdings. . . . Business is good with **Dan Wertz**, Wertz Music, Rock-Ola distrib and operator. Only complaint is the lack of deliveries on new equipment from the factory. . . . Visiting in Richmond were **Ruth and Major Pardu**, of Virginia Beach. Both hold high hopes for a banner season at the resort which, naturally, is what all ops in Tidewater section predict due to the large number of servicemen in this area plus the usual seasonal guests. . . . **C. E. Morse** is adding to his collection of new machines despite the fact that he (and several others) feel that their real profit from operation comes from older equipment. . . . Richmond's new "Telephone Answering Service" is proving a great help to ops without sufficient office force to maintain 24-hour service of their own. Recently installed, the service is gaining in usage daily.

Shuffleboards are beginning to appear in more and more locations after a slow start here. **Herman Corvine's** Globe Record Shop is off to a fine new start in the new building at Second and Clay. Firm supplies records to many local ops.

Twin Cities

Confined to his bed for several days on doctor's orders, **Jonas Bessler**, of Lieberman Music Company, Minneapolis, left Wednesday (14) by airplane for a vacation of several weeks in Florida. . . . Also heading for Florida, but by train, is **Hy Greenstein**, who recently retired from the coin machine business. Hy just got back from a trip to California and plans a Florida vacation of about a month. . . . **Mayo Priebe**, Rochester, Minn., operator, is back from a month-long vacation in Mexico with his children, **Mayo Jr.**, and **Marcia**, both teenagers. Just to be different, he brought back with him a monkey which he hopes to make a household pet for the kids. . . . **Wesley Hanft** of Austin, Minn., and his wife are vacationing in Florida for several weeks and will fly to New York City to see Hanft's physician before returning to Minnesota. Meanwhile, brother **Bill Hanft** is watching the business and was in the Twin Cities last week to buy new equipment.

Archie LaBeau, of LaBeau Novelty Sales Company, reports that operators have shown keen interest in Rock-Ola's new juke box and the 5-10-25 cent wallbox which is reported getting heavy play from the coinmen. LaBeau said that operators were buying

against the expected shortage in machines and that music, one-balls, five-balls and shuffle alleys are getting good attention. . . . **Herman Paster**, of Paster Distributing Company, was in Las Vegas, Nev., last week on a swing thru the Southwest and expects to go into California before returning to his office in St. Paul next week.

M. M. (Doc) Berenson, coinman who left the business some years ago to enter another enterprise, is back in again, having bought out the interest of **William (Sphinx) Cohen** in Harmony Music Company, Minneapolis, and is partnering with **Marty Kantar** at that operation. . . . **Sid Levin**, of Lieberman Music Company, is back from a business trip to the Southland.

Matt Engel, of Mayflower Distributing Company, St. Paul, said business is fairly good despite the slow season, with operators buying up a few machines here and there against future needs and anticipated shortages. He said one-balls, free plays and bowlers are getting top attention. Williams's Music Mite is getting considerable interest from operators who have taken to the item in fine fashion, Engel said. The cold weather of recent weeks, he reported, has caused a fall-off in visitors but has resulted in an increased telephone business.

Dave Ziskin, of Dave's Distributing Company, Minneapolis, is happy with the way Bally's Turf King, one balls and music are selling, he said. . . . **Frank Coubal**, of Bloomer, Wis., has sold his route to **Clarence Berg**, also of Bloomer, a newcomer to the business. Coubal has been in the coin machine business for more than five years and had built up a fair-sized music and bowlers route.

Despite the below zero weather, Lieberman Music Company had a good turnout for its introduction of Wurlitzer 1400 models, firm heads said. They are busy booking orders, but as yet are unable to make delivery, awaiting shipments from the factory. Lieberman last week played hosts to the **Ames Bros.**, Coral record artists, at a cocktail party at the company's offices. Coral is distributed by Lieberman. Other guests included **Jerry Colonna** and **Janis Paige**. The entertainers were appearing that week at Radio City Theater, Minneapolis.

Danny Heilicher, of Advance Music Company, Minneapolis, is out of the city for several days, leaving big brother Amos busier than a bee keeping an eye on their coin machine business, the record business and television distribution operation. . . . **Carl Wigstrom**, who has been associated with **Ray Kumichel** of Brainerd, Minn., for several years, reported on his recent trip to the cities that he is planning to move to Texas in the near future.

L. E. Kell, 45, an operator at Alma, Wis., died suddenly of a heart attack last week while working his route. He had been in the business for more than 10 years. . . . Another death was that of **Nathan Sandler**, 66, of Minneapolis, January 30. Two of his five sons are in the coin machine business. **Irving Sandler** heads the Sandler Distributing Company, Des Moines, while **Hy Sandler** is a salesman for Lieberman Music Company, Minneapolis. Three other sons, two daughters and the widow also survive.

Ike Black of Springfield, Minn., came to the Twin Cities to shop but rushed home last Monday afternoon, fearing a snowstorm was on the way. . . . The same was true of **Mr. and Mrs. Jack Harrison**, of Crosby, Minn. . . . **Frank Davidson**, Spooner, Wis., coinman, was in this market on a shopping tour. . . . **Bobe Keese**, Forest Lake, Minn., operator, was looking at new equipment on his trip to the cities. . . . **Ernie Erkila**, of Eveleth, Minn., down from the Iron Range to buy machines, reported business holding up fair in his area. . . . **Jim Stolpe**, of Greenbush, Minn., was another operator looking for equipment for his route. . . . **Lyle and Herman Kesting**, of Bellingham, Minn., were other shoppers in this territory.

Bob Kubis, of New Prague, Minn., came in to look over the new machines on display at jobbers here. . . . **Harry Anderson**, of Frederick, Wis., was in on a shopping tour. . . . **Leo DeMars**, of Ashland, Wis., came to the Twin Cities for parts and equipment.

Indianapolis

Cain-Cailloutte, the new Wurlitzer distributor here, is complaining, not about business, but delay in the arrival of the latest Wurlitzer models. This was attributed to the railroad strike by **Richard (Dick) Wagner**, manager.

The Shaffer Music Company, according to manager **Joe Flynn**, has been besieged for phonographs already contracted for. The rail strike is holding things up. . . . **Sam Weinberger**, head of Southern Automatic Music Company, had to postpone for a week his opening set for February 10. Adverse weather conditions delayed the finishing touches to his new building.

Al Calderon, Calderon Distributing Company, has returned from a short vacation at Miami. He, too, complained about slow shipments of the Rock-Ola Rocket.

Sicking, Inc., is far behind in deliveries of new games. The weather, strike and many other obstacles have slowed shipments.

Seeburg phono is stationed in the lobby of the Claypool Hotel here and all the money collected will go to the polio drive under way here. **Harold Meeker** is sponsoring the project. . . . New equipment is scarce here, and when factory shipments arrive, they are sent out before most of them are taken from their crates. . . . **Phil Hirst**, head of Federal Trucking Corporation, Chicago, was a business visitor on coin row.

Karl Higgins and his wife, of Higgins & Robisch Music Company, are vacationing in Florida. They will visit the East and West coasts and spend some time in Hollywood, before returning. . . . The Best Music Company has changed its name under a reorganization plan. The company is now known as Higgins & Robisch Music Company.

Music Operators of Indiana held a meeting Friday (16) at the Janes Music Company to discuss industry matters. **L. R. Boner**, acting president, presided. . . . **Sicking, Inc.**, is revamping its parking lot and expects to have it finished in several days. Among the changes will be a heavy new cinder bed. **Mrs. Loffie Berman**, head of Sicking, Inc., in Chicago the latter part of the week to visit with manufacturers there. She is due back at her desk this week.

(Continued on page 82)

Fla. Firm Chartered

MIAMI BEACH, Fla., Feb. 17.—Alfredo Inc., here, has obtained a charter from the secretary of state to engage in the business of providing amusement for the public. Authorized capital stock is 50 shares, no par. Directors: **Samuel W. Shapiro**, **Evelyn Conrad** and **Era B. Wales**.

GUARANTEED BOWLING GAMES AT LOWEST PRICES

18 Bally Speed Bowlers lifting pins	\$94.50
16 Bally Shuffle Bowlers lifting pins	82.50
17 Bally Shuffle Bowlers plain	49.50
2 Univ. Twin Bowlers lifting pins	124.50
4 United Shuffle Alleys lifting pins	69.50
11 United Shuffle Alleys plain	37.50
1 United Shuffle Express lifting pins	104.50
3 Chi. Coin Bowling Alleys lifting pins	89.50
2 Chi. Coin Bowling Alleys plain	57.50
6 Keeney Pin Boys lifting pins	89.50
2 Keeney Pin Boys plain	47.50
2 Keeney Ten Pins lifting pins	64.50
2 Chi. Coin Shuffle Baseballs	89.50
5 Gottlieb Bowlettes	42.50
23 Rock-Ola Shuffle Lanes	37.50
4 Rock-Ola Shuffle Jungles	37.50
2 Genco Bowling Leagues	37.50

1/3 deposit with all orders.

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Good Clean Equipment

3 Wurlitzer 1100	\$450.00
3 Wurlitzer 1015	295.00
1 Wurlitzer 1080	295.00
4 Mills Express	45.00
3 Wurlitzer Skee Rolls	125.00
3 Bank Balls, 14 ft.	150.00
2 Total Rolls	25.00
2 Irish Poker Pool	90.00
Dale Guns	85.00
15 w/156 Wireless	24.00
1 3w/2L56	29.00
1 3020 Wurlitzer Box	35.00
4 Wurlitzer Star Speakers	25.00
4 Tear Drop Speakers	18.00

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Transforms your board to a 4-Player, 22 ft. shuffle game, unequalled for larger and steadier collections. Simple to install, no marring of board. Puck rolls back thru gutter. Now delivering. Get yours while still available.



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We are featuring an amazing new conversion which: (1) Converts your Express to a REBOUND GAME and (2) Has an entirely new, full length playing field board. Like a new game—Only \$55 complete.

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Everybody loves the down-the-middle feature. Immediate delivery.

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Can hardly be told from new. Limited Quantity. Hurry!

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Reconditioned Pin Games Ready For Location

Floating	Utah	\$109.50
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Reconditioned Bowling Games Ready For Location

8' Keeney King Pin	\$140.00	9 1/2' Keeney Pin Boy	
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9 1/2' Keeney ABC Bowler			\$62.50

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Coinmen You Know

Continued from page 81

Los Angeles

William R. Happel Jr., of Badger Sales, is back at his desk following a combination business and pleasure trip to New Orleans. While in the Crescent City Happel purchased several pieces of used equipment. Scheduled to make a trek to Havana, Happel returned here, not having the time to make the Cuba jaunt. . . . **William E. Happel**, who is stationed at San Pedro with the navy, was a visitor over the week-end.

C. A. Robinson, of C. A. Robinson Company, is expected back soon from New York. While he is out of town **Al Bettelman** is holding down the fort. Bettelman spent the week-end at Mount Waterman. . . . **Al Cohen**, brother of **Bobby Cohen**, of the West Coast Shows, is making the rounds on Pico. Stopped in to chat with **Jack Leonard**, of the Badger Sales parts department.

The Wurlitzer showing at the Paul Laymon Company brought in a number of out-of-town operators. Among those making the show were **Earl Senter**, Bakersfield; **Norman Hayes**, Santa Maria; **S. L. Griffin**, Pomona; **Fred Trevillian**, Santa Barbara; **Warren Clemens**, Southgate; **Al Reisz**, Santa Monica; **Ben Korte**, Glendale; **Bert Hammond**, Santa Ana; **Carl Fisher**, Inglewood; **Jimmy Humes**, Palm Springs; **Perry Irwin**, Ventura, and **Manuel Trevino**, Oxnard. **Perry Irwin** brought along his camera and made shots of the visiting music celebrities who were in attendance.

Russ Morgan made a personal appearance at Leuehagen's Record Bar in the interest of his Decca records. Also appearing at the Bar were **The Weavers**. . . . **Larry Jackson**, of Leuehagen's, takes off the latter part of this month to serve as a judge in the English Springer Spaniel field trials at the Bolsa Chica Gun Club near Huntington Beach.

Al Weymouth, of Weymouth Service, is in town from a trip to Seattle. He went north in the interest of Electro cigarette machines, which he handles in the West, Alaska and Hawaiian Islands. . . . **Dave Bess** has been added to the staff of Weymouth Service. He takes over location records, a post held by the late **John Larson**. **Harold Moffatt** has also joined the firm as auditor. . . . **A. G. Peek**, of Compton, is going into his third year as a music machine operator. . . . **C. B. (Happy) Clark** in town from Downey to replenish his record supply. He makes the trip in every Tuesday. . . . **Dehn Lewis**, of Lewis Music Company in Puente, is making regular trips to Los Angeles for supplies for his route.

James T. Mangan of Mangan & Eckland, Chicago advertising agency for AMI, visited **Nick Carter** of Nick-a-Bob Company, the line's Southern California distributor last Tuesday. Mangan was in Tucson and came to Los Angeles for a few days visit. . . . **Bill Evangeloff**, of Ace Vending Company, Victor distributor, back from a trip thru Central California. . . . **Al Weymouth**, head of Weymouth Service, was delayed in his return from Seattle by the floods in the Northwest. He went there in the interest of Electro cigarette machines, which he distributes in the 11 Western States, Alaska and Hawaiian Islands. . . . **Sam Lubow**, of Superior Products, Inc., San Francisco in town in the interest of that line.

Jack Simon, of Sicking Distributing, making a jaunt thru Arizona by automobile on business. **Jack Ryan** is holding down the fort during his absence. . . . **Dannie Jackson**, of Automatic Games, visiting the local office from his bailiwick in Las Vegas. . . . **Aubrey Stemler** returned from a business trip to Montana, Oregon and Washington. He is in the coin machine brokerage business and handling routes as well as late model used equipment. . . . **Jack Gutshall**, San Luis Obispo operator, who was injured in an automobile accident, is in town and making the coin row rounds on crutches. Gutshall was recently discharged from St. Vincent's Hospital here after undergoing surgery on his injured knee cap. . . . **Jean and Dolores Minthorne**, of Minthorne Music Company, are back at their home near Los Angeles following a week in Palm Springs. . . . **Ed Wisler** and **Nels Nelson**, of Minthorne Music, were in attendance at the company's showing of the Seeburg 45 machine at the Westward Ho Hotel in Phoenix. The show was held Saturday and Sunday (11-12) and was well attended. . . . **Mrs. Leila Smith**, Barstow operator, was in town last Tuesday to pick up equipment.

Hartford, Conn.

Abe Fish, owner and general manager of General Amusement Game Company and president of the Connecticut State Coin Association, Inc., spent four days in New York on a combination rest and business trip. He had a chance to chat with a number of New York operators. **Lou Chack**, Abe's assistant general manager, was on the sick list. Lou reports he's acquiring the reputation of being the nattiest dresser in the coin machine industry in the State.

Vince Donofrio, Danbury coin operator, is in Florida; ditto **John Colucci**, Mattatuck Music, Waterbury. . . . **Mike Benes**, New London operator, is a patient at Lawrence Memorial Hospital there.

Mac Perlman, of Atlantic-New York Corporation, Seeburg distributors, and **Bob Jones**, of Redd Distributors, Wurlitzer distributors, were among those in attendance at the recent State-wide meeting of Connecticut State Coin Association. Next meeting is slated for the Edgewood Restaurant, Hartford, the night of February 22. . . . The board of directors of Peter Paul, Inc., Naugatuck, Conn., candy manufacturers, elected Vice-President and General Manager **John H. Tatigan** president of the company. Tatigan succeeds **George Shamlian**, who was named to the newly created post of chairman of the board. **Guerin B. Carmody**, member of the board and chairman of the

executive committee, was elected vice-president, succeeding **Tatigan**.

Joseph F. and Mary C. Uricchio, of Newington, and **Louis N. and Nellie P. Giordio**, of Hartford, have formed the Royal Candy & Tobacco Company, New Britain, with authorized capital stock of \$50,000, with \$10,000 paid in, at 209 Broad Street, New Britain.

New York

George Ponser, newly elected president of the Associated Amusement Machine Operators of New York and his fellow officers and board members get together for their first meeting under his administration Tuesday (20). They include **Sidney Mittelberg**, vice-president; **Joe Kochansky**, financial secretary; **Jack Semel**, treasurer; **Sol Wohlman**, secretary; **William Aaronson**, sergeant-at-arms; **Joe Hirsch** manager. Board members are **Walter Bowes**, **Milty Green**, **Phil Greitzer**, **Bart Hartnett**, **Irv Kaye**, **Lucky Skolnick**, **Harry Ross**, **Barnet Tannenbaum** and **Lou Rosenberg**, former prexy.

Ken Jensen, sales manager of Eastern Electric took off last week on a 10-day swing thru the South and Southwest to meet with company reps and Electro cigarette operators. . . . **Robert**, son of Empire Automatic's **Al Koondel**, is getting ready for high school. The lad was Bar Mitzvahed recently. . . . **Gil Engelman**, of Columbia Music, was laid up last week with the gripe.

Matty Forbes, of the Cigarette Merchandisers' Association; **Arthur Gluck**, Rowe Manufacturing; **Harold Jacobs**, Herald Vending, and **Larry Reiss** Statler Distributors, attended a \$100-a-plate dinner for **Robert Z. Greene**, Rowe president, at the Waldorf Tuesday (20). Testimonial dinner was given by the Tobacco and Allied Trades Division of the National Conference of Christians and Jews.

Irv Fenishel, of Janell Music Company, is replacing two jukes burned in recent location fires. Fortunately, the phonographs were covered by insurance. . . . **Hy Weiner** of Speedy Juke Service and his wife, **Judith** have left for a Florida vacation. . . . **Harry Pugliese**, of H. & M. Automatic, Huntington, L. I., was in town last week on a shopping trip. He reported excellent results with his 100-selection, 45 r.p.m. machines.

H. P. Patrey, National Association of Tobacco Distributors convention manager, predicts the org's confab will set a record this year in point of numbers of exhibitors. Meet will be held at Chicago's Palmer House the week of April 9. . . . **Dave Lowy**, head of the jobbing and distributing firm bearing his name, leaves Sunday (25) for Chicago to visit with game manufacturers.

Yermie Stern, of the Hit Parade Program Service, has sent out a new mailing piece aimed at interesting juke ops in the service, which includes the weekly informational bulletin prepared by **Dick Steinberg**. Stern's letter to potential subscribers points out that the Music Guild of New Jersey has made long use of the service. . . . **Nat Hockman**, of Uneeda Vending Service, reports an increase in cigarette coin conversion biz. Hockman, with **Jack Katz** and **Harry Ebbin**, recently bought the firm from **Jack Seidler**.

Milwaukee

E. Z. Gregory, subjobber and supplier to many vending firms in the Madison area has just bought out the **Simon Bros.** firm.

An imported line of candy bars, the Cadbury-Fry line, handled exclusively here by **Cavalla Bros.**, distributing firm, and their vending outlet, **Stacy Bros.**, is reported to be receiving a fine reception. The bar comes in 5 and 10-cent sizes and **Stanley Stacy** says that both are getting a nice play on the vending machine. Stacy also is involved in a lot of work these days helping to plan the coming National Association of Tobacco Dealers (NATD) convention. He is one of the org's directors.

Charley Blum, head man at Kistler's Radar Sandwiches, informs that due to heavy requests from locations they have added ham

THE JUKE BOX OPERATOR and YOU in a YEAR OF CRISIS!

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review, analyze and interpret the pattern set during the last national crisis . . . it will point the way to the profitable operation for the future . . . it will serve as an operating manual for long-term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

The Billboard 1951 Juke Box Special will be the year's standout contribution to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.

40 BIG PAGES of FEATURES that help answer vital questions like these:

- What About the Supply of 78 or 45 R.P.M. Records?
- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Onto Help?
- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able To Buy? . . . and important reference lists like these:
- Top Tunes From 1900 to 1940 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.



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Issue Dated March 17—Out March 13

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30 Second Changeover Without Tools From 78 to 45 RPM Records

Thanks, fellas, for the wonderful reception you gave the brand-new Wurlitzers and for the orders you placed. Deliveries will be made as quickly as possible—just be patient for a short time because you're going to earn real profits for a long, long time. If you haven't seen these new Wurlitzers, visit our showrooms and see the most versatile phonographs ever built!

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Williams Quarterback 99.50
Williams Star Series 150.00
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Gottlieb Bowlettes 75.00
Spot Lite, upright amusement games, reg. \$399.50; special. 49.50
New Chic. Coin Play Ball Write
2 ABT Guesser Scales, floor sample, ea. 139.50
New Exh. Silver Bullets, spec. 225.00

ATTENTION, PENNA. OPERATORS
We have new Mills Vest Pockets; used Mills Late Slots, 5c to 50c; Bally De Luxe Draw Bell, Bally R. B. Draw Bell, Keeney Twin Consoles on hand.
WRITE OR CALL FOR PRICES.
Write for complete list of premiums.
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Three (3) Latest Model HOLLY CRANES

In Perfect Condition and Appearance @ \$475.00 Each.

Tri-State Music Co.
1909 8th St. Portsmouth, Ohio

sandwiches to their offerings. In spite of the higher price of a quarter in contrast to the 20-cent tab on the other sandwiches, the ham sales stay near the top. . . . **Melo Curro**, of Metro amusements, ordered 50 more Ace locks to use on his game and amusement equipment. This batch brings his total inventory of Ace locks up to 150, he reports

The Planter's Peanuts man in Green Bay, **Jack Wille**, is a happy man these days. He got delivery on his new company-owned car. He used to make the rounds with a truck. . . . Cigarette vender, **Frank Bina**, from up in La Crosse is passing out cigars in honor of the birth of a son. The newcomer was named **Steve**.

A new source of late records recently discovered by operators who find them on the far West Side of town, is **Gary's Record Cellar** at 58th and Bluemound. A former bandsman and restaurant operator, **Gary** has taken a fling at merchandising what he knows and likes best, music. Among the ops who recently paid him a call with record buying in mind, were **Elmer Simmons**, **Bob Berndt**, and **George Engelhardt**.

Ken Wendel, of the Pfau Record Distributors, is telling ops about the forthcoming debut of the Pfau label on 45's. First 45 release will be **Gene Heier's "Tinker Polka"** backed by "Blackbird Waltz." **Ken** also informs that the roster of Pfau polka artists will soon be joined by **Dick Rogers**, formerly on Pastel; **Louie Bashell**, The Silk Umbrella Man, and **Max** and his **Merry Makers**.

A lot of used equipment is being moved at the **Hastings Distributors** on Bluemound Road. **Sam Hastings** reports that a lot of ops feel that now is a good time to sink their extra money into equipment in view of the general war conditions and pending restrictions. Parallel with the movement of used machines is the rapid selling of new stuff. Glum feature of the whole set-up, **Sam** says, however, is the fact that new machines are slow in coming from the factories. Plans for the addition to be built to the **Hastings** stronghold may have to be called off due to the new rulings against all non-essential building.

February found **Harry Jacobs Sr.** in his favorite vacation spot, Florida. He and **Harry Jr.** are busy working on out-of-town shipments of new Wurlitzers and wrapping up lots of deals on used equipment.

Morley-Murphy, Columbia Records distributor for Wisconsin, in a surprise switch moved **Bud Bailly**, disk salesman, into it's appliance sales division and brought in **Norman Burke** from Texas to plug its wax wares. No newcomer to the platter field, **Burke** worked for Columbia down Texas way and also has had newspaper experience.

Dick Wall, who represents the Holloway candy firm here, reports biz good for his newly introduced bar, "HY" which retails for a nickel. Another vender favorite, he says, is the Holloway Toffee Crunch, now out in both dime and nickel sizes.

Also in the candy line, **Don Reynolds**, Wayne Candy flash, reports that acceptance of the Jane Bar has caught them a bit unprepared to handle such volume. What with big repeat orders and shortages of chipboard and shipping facilities the plant is falling a bit behind on deliveries.

Making the rounds of record distributors and seeing coin machine people in general was **Don Hardy**, Richland Center operator.

Top nickel pulling waxings on the Metro Amusement routes, according to **Dorothy Jonas**, in charge of record purchasing, are, "Be My Love" and coming up strong is **Hugo Winterhalter's "Across the Wide Missouri."**

Bill Murphy, former manager of the Belmont Hotel, and well known to most coin machine people here, recently bought the **Murray Tap** from the Aliota interests.

The Sidney-Hill health club in downtown Milwaukee has become the rendezvous of a sizable group of coin machine people recently. Meeting there several afternoons a week, relaxing from their labors, are **Lee Reder**, **Herb Wagner**, **Doug Opitz**, **Harry Jacobs Jr.**, and **Eddie Pankonen**. **Les Reder** must be given the bulk of the credit for inveigling most of the lads up there. He's the biggest booster of

the Sidney-Hill organization. . . . Columbia Record sales rep in the Milwaukee area, **Bill (Bud) Bailey**, is passing out cigars. The addition to the family is another boy, bringing the total of little Baileys to five.

The Mercury Records bowling team led by **Capt. Kenny Vogt**, the "Uncle Herman" of WFOX disk program fame, is leading the league. Kegling of the squad has been definitely improved since the backer dug into his sock to provide new bowling shirts. Now, colorfully attired in chartreuse and black, the team is in first place by a margin of 10 games.

Louis Albalonte, Racine game and music operator, spent some time at the Mayo Clinic in Rochester, Minn., recently, going thru a medical check-up. **Louis** was severely injured some time back in a motor crash.

A week-end in Chicago just having fun and relaxation was indulged in not so long ago by **Erv Beck** and the Missus. As soon as the weather warms up and stays warm for a spell **Erv** and **Joe Beck** will go into planning huddles for another one of those tournaments that **Mitchell Noveltly** is noted for.

With the recent addition of a new Kwik-Kafe hot coffee unit, **Ruth Bender** informs that business is definitely on the up slide. Plans for a big push toward equipment diversification will have to wait, she says, until the general business situation clears up a bit.

Swinging out on one of his typical promotional binges, **Johnny O'Brien**, Major Distributing Company head, gave a mighty shove in the direction of starting volume sales for **Patti Page's** new Mercury hit, "Mocking Bird Hill." As soon as he got the sample of the recording he immediately got on the phone and gave 26 dealers and ops in the Milwaukee area a private preview of the number. Thru this pitch he got enough orders to work up a handsome initial order from the factory.

Cincinnati

Suzanne Danco noted Belgian soprano, was to be guest of honor at a tea here Saturday (17) thrown by Ohio Record Sales, Inc., London Records company-owned outlet. **Maurice Rose**, manager of the local firm, reported that his guest list included representatives from the local press and radio stations and longhair musicians. **Miss Danco**, who records for London, was in town for appearances with the Cincinnati Symphony Orchestra.

(Continued on page 84)

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1250	Write	148ML	\$449.00
1100	\$469.00	148M	409.00
1015	289.00	147-8M	389.00
1080	289.00	147M	349.00
		146-8M	359.00
		H148M Hideaway	329.00
		H246M Hideaway	299.00
		H146M Hideaway	259.00
		146S	249.00

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1426 \$239.00

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1941 R.C. Special . \$99	780 \$129	Super 40 \$69
Hightone, R.C. . . 79	850 89	Deluxe 39 69
Hightone, E.S. . . 59	800 89	Commando 49
Major 79	600K 69	Master 40 69
Colonel 69	600R 64	Standard 39 69
Classic 69	Victory 39	
Regal 59		PACKARD
		Manhattan 1947 . \$249

WALL BOXES

SEEBURG: 3W2-L56, 5c 3-Wire, Refinished Like New . . . \$27.50
W1-L56, 5c, Used \$24.50
WB-1Z, 5/10/25 17.00
DSB-1Z, 5/10/25 17.00
WS-2Z, 5c, Wireless 8.95
DS20-1Z, 5c, 3-Wire 8.95

Buckley 30-Wire, Illuminated 7.50
Wurlitzer 100, 5c 3.50
Wurlitzer 120, 5c 3.50
Wurlitzer 125, 5/10/25 6.00

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If you qualify we can start you at once

Now is the time to cover as many spots as you can. Our Game Rental proposition has proven a life saver to many operators.

In answering give all information . . . Are you married?
Your age? Do you have children?
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If possible give character references.

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Here are money-saving bargains in exceptionally good phonographs. Every machine is a quality buy—ready to give you years of profitable service. So take advantage of these low prices today. Phone, wire or write your order.

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148-ML	\$425.00	H-148-M Hideaway	\$299.50
148-M	395.00	146-M	299.50
147-M	339.50	H-246-M Hideaway	269.50
147-MA	339.50	H-146-M Hideaway	250.00
147-S	299.50		

WURLITZER		AMI	
"1250"	Write	Model "C"	Write
"1080"	\$269.50	Model "B"	\$475.00
"1015"	269.50	Model "A"	375.00

ROCK-OLA	
"1428"	\$400.00
"1422"	\$169.50

WALL BOXES	
SEEBURG	
3W5-L56	\$49.50
W4-L56	49.50
W1-L56	24.50

AMI Post War	Write
AMI Steppers	\$39.50
Rock-Ola Post War	12.50
Wurlitzer "3020"	39.50
Packard (Satin)	12.50
Wurlitzer "3031"	12.50

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Coinmen You Know

Continued from page 83

Chicago

Joe Caldron, head of Trans-World Trading, Inc., reports the export market extremely active, with music and games high on the list. Joe trained to Appleton, Wis., last week to visit with Joe Cohen, president, Ristaurat, and to discuss export plans for the Ristaurat products.

Dick Groetchen, head of the Groetchen Tool & Manufacturing Company, is vacationing in Florida, and already has his visa for a trip to South America. . . . Joe Cohen, president of Ristaurat, due in this week-end from his Appleton, Wis., headquarters to confer with Joe Caldron, who heads Ristaurat's export division, on plans for the new S-45 shipments to foreign ports. Cohen reports he will be ready to show the S-45 at the Music Operators of America show here next month.

Clayton Nemeroff, Monarch Coin Machine, says the buying trend is still holding strong. Monarch is now quite active in the juke box field, with the Evans Constellation headlining this activity. Roy Bazelon, president of the firm, says the game-field activity is still heavy, both on the buying and selling ends. Many out-of-towners have been in to see Monarch officials despite the sub-zero temperatures and frozen highways of the past few weeks.

First Distributors' walls were bulging last week as games and phonographs arrived in the shop, were processed and shipped out. Wally Finke and Joe Kline, partners, reported a heavy turnout of ops despite the weather, and added that the upward business trend shows no signs of slackening off these days. Meanwhile, Mal Finke, head of First's premium division, has been concentrating on buying, and reports the firm is well stocked on items which will be on the hard-to-get list come summer.

Seymour Golden, head of Coin Machine Service, says the premium business continues good, with the firm now ready to handle orders from outdoor show business for the coming season as well as from the coin machine trade. Jerry Zachery, firm's sales manager, has had about 10 years' experience working with the outdoor showmen, and will spend much of his time in that field this summer. Watches, lamps, kitchenware and lighters are among the top items with game ops, Golden says.

Irv Webb, head of Webb Distributing, and his father, Fred, both report continued sales spurt on used equipment of all types. Firm is now making a mailing to its list of coinmen on special items which are available. . . . Frank Roehlke, who divided his time between his operation and manufacturing conversion units for shuffle games last year, reports he is now concentrating on the operation.

Ted Rubenstein, president of Marvel Manufacturing, says his firm is continuing to turn out its regular line, but expects to be well into defense work shortly. Meanwhile, M & T Sales, handling a conversion unit for shuffle games, reports a special production run of 200 units has been completed, and those already on order are being shipped.

John Frantz, from his Blue Island plant, turns in word that recent order volume on his General scales has been good. He says most scales are still going out with the charity coin chute, which permits any coin from a penny to a 50-cent piece to operate the weighing mechanism. Future deliveries are "behind a cloud due to the materials situation, however," Frantz points out.

A leading producer of built-in electric coin changers has designed a toggle switch for its unit which permits instant change-over from nickel to dime operation. Because production hangs in the balance of government materials allocations and outright bans, the firm has not added the switch to its current production changers. Latter are being turned out in decreasing numbers. Firm, because of the unsettled outlook, preferred to remain unnamed.

John Conroe, Charlie Pieri and Grant Shay, J. H. Keeney & Com-

pany, are working out plans for the firm's television line. Thus far they report reaction to the product, a 17-inch console, has been encouraging. President Roy McGinnis is back from a brief trip to Florida. . . . Frank Mencuri and Clare Meyer are back from an extended road trip which included a stop at the Florida State Fair, Tampa.

Among the visitors to the Universal Industries plant last week were Nat Cohen, New York; Harold Lieberman, Hy G. Lieberman Music Company, Minneapolis, and Dave Simon, New York. Mel Binks and Bill Ryan have had a merry time trying to keep up with demand for the giant pinball Winner.

Eugene Smith, sales representative for Automatic Distributing Company, was hospitalized last week as the result of a head-on collision with another car Tuesday (13) outside Havana, Ill. Accident occurred during a snow-storm, and resulted in severe lacerations and internal injuries by both Smith and the driver of the other car. Mike Spagnola, Automatic exec, says Eugene will be in the hospital several weeks, at least.

Adolph Raymond, A & M Music Company, recalls his placement of a juke box in a South Side navy training center during the last war as a good play spot. Machine, located in the canteen, brought enthusiastic response from the embryo sailors. . . . Harold Stamer, vice-president of Mechanical Merchants, is readying extra drink venders for installation in the new Dearborn-Lake-Milwaukee Avenue subway to be opened Sunday (25).

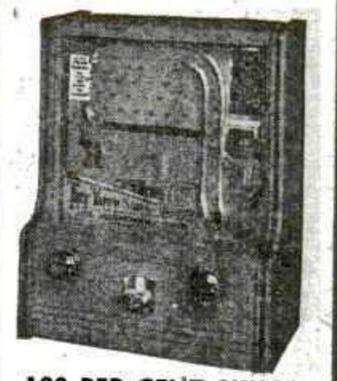
At Empire Coin Machine Exchange, Howie Freer reports an increasing number of requests for games and venders from foreign operators. Gil Kitt and Ralph Sheffield have been working on a new sales campaign as well as lining up large shipments of late model games.

Ray Cunliffe, South Side operator, is in Florida on a vacation which had been deferred for several months. . . . Dud Ruttenberg, CMI legal counsel, has been making a series of brief trips to keep up with the latest trade developments. . . . Joe Caldron, Trans World Trading, is getting a lot of requests for music machines from South America and the Low Countries.

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100 PER CENT SKILL!
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CAROLINA	\$75.00
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SHUFFLE ALLEYS—USED United Orig. Alley United Orig. w/Dis. Pins Genco Bowling League Keeney Ten Pins Chi. Coin Bowling Alley Chi. Coin Baseball Gottlieb Bowlettes Genco Glider	MUSIC 1946 Seeburg 1946 Seeburg Hideaway 1422 Rock-Ola	

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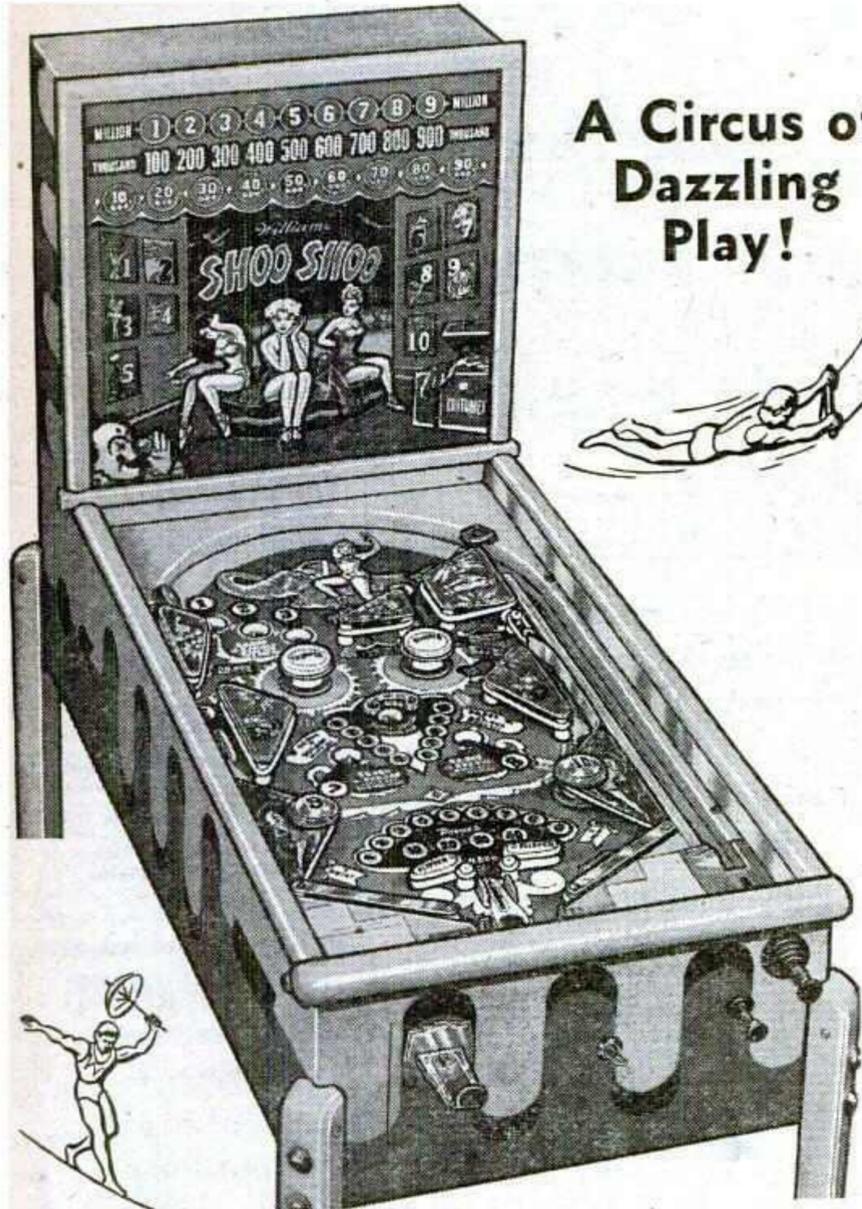
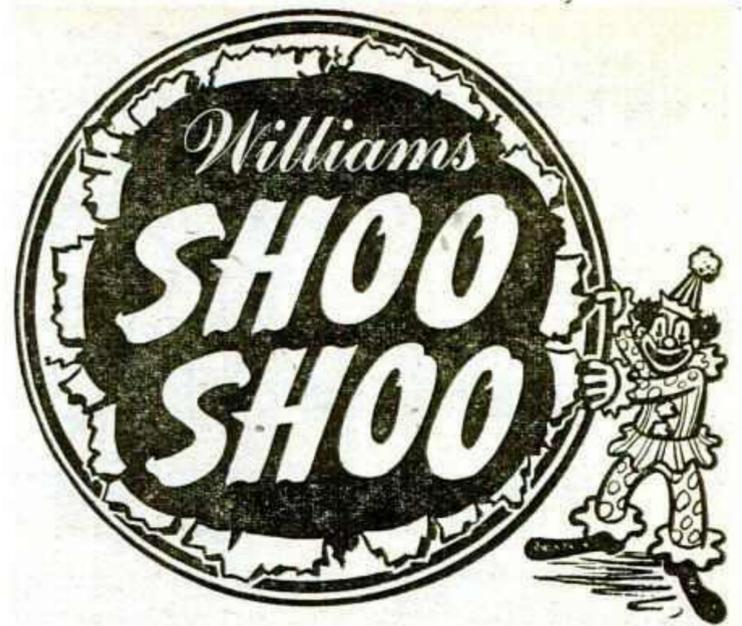
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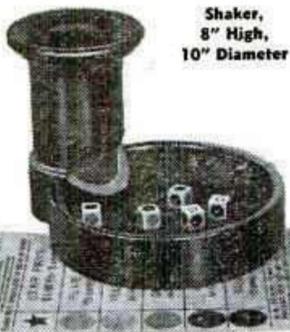
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 SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 72-86

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- 5 ROCK-OLA, MODEL 1428 475.00 EA.

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 One-half deposit with order, balance C.O.D. or sight draft.

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Bally SPEED BOWLER..... 110	United SHUFFLE ALLEY..... 30
Chi. Coin BOWLING ALLEY..... 80	Genco BOWLING LEAGUE..... 25
(with Lite-Up Pins—Orig. Pins)..... 120	Genco GLIDER..... 20
Universal TWIN BOWLER..... 80	Williams TWIN SHUFFLE..... 35
Williams DELUXE BOWLER..... 105	Chi. Coin SHUFFLE BASEBALL..... 45
Gottlieb BOWLETTE..... 105	

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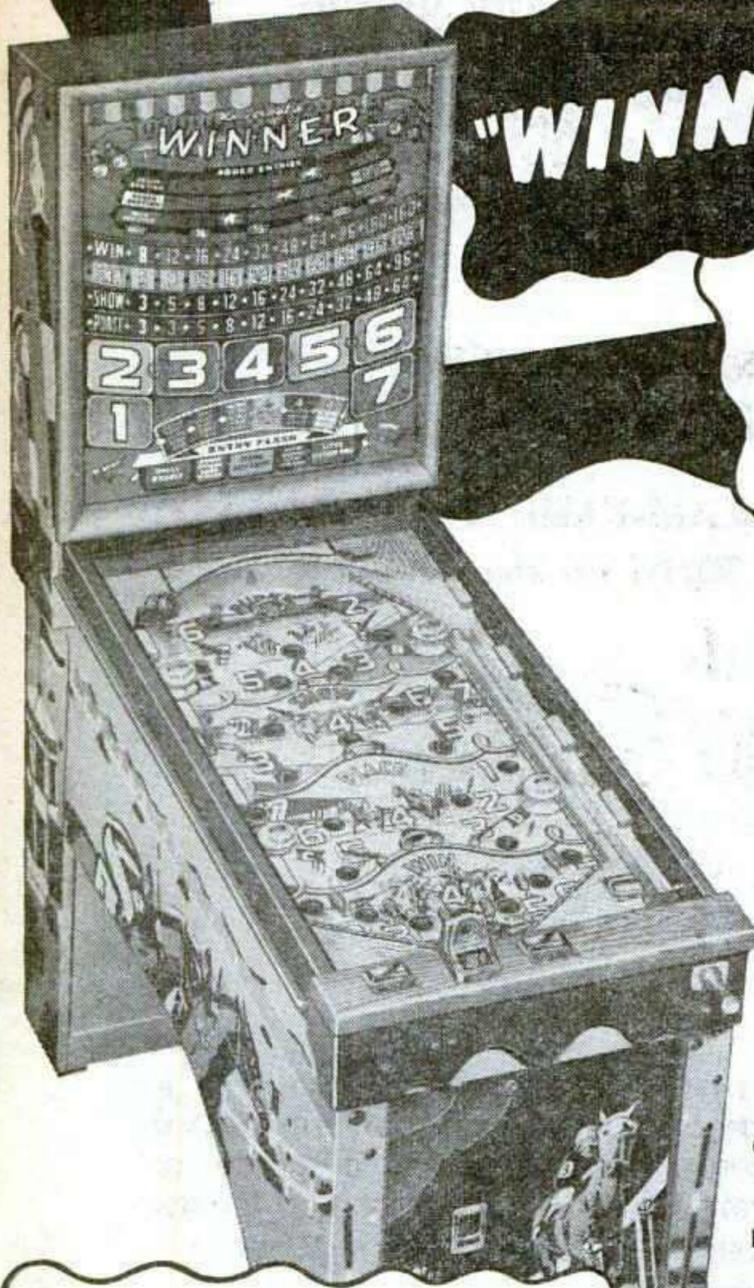
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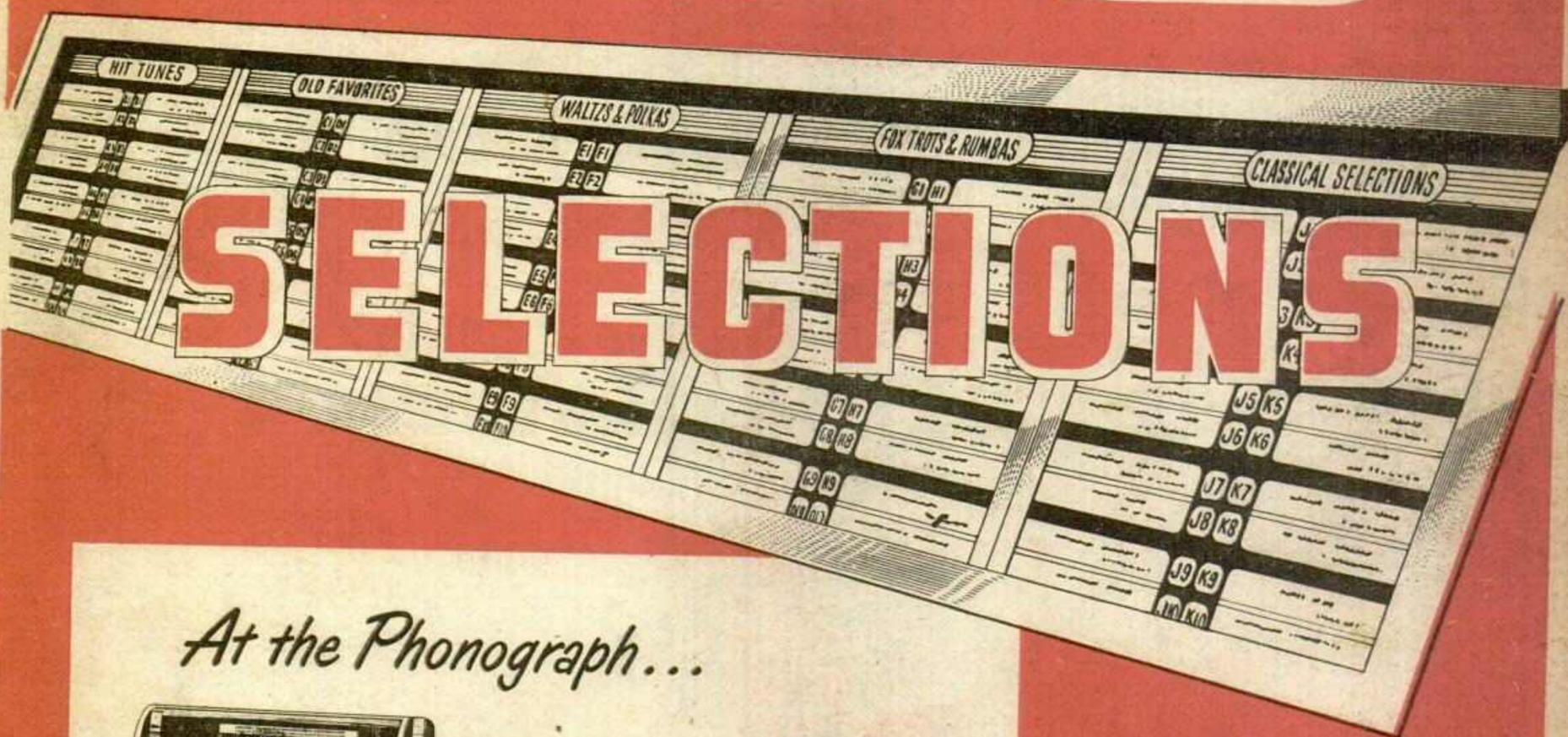
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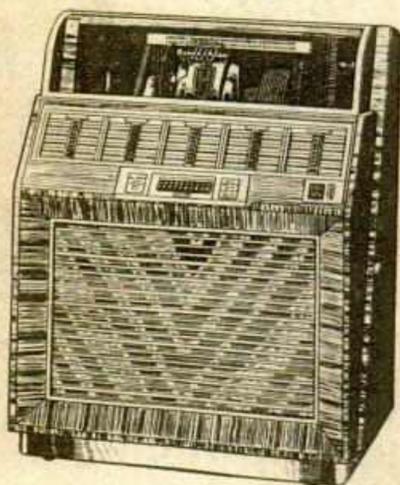
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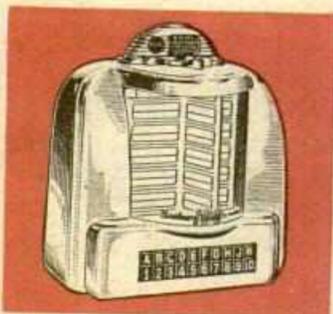
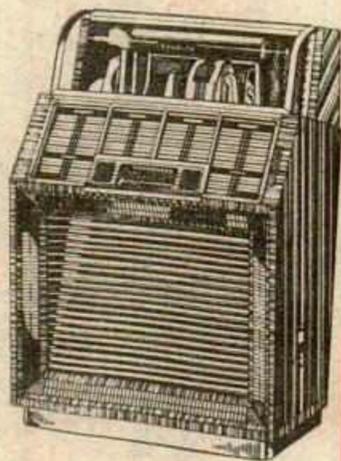


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