

# The Billboard

MARCH 10, 1951  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

## Striped Pants Jam Session To Fight Off Voice Change

### VOICE OFF-KEY

#### Officer Calls O'Seas Operation Hopeless

By COL. IRVING FOGEL  
(Pres. Tempo Record Corporation of America)

HOLLYWOOD, March 3.—I have studied with a great deal of interest the articles written by Ben Atlas and Art Rosett which appear in the current issue of *The Billboard*. Frankly, I believe these articles understate rather than overstate the actual condition.

It has only been a few months since I returned from a trip to Europe, during which I traveled 9,000 miles by car on the Continent and British Isles. I have visited Europe each year since

the conclusion of World War II, and while in the service lived in Europe two years. As commanding officer of the American Expeditionary Radio Stations in Africa, Sardinia, Corsica, Italy and France, I had ample opportunity to become acquainted with the European and to form a close contact with the officials of the

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#### TV Kefauver's Truth Window

HOLLYWOOD, March 3.—Television is a great window of truth thru which the American public can observe its government at work and thereby discern the facts as they are. So said U. S. Sen. Estes Kefauver, chairman of the Senate Crime Investigating Committee, in an exclusive interview with *The Billboard* following his televised (KECA-TV) two-day

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#### More Schools Sked 'Darkness' Productions

NEW YORK, March 3.—Four more colleges this week joined the three announced last week (*The Billboard*, March 3) in plans to produce the Sidney Kingsley-Arthur Koestler anti-Commie hit, *Darkness at Noon*, which stars Claude Rains and is produced by the Playwrights' Company. Schools are University of Omaha, Florida Southern College, DePauw University and Louisiana State University. Previously, permission to produce the play has been sought by Birmingham Southern, Iowa

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#### Fireworks Plugs On TV at Ballpark

NEW YORK, March 3.—In an unusual deal, set this week, fireworks produced at the Cleveland Indians night baseball games will be set up so as to carry advertising. At the same time the deal provides that the displays be telecast as part of the regular video coverage, the TV airings to include the name of the advertiser winding up with the pyrotechnics.

The Indians' fireworks displays were started in 1948 by former Cleveland President Bill Veeck. This year's schedule calls for 31 games, to be televised by WXEL.

Deal was set by Leonard Traube, head of Leonard Traube Associates. Arrangements prohibit selling the fireworks to a beer account, since Leisy Beer sponsors the WXEL ball game coverage. Hudson Fireworks Display Company handles the displays.

#### KINE BLOOP BURNS "TOAST"

NEW YORK, March 3.—Slightly in the ancient history category but not previously publicized, and illustrating another problem telecasters have with kine showings, is the Sunday, February 18, Ed Sullivan *Toast of the Town* show. Several stations, such as WBEN-TV, Buffalo, carried the show Wednesday (21) and later Sunday (18) Sullivan gave an award to Long Island University basketball star Sherman White. Monday the story busted all over the papers that White was one of the cage stars charged with taking bribes. In Buffalo and other cities, on Wednesday, TV fans saw White getting a sportsmanship award.

#### Decca Gets 'King' Cast Album Rights

NEW YORK, March 3.—As predicted in these columns two months ago, Decca Records will land the original cast album recording rights for the new Rodgers and Hammerstein opus, *The King and I*. Papers have been drawn and probably will be signed early

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#### State Department Will Battle Rappers

Top Spokesmen To Tell Senate Foreign Relations Committee of Effectiveness

By BEN ATLAS

WASHINGTON, March 3.—Turning full blast on a pressure drive to head off a possible transfer of the *Voice of America* operations, the State Department is preparing to send its top *Voice* spokesmen to Capitol Hill week after next to do their drum-beat-

ing before a joint subcommittee of the Senate Foreign Relations and House Foreign Affairs committees. The striped pants team's jam session on Capitol Hill will be staged before the Senate Foreign Relations Committee finds time to deliberate on a recently-introduced Benton-Wiley resolution for a full-dress senatorial investigation of State's handling of the *Voice* (*The Billboard*, February 24).

The joint subcommittee session was originally slated for next Monday (5), but is being postponed to the following week because of the Senate Foreign Relations Committee's current preoccupation with the important troops-to-Europe issue. State's strategic timing for the Hill appearance is credited chiefly to Assistant Secretary Edward W. Barrett, in charge of public affairs,

[\(Continued on page 10\)](#)

#### ASCAP-TV May Hit the Courts

NEW YORK, March 3.—A last-ditch attempt between committees representing the American Society of Composers, Authors and Publishers and the TV industry to reach agreement on a per-program formula broke off Friday (2) after three successive days of negotiation.

On Tuesday (6) ASCAP will

[\(Continued on page 13\)](#)

#### Can't Tell TV Casts Without Scorecard; Here's Line-Up

NEW YORK, March 10.—There will be less baseball telecast this year than last, according to a compilation by *The Billboard*. In Cincinnati, Washington and Boston the clubs all have limited the number of games to be videocast, because of fears as to the effect on attendance.

In Boston, for example, the Braves will only allow 14 of 32 night games to be presented. In Washington, WTTG will televise 21 games this year as compared with 77 last season. In Cincinnati,

WCPO-TV will telecast 26 week-day and Saturday games as contrasted to all home games, holiday, Sunday and night games included during 1950.

Breweries — Schaffer, Goebel, Ballantine, Heurich, Standard, Leisy and Narragansett—will be the largest single group of advertisers to sponsor radio-TV major leagues, with Schaefer this week signing the Dodgers for seven

years of AM-TV, paying \$3,000,000 for rights. Games will continue to be broadcast over WMGM and WOR-TV. A secondary development of importance in New York has been the shift of the Yankees to WPIX from WABD. Ballantine still continues as the bankroller on both outlets. WABD will carry the day games during this season but WPIX will carry both day and night clashes.

In Cleveland the Leisy Brewing Company has paid a reputed \$250,000 for the video rights to all

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#### KNBH JANITOR TV PRODUCER

HOLLYWOOD, March 3.—Horatio Alger story of a janitor turning TV producer became a reality this week at NBC's KNBH when station's program topper Bob Brown accepted a program idea from janitor Winston Jones and named him co-producer on an all-Negro music-situation comedy show. Jones will produce the show in conjunction with Doc Miller, who staged numerous all-Negro legit offerings, including *The Blackbirds*, *Shuffle Along* and more recently *Sugar Hill*.

#### An Actor Bites Critic Trend?

NEW YORK, March 3.—A performer-bites-critic trend is developing in radio and TV. On-the-air swipes at radio and video critics have been voiced recently by Arthur Godfrey, Benny Goodman and Faye Emerson.

Godfrey took mike in hand two weeks ago on his *Talent Scouts* show to answer an "open letter"

[\(Continued on page 5\)](#)

#### Ringling Drops 10 Cars; Ups Video Bally

By TOM PARKINSON

CHICAGO, March 3.—Ringling Bros. and Barnum & Bailey Circus will move on 70 cars, 10 less than last season, and will troupe behind a sharply amended advance advertising system, it was learned this week.

Figuring largely in advertising will be new television spot announcements, probably using views of the show's talent, aired via kinescope. The TV budget, while not spelled out in dollars and cents, is expected to equal the show's radio investment of last season. Radio spots will play an

[\(Continued on page 30\)](#)

#### Admiral Buys MBS Gold Gloves Finals

NEW YORK, March 3.—The Mutual Broadcasting System this week sold the International Golden Gloves finals to Admiral Television. The fights will be picked up out of Chicago March 29. Admiral is also sponsoring the Gloves matches on Mutual out of New York March 9.

The sportscaster hasn't been set, but will be either Russ Hodges or Ted Husing, according to report.

#### Juke Ops Yell Loud 'Hey, Rube'

NEW YORK, March 3.—A plea for operators across the country to support the Music Operators of America (MOA) in its pending struggle to halt efforts to rewrite the 1909 copyright law was voiced here by Sidney H. Levine, MOA national counsellor, who charged that removal of the juke box exemption from royalty payments

[\(Continued on page 75\)](#)

Out  
Next  
Week!

### THE BILLBOARD'S 1951 JUKE BOX SPECIAL

40 Big Pages of Features and Reference Lists That Will Help Make 1951 an Outstanding Year for the Juke Box Industry

# Billboard Backstage

By JOE CSIDA

The late O. O. McIntyre, a handy gent with a typewriter, often resorted to the merchandise department of *The Billboard* and some of its ads and features like *Pipes for Pitchmen* for material for his columns. I am quite frequently saddened to find that many of this paper's busy readers in the radio, television, music, carnival, circus or coin machine business never turn to the merchandise pages. Believe me they're missing (and so are you if you never take a look) an interesting, often amusing, sometime valuable experience.

A fast flip thru the merchandise pages of any issue turns up intriguing, chucklesome stuff like this: From last week's paper—Hermaphrodite Jersey Calf; age, 2 months; both organs in stage of growth. For information write J. W. Ownby, Route 2, Lewisburg, Tenn.

If your interests run to animals, birds and pets you could also have made yourself a good deal on a beautiful male African lion, a tame, full-grown coyote, some cinamon ringtails, sooty mangabeys or Siamese racoons. If you were having trouble keeping your reptiles alive you could have got yourself a book with complete instructions, containing a food chart and all the dope on the treatment of snake diseases.

### Bibles and "A" Bombs

Johnson Smith in Detroit ran an ad on a midget Bible, 200 pages, the size of a postage stamp, 1x3/4 inches. A fellow in Washington was offering atom bomb protection via "The Chelt," a chemically treated handkerchief to be worn as a mask. Two other citizens were offering, respectively, a hot-dog trailer and a portable skating rink. Bill Baker in *Pipes* reported "Jack Curran, ace comb worker and one of the speediest dukers in the business, is getting big chunks of geedus at the Livestock Exposition and Rodeo, San Antonio."

A Los Angeles firm had a hot item in a pocket cushion. Fits in your pocket, deflated; blows up into a comfy cushion. And a Baltimore operator was looking for pitchmen who wanted to win more money by pitching via television.

### Disk Jockeys and Ad Men

Those were just a few random items in the merchandise department in last week's issue. There are, every week, literally hundreds (Continued on page 40)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, March 3.—Don't look for rationing of consumer goods for some time to come, despite recurrent rumors about ration coupons being printed and staff being organized. Word at Economic Stabilization Agency is that nothing exists except a dusty blueprint, even the rationing was an immediate by-product of price controls last time. Amusement industry's heaviest impact from World War II rationing was felt in night clubs.

### "Voice" Speaks Up in Fight Vs. Critics . . .

State Department's crusade to block a possible shift of its well-heeled *Voice of America* is fast growing into one of the biggest pressure drives staged by any government agency in years. Assistant Secretary of State Edward Barrett, in charge of public affairs, is stumping clubs, industry and Capitol Hill. His *Voice of America* lads have been cutting lots of platters praising State's handling of the *Voice*. The platters are played for any congressmen or constituents who happen to stray into the *Voice's* Washington studios. Latest State strategy is preparation to unleash high-powered promotion for *Voice* at an upcoming joint subcommittee meeting of Senate Foreign Relations Committee and House Foreign Affairs Committee. State hopes to grab an inning before Senate Foreign Relations Committee has time to consider the recently introduced Benton-Wiley resolution for an investigation of *Voice*. Quipped one senator: "Looks like the *Voice* is trying to jam out Benton."

### Excise Taxes Are Up, Except in Legit . . .

Gains in tax yields were chalked up by all but one of the amusement excises in January, according to latest Internal Revenue Bureau figures. Yield from phono disk tax soared merrily above the previous January tally by 10 per cent in an almost unbroken streak of monthly gains since a year ago. Latest January return was \$688,823. Tax yield from musical instruments showed even bigger increase, but (Continued on page 40)

# Picture Business

By LEE ZHITO

HOLLYWOOD, March 3.—There's a dearth of low-budget comedies, according to Hal Roach Jr., and he intends to do something about it. Roach, who for the past two years has devoted his time exclusively to TV film production, is teaming with Bob Lippert (Robert L. Productions) to produce a series of four low-cost features. This marks Roach's initial move back to the theatrical film field since making the TV plunge.

Altho films are being produced for theatrical release initially, indications are they're being made with an eye toward future TV use. Each of the films will be held to a 60-minute running time and will be so timed as to facilitate easy breaking at the half-hour mark. Lippert, one of the more successful of the smaller independent producers, went to the 60-minute running time on nearly all his recent productions. He recently sparked the Independent Motion Picture Producer Association's (Chadwick group) negotiations with James C. Petrillo to lift the AFM ban on theatrical films produced since 1946.

### Producers Offer

### Cost of Living Scale . . .

Producers agreed to voluntarily offer studio unions a cost-of-living pay boost, rather than await termination of existing contracts next fall. Deal offered by the producers provides for a 10-cent-per-hour pay hike for all the unions, plus a provision for further wage boosts not exceeding 10 per cent should the cost of living index continue to climb, a wage formula similar to the General Motors plan. Studios further agreed to paid vacations and continued working toward a solution of the group insurance problem. Offer was made to all the IATSE unions as well as the five unions outside IATSE. Dime per hour increase equals a 4 1/2 per cent pay boost.

Stipulation, which provoked IATSE refusal of the offer, was that unions agree not to reopen existing contract renewal negotiations until October, 1953. IATSE's Roy Brewer withdrew from negotiations, contending the studios' offer was unsatisfactory under existing conditions. (Continued on page 40)

## EDITORIAL

# More Light Wanted

As reported on page 1 in this issue, seven accredited colleges are now making plans to produce the Sidney Kingsley-Arthur Koestler anti-Communist play, *Darkness at Noon*, this spring. Kingsley and the Playwrights' Company, producers of the Broadway hit, following an editorial suggestion by *The Billboard*, are making the play available to these groups royalty free.

*The Billboard* has since learned that Kingsley and the producing group are also making other efforts to spread the important message of *Darkness* as widely as possible, conceivably at some sacrifice to themselves in profits.

### What About TV-Radio-Disks?

It is gratifying, of course, to *The Billboard* to have been able to play a small part in initiating this movement to give the urgent words of *Darkness* some circulation beyond Broadway. The full credit, obviously, belongs to Kingsley and all the directors and members of the Playwrights' Company.

What is most difficult to understand, however, is why another portion of *The Billboard's* original editorial has not yet been acted upon. We refer to our recommendation that the show, or carefully selected portions of it, has not yet been set for television and radio. College presentations are fine, but if a maximum number of Americans are to hear the show's ringing words, some arrangement, agreeable to all concerned, must be found to present *Darkness* via the airwaves.

And how about one of the record companies making a still further (and possibly extremely profitable) public service contribution by recording the show or selected portions of it? After all, Claude Rains' lead performance is historic theater, and lesser dramatic albums have found buyers in numbers substantial enough to enable the producing record company to get off the nut.

# Koestler Gets Philly "Salute"

PHILADELPHIA, March 3.—Arthur Koestler, whose novel, *Darkness at Noon*, was adapted for the stage by Sidney Kingsley and is now a Broadway hit starring Claude Rains, came to Philadelphia Thursday night (1) to receive one of the citations in the Salute to the Arts presented by the Philadelphia Fellowship Commission to mark its annual membership drive.

At a dinner meeting at the Bellevue-Stratford Hotel, Spyros Skouras, president of 20th Century-Fox Film Corporation; Willard Motley, whose novel, *Knock On Any Door*, was recently seen as a movie under the same title; poet and playwright Langston Hughes, and journalist and author John Hersey also received citations.

The Philadelphia Fellowship Commission, made up of nine agencies united in the fight for racial, religious and nationality understanding, is also in the forefront in the fight against Communism and any other anti-democratic movements.

## A LULU

# Minn. Would Tax Jukes To Aid Ork

MINNEAPOLIS, March 3.—State legislators are considering taxing juke boxes and wired music systems \$10 annually to help bail out the Minneapolis Symphony Orchestra. A bill to provide a use tax on jukes, 30 per cent of the proceeds to go to the symphony, was introduced yesterday (2) by Sen. Gerald T. Mullin and Rep. Fred Schwanke.

The bill, introduced simultaneously in House and Senate, calls for a \$10 use tax on each phonograph—30 per cent of the revenue to go to the Minneapolis Symphony which has been tottling in the red for a number of years. The remainder would go into the State's and county's revenue funds.

The proposal is specific that the operator, not the distributor or the location, pay the tax. Payments would be due on or before February 1 for a year, and on or before August 1 for a half year.

### 'Capades' 140G in Cincy

CINCINNATI, March 3.—Ice *Capades* of 1951 racked up a robust \$140,772 gross for 11 performances, including two week-end matinees, at the Cincinnati Garden, February 20-28, on paid attendance of 68,436. Seats were scaled at \$1.25 to \$3.

This compared with \$180,000 for 14 performances last year at the Garden, February 17-26. That engagement, however, ran 11 days and included four week-end matinees. This year's gross per performance was close to last year's, the figures being \$12,797 and \$12,857, respectively.

# CIVIC PRIDE IN REVERSE

MORRISTOWN, Pa., March 3.—Long-standing feud between the local newspaper and radio station has taken a fresh slant. Local daily still forbids mention of WNAR to be used in either news or advertising. So now, the radio station, with coverage that extends to near-by Philadelphia, gives out with this free commercial to its listeners: "For all the latest news, read your Philadelphia dailies."

# RCA Nets 84% Increase; '50 Biggest Year

NEW YORK, March 3.—Radio Corporation of America during 1950 had its greatest business year, with gross income reaching \$586,393,000, an increase of 47.6 per cent over sales of \$397,259,000 in 1949.

This was stated in the corporation's 31st annual report, released this week by Brig. Gen. David Sarnoff, board chairman.

The report, quoting Sarnoff and Frank M. Folsom, RCA president, highlights the great strides made by the television industry, and stresses the importance of electronics and communications during the national emergency. The report also covers major RCA research projects, and outlines notable strides made by the record division.

Net earnings of \$46,250,000 during 1950 were 84 per cent higher than the \$25,144,000 in 1949. Earnings were equivalent to \$3.10 per (Continued on page 41)

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# London Dispatch

By LEIGH VANCE

LONDON, March 3.—The Bedford, Camden Town, London's boos-and-hisses theater, has folded after a gallant 15-month attempt to bring back melodrama to the metropolis. Managers John Penrose and Pat (Patricia) Nye bought the theater and adjoining property—which includes a public house (saloon) for \$148,200.

In the '90s the Bedford launched famous vaudeville names like Vesta Tilley, Dan Leno, Little Tich and Marie Lloyd. Star names came down from the West End for the reopening at token salaries of \$28 a week to help float the new managerial team. Says Miss Nye: "The theater has gone back to the mortgagees, who are not showmen. It is a great tragedy. In three or four years we should have paid off our second mortgage and had a definite holding on the property, together with many valuable war damage claims." Company liabilities are \$28,000. Other shareholders have lost \$33,600.

### Down With Black Ties; Early Openings Up . . .

In the West End managers have vetoed a suggestion for later openings during the Festival of Britain. Showmen explain: "Seventy-five per cent of the audience now are commuters, who want to be home by 11 p.m. Before the war, provincials made up only 50 per cent of the customers. Eight-thirty opening would please the black-tie boys, but antagonize the majority." Curtain-up times in the West End this week is mostly between 7 and 7:30 p.m. By the end of the week the 8:30's will be down to one, when Somerset Maugham's *Home and Beauty* folds at Wyndham's after a brief two-month run. Says one manager: "If it had opened at 7:30 it could have gone on indefinitely."

### Curlew for Royalty Cues Crying Towels . . .

News that Princess Margaret's highly publicized swing round the nightspots will end with a ban by the king is depressing managers. (Continued on page 40)

# Paris Peek

By ART ROSETT

PARIS, March 3.—Peter Rathvon, former president of RKO arrives in Paris this week from Rome. Rathvon, it's reported, plans to set up a film producing company here in France which will turn out dramas and documentaries. . . . French audiences have not been happy about certain American newsreel shots of the Korean war. A high American diplomatic official tells us that when French people see pictures of ravished land, hungry people, bombed cities, underclothed children, with American soldiers in the foreground, it brings home to them their own invasions by foreigner and reacts most unfavorably.

### Moliere Gets TV Showing . . .

The Society of Authors and Composers of France held a dinner at the Cafe de Paris, honoring 50 years of theater for Henri Bernstein. M. O. P. Lapie, Minister of National Education presided. Heads of literary, artistic, and theatrical circles turned out. . . . French teevee'd Moliere's play, *Bourgeois Gentleman* (*Middle-class Gentlemen*) over the local net-work February 22.

Memorandum to Governor Dan Thornton of the State of Colorado: The French pay a delightful compliment to your State in their currently successful musical *Colorado*. It would be a great gag, if, when you have your next State fair, you could arrange to bring this company over. At the present time, the Peter Sisters are recording some of the tunes from this show, thereby spreading the fame of *Colorado* to the four corners of the earth. (Continued on page 40)

# Showbiz Boom Has Tax Yield At New Highs

### Legit and Concerts Are Off, But Cafes, Sets, Disks Thrive

WASHINGTON, March 3.—Amusement business on the whole—except in the legitimate theater and concert fields—showed healthy gross increases in January of this year, some of the zooming statistics verging on the phenomenal. The business boom is reflected in tax figures unveiled here by the Bureau of Internal Revenue.

Uncle Sam collected \$3,293,153 in cabaret roof garden taxes in January this year, a gain of \$110,574 over the previous January figure. This brought the total yield from this tax to \$24,829,988 for the first seven months of the current fiscal year which began July 1. This figure is only \$183,074 above the total for the corresponding period of the previous fiscal year. The January gain accounted for most of the seven-months' increase.

There was a phenomenal \$15,741,138 gain in January receipts this year from the excise on radio sets, phonos and component parts as compared with the previous January. The January, 1951 figure was \$19,439,773, compared with \$3,698,635 for January, 1950. Internal Revenue Bureau officials attributed a substantial part of the gain to the new radio-TV excise imposed since the previous figure, but booming sales volume of sets also is reflected in the increase.

Receipts from this tax for the first seven months of the current fiscal year, starting last July 1, are running over double the tally for the corresponding period in the previous fiscal year. Total for the first seven months of the present fiscal year is \$48,141,095, a \$26,250,978 gain over the \$21,890,117 total for the corresponding period in the previous fiscal year.

Meanwhile theater and concert admission taxes went down in January to \$26,994,823, a drop of \$1,031,910 below the tally for the same month of 1950.

Collections from this tax have

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## Gracie Fields Scrams East

HOLLYWOOD, March 3.—Gracie Fields is forsaking Los Angeles for New York. The English actress-comedienne is arranging to sell her Santa Monica home following a West Coast tour. Miss Fields goes into Santa Barbara Monday (5), the Philharmonic Auditorium here Tuesday (6) and the San Francisco Opera House March 11. She will divide her time between her New York apartment, England and Capri.

English songstress will trek to Canada, working her way back to England. She will make Capri her headquarters. The actress hopes to return to Los Angeles on tour next January, providing biz and world conditions warrant such a move.

## Dr. Christian Prexy

HOLLYWOOD, March 3.—Jean Hersholt, vet thesp and founder of the Academy of Motion Picture Arts and Sciences is the new Hollywood Bowl Association prexy. He was named yesterday (2) at a meeting of the association's board of directors. Hersholt succeeds C. E. Toberman, who was made prexy emeritus.

Both Hersholt and Toberman told of plans to develop a conservatory of music similar to the type in Paris and other European countries. The building would complement use of the bowl for musical and dramatic productions. With so many outstanding musicians residing in this area, Hersholt pointed out that it wouldn't be difficult to organize a faculty for such a conservatory.

# Highlight Reviews

## LEGIT

# Rodgers-Hammerstein "King" Needs Trimming for Stem

By SIDNEY GOLLY

If a pew-sitter were to pass judgment on *The King and I* on the basis of its New Haven preem, he would be inclined to turn thumbs down and list it as a very successful flop whose long future run would be based entirely on its unprecedented advance sale.

However, the bow-in showed the opus to be over 50 minutes overtime, and adroit cutting, plus the acknowledged genius of Rodgers and Hammerstein, can very easily bring the show to the Stem as an entirely different product than the one viewed by the first-nighters here.

As it stands in New Haven, it is monotonously slow, its numbers and scenes drawn out far beyond their entertainment values, and

the score, tho melodic enough, is keyed to the "moods" and borders definitely on the operatic. While its "snob appeal" is high, its overall picture does not tend toward its complete acceptance by the bulk of the theater-ticket-buying public.

Rodgers music, while containing much of the Oriental, does not feature any number that might be considered a "whistler." The lone possible exception might be *I Whistle a Happy Tune*, which Gertrude Lawrence projects in her customary manner, and the honors are purely hers. Hammerstein, on the other hand, still proves his mastery over the rhyming dictionary, and his clever lyrics are distinctly a stand-out.

The familiar story of *Anna and the King of Siam* is faithfully followed, and the team have given the story a lavish setting in which the natives move in wondrous costumes of every hue. The eye-appeal of *King* is tremendous and reflects great credit on Jo Mielziner, who designed the sets, and Irene Sharoff, who did the costuming.

The huge cast, including a score of children of every age, is extremely well chosen and performs its chores with a definite smoothness and skill. Top honors must be shared. Yul Brynner, as the king, does an exceptional job in a rather difficult role, and his is by far the strongest and most

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## VAUDEVILLE

# Josephine Baker Back to Broadway in Strand Smash

By JOE MARTIN

Josephine Baker is sensational. It's been many years since the Stem has seen anyone like her. If ever an act was worthy of Hollywood superlatives, this is it. The mere mention of her name as she opened at the New York Strand was the cue for a tremendous ovation, and even those who may have come to the Strand to scoff were cheering after the first five minutes. She looked as fresh and trim as a drum majorette and as sexy as Salome. Material, music, gestures and, of course, costuming were perfect.

Watching her toy with the audience in proverbial cat-mouse manner was a delightful experience.

She had them laughing and weeping, silent and singing, popeyed and drooling. From the moment Miss Baker walked on she was complete master of everything and everyone.

She came on in a cerise satin gown with a blue net stole, switched to a French Moroccan native outfit (in bare feet, too), a light blue and silver zinger best described as pantaloons and then to a powder-blue sequined affair in the fashion of a bridal gown.

Her vocal repertoire ranged from American standards to some sock Latin-American material. She sang in English, French, Spanish and Italian, doing equally well

with the light and happy stuff and the love ballads. Her own conductor and her own pianist ran thru her arrangements with a perfect sense of timing. Her hip-swinging terperly and obvious gaiety all added to the general effect of greatness. In addition, Miss Baker's ease at handling lines and little fluffs were masterful. She walked down into the house to hand out roses, fondled some moppets, and served champagne to the front row. Finishing with *Two Loves Have I*, she left them panting but begging for more.

Leo De Lyon, who's worked Stem houses often, must have

(Continued on page 35)

## CASE HISTORY (1)

# Too Many Cooks Didn't Kill Martin and Lewis

Editor's Note: Unquestionably one of the hottest properties in show business today is the Dean Martin-Jerry Lewis team. They zoomed, in a few years, from obscurity at coffee and cake prices to the top of the heap in video,

films, radio and theaters at figures little short of fabulous. This case history of their climb hardly constitutes a formula for "happening." It proves, if it proves anything, only that there is no such thing as a formula, and that the kids' course followed, and still does, the usual erratic, shennanigan-cluttered, intrigue-loaded path common to most climbs to the peak. Here and there in the story an astute handler or actor may find faint traces of a tip or two on clicking big. Here and there, too, many a performer may pick up a pretty fair idea of what not to do on the way up. With or without moral and/or object lesson the Martin-Lewis saga is an interesting show business case history. Because of the story's length only the first part appears in this issue. Part 2 next week.

By BILL SMITH

Jerry Lewis started as a panto record act around Newark in 1941. Dean Martin got his first job about the same time as band singer with Sammy Watkins, then doing territorial dates around Cleveland. Lewis picked up \$5 and \$10 dates. Martin got \$60 a week from Watkins. Phi Farrell, then with the Abrer J. Greshler office, claims to have picked up Lewis on a \$5 date at the Jefferson Theater in 1943, brought him into the office and worked on him. Greshler, himself, took no interest in such a small act. He was handling the Wesson Brothers, who were taking up a good deal of his time, and had a thriving convention club date business that was taking even more. Greshler's version, however, is that he himself picked up the kid at the Ritz Theater in Staten Island in 1943 and saw his prospects right away.

Martin had a more varied managerial career. Before going into show business, Martin was a stick-

(Continued on page 34)

## NIGHT CLUBS

# Jimmy Nelson a Copa Wow; Eckstine Sells All the Way

By JERRY FRANKEN

This Copa show has one of the best hunks of new talent spotted anywhere in a long time. Of all things, it's a ventriloquial act. What can be new in one of this breed? Jimmy Nelson, the Copa's newest click, provides the answer; he works with a pair of dummies at the same time and deservedly scores a smash.

This New York Copa show should be a money-getter even tho the opening night supper stanza ran much too long (90 minutes). Headlining is Billy Eckstine, in for only two weeks. Even with a production number in between, it takes a big leaguer like Eckstine to follow the solid

sort of performance Nelson turns in.

**Nelson a Smash**

Nelson is a youngster, apparently in his early 20's, with a thoroughly personable appeal, good material and really expert technique. He opens with his main dummy in a more or less standard crossfire, ringing in the customary voice-throwing bits as smoking, handkerchief stuffed in the dummy's mouth, etc. The only flaw was an occasional tendency to hit the p.a. system too strongly with the dummy's voice. After introducing the second dummy, a shmo-type feller, he has the two of them sing

*Rag Mop*, finishing with himself and each of the dummies taking a line in rotation. All thruout Nelson exhibits excellent timing, but in the three-way routine, it's really masterful. He mistakes in encoring after this and should finish with his best bit.

Eckstine displays a rare order of showmanship for a warbler, overcoming a weak, special material opening to bring a hush to the house thru a procession of his own hits, mixed with other special lyrics. The last two of these, *Palentine* and *I Like It Here*, are, respectively, amusing and really sock showmanship. Other tunes include

(Continued on page 35)

## TELEVISION

# "Duquesne Show Time" Pitt's First Web-Caliber Program

By LEN LITMAN

Producer Vic Maitland at WDTV has used a simple formula in giving Pittsburgh its first local show of network caliber and one that even tops the majority of the variety shows now coming in here on the cable. He has just opened a willing sponsor's purse strings, hired the best talent available and molded them together expertly for a sock show.

Even tho some of the cast and technicians might have been jittery, due to the fact that this was the tee-off show, the stars of the show, Mel Torme, Kyle MacDonnell, Jimmy Saunders, Slim Bry-

ant, Harold Cohen, Bernie Armstrong and Vladimir Bakaleinkoff, demonstrated such ease that the tension was removed immediately and everybody pitched in for the strongest local show Pittsburgh has ever seen.

Kyle MacDonnell was mistress of ceremonies and introduced each of the four shows that will be seen under the *Duquesne Show Time* banner. Her commercials, with the assistance of Ken Hildebrand and Charley Garrett, were all top-drawer, and she contributed a song to open the show. Bakaleinkoff and the Pittsburgh Symphonetta

was the first to move into the picture, playing two semi-classicals. Bakaleinkoff then surrendered the baton to Bernie Armstrong, who will be the conductor on the *Welcome Aboard* series.

Bernie brought on the star of this seg, Jimmy Saunders, and the former Charley Spivak and Harry James vocalist gave a rendition of *Begin the Beguine* that was sock all the way.

The third show, introduced as the *Dude Ranch*, featured Slim Bryant and His Wildcats, a longtime radio favorite here. After

(Continued on page 8)

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

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## VIDEODEX---BB RATINGS LIST

### Music-Vaude-Revue Class Kicks Off New Feature

NEW YORK, March 3.—Listed below are the Videodex ratings for all shows in the musical-vaudeville-revue category, the ratings being those for January, 1951. This list initiates a new Videodex-Billboard feature, in which ratings of all shows will be published at regular intervals.

Because of the difficulties in establishing clear-cut categories for musical-vaude shows, all such programs will be grouped together in this and future listings. Other program categories will include dramatic shows, mystery-crime programs, daytime shows, kid and Western shows.

The Videodex rating, published by Jay & Graham Research, gives the percentage of audience viewing each show, the rating being based on TV circulation in all the cities in which each program is aired, live or kine. Kine transmissions are verified by Videodex. The list below also shows the time and network for each program; sponsor, agency, number of homes reached, and program costs, as estimated by *The Billboard*.

Rank Order of Rating	Program	Net Time	Sponsor	Ag*	Videodex Rating**	Homes Reached (000's)***	No. of Cities***	Est. Prod. Cost
1.	Texaco Star Thea.	NBC Tue. 8-9	Texaco	K	57.6	5610.9	60	40,000
2.	Comedy Hour	NBC Sun. 8-9	Colgate	B	42.3	3993.4	57	50,000
3.	Show of Shows	NBC Sat. 9-10:30	Sn. Crop Minn. Min. Benrus SOS Crosley	M BBD&O T McE B&B	38.3	3685.9	56	18,000 per half hour
4.	Godfrey Friends	CBS Wed. 8-9	Toni L&M Pillsbury	FC&W C&W LB	36.9	3329.1	50	17,500
5.	Hit Parade	NBC Sat. 10:30-11	Am. Tobac.	BBD&O	33.4	2087.4	27	22,200
6.	Ken Murray	CBS Sat. 8-9	Budweiser	D'A	32.9	2917.9	47	21,000
7.	Toast of Town	CBS Sun. 8-9	Linc.-Merc.	K&E	31.6	2781.0	40	17,500
8.	This Is Show Biz	CBS Sun. 7:30-8	Am. Tobac.	BBD&O	28.5	2534.2	52	10,500
9.	Ford Star Revue	NBC Thurs. 9-10	Ford	JWT	25.2	1928.1	36	15,000
10.	Alan Young	CBS Thurs. 9-9:30	Esso	M&P	24.9	2018.0	35	15,000
11.	Musical Comedy	NBC Mon. 9:30-10:30	P&G	B&B	24.6	1791.7	31	25,000
12.	Four Star Revue	NBC Wed. 8-9	Motorola Norge Pet Milk Drugstore	R&R JWT G Pr Ad	22.6	2001.3	50	50,000
13.	Cavalcade of Stars	DuM Fri. 10-10:30	Wildroot	BBD&O	21.4	1578.7	21	8,500
14.	Jack Carter	NBC Sat. 8-9	Swift Campbell	BBD&O WW	21.4	1794.4	59	35,000
15.	Fred Waring	CBS Sun. 9-10	Gen. Elec.	BBD&O	20.7	1854.5	49	34,500
16.	Show Goes On	CBS Thurs. 8:30-9	Am. Saf. Raz.	R&R	20.1	1516.2	38	7,000
17.	Garroway Show	NBC Sun. 10-10:30	Congoleum	McE	19.2	1785.3	55	9,000
18.	Frank Sinatra	CBS Sat. 9-10	Bulova	Bi	19.1	1683.7	50	22,000
19.	Paul Whiteman	ABC Sun. 7-7:30	Goodyear	Y&R	17.2	1532.2	41	20,000
20.	Voice of Firestone	NBC Mon. 8:30-9	Firestone	S&J	15.8	1204.7	36	5,000
21.	Perry Como	CBS M.W.F. 7:45-8	L&M	C&W	14.3	1137.5	41	22,000
22.	Star Time	DuM Tues. 10-11	Food St.	Br	14.2	1094.1	37	17,500
23.	Mohawk Showroom	NBC M.W.F. 7:30-7:45	Mohawk	GRN	13.8	1280.0	49	4,500
24.	Don McNeill	ABC Wed. 9-10	Philco	H	13.5	1062.4	39	6,000
25.	Vaughn Monroe	CBS Tues. 9-9:30	Reynolds	E	12.7	1001.2	34	13,500
26.	Cavalcade of Bands	DuM Tues. 9-9:30	Drugstore	Pr Ad	11.9	856.3	20	8,500
27.	Holiday Hotel	ABC Thurs. 9-9:30	Packard	Y&R	14.6	1031.4	45	14,000
28.	Arthur Murray	DuM Sun. 9-9:30	A. Murray	R&R	10.5	789.0	32	7,500
29.	Little Show	NBC T.&Th. 7:30-7:45	St. Van	C&HMc	9.9	941.2	55	3,000
30.	Peter Lind Hayes	NBC Thurs. 8:30-9	Borden	K&E	9.8	629.6	18	8,500
31.	Star of Family	CBS Fri. 10-10:30	Nash	GN&G	9.7	885.5	55	12,800
32.	B'way Open House	NBC M.-F. 11-12	Anc.-Hoc.	WW	9.3	804.8	45	15,000
33.	Showtime USA	ABC Sun. 7:30-8	Dodge	R&R	8.0	711.6	45	22,000
34.	College Bowl	ABC Mon. 9-9:30	Am. Saf. Raz.	R&R	5.4	369.0	17	13,500
35.	Club Roma	NBC Sat. 11-11:30	Roma Wine	FC&B	5.4	253.5	16	3,000
36.	Penthouse Party	ABC Fri. 8:30-9	Best	Lud	5.0	335.4	28	3,500
37.	At Home	CBS Mon. 11-11:15	Masland	AC	3.6	256.6	30	3,000

Explanation: All programs of a musical, comedy, vaudeville or revue nature, as of the network schedules for the first week in January, 1951, are listed above. In some instances the names of sponsors have been abbreviated, as follows:

- Anc.-Hoc.—Anchor-Hocking Glass Corp.
- Best—Best Foods
- Drugstore—Drugstore TV Productions
- Food St.—Food Store Productions
- L&M—Liggett & Myers Tobacco Co.
- Minn. Min.—Minnesota Mining & Manufacturing Co.
- P&G—Procter & Gamble Co.
- Reynolds—R. J. Reynolds Tobacco Co.
- Sn. Crop—Snow Crop Marketers, Inc.
- St. Van—Stokely-Van Camp, Inc.

\*The names of advertising agencies and the abbreviations used above are as follows:

- AC—Anderson, Cairns
- B—Bates
- Bi—Biow
- Br—Bruck
- B&B—Benton & Bowles
- BBD&O—Batten, Barton, Durstine & Osborn
- C&W—Cunningham & Walsh
- D'A—D'Arcy
- C&HMc—Calkins & Holden, Carlock, McClinton & Smith
- E—Esty
- FC&B—Foote, Cone & Belding
- G—Gardner Advertising
- GN&G—Geyer, Newell & Ganger
- GRN—George R. Nelson
- H—Hutchins Advertising
- JWT—J. Walter Thompson
- K—Kudner
- K&E—Kenyon & Eckhardt
- LB—Leo Burnett
- Lud—Ludgin
- M—Maxon
- McE—McCann Erickson
- M&P—Marschalk & Pratt
- Pr Ad—Product Advertising Corp.
- R&R—Ruthrauff & Ryan
- S-M—Sherman & Marquette
- S&J—Sweeney & James
- T—J. D. Tarcher
- WW—William H. Weintraub
- Y&R—Young & Rubicam

\*\*Rating used is Videodex National Rating, which is a rating projected against all TV sets in which the program is actually telecast, live or via kinescope. Ratings are for January, 1951.

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

### Jones To Drop TV; May Resume in '52

CHICAGO, March 3. — Spike Jones, apparently a hit everywhere but in the New York papers for his work on the *Comedy Hour*, won't do any more TV this year, but would like to do half-hour shows every other week next season. He will use less of the City Slickers and more variety.

After three weeks on the road following his telecast, Jones was astounded at the number of people in small towns who saw the show on the air. He said he had to change some routines which have been staple for two years on the road because now audiences in the smallest towns are familiar with them because of TV.

### COY COVERS CBS FRONTS

NEW YORK, March 3. — There was some trade comment this week concerning the fact that within a month and a half Wayne Coy, chairman of the Federal Communications Commission, has appeared at three out of four meetings held by the Columbia Broadcasting System's affiliates' advisory board.

Coy has appeared at the CBS district meetings in Dallas, San Francisco and New Orleans and missed the Omaha confab.

### Wayne Howell In NBC Deejay Show

NEW YORK, March 3.—Wayne Howell will start a new three-hour disk jockey series on WNBC, New York, Saturday (10), airing from 2:30 to 5:30 p.m. The show is an off-shoot of a recent two-way promotion staged by the station, RCA Victor, and *The New York Journal American*.

In the latter deal WNBC aired the 54 sides of the RCA Victor vocalist series, with balloting to select best sellers and prizes going to listeners coming closest with their guesses. A comparable gimmick will be used on the Howell show, with the station buying space

## Goodyear on Tap For Alternate Time

NEW YORK, March 3.—With its option on the alternate Monday 9:30-10:30 p.m. slot on National Broadcasting Company TV up Monday (5), the Goodyear Tire & Rubber Company this week was faced with the necessity of making a quick decision as to the sponsorship of a new dramatic show. *Musical Comedy Time*, the current NBC-TV incumbent in the alternate week period, has been canceled after its March 19 telecast by Procter & Gamble.

But trade informants claimed that the battle between Young & Rubicam (Y.&R.) and the Kudner Agency as to which would grab the choice spot and control the new show, if and when, has been settled in favor of the former agency. Y.&R. also has Goodyear's Paul Whiteman Revue on American Broadcasting Company TV.

Goodyear was likely to come to this decision, it is said, after a top talent agency which is to package the new dramatic stanza stated it would not be able to work with Kudner because of personality differences between execs. The Goodyear account is split between Y.&R., Kudner and Compton.

Goodyear has had a strange career with its new video project. Initially Kudner, thru Mike Kirk, sold the firm on buying another dramatic show which was to feature Cecil B. DeMille as host. DeMille could not be obtained at first. When he finally agreed to take the deal, Kudner could not deliver the Wednesday night 9-10 p.m. time slot on Columbia Broadcasting System TV. The agency had optioned this time period for Buick beginning in 1950, but when Buick changed its mind, the web claimed the option was made to the client, not the agency.

Now Cecil B. DeMille is out of

## Miller-NAB in Total Divorce? Haverlin Prez

NEW YORK, March 3.—There is an increasing belief in broadcasting circles that Justin Miller may bow out of the National Association of Broadcasters before the expiration of his contract in 1954. Any such move would be contingent on Miller's willingness to accept a settlement, or the NAB board's willingness to pay him the minimum due under his contract, \$75,000.

Meanwhile designation of Carl Haverlin as NAB's new president needs only "the trimmin's" to make it formal. Haverlin, now president of Broadcast Music, Inc., received the official bid from NAB's presidential committee this week and will meet with the BMI board Wednesday (7). There is some politicking to keep him at BMI, so that another candidate can move into the NAB picture, but insiders report scant hope for any change.

Miller's contract provides for a year's notice in change in status and two years thereafter as consultant at \$12,500 annually. Although originally Miller's move into the NAB board chairmanship was described as voluntary, there are some trade sources which now say that the industry split resulting in CBS's resignation from NAB played a large part in Miller's move.

Miller will leave shortly for South America on an inspection tour for UNESCO and to attend the Inter-American Association of Broadcasters' convention in Sao Paulo, Brazil, March 19-29.

In Washington this week Thad H. Brown Jr. was named counsel for the NAB television board.

in three New York dailies to print its ballots.

Howell will also use guest stars, teeing off with Jerry Lester. Howell has been building a name via his announcing chores on Lester's *Broadway Open House* TV series.

the picture, and Kudner seems to have lost the new Goodyear show. The Procter & Gamble cancellation, meanwhile, seems to have been caused by the fact its Tide division purchased two segments of *Kukla, Fran & Ollie*. The company could not find another of its products which wished to share sponsorship with Camay. *Musical Comedy Time* is a Bernie Schubert package.

## Ryan, Kobak Team Draws Industry Okay

NEW YORK, March 3.—Broadcast Advertising Bureau this week began the task of translating its general objectives, as outlined at a board of directors meeting this week, into specifics. This now has become the prime objective of Bill Ryan, BAB's president.

BAB's director this week also named Ed Kobak, former MBS president, as board chairman, the appointment winning plaudits from industry figures. Ryan and Kobak, it was agreed, will make just the sort of hard-hitting duo needed if BAB is to accomplish its mission.

That mission, as outlined by the board this week, "is to encourage wider use of radio . . ." to establish both field and headquarter staffs and to increase existing services. The board also established a basic committee structure, encompassing executive, research-promotion, membership and finance. Members of each will be named shortly. Other offices named included Bill Quarton, WMT, Cedar Rapids, secretary and Allen Woodall, WDAK, Columbus, Ga., treasurer.

Ryan will report to the BAB board in Chicago next April, the BAB meeting to be held prior to the NAB convention.

## Sloan-NBC Education TV Set at Last

NEW YORK, March 3. — The experimental TV program operation in discussion between the National Broadcasting Company and the Alfred P. Sloan Foundation since 1949 has finally been set up, it was revealed this week, and will begin activities immediately. The initial project on hand will be to produce a series of 26 adult education shows.

The Foundation and NBC are jointly contributing to the new venture, incorporated as Teleprograms, Inc. Bill Hodapp, continuity editor at WAVE, Louisville, for three years, starts Monday (5) as program director. Teleprograms will headquarter at NBC, New York.

Around one quarter of the shows will be devoted to economics and the remainder mostly to the social sciences. Emphasis will be made on developing new TV techniques for educational shows. The project comes under Davidson Taylor, head of public service shows for NBC. Fred Wile, NBC-TV production veepee; Ted Repplier, of the Advertising Council, and Arnold Zurcher, of the Foundation, are among the Teleprogram directors.

## Robert Oakley in Line For New Post at KTTV

HOLLYWOOD, March 3.—Talent manager-packager Robert Oakley will be named next week to the newly created KTTV post as director of program development. Berth was made as part of station's hyped activity to fill the 20-hour hole which will be left on its skeds when CBS pulls over its shows to its own outlet (KTSL) by April 1. Oakley will report to Bob Purcell, KTTV program director.

# 'T Men' Going Into Action For Borden's

NEW YORK, March 3.—Borden's this week virtually set a deal to sponsor *T Men in Action* on NBC-TV, starting April 5. The show will succeed the current Peter Lind Hayes show, which wraps at the end of March.

*T Men*, which aired for Chrysler on ABC-TV previously and got a good reaction, will be produced by Bernard Prockter, who has a similar documentary-style series, *Big Story*, currently on AM and TV.

The Borden agency for this show is Doherty, Clifford & Shenfield. Only thing holding up the deal is a sufficient number of clearances from the NBC affiliates, with the shortage to be made up momentarily.

## TOP FIFTEEN VIDEODEX SHOWS

RANK	SHOW	RATING
1.	Milton Berle (61)	60.5
2.	Talent Scouts (22)	45.1
3.	Martin & Lewis (58)	44.7
4.	Fireside Thea (38)	42.6
5.	Philco (56)	41.8
6.	Kraft (39)	41.0
7.	Show of Shows (58)	40.8
8.	Gen. Eisenhower (44)	39.4
9.	Godfrey & Friends (49)	37.5
10.	Studio One (50)	35.5
11.	Hopalong Cassidy (23)	35.1
12.	Mama (30)	34.9
13.	Man Against Crime (34)	34.2
14.	Ken Murray (47)	34.1
15.	Lights Out (46)	33.4

No. TV Homes (000's)	
1. Milton Berle (61)	6,330
2. Martin & Lewis (58)	4,517
3. Show of Shows (58)	4,169
4. Philco (56)	4,059
5. Fireside Thea (38)	3,906
6. Gen. Eisenhower (44)	3,557
7. Godfrey & Friends (49)	3,519
8. Talent Scouts (22)	3,506
9. Studio One (50)	3,448
10. Groucho Marx (69)	3,423
11. Kraft (39)	3,316
12. Ken Murray (47)	3,199
13. Martin Kane (59)	3,065
14. Lights Out (46)	3,064
15. Mama (30)	3,046

Figures in parentheses next to name of shows indicate number of cities in which program is aired.

# ABC, CBS Meet Nielsen Terms, Pact 2-Year AM Survey Deals

NEW YORK, March 3.—A. C. Nielsen Company this week scored a major victory when it signed renewal deals with two of the four

major radio networks, American Broadcasting Company and Columbia Broadcasting System. Each network is understood to have signed for two years and each is paying about 80 per cent more per year than under the previously existing contracts. The deals apply only to Nielsen's radio service. Mutual is now paying \$42,500

according to some insiders, altho other claims put the MBS ante at around \$50,000. CBS is paying \$100,000. Previously, both CBS and National Broadcasting Company paid \$55,000 each.

Nielsen has agreed to increase at least one specific service, this dealing with individual program analyses. Under the old agreement the distribution of these analyses—which show minute-by-minute flow, cumulative audiences, cost per thousand, etc.—was under strict limitation. Nielsen is lifting some of the restrictions governing use and distribution of these analyses.

Other improvements made by Nielsen, including an increase in size and spread of his sample, and faster reporting, were made during the life of the old contracts without any hike in fees.

## Campbell To Test New Morgan Kine

NEW YORK, March 3.—Campbell Soups this week agreed to finance a test kinescoping of a new show starring Henry Morgan. The soup company now sponsors the comic on the National Broadcasting Company's TV, but reportedly neither the account nor Morgan is too satisfied with the show.

The new show, which Morgan and Aaron Reuben will write, will be a "low pressure" variety stanza, eliminating the wacky acts the Morgan show now features. The current program has another four weeks to run.

## CBS-Pabst-IBC Plot Deal on Outdoor Bouts

NEW YORK, March 3.—A summer series of televised outdoor boxing bouts is a possibility for Columbia Broadcasting System-TV this season. The program would be bankrolled by Pabst Beer, the current CBS-AM-TV angel, as a continuation of its successful winter season.

Discussions are now being held between Pabst and the International Boxing Club (IBC). The IBC cannot make a firm commitment because its current contract with the fighters and managers lapses at the end of May. There was a strike by the boxers and their representatives last year over the prices paid to them as their part of the video take.

The plan would be to use different ball parks, scheduling the fights for Pabst at 10 p.m. Wednesdays.

way I want to, no matter what Jack O'Brian says." O'Brian, who has been running a series of pro and con reader comments on TV's decolletage dames (mostly con), denied all the next day, insisting that he doesn't share his reader's low opinion of Miss Emerson's low-cut wardrobe.

## CBS Loses 2 AM Sponsors

NEW YORK, March 3.—Two 15-minute radio shows were canceled this week on CBS radio. This is in addition to the two half-hour stanzas axed last week.

Chamberlain Lotion gave up on *Eric Severeid and the News*, Sundays 5:45-6 p.m. and *Bymart* on the first 15 minutes of the Frank Sinatra disk jockey program. Since the crooner's sole sponsor was *Bymart*, the future of the three-quarter-hour Sunday show is in doubt.

Last week General Foods canceled *My Favorite Husband*, starring Lucille Ball, and *Carnation* bowed out of its Saturday morning *Family Party*. On the positive side, however, is the fact that Arrid has renewed the first 15 minutes of *Sing It Again*, the hour Saturday night simulcast show, on CBS. Sterling drug which sponsors the last half hour of the show has received an extension until Thursday (8) to decide on its renewal of the revamped program

## TOP DOGS BITE UNDER-HOUND

# Artists Criticize Critics, Talk Back as If They Had Rights, Too

Continued from page 1

from *Boston American* radio columnist Anthony La Camera. La Camera pointed the finger at the comedian for the "questionable" taste of his February 12 *Talent Scout* program, referring specifically to "that bit involving the bass fiddle contestant, in which you combined a knowing facial expression with a vulgar burlesque gesture," and "the episode of the uninhibited female talent scout whose dress came all the way down to here."

La Camera asserted that Godfrey's "studied attempts to keep from looking at her only accentuated the poor taste she displayed in appearing in that attire."

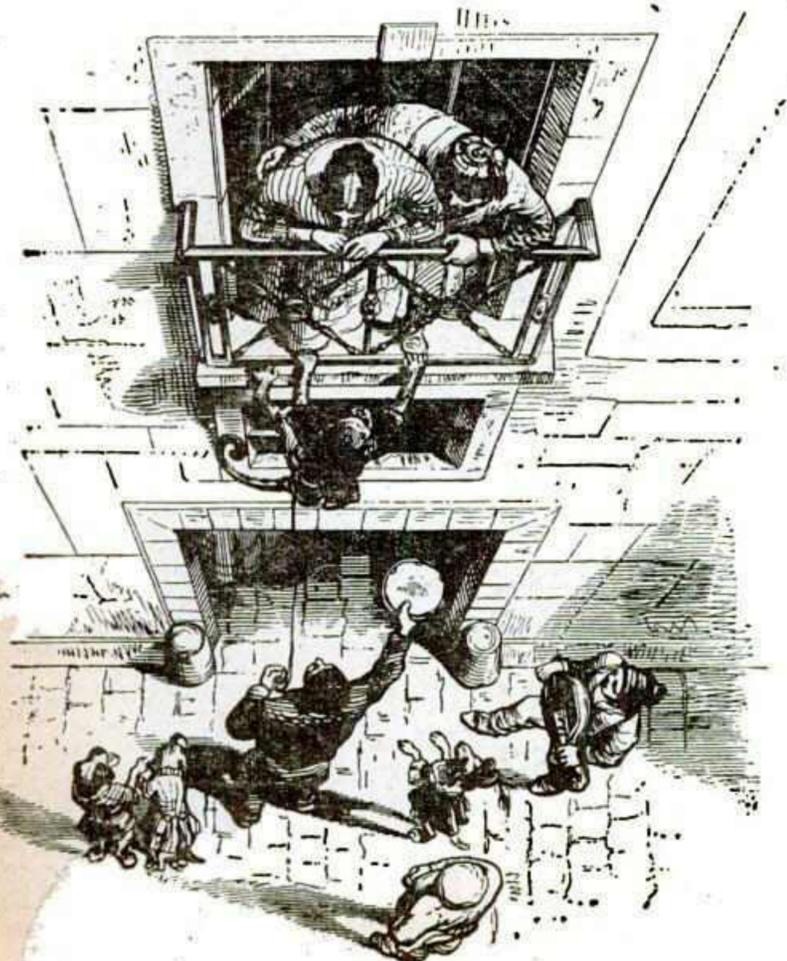
Godfrey read portions of the letter to his audience and issued a slightly tongue-in-cheek denial of the charges, inferring it would have been even ruder to have stared at his guest's decolletage.

Another *Boston* columnist, Howard Fitzpatrick, of *The Boston Post*, wrote a disapproving notice of the same telecast February 18. However, to date, Godfrey has not accorded him the on-the-air attention extended to Hearst columnist La Camera. Ironically, the Hearst papers recently carried a prominent series of articles about the comedian, all of which were highly complimentary. They're now selling it in booklet form.

Benny Goodman, on his classical disk jockey program over WNEW, New York, was more cagey about critics, naming no names and limiting his remarks to music rather than radio columnists. His principal gripes were with reporter "ruts" and critics who "go off on a completely technical tangent." In the pop music field he objected to "whole pages of rapture about somebody's four-bar trumpet solo."

Faye Emerson had her inning with *The New York Journal-American* critic, Jack O'Brian, when she guested on a telecast from the Versailles Club. Miss Emerson snapped, "I'll dress the

# well, we've tried—haven't we?



HERE'S AN ODD thought regarding an odd station.

For more than 28 years, WOR has been saddling sound over the manifold activities of the world's greatest market, as well as the singly most profitable and complex group of markets ever dished up by any one station.

This would seem like precisely the sort of job A FEW STATIONS were invented for. Or maybe six papers and four or five national magazines.

Yet no such statement has ever appeared in a WOR advertisement.

Apparently one station that yearly pads the pocketbooks of more national radio advertisers than any other station in America does not talk as much about itself as, let's say, other people talk about it.

Apparently one station that covers a territory only slightly larger than maybe Bhutan, in India, doesn't let everybody know that it delivers a 20th Century-brand Utopia where more things are bought at retail every year than the total things bought at retail in the combined cities of Chicago, Los Angeles, Boston, Cleveland, St. Louis, Washington, Baltimore, San Francisco, Pittsburgh, Milwaukee, Minneapolis, Kansas City, Buffalo, Cincinnati, Seattle, Portland.

Why don't we tell people about it?

Well, we've tried—haven't we?

# WOR

This One



ZNU3-HOB-KCU5

# Urge Action To Eliminate Mix-Up in AM-TV Research

WASHINGTON, March 3.—The National Association of Broadcasters' board of directors at its next meeting is expected to favorably consider a recommendation made Friday (2) that NAB spearhead a three-step evaluation study of TV-radio measurements so as to clear up existing confusion in audience measurement methods.

The recommendation was made in a 33-page report by a special test survey committee comprising eight outstanding research figures in the broadcast industry in co-operation with heads of three research measurement organizations. The committee was headed by Kenneth H. Baker, NAB director of research.

The report proposes the following three steps to end confusion on measurements and ratings. First step is an analysis of methods. Leading audience measurement services would be asked to submit answers to questions on their coverage, methods, costs and data. Second step calls for comparison of available data. Third step would be original experiments to shed more light on areas of agreement and disagreement in methods, especially as compared with two methods not in common use—house-to-house coincidental calls and house-to-house recalls. The report proposes that a full-time

project manager be appointed to direct the operations, aided by a volunteer committee of five industry research leaders consulting with him on procedure, analysis and interpretation. Cost of the survey is figured conservatively around \$140,000.

### Co-Operation Assured

Assurance of continued co-operation by three measurement industry leaders who served as observers in the survey committee's study was announced in the report. These were: C. E. Hooper, prexy of C. E. Hooper, Inc.; A. C. Nielson, head of A. C. Nielson Company, and Sydney Roslow, prexy of The Pulse, Inc.

Signers of the report besides Baker were: Lewis H. Avery, Avery-Knodel, Inc.; Hugh M. Beville, NBC director of plans and research; Matthew N. Chappell, chairman of psychology, Hofstra College; E. L. Deckinger, director of research, Biow Company and president of New York Radio and Television Research Council; Herbert L. Kreuger, station manager, WTAG, Worcester, Mass.; Fred B. Manchee, exec veepee, Batten, Barton, Durstine & Osborne, Inc., and A. Wells Wilbor, director of marketing research, General Mills, Inc.

The committee, which lacks of-

official status, made public its report thru NAB here. The committee stated that, with issuance of this report, the committee is "dissolved" but stands ready to aid in carrying out its recommended plan. "It is the hope of the committee that, representing as it does both radio and television broadcasters, the National Association of Broadcasters will undertake to set up the machinery for implementing the plan in the report," the document stated.

## New TV Firm Makes Deal With DuMont

NEW YORK, March 3.—United TV Programs, the Bing Crosby-Ed Petry-Standard Radio combo organized a few weeks ago, completed its first sale this week, a deal of king-size proportions. United sold DuMont Receivers second-run rights on the Procter & Gamble Fireside Theater films.

DuMont will air the pictures on an 18-station network over its own video web. An unusual aspect of the deal is that only one film print will be used at a time, with networking facilities used for transmission, rather than using single prints or bicycling prints.

## WNBC'S SWEET BUY, SEZ CANDY

NEW YORK, March 3.—WNBC here will shortly begin distributing to agencies and advertisers tins of specially made hard candy. Each hunk of sweet carries the station's call letters in red (peppermint) in the center.

Slogan going with the candy claims, "WNBC is the sweetest buy."

## NCAA Retains Ban on Video

CHICAGO, March 3.—Some live college football games will be televised next fall, but on an experimental basis under supervision of the National Collegiate Athletic Association. Schools which attempt to televise without NCAA approval will be expelled or suspended by the collegiate group.

These are the main points that came out of a meeting Friday (2) of the NCAA council here. The council ruled that it will move for expulsion of any member which refuses to comply with the TV ban. However, it put in a loophole for schools which are ordered by Legislatures to televise games. The council said it will "request withdrawal of any member forced by the Legislature to violate the ban." This would mean merely that the offending school could not participate in NCAA meets and tournaments. It still could carry out a normal major football schedule.

Tom Hamilton, athletic director at the University of Pittsburgh and chairman of the NCAA TV committee, said the ban is binding on all members, and there is no definite evidence so far that any members plan to disregard it. He said that merely announcing intent to televise football games would bring immediate disciplinary action.

Just what form football telecasts will take next fall was still pretty much a mystery after the meeting broke up. The main desire of the NCAA is to avoid putting telecasts in competition with games. It's almost certain that major games won't be televised in areas where they would put a serious dent in stadium attendance. However, the colleges realize that all conflict can't be eliminated.

It will be mandatory that films of games not be programed to conflict with games being played.

A couple of courses which might be followed are to allow Eastern games in the Midwest to see if they hurt Midwest attendance, and, when the coast-to-coast relay is in, televise Atlantic Coast games on the Pacific, and vice versa, avoiding conflict because of the time difference.

Proposals from networks, theaters, film companies and any others who want to get in on experimental telecasts next fall will be

## New NBC-TV "Slave" Camera To Get Test

### Orthicon Attachment Films Same Pix as Live Show Shoots

NEW YORK, March 3.—The National Broadcasting Company (NBC)-TV will shortly begin experimenting with three new "slave" cameras, designed to eliminate the need for kinescoping video shows off the tube. The new cameras are now being manufactured by the Radio Corporation of America (RCA), NBC's parent organization.

The "slave" camera is a film camera which is attached directly to the image orthicons. Cut into the circuits which operate the orthicons, the "slave" takes exactly the same pictures as its master does, and records them directly on film. The slave uses 35 mm. film, standard size for motion pictures.

The great virtue of the new technique, if it works out, will be the delivery of film with quality equal to the original studio TV picture, without the standard quality loss now suffered in kine recordings.

## KFI-TV Pares Off 23 Hours

HOLLYWOOD, March 3.—In a belt-tightening move, KFI-TV will lop 23 and a half hours from its weekly broadcasting sked. Time chopping goes into effect Monday (5). According to the station, move is not intended as a money-saving measure, but is made to concentrate existing budgets on its stronger shows. By trimming weaker fare, outlet feels it will have more coin at its disposal to put into shows already commanding a worthwhile following.

Station will black out entirely Saturday, thereby eliminating 11 hours of programing. Furthermore, KFI-TV will trim two hours off its morning time, moving its weekday starting hour from 9 to 11 a.m. Further, station will pare a half hour from its nighttime sked, signing off at 10:30 instead of 11 p.m. Cut in the aye sked will eliminate the *Bill Welsh Show*, which heretofore filled the 9-11 sked. Some of the stronger shows heretofore on the Saturday seg will be shuffled to other time segs. These include *Spotlight on Talent*, *The Frank Webb Show* and *Mirandy's Garden*.

submitted to the NCAA in the coming months, and the TV committee will decide what's to be done.

## in Cincinnati . . .

- MORE** local and national spot advertisers buy
- MORE** time on WLW-T to sell
- MORE** products to
- MORE** people . . . than any other TV station in Cincinnati

## in Dayton . . . .

- MORE** local and national spot advertisers buy
- MORE** time on WLW-D to sell
- MORE** products to
- MORE** people . . . than any other TV station in Dayton

## in Columbus . .

- MORE** local and national spot advertisers buy
- MORE** time on WLW-C to sell
- MORE** products to
- MORE** people . . . than any other TV station in Columbus

this is



**WLW-T** CHANNEL 4 CINCINNATI  
**WLW-D** CHANNEL 5 DAYTON  
**WLW-C** CHANNEL 3 COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videodex, December, 1950

## TV Kefauver's Truth Window

• Continued from page 1

underworld probing session here. The senator, one of the most TV-minded of Washington's legislators, opened the doors wide to tele in similar sessions in St. Louis (where James Carrol, betting commissioner, objected to being telecast during hearings), Detroit and New Orleans, as well as Washington and at press time, was being televised in San Francisco (KGO-TV).

"I am so profoundly impressed by the job television has done in getting the facts to the people and so convinced by the results that I intend to permit televising of all future hearings whenever possible," Kefauver said. However, the senator feared New York would have to be denied a look-see at his crime investigating, as the small hearing room there would not accommodate TV equipment.

"Television does what neither newspapers nor radio can accomplish in bringing to the public the actual expressions and actions of those testifying," he said. "By no means do I want to minimize the great role played by newspapers and radio in dissemination of information, but television provides the public with a third dimension which helps in interpreting what actually goes on. I personally favor the continued use of this medium in covering such proceedings because it is proving itself to be the most forceful means of com-

munication that we have at our disposal."

Viewers in this area, who sat with eyes riveted to their sets during the two-day session here, were quick to agree with Kefauver. ABC's KECA-TV, which exclusively aired the local hearings in their entirety, was flooded with congratulatory phone calls and wires from viewers. Station canceled out more than \$5,000 in commercial biz and stayed on beyond its regular air time for the remote that lasted more than 16 hours.

James T. Vandiveer, assisted by Bill Zeck, directed and produced the pick-up, with Vandiveer doubling as announcer-commentator. Station wisely avoided treading on newspapers' toes by calling on the various reporters to come in for a gab session during recesses. Furthermore, station continued to point out that viewers are merely observing the hearings as they proceed but should refer to their favorite newspapers for an interpretation of the proceedings. Actually, KECA-TV scored a beat, not only on the local sheets, but on the town's six other tele outlets. TV access to the proceedings was made available equally to all the stations, but apparently the others did not anticipate so great a public interest in the remote. ABC's KGO-TV is also the sole TV outlet covering the San Francisco sessions.

### MAJORS' CITIES SKED AM-TV BASEBALL; SOME STILL OPEN

NEW YORK, March 3.—In the box below are listed the major league cities scheduled to air baseball, on AM and TV, during the coming season. As shown, rights are still available to some of the games, including half the AM coverage for the Brooklyn Dodgers.

NEW YORK	RADIO	TV	TEAM	SPONSOR
	WINS WMCA WMGM		Yankees Giants Dodgers Giants Yankees Dodgers	Ballantine Chesterfield Schaefer's half sponsor Chesterfield Ballantine (day and night) Schaefer
CLEVELAND	WERE (32 station web)	WPIX WABD WOR-TV	Indians	Standard Brewing
ST. LOUIS	WIL (100 station web) No contract yet	WXEL	Indians	Leisy Brewing
			Cardinals	Griesedick Brewing
			Browns	No sponsor
PHILADELPHIA	WIBG WPEN	TV unlikely in this one-station town	Athletics Phillies	
		Not set but WPTZ for day games		
PITTSBURGH	WSW	TV unlikely in this one-station town	Pirates	Sealtest-Atlantic Refining
CINCINNATI	WCPO	WCPO-TV (Week-days & Saturdays)	Reds Reds	Burger Brewing Burger Brewing
WASHINGTON	WWDC	WTTG	Senators	Heurich Brewing Co. Heurich Brewing Co.
CHICAGO	WIND (35 station web) WJJD (day) WCFL (night)	WGN-TV WBKB WGN-TV (daytime)	Cubs White Sox Cubs Cubs White Sox	Open Goebel Brewing Open Open Open
DETROIT	WJBK	Open	Tigers	Goebel Brewing
BOSTON	WHDH WNAC	WBZ-TV— WNAC-TV WBZ-TV— WNAC-TV (14 night games)	Red Sox Braves	Narragansett Brewing— Atlantic Refining Ballantine

### FM Tired of Stepchild Role, Ready To Put Up Real Fight

WASHINGTON, March 3. — A demand for a showdown on FM's stepchild role will be made by an FM industry group at a conference slated here for March 13 with the Radio-Television Manufacturers' Association policy committee. Chafing over what they have declared to be a disproportionately

small output of FM receivers by radio-TV manufacturers, the FM'ers are prepared to issue an ultimatum declaring, in effect, that unless "co-operation" is immediately forthcoming from RTMA, the issue will be carried to Congress, the Department of Justice and the

(Continued on page 41)

## Beer Top Baseball Sponsor; '51 Season To See Cut in TV

Continued from page 1

games to win them away from Standard Brewing, last year's sponsor, at a 100G price. Standard pays 125G per year for AM rights, but bowed out of the TV picture because the over-all tab would have run \$400,000 for radio and TV rights. The drop in attendance by the Indians is not attributed to TV but to two other factors: unusually bad weather and the collapse of the ball club during the stretch.

#### AM in Philly

Radio will be of prime importance in Philadelphia because local TV stations with network commitments "can't carry the night games. On radio, WIBG will carry the Athletics, and WPEN, flagship of the indie sports network, the Phillies.

All daytime games to be played by the Athletics and Phillies will be carried by WCAU-TV, WFIL-TV and WPTZ on a rotating schedule now being worked out. Atlantic Refining and Ballantine are co-

sponsoring. The A's have 44 games scheduled and the Phillies 41. Byrum Saam and Claude Haring will do the A games, and Gene Kelly and Bill Brundige the Phillies.

In the Windy City reports are that the Cubs have received 35G for radio plus 35G for TV rights and that the White Sox were paid \$75,000 for the complete AM-TV package. Phil Wrigley, owner of the Cubs, is said to be enthusiastic about televising the club's games, but the Comiskey family, which owns the White Sox, are not quite as hot about the prospect, especially since attendance of the American League club dropped about 150,000 last season.

The Boston Braves found their attendance 137,000 less in 1950

than in 1949, which has resulted in the slash in TV coverage. Recently signed, Curt Gowdy will be at the mike for play-by-play of the Red Sox total televising, day and night, replacing Jim Britt, who is now with the Braves. The Red Sox will also be simulcast for the first time by WHDH, WBZ-TV and WNAC-TV.

In Washington, where attendance was cut 70,000, the Christian Heurich Brewery reportedly paid 250G for the combined radio-TV package on a two-year deal. Altogether 21 games are scheduled to be televised more games will be seen on video if attendance should hold up. A regional radio network consisting of at least 10 stations will feed the games to communities in Virginia, Maryland, West Virginia and Pennsylvania.

In Cincinnati, where the Reds lost 80G during the season on a reduced attendance of 169,000, the blame is shared equally between bad weather, television and the poor showing of the team. It is estimated that the club will receive \$125,000 for radio and TV rights, the same as last season. Waite Hoyt will again be the spieler.

### Hennock Asks Colleges Help In TV Reform

WASHINGTON, March 3.—TV programs were subjected to scathing criticism by two federal officials this week—Commissioner Frieda Hennock, of the Federal Communications Commission, and Rep. Thomas J. Lane (D., Mass.).

Miss Hennock, speaking today (3) before the sixth annual Michigan Radio-TV Conference at Michigan State College, East Lansing, decried TV influence as giving rise to "an entire generation of infant cow-punchers, male and female alike." Congressman Lane assailed TV programs as "abusing the hospitality of American homes with lewd images and suggestive language."

Commissioner Hennock made her (Continued on page 41)

### RCA Cuts Theater Tele System 10G

CAMDEN, N. J., March 3.—RCA slashed the price tag on its instantaneous theater TV system almost \$10,000 this week in a move which was interpreted to meet competition from the new Swiss theater TV system recently imported by Spyros Skouras, 20th Century-Fox head.

The markdown, from \$25,500 to \$15,800, puts the price within the reach of large and small movie exhibitors alike, according to Barton Kreuzer, general manager of RCA's engineering product department here. The exec also reported that RCA is going ahead with full-scale production on its present P T 100 system.

Thanks,

ED SULLIVAN

MOREY AMSTERDAM

BILL HINDS JACKIE HELLER

KOREAN WAR HERO-PFC

plus THE 150 LOCAL STARS THAT PERFORMED

ROBERT L. SMITH FUND

PUBLIC SERVICE SHOW

FEB. 7—PITTSBURGH, PA.

WDTV

\$68,000

DU MONT OWNED AND OPERATED

DU MONT TELEVISION NETWORK

LATEST CASH TOTAL!

### March of Time Through the Years

**TELEVISION** — Reviewed Friday (23), 10-10:30 p.m. EST. Sponsored by the Chase National Bank, thru Hewitt, Ogilvy, Benson & Mather, via WJZ-TV, New York. Producers, Arthur Tourtellot, Dick Krolik; director, Tom Buscemi; writer, Lillian Rixey; moderator, John Daly. Guests: Manfred Gottfried, David Douglas Duncan.

The initial stanza of the *March of Time's* new TV series didn't measure up to the excellent production standards set by the same outfit's award-winning movie documentaries. And it's difficult to understand this failure in view of the wealth of filmed material available and the really fine potentials the series has for superior TV programming.

Friday's show (23), tagged *Newsfronts of War—1940*, alternated old film views of the history-making 1939-'40 period with a panel discussion. Latter seg was headed by moderator John Daly and guests Manfred Gottfried, *Time-Life* chief correspondent, and *Life* photog David Douglas Duncan. Production-wise, the transitions between film and panel portions of the show were extremely faulty, particularly in relation to audio values.

#### Muddled Segs

In an effort to draw an analogy between current events and pre-World War II happenings, the bulk of film footage was concentrated on the Hitler-Stalin non-aggression pact. Westbrook Van Voorhees' film commentary was phrased in the present tense, which was rather confusing at times, and the efforts of the panel to tie up the historical event with today's muddled global picture were never convincing.

Daly was impressive in manner, tho working under the double handicap of close-mouthed guests and a distinctly unchummy, straight-line seating arrangement. In an attempt to draw the men out he was often reduced to putting words in their mouths—an unseemly attitude for a moderator, if ad lib, and even more unseemly if script-directed. Perhaps that accounts for the dyspeptic expression on Daly's usually cheerful pan.

A more showmanly idea for the initial program would have been a montage view of choice *March of Time* clips thru the years. This would have afforded an over-all picture preview of the series' basic theme and provided more alluring tune-in bait for future airers.

The Chase National Bank commercials were apparently aimed at two major markets. For the serious-minded they spotted a determinedly folksy spiel by a "big exec" type actor. Those more frivolously inclined were wooed with coy close-ups of Chase's much-touted exotic money collection—all in all a shrewd job of plug-type casting. *March of Time Through the Years* is slated to be carried by other ABC affiliates shortly via the same local bank sponsorship deal. *June Bundy.*

### Jack and Jill Varieties

**TELEVISION**—Reviewed Sunday 11:30-12:30 p.m. over WPIX, New York. Sponsor, Republic TV Stores. Agency, Products Services Group, Inc. Producer, Les Perry. Director, Pete Molnar. Emcee, Bob Molnar. Ork, Walter Kamm Trio. Announcer, Kevin Kennedy.

This is just another TV amateur hour—no better, no worse—and surely not productive of enough entertainment to get the local televiewer's attention. It may, however, appeal to the youngsters in the family who have stars in their eyes.

The format is simple, too simple. Emcee Bob Russell, with a smooth manner, introduces the acts and then compliments their beaming parents on their prodigal offspring. The talent consisted of male and female singers, an infinite number of tap dancing lines of girls, two older females who interpreted the waltz, a mimic and a two and a half year-old whiz kid who rendered the *Daughter of Rosie O'Grady* in a cute but tremulous voice. The last two performers were the most accomplished.

Announcer Kevin Kennedy handled the numerous commercials for Republic Stores well. There were too many plugs, but by now televiewers should be used to them.

A more careful screening of talent for more entertainment vitamins is in order. The ork which plays as if they had just finished a 5 a.m. club date could stand a little livening up. *Leon Morse.*

# Television-Radio Reviews

## Treasure Hunt With Captain Boots 'n' Gus

**TELEVISION**—Reviewed Saturday (24), 11-11:30 a.m. EST. Sponsored by Friedman-Shelby Shoe Company thru the William Wilbur Agency via WPIX, New York. Producer-writer: Robert Kirschbaum. Director: Jack Flynn. Cast: Paul King, Glenn Styres.

*Treasure Hunt* is a giveaway for kids. The gimmick on this show was a map of Treasure Island and adjacent territory. Kids came on in couples with "sealed orders," directing them first to one island, then another, and finally to Treasure Island. Glenn Styres, dressed as Gus, the red goose—a tie-in with the product—marked their progress on the map with paper boats. After each team answered the third query, advancing them to Treasure Island, they got an assortment of prizes. Thanks to obliging hints from quiz master Paul King, the kids struck gold every time. In addition, 20 post cards from the show's young listeners were pulled out of a basket, and the senders also got prizes. And finally there was a jackpot question, and still more prizes.

The kids seemed gratified to get the loot, but King's cordiality failed to warm them up. In general, the kids were more poised than adults are on such shows, and they certainly seemed less childish than King did in his pirate get-up.

For commercials, the camera moved in on a table full of Red Goose kiddie shoes, and Gus's feathery hand was seen to fondle each shoe as King's voice extolled its virtues.

In the last analysis, giveaway shows, no matter what the gimmick, the prizes or the participants, are simply not very exciting anymore.

*Gene Plotnik.*

## Bob Haymes Show

**RADIO**—Reviewed during week of February 26, 1-2 p.m. Participating sponsorship via WNEW, New York. Cast: Bob Haymes, Roy Ross ork.

Dick Haymes's kid brother, Bob, appears finally to have hit on a medium which can properly showcase his several talents in the most beneficial light. Bob, who has been and is a film actor-singer-songwriter, has successfully blended his talents with an easy informal style of chatter to come up as a lunch-hour deejay. His across-the-board show is easy listening stuff, tailor-made particularly for housewife audiences.

The show manages to achieve a charming informal air, an atmospheric condition not oft confronted on wax-whirling sessions. Haymes talks pleasantly of songs and show business friends. He sings (his own songs on many occasions) in a warm, loose crooning style to the able accompaniment of Roy Ross's house ork. And he whirles some particularly well selected platters. All told, Haymes shapes up as one of most entertaining of the recent recruits for the deejay ranks.

*Hal Webman.*

## "Duquesne Show Time"

**TELEVISION** — Reviewed Wednesday (28) over WDTV, Pittsburgh, 8 to 8:30. Sponsored by Duquesne Brewing Company. Producer, V. I. Maitland. Director, Pete Barker.

• Continued from page 3

this stint Bryant brought out Harold Cohen, *Post Gazette* critic, who will emcee the *Starlight Revue* series. Cohen, a radio favorite here for years and more recently featured on WDTV's *Sho-Biz-Quiz*, brought out Mel Torme, who scored solidly with *Blue Moon* and then followed with a series of impressions to give the show its strong finishing touch. The whole show moved right along and showed the results of weeks of rehearsal.

Dr. Allen B. DuMont, president of the network that owns WDTV, came in for the show and said that he would be happy to have the program and any of the four different ones coming up as permanent network features. DuMont is also interested in Pittsburgh as an originating center of network shows, due to the crowded facili-

## TV Telephone Game

Reviewed Wednesday (28) 11:15-11:45 p.m., EST, Monday thru Friday. Sustaining via WCBS-TV, New York. Packaged by Harry S. Goodman Productions. Producer-writer, Stuart Wilson. Director, Rick Leighton. Emcees, Durward Kirby, Stuart Wilson.

*TV Telephone Game* has been a radio package for a number of years and is currently being played on video in Chicago. The New York version, which features Durward Kirby, asks viewers to set down their telephone number or the first five letters of their social security number under the station's call letters, WCBS-TV. Then Kirby asks a question and if the query is tagged with the right letter and number corresponding to the viewers' letter-number set-up, he can circle the number and put down an answer. The show has a special 'phone operation so contestants can call up after the program and check their replies.

On paper, the game sounds about as complicated as a Pentagon guide book. Actually, tho, it works out quite easily on the air, and Kirby sums up its rules in a few clearly defined sentences. He is a likeable video host. However, his rugged charm doesn't get much of a work-out on this show.

In his quiz-master role, Kirby is forced to confine most of his chatter to a straight question routine, interspersed with still photos relating to the queries. The result is a rather slow-paced static session, with little entertainment value for other than the most ardent quiz fans. Red-headed songbird Rusty Arden is penciled in as Kirby's co-emcee, but director-writer Stuart Wilson subbed for her on the show caught. Wilson was on the nervous side, which may account for the stanza's lack of timing.

The questions, which Wilson said took four hours daily to write, were of the take-your-choice variety. For instance, Kirby asked "Which man is in the publishing business—William S. Paley or Henry Luce?" Movie stills were utilized via such posers as "The girl with Red Skelton is Ann Miller or Arlene Dahl." *June Bundy.*

## Kings Row

**RADIO**—Reviewed Friday (2), 3:15-3:30 p.m., EST. Sponsored by Colgate-Palmolive-Peet Company, Monday thru Friday, thru William Esty via Columbia Broadcasting System. Producer, Arlene Lunny. Writer, Welbourn Kelley. Director, Edward Downs. Music, Bert Buhrman, organ. Announcer, John MacDougall. Narrator, Lee Vines. Cast: Francis DeSales, Doris Dalton, Charlotte Manson, Charlotte Holland and Jim Boles.

Scripter Welbourn Kelley has effectively utilized the characters from Henry Bellamann's best selling novel for soap opera. That the sentimental and neurotic Kings Row characters always had potentialities for the necessary endless trouble is undeniable. And Kelley has included all the proved soap-opera elements.

Francis DeSales, as Parris Mitchell, psychiatrist, gave his lines a consistently calm reading on the segment caught. Doris Dalton skillfully provided the hysterics in the role of the sick-in-the-head gal out for Mitchell's scalp. A clue to her trouble was her husband, an unmitigated scoundrel, who may be insidiously trying to drive her to the nut house.

#### Life Ebbing

The stanza caught involved a tense interview between Miss Dalton and DeSales. Whether the latter would live to appear on the next installment seemed to be in doubt at the program's end.

A legion of other complex characters were referred to in the dialog, indicating more than ample material to extend the serial as long as necessary.

The commercial for Fab employed testimonials in a woman's voice to back up the announcer's claims. The Luster Cream Shampoo jingle was used at the end.

*Kings Row* is soap opera at its most typical. *Gene Plotnik.*

ties in New York and Chicago, and, if the people here can consistently produce shows of this caliber there is no reason why this move cannot be possible.

## What's Your Trouble?

**TELEVISION** — Reviewed Wednesday (28), 10:45-11 p.m. CST. Sponsored by MB Auto Sales thru Irving Rocklin & Associates via WBKB, Chicago. Director, Bill Taylor. Cast, Mal Bellairs.

This show could be more properly tagged *Classified Page of the Air*. Billed as a clear-all for people with trouble, it was a 15-minute reading of want ads, larded liberally with three commercials in the show plus opening and closing.

Mal Bellairs, Chi announcer and disk jockey, sat at a desk, with a drape background, and read the want ads. Samples: "Items people want to buy—a 275-pound oil tank, an encyclopedia, five rooms of used furniture." He read some rooms for rent, said he had a list of available baby sitters, had a party who had nine pups to give away. Items for sale included a juke box, equipment for a beauty shop and two six-grave cemetery lots. Viewers were advised to write in to get the names of the sellers and buyers. Sign-off was: "If you have some trouble, if you need some help, write us."

The sponsors should decide whether the show is a lonely hearts club, advice to the lovelorn, or a want ad clearing house. As it stands it is largely confusion. Considering the material, Bellairs did extremely well. He has good looks and an excellent, easy air before the camera. Commercials were routine stills of new and used cars. One was enlivened by a cloud of smoke drifting across the picture, presumably from the cigarette of a floor director. Auto dealer used good gimmick to capi-

## Al Gannaway's Half-Pint Party

**TELEVISION** — Reviewed Wednesday (28), 4:45-5 p.m. EST, Monday thru Friday. Sponsored by Sam Smith Shoe Company on Wednesday and Friday, thru Dancer-Fitzgerald-Sample, Inc., via ABC-TV, New York. Producer, Al Gannaway; director, Seymour Robbie; writers (games and ideas), Carl Jampel and Derry Falligant. Host: Al Gannaway.

The patter of little feet has taken on new significance for Al Gannaway's *Half-Pint Party*, now that the Sam Smith Shoe Company is sponsoring the show for Little Yankee Shoes Wednesday and Friday. Kid participants on show caught were thoroly sponsor-conscious. They all caroled happy little ditties about bootery, and one sprout showed suspicious plug perception by piping, "Little Yankee Shoes will look good on color TV."

In spite of their over-exuberant commercial spirits, tho, the youngsters, about "sevenish," were appealingly natural during the play-ports of the telecast. Host Gannaway, a personable young man with collar-ad good looks, took the small fry over a variety of game hurdles, including a see-saw session and a pin-the-mustache-on-Gannaway contest. In refreshing contrast to the usual pasted-on grins of professional kid actors, the boys and girls concentrated on learning new games with a frowning intensity and engaging lack of camera-consciousness.

The gala affair was climaxed with the entire group donning Bozo the clown masks. The enthusiasm sparked by this simple act portends interesting merchandising possibilities for sponsor Smith.

*June Bundy.*

talize on grandiose claims of local dealers, particularly Hudson dealers. He was billed as "World's smallest Hudson dealer with the world's biggest deal."

*Jack Mabley.*

# TV Talent and Show Tips

## Babes in Arms

The recent Equity Library Theater offering, still intact for the Bronx DeWitt Clinton Community Theater showing March 8, 9, 10, revives many Richard Rodgers and Lorenz Hart old favorites in a revamped of the former Broadway hit. Production highlights or even a capsule of the musical would fill a variety TV bill.

Besides the production numbers, there's some fresh talent in the show which alone would spark any TV musical. Arthur and Stanley Catron are dark chunky tap artists with good comedy line-reading ability. Tele actor Michael Dreyfuss, seen in a number of dramatic shows, proves equally at home in musicomedly. Among the ferns, Edra Gale, a buxom blonde, has plenty of comedy flash and a good voice; Zoya Leporsky is equally well-polished in comedy and modern-ballet technique, and Mimi Kelly takes drama and fine vocalizing in easy style. *D. McD.*

## Tony Martin

Somebody is going to figure out a deal one of these days to get Martin into New York consistently enough to do his own video show, and when it happens (with a little ingenuity as to format and production) tele will get a real stand-out series. On the *Berle Texaco Star Theater* Tuesday (27) Martin again demonstrated his super-showmanship, matched by few performers today, his excellent voice and a constantly improving ability to read straight and comedy lines. The aforementioned *Berle* stanza, incidentally, with Rose Marie and Joe E. Brown, among others, was one of the best in a long, long time. *J. C.*

## Not Such a Baby

Rose Marie Mazetta who, way back when, killed the people as Baby Rose Marie, worked the *Berle Texaco* program Tuesday (27) and showed as a seasoned performer who sings a sock song and has a fine comedy sense. Rose Marie, not such a baby any more, is a choice bet for further guest shots, similar to the *Berle* thing, but is also a distinct possibility as a show-wise femsee on a series of her own. *J. C.*

## Artist Meets the Critic

Ever since the Bard, performers have longed for a chance to talk back to critics, and this show would give them just that opportunity. While *Author Meets the Critics* and similar stanzas have this function, the actor has never really had a chance to slug back. Casts of current legit, radio and TV shows could be invited to appear on the same program with critics who have recently reviewed their efforts. As each critic takes the stand, the artists would be able to ask what they meant by certain sentences, explain away any shortcomings and generally "talk back" to the written word. The format could also be tailored for movie reviewers and visiting flicker players. An added gimmick might be the presence of an out-of-town critic to compare notes on the same shows with Manhattan reviewers. *J. B.*

## Backstage

A visit backstage of current Broadway legit hits should supply enough vicarious glamor to pull a sizeable audience on video. Utilizing a human interest slant, the series would by-pass the star and concentrate on behind-the-scene characters—the stage doorman, the wardrobe mistress, prop boys, stage hands and chorus or minor players. It probably wouldn't be practical to set up theater remote for the show, altho it would certainly be a colorful venture, but sufficient illusion could be supplied by bringing the people to the studio, via a typical backstage set. Legit press agents should prove more than co-operative in rounding up backstage talent, in view of the free plugs garnered for the shows chatter segs could include capsule plot descriptions by stage hands, off-stage stories about the stars and general reminiscing about the "good old days." *J. B.*

## Joyce Lear

Joyce Lear, currently playing the ingenue in the new Kaufman-MacGrath legit play *The Small Hours*, was featured in a *Look* Magazine summer stock spread not so long ago. The article emphasized Miss Lear's corner on youth, beauty, talent and brains, while decrying the difficulties *(Continued on page 9)*

# Air Checks

Brief but important radio news

## AFRA Takes Troubles Vs. WCPO to NLRB . . .

Cincinnati's chapter of the American Federation of Radio Artists filed a complaint Monday (19) with the National Labor Relations Board, charging that four of its members were fired by stations WCPO and TV because of union activities. **Richard B. Baker**, executive secretary of the local, said that **Eric Bose** was fired October 4 and that **Warren Dentler**, **Ted Lee** and **William Fields** were dismissed February 12, two hours after AFRA won a union shop election, in violation of rights guaranteed by the National Labor Relations Act. **Mort C. Watters**, general manager of the stations, said the dismissals were economy moves.

## Toronto's CKFH Opens With All Time Sold . . .

With all time sold, the 250-watt CKFH has opened in Toronto. The station is owned by veteran sportscaster **Foster Hewitt** and is being operated by his son, **Foster Jr. Hewitt** has been on the trans-Canada airwaves 15 years, broadcasting weekly Saturday night hockey games of the Toronto Maple Leafs.

## WNEW Hires Whitman For Kefauver Hearings . . .

New York indie WNEW has signed crime expert **Howard Whitman** to handle its coverage of the Kefauver hearings in New York this month. Whitman is the author of "Terror in the Street" and a current crime expose series in *Colliers*.

If the Tennessee senator opens the hearings to all radio-TV stations as promised, WNEW will run a daily edited tape of the affair from 9 to 10 p.m., with commentary by Whitman. If the hearings are closed to broadcasters, Whitman will air his own first-hand account from 8 to 8:15 p.m.

## NBC Promotes Scott, Mills in Sales . . .

**Walter D. Scott**, Eastern sales manager of the National Broadcasting Company, has been upped to national radio network sales manager, and **Gordon H. Mills**, of the web's Eastern sales staff, has been promoted to Midwestern radio network sales manager. Mills, who will headquarter in Chicago, succeeds **Paul McCluer**, who resigned to join the Wade Advertising Agency.

## Butcher Moves to Cecil & Presbrey . . .

**Blayne Butcher**, formerly radio-TV director for Newell-Emmett, and more recently a producer at KTTV, Hollywood, joined the radio production department of Cecil & Presbrey, New York, last week. He will supervise the agency's "Somerset Maugham Radio Theater" and "Johnny Olson's Luncheon Club."

## Cincy's WKRC Bucks TV, Reporting Profits Gain . . .

In reporting 1950 results, **Hulbert Taft Jr.**, executive vice-president of Radio Cincinnati, Inc., which operates WKRC, said gross business was 2 per cent above 1949 and net profit showed a 7 per cent gain despite tremendous growth of TV in Cincinnati. Radio Cincinnati also operates TV and FM outlets.

## Arbitration Due In Denis-Post Fuss . . .

The New York Newspaper Guild last week voted to take to arbitration a dispute between **Paul Denis** and The New York Post. Denis, who quite his "New York Compass" Broadway column Friday (2), was formerly radio columnist of The Post, which recently signed **Rex Lardner** to do a radio column. The Guild claims that, under its preferential hiring clause in its Post contract, Denis should have been rehired for the radio chore. The Post bought Lardner thru its Post-Hall Syndicate, reportedly on a six-month deal. Denis continues as associate editor of *Why* magazine and is finishing up on a new cook book, featuring recipes of famous people.

## AFRS Chieftain Wraps 5-Year-Old Tot Show . . .

**Frank Seeley**, Armed Forces Radio Service director on the West Coast, is peddling an audition tape for a kidisk jockey show featuring his five-year-old daughter, **Linda Joy**. Show's asking price is \$2,000 for a 13-week package, on a local sponsorship basis.

## Edwards Quits Coast ABC For Maier Brewery Post . . .

**Bud Edwards** will quit his American Broadcasting Company Coast AM-TV program director's post to become ad toppler for Maier Brewery's Brew 102 division. Net's Coast veepee, **Frank Samuels**, said a successor will be named this week. Brewery, in recent months, has become one of the area's top advertisers. Deal reportedly will pay Edwards considerably more than he drew at ABC.

## Production Notes and Personnel Intelligence . . .

**J. Leonard Reinsch**, managing director of Cox Radio and TV operations, Atlanta, to New York and Washington last week for high-level industry conferences. . . **Lester Lewis**, talent rep, vacationing in Florida. . . **Tom Toye**, formerly with **Hiram Nashe** agency, has joined sales at WINS, New York. . . **Betty Tevis**, in publicity at WNEW, New York, returned to her desk last week following her marriage to advertising copywriter **Henry Balke** in Richmond, Ky., Saturday (24). . . **Dick Bingham**, sports director for Mutual affiliate WTSP, St. Petersburg, Fla., last week succeeded **Art Gleeson** as **Al Helfer's** co-announcer for the web's "Game of the Day" series. Gleeson recently teamed up with **Mel Allen** for the Yankees.

**Li. Robert Balfour**, recently returned from a special assignment with the U. S. Pacific fleet, has been appointed veepee in charge of sales promotion at Forjoe & Company, New York, national station reps. At the same time **William R. Wyatt**, general manager of Forjoe's Chicago office, was named veepee in charge of sales for the Midwest division. . . WMCA New York, launched three new personality shows last month—an across-the-board series with New York Mirror columnist **Nick Kenny**, sponsored by Monarch-Saphin and Crosley TV; commentator **Bartley C. Crum** for B. Manischewitz Company, and news analyst **Quentin Reynolds** for Concourse Music and DuMont Television.

**Douglas Flemming**, ex-KCFH, Cuero, Tex., has joined KABC, San Antonio, as sales promotion and merchandising manager. . . **Paul Harrington** and **Robert E. Lee** are new continuity staffers at WOW, Omaha. Harrington succeeds **Bill O'Halloran** as chief continuity writer. The latter resigned to free-lance on West Coast.

## Joyce Lear

Continued from page 8

young actresses have in getting ahead on Broadway. Now that Miss Lear has landed her first sizable part, she'd make a good emcee choice for a chatter-interview show with other young Broadway hopefuls. Series could snare viewer interest, via "inside" facts on making the casting rounds; auditions; budget problems, etc. Additional audience appeal might be injected by inviting a big name legit actor, producer or playwright to chat about his pre-success days.

## Select "Loving Family" Cast for TV Pic Series

HOLLYWOOD, March 3.—Screen actress **Gale Page** and Broadway thesp **Harry Ellerbe**, along with child actor **Jimmy Hunt**, were cast as the leads in *The Loving Family*, 260-episode TV film series which rolls on the Sam Goldwyn lot Wednesday (7). Facts were signed this week with **Mishel S. Green**, head of Green Film Corporation. **Walter Thompson** directs, with **John Kneubuhl** scripting. Also signed was movie cameraman **Paul Ivano**, who will serve as chief lenser.

# Short Scannings

Brief but important video news

## Julie Witmark Joins CBS-TV Biz Staff . . .

**Julie Witmark**, former manager of **Bob Hawk**, last week joined CBS-TV on the business affairs side of the network programing department. He will work under **Jim Seward** and **Henry White**. Witmark left Hawk when the emcee transferred his base of operations to the Coast.

## Leftwich Goes to P'kger As Producer-Director . . .

**Ed Leftwich**, technical director of the TV department of Young & Rubicam, resigned last week to become producer-director of the three Masterson, Reddy & Nelson TV packages—"Bride and Groom," "Live Like a Millionaire" and "Animal Fair." He has been with the agency since 1949 and before that was with Columbia Broadcasting System TV for seven years. No replacement has been selected.

## San Antonio's KEYL Now on 7-Day Week . . .

Video Station KEYL, San Antonio, has expanded its operational schedule to seven days. The station, one-year-old last week, will also launch regular daytime programing shortly, according to General Manager **W. D. Rogers**. The outlet's current daytime schedule is limited to an early-morning series on Saturday.

## Hearns Buys "Int'l Chef" On WPIX; Starts in April . . .

Hearn's department store, New York, last week signed to sponsor "International Chef" over The New York Daily News' video outlet, WPIX. The weekly half-hour series tees off sustaining March 19 at 1:30 p.m., with Hearn's to assume sponsorship April 2. The store will plug its food department via participation tie-up deals with food manufacturers. **Maj. George Haig** and **Dick Bell** are featured on the air, which is produced by Videocast Productions. The agency is **Furman & Feiner**.

## Boscul Coffee Enters TV Market . . .

**Boscul Coffee**, a consistent Philadelphia radio advertiser, has entered the TV field for the first time in using a series of shared station identification spots on WPTZ. Account was placed by **Lewis & Gilman, Inc.**

## P&G Has Eye on New Levoy Video Soaper . . .

**Gordon Levoy**, father of the "Fireside Theater" series, is putting finishing touches on a 15-minute soap opera TV film series to be shot on the Hal Roach lot. **Procter & Gamble** is believed to be eying the series for bankrolling. Pilot reel will be completed within the next few weeks. Production budget is fixed at \$20,000 per week's five 15-minute segs and will be sold at \$13,000 for first run. As in "Fireside," Levoy expects to make up his losses and clear his profit via succeeding releases. According to Levoy, two other bankrollers are eying the project.

## Rex Harrison in TV Debut With Hope . . .

**Rex Harrison** and **Lilli Palmer** will make their TV debut on the **Bob Hope** Frigidaire show April 8 over NBC-TV. Miss Palmer currently has her own CBS video series, but has not appeared heretofore with her husband. Also set for the show are **Janis Paige**, **Sugar Chile Robinson** and **Arthur Treacher**.

## Philly Advertisers Sponsor Cartoon Program . . .

Two Philadelphia advertisers represented by different advertising agencies have split sponsorship of "Cartoon Party," new children's program, carried on WPTZ Saturday mornings for a half hour at 11. **Goldenberg Candy Company**, local firm making **Goldenberg's Peanut Chews**, takes a quarter-hour thru the **Clements Company**, and **Penn Maid Dairy Products, Inc.**, thru **Ernest William Greenfield**

# Another Look

Brief criticism and comment re tv shows previously reviewed in detail

## The Margaret Arlen Show

WCBS-TV, 11:45-12:30 p.m. Daily  
Currently one of the better female chatter AM programs, the *Margaret Arlen Show* highlighted civilian defense at home during the week of February 26. On the middle of the week program viewed, in addition to her usual run of entertainment, Miss Arlen made certain, with a minimum of confusion but a maximum of clarity, that viewers learned how to use shelters.

With guest Mrs. Austin Tobin, of the Office of Civil Defense, on hand to answer queries, a great deal of ground was covered. It was learned that shelters should have good thick walls, a minimum number of sandbagged windows, more than one exit and, most important, should be underground. The attractive Miss Arlen then unveiled some of the new spring hat line created by Chanda with the designer by her side. It can readily be seen that the gals will be going in for miniature flower shops to decorate their straws. **Woody Klose**, Miss Arlen's man-about-the-house, displayed a tricky homemaker's item called Inter-Lock-In Furniture. **Leon Morse**.

## Billy Rose Show (Julie, the Jink)

WJZ-TV, Tuesday (27), 9-9:30

Even in the case of **Damon Runyon**, the old master himself, there were occasions when his hoods bordered on caricature. This **Billy Rose** stanza, strictly about Runyonesque thugs, was sheer caricature. The lack of reality was probably attributable to the scripting, tho a certain amount of over-playing, notably by **Lionel Stander** (Joe Artichoke, the mob boss), and **Jack Gilford** in the title role was likewise responsible.

Otherwise, too, this seemed to be just one of those nights for the usually solid Rose stanza. **Billy**, himself, blew his lines on two separate occasions. Exceptions to the letdown were **Jed Harris's** production and **Jay Jackson's** straight, yet punchy, reading for commercials for Hudson.

Joe Csida.

Agency, sponsors the remaining 15 minutes for its sour cream products. Show features the storytelling and cartooning of **Pauline Comonar**, former **Disney** and **Fleischer** cartoonist, assisted by local announcer **Bob Benson**.

## Production Notes and Personnel Activities . . .

**Joe Moran**, Young & Rubicam veepee, has been appointed supervisor of production on the "Pulitzer Prize Playhouse," replacing the recently resigned **Edgar Peterson**. . . The Coast office of **Ruthrauff & Ryan** is shaping up an hour TV series featuring **Blackstone**, the Magician (**Harry Bouton**). . . **George H. Halbert**, formerly of the NBC legal department, has joined the NBC-TV talent and procurement department as contract negotiator. . . Ziv TV programs has signed cameraman **Kenneth Peach** to a long-term contract.

**Randall Larson** has been appointed to head the new Pacific Coast office of Sterling Films, located in San Francisco. . . **Harry Black** has been upped from associated program director to program director of **WXEL**, Cleveland. . . Puppeteers **Bil and Cora Baird** have joined the **Eddie Cantor** TV show as regulars. . . **Earl Peed Associates** has moved to larger offices at 270 Park Avenue. . . Actor **Donald Curtis** remains in Detroit to finish work on two **Jam Handy** films.

**Perry Lafferty** will stage and direct the new **Kreisler "Bandstand Show"** over ABC-TV. . . **William Gargan** will not appear on the March 29 "Martin Kane, Private Eye" stanza. He goes out to Palm Springs to rest. . . **Rex Marshall**, one of TV's busiest announcers, taking a week's vacation in Bermuda. . . **Will Baltin** has resigned as executive secretary and treasurer of the Television Broadcasters' Association, to join **Screen Gems TV**.

## Cartune-O

Thursday (1) 9-10 p.m. CST, via WGN-TV, Chicago.

For one solid hour this show doggedly stuck to a single pattern—a song, a phone call, a song, a phone call. There were something like 19 songs played. That this isn't the longest hour in television is a credit to **Lee Bennett**, the emcee, and **Peggy Taylor**, pretty little singer.

The formula was to play a song while an artist drew a picture giving clues to the title. Sample, for *Stardust*, a large star and a dustpan and broom with clouds of dust. Get it? Phone calls were made to viewers who wrote in. If viewer identified first song, she got a shot at the jackpot song which went to \$490 on this show. **Bennett**, former vocalist with **Jan Garber**, and **Miss Taylor** handled the vocals, with **Bob Trendler's** economy-sized orchestra.

Commercials were well handled and effective. Sponsor, **National Tea**, got continual visual attention with signs behind ork and behind **Bennett** and his phones. On quarter-hour commercials short cooking lessons were given using sponsor's products. In addition to all this, each person called who correctly identified first song received a sponsor product, with appropriate plug. This show has been on for a year. It is conceivable that it's entertainment value could carry it for 30 minutes, but not for an hour. Chalk up one more to the lure of the jackpot.

Jack Mabley.

## Lucky Strike Theater

**Robert Montgomery's** production of **F. Scott Fitzgerald's** *The Last Tycoon* Monday (26) was a solid click. It had first rate production, good acting and better than average writing and direction. It was adult video.

The TV adaptation did not attempt to examine in full detail the drives and compulsions of the film producer—played by **Montgomery**—who is the central character. Instead, it presented him as a finished product of his background and vocation, rather than explaining what made him that way. In a sense, this left out a major dimension of the character, but it obviously was an omission forced by the TV time limitation. Nevertheless, it also forced omission of a prime motivating factor in the enactment of the yarn.

## Fine Job

From the story standpoint, this, and the anticlimatic film clip showing Hollywood's studios, done as a tribute to producer **Monroe Stahr** for his part in building the film industry—the studio clip followed the plane crash in which **Stahr** is killed—were the only faults. Otherwise, the story dovetailed as neatly as a hand-made antique. The production, with its flashback technique, its outstanding sets by **Syrjala**, and **Norman Fenton's** crisp and clean direction, was a fine job.

**Montgomery's** choice of **June Duprez** for the fem lead was a rather off-beat character, since she is not the glamor-type normally selected for such roles. However, she provided the necessarily provocative, remotely mysterious air the part called for, and in one scene, in which she asked **Stahr** to leave Hollywood then and there, she was excellent. This, incidentally, was a superb scene, possibly the best in the hour-long presentation. In it the viewer became aware—thanks largely to **Miss Duprez**—that **Stahr** was the victim of drives he himself had built, and that his work and career and the picture business were always to be his first love.

There were other good scenes, too. Those in which **Montgomery** spelled out the art of writing pictures to a British writer, purportedly modeled on **Aldous Huxley** and authoritatively played by **Robert Harris**, and another, in which he outlined to his staff his reasons for rejecting a script, were especially noteworthy.

**Montgomery** gave a spotty performance. In those sequences devoted to film biz activities he was okay. In the more crucial scenes with **Miss Duprez** he seemed ill at ease, as tho he himself did not understand the part. Excellent support was given by **Judy Parrish** in the completely sympathetic part of **Stahr's** devoted but unrequited secretary who does the narration.

Jerry Franken.

# "Voice" Ready To Fight Back in D.C.

• Continued from page 1

who has been stepping up a whirlwind series of talks plumping State's handling of the Voice ever since Sen. William D. Benton (D., Conn.) raised the question earlier this year as to State's competency to continue running the nation's global propaganda machine.

Benton has emphasized that he has high admiration for Barrett as well as for Secretary of State Dean Acheson. But the Connecticut senator, who himself once headed State's public affairs department, has suggested that State can't properly do the job which might better be handled by a newly-created agency embracing all of the nation's global propaganda operations.

With State's payroll of propagandists currently running at over 10,000 persons and figured to expand to over 13,000 by July, Benton has emphasized that this force is bigger than the combined full-time staffs of Associated Press, National Broadcasting Company and Metro-Goldwyn-Mayer. He has declared that it "is inconceivable that a single assistant secre-

tary—no matter how able he may be—could bring into the echelons ranged under him the top creative talent available in any one of those companies." Benton is insisting that Congress take its first real look at the product of the current lush spending and then determine how best to deliver the democracy theme so that it will be palatable to people over the globe.

Barrett and his top aides are expected to put into the record of the upcoming joint subcommittee session the State Department's own evaluations of the Voice programs, which, State has been insisting, are effective. However, since most of these evaluations are made by State itself, Senator Benton has pointed out that the picture is obviously a distorted one. Benton has been arguing for an "impartial and exhaustive" analysis and examination.

Barrett conferred Wednesday (28) in New York with an industry advisory group headed by President Justin Miller, of the Na-

## STATION BOW

### KBIS Kicks Off; Aims at Negro, Mex.

HOLLYWOOD, March 3.—Aiming its programing directly at the heavy Negro-Mexican field populace, Bakersfield's KBIS this week (1) began operations. While Bakersfield, a town of 34,500, already has four AM outlets (KERN-CBS, KAFY-MBS, KMPC-ABC and KERO-NBC), the \$100,000 KBIS is the only station dedicating its sked to the 81,000 Spanish-speaking and Negro workers in Kern County, of which Bakersfield is the county seat. KBIS is a 1,000-watt indie, operating on 970 kilocycles in conjunction with KMAR, FM station.

Personnel includes James L. McDowell, general manager; James E. Rennie, station and commercial manager; Guy Marchetti, assistant general manager; George Crofford, program director, and Richard Sampson, chief engineer. Bakersfield is 125 miles north of Los Angeles, over the Ridge Route.

tional Association of Broadcasters. The assistant secretary of State told a Brooklyn Rotary Club luncheon that day that Russia's efforts to jam the Voice of America out of Soviet territory must be considered as proof of the Voice's effectiveness. Striking out against criticism of the Voice here at home, he said he opposes "the skywriting school of propaganda," whose advocates, he said, want to "plaster the countryside of Europe with American billboards and send American sound trucks blaring thru Continental villages."

In Capitol Hill circles, Barrett's assertion is viewed as something of a mystery; nobody can recall any serious suggestion of using sound trucks and billboards to tell the democracy story abroad. Constructive suggestions have been emphasizing the need for complete overhauling of the Voice program policy and content.

### "Voice" Off-Key, Says Fogel

• Continued from page 1

broadcasting outlets in many countries of Europe. I know it to be a fact that their private and personal opinion of our Voice of America and information service activities are such as to be embarrassing to an American who sincerely feels that we have an important story to tell to all the peoples of the world. However, in most instances, these individuals are too courteous to openly express an opinion and will only confide in one that they have known for many years. The V of A overseas broadcast operation is hopeless.

The personnel largely consists of leftovers from the P.W.B. (Psychological Warfare Board) and O.W.I., most of whom would not, in my opinion, be qualified to hold down an assignment of secondary importance in commercial broadcasting. Yet these are the men who represent America, our information and our broadcast service. Their attitude, which reflects that of other State Department and embassy staff employees, is resented by the European. America would enjoy a considerable degree of co-operation from the newspapers and broadcast stations of various European countries if it was represented by officials who asked instead of demanded, suggested rather than ordered.

The average citizen of France or Italy just doesn't believe what he hears on V of A broadcasts any more than he has even a partial comprehension of the assistance that has been rendered his country under the ECA. Whenever the Communist party issues a false attention-getting statement, weeks pass before it is refuted by the Voice of America, for the simple reason that everything goes thru channels which ultimately lead to Washington and finally back to the point of origin. I note that Mr. Rosett makes particular mention of this in his article. By then the Communist party has adopted a new line of propaganda and the refutation of the original falsehood carries no weight.

It is true that position of the V of A officials do not carry important salaries but, of course,

there are a great many advantages which do not readily meet the eye. They may live most inexpensively, they draw rations of gasoline, toiletries, liquor, cigarettes, at a fraction of what they would cost a citizen of the United States. Living quarters and servants are most inexpensive. Surely then, with these advantages, we should be able to attract personnel of ability. And then, of course, the reports which our foreign representatives file in Washington and, in turn, are presented to Congress at appropriation time, are rigged. Mention will be made of the number of insertions of U. S. information material which appear in foreign papers, but scanty detail is furnished as to the exact name of the publication, where it is published, the position of importance which the article is given. A local citizen who wishes to project a film in his home may go to the USIS office and obtain a print. When he returns he is asked the number of people who witnessed the screening. He may say his wife, himself and three-year-old daughter, but on the record this may show as a screening before a sizable audience.

A point which I found particularly striking was the fact that one will always find our government information offices located on the most important thoroughfare in the most expensive rental district of every large city. Their splendor and impressive location would frighten away any self-respecting Communist. In contrast, where are the party offices to be found? Where they belong, of course—in the poorest of workmen's district, in surroundings where they may operate at their most useful level.

I cannot help but feel that a complete review of our information and propaganda operation should be undertaken before additional or increased appropriations are made. As the work is now performed, I am certain we are making little favorable impression and no lasting impact upon what I believe to be a very limited audience.

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## Senator Dudley J. LeBlanc announces winners in HIS CHRISTMAS PARTY CONTEST

- |          |                          |            |
|----------|--------------------------|------------|
| 1. WKUL  | Cullman, Alabama         | \$2,000.00 |
| 2. WRAL  | Raleigh, North Carolina  | 1,000.00   |
| 3. WLOW  | Norfolk, Virginia        | 500.00     |
| 4. KSLO  | Opelousas, Louisiana     | 250.00     |
| 5. WNGO  | Mayfield, Kentucky       | 250.00     |
| 6. WWYO  | Pineville, West Virginia | 100.00     |
| 7. KSTL  | St. Louis, Missouri      | 100.00     |
| KXLW     |                          |            |
| 8. WOMI  | Owensboro, Kentucky      | 100.00     |
| 9. WNOE  | New Orleans, Louisiana   | 100.00     |
| 10. KVOL | Lafayette, Louisiana     | 100.00     |
| 11. KWDM | Des Moines, Iowa         | 100.00     |
| 12. WFEC | Miami, Florida           | 100.00     |
| 13. WJIV | Savannah, Georgia        | 100.00     |
| 14. WORZ | Orlando, Florida         | 100.00     |
| WLOF     |                          |            |
| 15. WJBF | Augusta, Georgia         | 100.00     |
| WRDW     |                          |            |

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## AFM, Nets Suspend Huddles, Stymied on AM Scale Offer

### Webs Quote Final 10% Hike; Locals Call Sessions; Strike Threat Looms

NEW YORK, March 3.—Contract negotiations between the American Federation of Musicians and the radio-TV network committee were suspended Wednesday (28) after the latter had made a "final" offer of a 10 per cent increase in AM radio scales. The network committee has refused to discuss TV until AM radio is settled; it has also bypassed what the AFM feels to be an even more important issue than wages: the limitation of recordings and transcriptions on the air.

Committed to membership ratification of any agreements with radio, the AFM is handing the matter back to the locals for their decision. A special membership meeting has been called by Local 802 for 11 p.m. Wednesday (78) at Palm Gardens here. Local 47, Hollywood, has also set a Wednesday meeting.

It is expected that the membership will nix the radio offer, and that the meetings may resolve in strike votes.

#### Jobs Over Scales?

Working musicians here, faced with continuously dwindling employment opportunities, are known to be far more concerned with the mechanical music threat than with

wage scales. The feeling about striking if necessary has been growing since last fall's series of rank-and-file meetings by 802 members and the setting up of a committee to work with the 802 exec board and the AFM.

It is not known whether the 802 exec board will make its own recommendations on the radio offer or merely present the matter to the membership. A local exec said that no decision about a board stand had yet been taken.

The same goes for James Petrillo, AFM prexy. A Petrillo spokesman said that the AFM topper would not attempt to influence the union membership on the strike question.

A network spokesman said that the industry committee was fully cognizant that a national musicians' strike might be in the offing. "We've been negotiating since January and this is our best offer," he said. "It's an equitable proposal—we couldn't possibly accede to the Federation demands and stay in business."

He went on to point out that the radio-TV industry couldn't give any consideration to the AFM proposal to ban recordings and transcriptions on Class A stations between 8 a.m. and midnight. He cited three reasons: (1) The music performance trust fund had been set up by the disk manufacturers

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## MARK NEW GAINS IN DISK TAX YIELD

### Upward Trend Continues as Take Soars Another 10% in January

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shown declines almost every month for a year, as compared with tallies for corresponding months the previous year.

The latest tally brought the seven months' total for the current fiscal year starting July to \$215,969,550, a decline of \$14,002,342 from the \$229,971,892 total for the corresponding period the previous fiscal year.

Continuing a soaring trend which has been almost uninterrupted in over a year, federal receipts from the disk tax totaled \$688,823 in January, an increase of \$60,152 over the tally for the previous January.

The receipts reflect a phonograph disk sales boom almost without precedent. Total disk tax receipts collected by Uncle Sam from last July 1, when the current fiscal year began, to January 31, the latest month accounted for by Bureau of Internal Revenue, are running \$1,084,955 ahead of the corresponding period in the previous fiscal year.

Receipts from the tax from July 1 thru January 31 this year hit a total of \$4,113,256 as compared with \$3,028,301 in the equivalent period the previous year.

Encouraging to industry observers is the fact that the volume has continued soaring above previous year's figures almost unbrokenly despite threats of shortages of materials as result of National Production Authority (NPA) control orders.

#### Supplies Analyzed

Efforts are being pushed on Capitol Hill to prevent serious industrial dislocations under the strain of defense production. The House and Senate Small Business committees have been looking into the problem of supplies from the viewpoint of seeing that the flow of materials is not halted by NPA prematurely and that foreign markets don't capitalize on the restrictions here at the expense of

domestic users. The Hill committees have already received assurance from NPA along this line in respect to plastics used in disk-making.

Uncle Sam reported a rise in receipts also from the tax on musical instruments in January. Receipts that month reached \$1,038,761, a gain of \$236,083 over the figure for the month the previous year. Receipts from the musical instruments tax for the first seven months of the current fiscal year have reached \$6,087,041, a gain of \$1,110,201 over the equivalent period the previous fiscal year.

## Herman Carries Cry For Coast Rep to NY

NEW YORK, March 3.—Pinky Herman, the American Society of Composers, Authors and Publishers (ASCAP) one-man dynamite platoon, returned from the Coast Wednesday (28) after fomenting a movement for a Coast rep on the ASCAP writer board via the write-in method.

Herman, after appearing at the prestigious Coast ASCAP meet-

sading against the alleged "clique" (Leslie, Meyer and Adams are writer directors of the Society, and have been very active in such clefters' affairs as the new classification system) in New York for years, went to the Coast to make his case in person. At the official meeting he leveled against them the charge that they had first tried a curve in the form of the "Meyer plan," which was stopped by Herman and Redd Evans's "Young Turks." Failing to make

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HOLLYWOOD, March 3.—A rank-and-file Coast committee of ASCAP members has a movement under way to write in cleftler Ned Washington as a candidate for the board of directors in the forthcoming election, it was learned at press time. The "We-Want-Washington" move stemmed from a series of informal meetings held by local members. It was denied that the movement was spurred by Pinky Herman's impromptu appearance here last week. Herman said Washington would get his support here, nevertheless.

ing last Wednesday (21), s'ayed around Hollywood for informal sessions with the writers to expound his gospel that a New York writer "clique"—and he named Edgar Leslie, Stanley Adams and George Meyer, both at the formal meeting and in subsequent discussions—was "ruining" ASCAP and had to be "eliminated." Herman, who has been cru-

## SPINLAN SNAGS SOLON'S SONG

NEW YORK, March 3.—Spinlan Music, pubbery which opened for business a couple of weeks ago, this week completed a deal for the pubbing rights to *Sing, Everybody, Sing*, a song penned by State Sen. Fred G. Moritt.

Tune has been waxed by Jan Peerce for the Victor Red Seal label and is being pushed as a pop item by the diskery. Pubbery is operated by Jack Spina.

## PEACE!

### Victor OK's Col's Kaye Easter Disk

NEW YORK, March 3.—RCA Victor, which had notified Columbia Records that the latter's Sammy Kaye disking of *Easter Parade* was in violation of the orkster's old Victor contract, this week withdrew its objections to release of the platter. Under the usual five-year proviso Kaye would not have been eligible to wax *Parade* until next December, since he had cut the tune in December, 1946, for an RCA album.

Victor a. and r. topper Charles Grean said that, after discussions

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## Capitol Plans To Add 4th to A.&R. Line-Up

HOLLYWOOD, March 3.—Capitol Prexy Glenn E. Wallichs intends to add a fourth member to the diskery's existing artist-repertoire triumvirate (Dave Dexter, Lee Gillette and Voyle Gilmore). Wallichs said present plans do not call for bringing an outsider into Cap's a. and r. department, but to promote someone from the disk-

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## Mercury Folk Wax To Go on Regional Plan

CHICAGO, March 3.—Mercury Records this week revised its h.b. and Western recording activities to make for intensified regional coverage. Such a move was necessitated by the forthcoming departure of Murray Nash April 1 as a full-time employee. Nash, Mercury's rustic music topper the past two years, is joining Acuff-Rose, Nashville pubbery headed by Freddy Rose, but will continue to cut sessions and promote Mercury's country catalog in the South and Southwest.

Art Talmadge, Mercury a. and r. executive veepee, said that Nash has pared the label's h.b. and Western catalog to Red Kirk, Jerry Byrd, Louie Innis, Carl Story, Sue Thompson and Dude Martin. Ernie Lee, and Lulubelle and Scotty. Nash will cover the two Southern areas, while freelancers will cover the Midwest and East on talent hunts and session-etchings.

Addition of Nash by Acuff-Rose will give the pubbery a better chance to service various pubberies in an advisory capacity, especially in disk cutting. Fred Rose has been cutting a number of disking sessions on rustic talent, especially for MGM. With Nash on deck, Acuff-Rose can increase its disking activities. In addition, Nash will promote the pubbery's tunes, along with Mel Force.

## SPA To Ballot On April 12

NEW YORK, March 3.—Songwriters Protective Association will hold its annual meeting and election of council members April 12 at the Park Sheraton Hotel here. Seven of the 21 incumbents will be opposed by 14 new candidates. Term of office is three years, with one-third of the council up for election each year.

Incumbents are Sigmund Romberg, George Meyer, Stanley Adams, Richard Rodgers, Ira Gershwin, Geoffrey O'Hara and Peter De Rose. Opposing are Alex C. Kramer, Carl Sigman, Kermit Goell, Vic Mizzy, Dorothy Fields, Milton Ager, Walter Kent, Walter Bishop, Mitchell Parrish, Leonard Whitcup, John Redmond, Mack David, Benny Benjamin and Kim Gannon.

SPA also has named a committee comprising Kramer, Sigman and Bob Wells, with Milton Drake as chairman, to do preliminary work on setting up a regular bulletin to members. The bulletin would be devoted to answering contract problems of individual writers, explanation of SPA contract provisions, etc.

## Tony Wilson In Own Biz

NEW YORK, March 3.—Tony Wilson, former *Billboard* staffer, this week left his business management post with Mellin Music to go into his own music publishing enterprise. Wilson has been with Mellin for the past two and a half years.

Wilson's pubbery operation will contain two firms, Caravan Music, which will license thru the American Society of Composers, Authors and Publishers, and Park Lane Music, which will be a Broadcast Music, Inc., affiliate.

First song skedded for activity with the new firms will be *I'll Be There With Bells On*, penned by Al Hoffman and Ralph Freed. Tune will be in the Caravan catalog. Wilson begins work on the song next week.

## Pubs Must Sing Thur.-Fri. Only

NEW YORK, March 3.—Charles Grean, pop a. and r. topper at RCA Victor, is notifying the music publishing trade by letter that Thursdays and Fridays will be set aside as publishers' days at Victor. He is asking the pubbers not to phone or appear at the diskery offices any other days of the week.

The RCA move follows the instituting of a regulating system at Columbia this week, under which Monday is set aside as publishers'

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## Decca May Up Dividend 5c

NEW YORK, March 3.—Decca Records' board of directors will hold its regular quarterly meeting on Monday (5) to approve the distribution of the firm's regular dividend. At press time it was understood that the diskery's stockholders will pitch for a 5-cent dividend boost for the quarter. Regular dividend distributed by the diskery has been 1 1/2 cents per share for

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## Carmen Cavallaro A Detroit Solo Hit

DETROIT, March 3.—Carmen Cavallaro, out as a single for the first time in his career, is doing sock business. His first week here was the biggest for the Statler Hotel since Dorothy Shay's date in 1948.

The piano-playing ex-orkster opens the Statler, Washington, Monday (5). He is getting around 3G weekly.

Out Next Week!

## THE BILLBOARD'S 1951 JUKE BOX SPECIAL

40 Big Pages of Features and Reference Lists That Will Help Make 1951 an Outstanding Year for the Juke Box Industry

# Archer, Kalish Subpoened for Burdge Hearing

HOLLYWOOD, March 3.—Criminal division of the city attorney's office this week subpoenaed American Federation of Musicians' Ward Archer and Deputy Sam Kalish, of the Labor Commission, to testify at the trial of Majestic Records' Coast topper, Gordon Burdge, April 12 in Municipal Court. Burdge faces a misdemeanor charge for failure to answer a personal subpoena January 24, issued by the State Labor Commission.

Archer and Kalish will be asked to tell what they know about Burdge's alleged neglect of the subpoena, which was issued following an AFM charge that Burdge, then ABC Eagle prexy, did not pay local musicians for ABC wax dates. Under the law Burdge can subpoena persons to speak on his behalf. At press

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# Diskery Hops On Terp Trend

NEW YORK, March 3.—Mercury Records, which has been seeking its fortunes primarily on the strength of vocal waxings, is going to jump on the dance band wax trend which has been making the diskers' route in the past few months. To inaugurate its pitch for the terp market on wax, Mercury this week signed George Siravo to a term pact calling for a minimum of eight sides in his first year. Deal was made for the diskery-by Joe Carlton, veepee and artists and repertoire exec for the firm.

Siravo is noted in the trade for his work as an arranger for such names as Doris Day and Frank Sinatra. He also has arranged for

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# Weston Cap Albums Hit Royalty Pay Dirt

### Package Sales Show Mounting Strength To Reach 1950 Aggregate of 138,547

HOLLYWOOD, March 3.—There's gold in album wax, according to Paul Weston's latest royalty statement from Capitol. Alto the batoner-arranger left the Coast major last summer to switch to Columbia, the royalty statement shows gaining strength in album sales. Capitol sold 81,472 Weston platter packages in the last six months of 1950 as compared to 54,075 during the first half of the

# DETROIT DEEJAY SPARKS CANCER NICKEL DRIVE

NEW YORK, March 3.—Sparked by an idea successfully stirred by Detroit deejay Ed McKenzie, known also as Jack the Bellboy, Coral Records has been pushing a disk jockey drive to collect nickels for the Damon Runyon Cancer Fund. McKenzie, after whirling a slicing of *Once Upon a Nickel* done by Georgia Gibbs, told his audience that the nickel is a near-defunct institution it still could be used to fight cancer. And he invited the listeners to collect their nickels and mail them to the Damon Runyon Cancer Fund.

The large response to McKenzie's pitch stirred Coral execs to contact the Runyon Fund for permission, which was granted, to spread the idea to deejays across the country. The campaign has been labeled the "March of Nickels." The gimmick is being picked up nationally; second spinner to join in is New York's Jack Lacy. He will play the Gibbs dinking three times a day to punch home the Runyon message.

# ASCAP, TV-ers' Last-Ditch Session Resolves Nothing

## Society To Mail Own Per-Program Sked to Outlets; Court Case Likely

• Continued from page 1

mail out to all 107 TV stations its own non-negotiated per-program schedule. The stations will also be notified that the interim licensing agreement in use since negotiations began over two years ago terminates within 30 days.

Stations not signed to ASCAP's blanket licensing pact have the following options:

(1) They may take the ASCAP non-negotiated pact.

(2) They may apply to the courts for the establishment of an equitable rate, as provided for under the ASCAP-Justice Department consent decree.

(3) They may avail themselves of the blanket license.

(4) They may forego use of ASCAP music.

### Courts Likely

In all likelihood they will go to court, since none of the other alternatives seems acceptable. There is, of course, an outside

chance that the TV committee will call for "one last" meeting with ASCAP before going to law. It might be part of the TV negotiating strategy to permit the Society to send out its own "unilateral" rate schedule before making the real last offer. Last week's meeting had been called by the TV committee after negotiations had seemingly broken off (*The Billboard*, February 24).

The great majority of the 107 stations will be involved, inasmuch as only the main network stations and a scattering of indies—less than 5 per cent of the total—operate on the blanket pact.

### Groundwork

The resort to court was foreshadowed at a January meeting of the telecaster in Chicago, at which they decided to pay ASCAP nothing for spot announcements, and at which they laid the groundwork for a war chest to fight

ASCAP thru the courts should negotiations fail. Technically, each station is entitled to sue; probably, one station will bring suit and the rest will follow the legally established pattern.

Following the break-off of negotiations Friday, each of the parties issued statements laying responsibility at the door of the other. The TV committee stated that the ASCAP non-negotiated rates are "... substantially the same as those outlined to the industry committee in the negotiations..." were at least double the AM radio broadcasting and might run as high as a 300 per cent increase for those stations doing a large package program business." The TV statement also characterized ASCAP's final proposal as "not a true per-program license."

The ASCAP statement charged the TV committee with rejecting a formula to which it had already agreed. A letter from ASCAP prexy Otto A. Harback will accompany the Society's non-negotiated license form to the stations, and will say: "We wish to assure you that the enclosed form of per-program license represents our sincere effort to arrive at a fair return on the basis prescribed by the per-program committee of your industry—that is, one on which no payment is to be made on spot announcements between programs, even though the program preceding or following the spot announcement is one which contains ASCAP music."

The ASCAP formula going out to the stations stipulates the following rates: For stations having annual local gross receipts under \$150,000, an 8 1/2 per cent commercial rate and a 2 per cent sustaining rate. Stations with annual local gross of \$150,000 to \$300,000, a 9 per cent commercial rate and 2 1/4 per cent sustaining rate. Stations grossing over \$300,000, a 9 1/2 per cent commercial, 2 1/2 per cent sustaining rate.

### Stand Eliminated

The formula does not include payment for spot announcements which do not use ASCAP music. The Society had insisted on payment for such spots thruout negotiations, but for some reason dropped this stipulation in its own schedule.

However, insiders believe that the stipulated rates are far higher than anything the indie stations are prep red to pay, and are reasonably certain that they will be unanimously rejected. Thus, the Society's biggest potential source of revenue, television, remains a very moot question, and the music industry will be watching developments of the next few weeks and months with much interest—and apprehension.

# GO WEST, YOUNG BAND!

# Agents Vie To Book Name Combos Thru Terp-Happy Midland States

CHICAGO, March 3.—Band agency rivalry in the Midwestern territory, still the most active terp area in the country, has mushroomed into a feverish pitch as the territory is preparing to make welcome to the biggest surge of name acts in recent history beginning Easter Sunday.

The four major offices for the territory—Music Corporation of America, General Artists Corporation, McConkey Artists Corporation and Associated Booking Cor-

poration—are pushing the bulk of their properties thru the territory starting March 25 thru mid-May.

The band availability is no problem, prices remain at current levels. Agents, to meet the demands of the post-Easter season, have been opening up new promoters and selling fraternal orgs where regular ops and promoters are not available.

The high-pressure competition brought on generally by a promising outlook for the band business, was heightened this week with the disclosure that McConkey, which has been confining its activity to territorial operation, is preparing to make a solid pitch for name bands around which the agency plans to build on a coast-to-coast basis. Agency's plan to grab the names revolves around reviving an ancient, but lately discarded, contractual gimmick—guarantee of a minimum income for the inked orkster.

MAC currently, thru its topper Dick Shelton, is making its first pitches for the names, with Lawrence Welk and Dick Jurgens the initial receivers. Welk, who it has been generally believed was signed with MCA, has found that his MCA pact is not validated by the American Federation of Musicians, thus making the orkster a free agent at the moment. MAC has offered Welk a guarantee of \$100,000 for a four-year period for one-nighter and location bookings. Welk's radio and TV activities

would not be held in the accounting.

Jurgens's paper with MCA runs out in June and Shelton already has contacted the orkster on behalf of MAC.

Further indication of the agencies' rivalry in the territory showed

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# Keyes Leaves MCA for WGN

CHICAGO, March 3.—Cole Keyes, band booker, is anklng Music Corporation of America's local office in two weeks to take over a radio and TV sales post with WGN, Mutual Broadcasting outlet here.

Keyes, 34, is a veteran music skedder, having started as a campus booker while at Indiana University. After graduation he went with Central Booking office, then to McConkey Music Corporation and has been with MCA the past three years as a location booker. Keyes is the second booking agency rep to join WGN. Johnny King left GAC here two months ago to join the station's production department.

Keyes' departure from MCA leaves the office with Jim Breyley, office chief, and Leighton Bailey as location bookers.

# PERRY, PATTI, GUY AND LES

# They Dominate Pop Disks With 7 of 10 Top Tunes

NEW YORK, March 3.—The pop disk business currently is confronted with an unusual situation whereby the best-selling lists are dominated by four artists—Perry Como, Patti Page, Guy Mitchell and Les Paul. Seven of the first 10 best sellers and 12 of the first 30 are split among these four.

In addition, six other of the first 30 diskings are competitive renditions of tunes started by waxings done by the dominating four. This accounts for a phenomenal total of 18 of 30 top sellers credited directly or indirectly to them.

Como is on three current leaders. If is his top item of the moment, with *Zing Zing—Zoom Zoom* an active item on the reverse. He shares honors with the Fontane Sisters on *You're Just in Love* and Betty Hutton on *A Bushel and a Peck*. His wax surge has been one of the prime factors in RCA Victor's three-month long hot streak in the pop market.

Mitchell has been carrying the ball for Columbia the past couple of months and is represented in the best-sellers with four etchings. His coupling of *My Heart Cried for*

*You and Roving Kind*, his latest *Sparrow in the Tree Top* and a rendition of *You're Just in Love* in duet with Rosemary Clooney, are his chart items.

Patti Page, whose fabulous etching of *Tennessee Waltz*, sent her sky-rocketing, has had two successive follow-up hits in *Would I Love You* and *Mocking Bird Hill*.

Paul and his multiple-dubbing guitar electronic acrobatics have been steady selling items for Capitol, but of late have broken out for top sales. *Mocking Bird Hill* is his fast-stepping leader and *Tennessee Waltz* has been running strong behind la Page's. Paul's wife, Mary Ford, is featured on both of these diskings. The flip side of *Tennessee, Little Rock Getaway*, also has been a demand item for the guy.

Other artists represented on the lists in clusters include Dinah Shore, both sides of whose duets with Tony Martin, *In Your Arms* and *Penny a Kiss*, are best sellers along with *My Heart Cries for You*, done solo. Guy Lombardo is on the list with a pair, his *Tennessee Waltz* and *Chicken Song*.

# Modern Seeks ASCAP Entry

HOLLYWOOD, March 3.—Modern Music Publishing Company has applied for membership in American Society of Composers, Authors and Publishers. Application was made by Jules Bihari following talks with ASCAP Coast rep L. Wolfe Gilbert. Bihari is prexy of the indie rhythm and blues diskery, Modern Records, pubbing firm subsid. Till now Modern Music has been a member of Broadcast Music, Inc.

Move is expected to launch a switch of other r. and b. pubberies from BMI to ASCAP. Aladdin Music Publications (Aladdin Records) has been considering such a move for some time.

Modern Music's 200-tune catalog will remain in BMI. However, any songs pubbed following the signing will fall into ASCAP classification. Bihari has been unhappy with BMI's apparent lack of interest in rhythm and blues tunes, especially regarding performance rights. Diskery topper pointed out that, within the past four years, stations using r. and b. material have increased from approximately 25 to well over 500.

year. The total, 138,547 gives Weston a weekly average of about 3,000. Weston's sales appeal can be seen in results of his *Music for the Fireside*, package released after his departure from Capitol. Figures show *Fireside* sales held a weekly average of 1,782 since the album's release last fall.

Weston has long favored albums over singles. Reason is fact that a single may hit high, but soon withers, while albums composed of specially arranged standards command steady sales for a long period of time. During the latter half of 1950, Weston's *Music for Romancing* sold 10,655; *Music for Easy Listening*, 11,203; *Music for Dancing*, 16,460; *Music for Memories*, 15,328; *Paul Weston Conducts*, 5,140, and *Fireside*, 21,386. Sales breakdown during the first six months, according to speeds, shows 45 r.p.m. far outdistancing LP and standard. On 45, Weston sold 32,283; 17,307 on LP with 4,585 on 78 r.p.m. Last six months show 45 r.p.m. still leading, with 33 closing in and 78 trailing.

# Mercury Gets Talent Boost

NEW YORK, March 3.—Mercury Records this week expanded its artists' roster by two. Diskery completed a deal for a new crooner, Ray Caruso, who is being handled by Lou Capone. Firm also has virtually completed a pact with the Pied Pipers, veteran vocal group. Group hasn't waxed since it parted with Capitol Records about two years ago.

The Pipers, tho the papers aren't inked yet, already have recorded for Mercury as a supplementary group on some forthcoming Vic Damone platters.

# World Music, Cincy in Suit

NEW YORK, March 3.—Cincy Records, a subsidiary of King Records, filed suit against Sammy Kaye's World Music pubbery and its professional manager, Hal Fein, charging a breach of contract and failure to purchase and pay for 5,000 albums housing recordings of the score for the 1950 edition of the Ringling Brothers and Barnum & Bailey Circus. Suit, which was filed in State Supreme Court, seeks payment of damages totaling \$6,653.22.

Plaintiff charges that World, thru Fein, had made an arrangement to have four songs from the circus score, which was written by John Ringling North, specially recorded by a studio ork. World, it is alleged, had made an arrangement with North to merchandise the 5,000 albums ordered thru the circus. World, after ordering 5,000 albums, it is claimed, took only 500 and did not pay for either the 500 or 5,000 sets.

Fein, when contacted, said that the pubbery's attorney will seek a settlement of the suit next week.

POP FOLIOS FLOURISH

# Reprint Houses Feed New Markets, Get \$\$

NEW YORK, March 3.—The publishing of song folios, long considered the special domain of major firms, is slowly but increasingly becoming a reprint business patterned after that of the book publishing industry. Within the last few years, reprint houses have started to flourish in the music business much as the book field has seen the rise of the "pocket" and "dollar" reprints.

Typical of the folio reprint operation is the Chas. H. Hansen Music Company here, the similar firms exist both here and in other parts of the country. Hansen, who heads his own firm and the Ethel Smith pubbery, has built his reprint business to the point where an increasing number of music firms are willing to grant folio rights to his firm. Other reprint houses are Nat Tannen and Fred Waring's Shawnee Press here, Oahu Publishing Company in Cleveland, and Hal Leonard Music in Winona, Minn. Tannen and Shawnee specialize in choral folios, Leonard in band arrangements, and Oahu in string-instrument and accordion folios.

Hansen publishes pop folios in simplified scoring for elementary pianists, Western, sacred and barbershop-quartet folios, and pop

song folios for uke, trumpet, clarinet, saxophone, accordion and trombone. Timing of new releases is based on picking up hit tunes. Recent issues, for example, included *Tennessee Waltz*, *Can Anyone Explain, I'd've Baked a Cake*, and *Jealous Heart* and *Cry of the Wild Goose*. Pubbery uses the same material in \$1 folios containing 20 songs and 60-cent reprints with six tunes.

**Royalty Basis**

Tho many firms still publish their own folios, an equal number find it economical to hand the rights to outfits like Hansen's on royalty basis. Cost of printing and distributing folios is now so high that many pubbers prefer to sell the rights.

Tho the simplified piano reprints are usually issued at the same time that the original pubber is selling his own sheet music, there is apparently little competition between the two. Folios, it is felt, are sold thru outlets other than those doing the big sheet music business. Simplified version doesn't have left hand chords, giving single notes for each hand.

Typical of the pubberies represented in recent Hansen folios are Beacon, Laurel, Knickerbocker, Southern, Acuff-Rose, Robert and Paxton. According to Hansen, prospects for the future look exceedingly bright. Firms who've been holding out on reprint rights and those who have been publishing their own folios are beginning to switch to the reprint houses.

## Reiter Reps Spain Authors

NEW YORK, March 3.—Sociedad General de Autores de Espana, the Spanish author's society, has appointed Frederick J. Reiter its new representative here. Reiter replaces Llopis De Olivares.

Reiter's first action on assuming the post was a notification of all record companies that SGAE is not a member of BIEM, the international mechanical collection society. Licenses can be granted only by Reiter, and all accountings must be made to him.

SGAE has agreements here with both the American Society of Composers, Authors and Publishers, and Broadcast Music, Inc., the latter negotiated for last fall.

Reiter, a well-known lyric writer and copyright lawyer in Germany until 1933, and subsequently connected with music publishing activities in Austria, Italy, Spain and Cuba, plans promotional activity to encourage performance of Spanish music here.

## Columbia Vs. Goody Set for March 27

NEW YORK, March 3.—Columbia Records' appeal against the decision handed down last December in its fair-trade suit against dealer Sam Goody has been held over for March 27. Case will come up in the appellate division, New York State Supreme Court.

Diskery has already filed its brief, but Goody's lawyer, A. M. Lowenthal, is still working on the dealer's brief. As reported last week in *The Billboard*, American Bookseller's Association this week filed a petition to enter the case as amicus curiae.

## POLYMUSIC MUCH ALIVE

NEW YORK, March 3.—The supplementary trade service listing of record labels issued by *The Billboard* last month erroneously placed Polymusic Records under the heading of "kills." Mail sent to Polymusic at an address originally given to *The Billboard* was returned as undeliverable. Difficulty apparently was caused by the diskery using the address of its press agent.

Fact is, Polymusic is still in business, but at another address which will be correctly listed in forthcoming *Billboard* record label supplements.

## RELEASE JUMP COST S-B STAFFORD DISK

NEW YORK, March 3.—Shapiro-Bernstein lost a Jo Stafford record on its tune *My Love Serenade* when Coral this week jumped an April 1 release date with an Ames Brothers version. Stafford has been set by Columbia to etch *Love*, but the dinking was canceled when the jump became known. First reports had Charley Grean iceboxing a Tony Martin etching of *Serenade* which was already cut, but it now appears that Victor will release the tune after all. According to the pubbery, the Stafford disk was the only known casualty. Professional Manager George PinCUS says that two Decca versions are on the way. Coral's explanation is that its hand was forced because the flip tune on the Ames disk, *I Love You Too Much*, a Leeds tune, was appearing on competitive disks.

## King, Federal Open in N. Y., Shift Staffers

NEW YORK, March 3.—King Records and its new subsid, Federal Records, have reopened offices here, with Henry Glover and Ralph Bass in charge of talent and recording activities for the respective labels. Emphasis will continue on rhythm and blues. Headquarters for both labels, of course, continue in Cincinnati under Prexy Syd Nathan. The King-Federal line operates with 34 wholly-owned distributing branches, the only specialty indie to do so.

Bass and Glover also plan to hype the labels' pubbing subsides here; they are handling Armo, Raje and C. & J. pubberies, all Broadcast Music, Inc., affiliates. Writers Carolyn Leigh and Gladys De Jesus have been signed to exclusive pacts with Armo and Raje respectively. New artists with Federal include warbler Joe Bailey and Marion Page, the young English jazz 88-er.

CINCINNATI, March 3.—To implement the plan of vigorously promoting its King, Federal and Deluxe lines, King Records, Inc., here, thru Vice-President and General Sales Manager J. S. Kelley Jr., this week announced the shift of two of its staff in the promotion and sales divisions.

Effective March 1, Jim Wilson, Detroit representative, will become national disk jockey promotion manager. He will contact all radio stations east of the Rockies. Carl Kline, Charlotte, N. C., who has been with King in a sales capacity, will become field sales supervisor of 14 branches thru the South and Southwest.

On January 1 Harry Russin, former King credit manager, became field sales supervisor over 14 branches in the Midwest and East. Mrs. Helen Kline continues as supervisor of all branches with the exception of those on the Coast, where Al Sherman handles operations.

## DISCOVERY

## Mellin Gets Unpublished Columbo Mss.

NEW YORK, March 3.—Pubber Bobby Mellin has uncovered and acquired the publishing rights to 20 previously unpublished Russ Columbo manuscripts. The 20 songs will be placed in Mellin's Broadcast Music, Inc., wing, Algonquin Music.

Those of Columbo's songs published prior to his death in the mid-30s are licensed thru the American Society of Composers, Authors and Publishers. The newly found songs credit both words and music to the late crooner.

First song to be activated from the 20 will be *I'm Yours To Command*. Song is slated for April 1 activity, and several recordings have been made of it with Billy Eckstine on MGM and Herb Jeffries on Coral already in the bag.

# TV-Phono Merchandising

NEW YORK, March 3.—Radio-TV manufacturing firms continued this week to disclose their financial statements for 1950, and in each case the figures bore out the fact that television business was great last year. Radio Corporation of America showed an 84 per cent increase in net earnings (see separate story). Admiral disclosed an all time high in net earnings and sales up 129 per cent, and Stromberg-Carlson reported a 27 per cent increase in sales volume and corresponding increases in net earnings. Yet the National Credit Office also disclosed this week that 19 electronics firms had failed during 1950.

## Shurack Sets "Pep-Up" Promotion Campaign . . .

Shurack Sales Company, national rep for the Shura-Tone phono line has set up a special promotion thru its distributors. Firm will give one free phonograph with each 25 of a number ordered. Results are reported to be excellent.

## Four New Portables Introduced by GE . . .

General Electric Company this week announced four new portable radios to be ready for retailers during April. Sets are available in plastic cabinets and will list for \$36.95 and \$46.50. All new radios are AC-DC and battery sets.

## Motorola Sets Record Advertising Campaign . . .

Advertising campaign set by Motorola for the first half of 1951

## Tune Dex Quits After 8 Years

NEW YORK, March 3.—The Tune Dex Service, a card filing system incorporating current published songs, is folding due to an inadequate subscription, according to a letter of notification forwarded to the Musical Publishers' Protective Association (MPPA) by its publisher, George Goodwin.

Tune Dex has been in business for eight years and of late has averaged some 50 cards per month, each containing a miniature leaf sheet and pertinent information on each song.

Original intent of Tune Dex was to service all offshoots of the music business—radio, TV, films, bands, etc. But the bands didn't go for it and imperiled the project all the way. Service was intended strictly for trade consumption and sold for \$12 per year.

Goodwin's mate for Tune Dex, Song Dex, which covers public domain songs, will remain in business. This service is open for public subscription.

## MCA on Spree, Signs Singers

NEW YORK, March 3.—Music Corporation of America has been on a talent signing spree in the past week or so, notably in the music-disk field.

The agency pacted Mario Lanza (RCA Victor), Mary Mayo, Johnny Parker, Jimmy Wakely (all Capitol) and Tony Bennett (Columbia) to regular three-year, with three-year option, agency deals.

## DOWNEY GOES RELIGIOSO

NEW YORK, March 3.—Veteran warbler Morton Downey has been signed to wax for Decca Records. Downey will be used by the label exclusively for the waxery's Faith Series, a catalog specializing in religious and semi-religious slicings. Downey last recorded for the defunct Majestic waxery.

However, his first release for Decca will couple a pair of nostalgic standards, *Home, Sweet, Home* with *Love's Old Sweet Song*. Platter will be issued at the end of this month. Downey currently is in his second year of his own video show on CBS-TV.

is reported to be at a rate \$1,000,000 greater than for the same period last year. Firm will expand its national ad budget and hold its local budget at the same level as last year. Campaign will include TV, radio, outdoor, newspaper and magazine advertising.

## NARDA To Battle on Mass. State Laws . . .

The Massachusetts chapter of the National Appliance and Radio Dealers' Association is set to put up a stiff battle against proposed legislation in that State to control TV servicing. Three bills on the topic have been introduced in the Legislature.

## Spike Jones \$16,320 In Two Ohio Stands

CINCINNATI, March 3.—Spike Jones and his band of entertainers chalked a rousing \$9,820 in a single performance at the new sports arena in Troy, O., Wednesday night (28).

In two performances at the RKO Albee Theater here, Thursday night (1), with ducats scaled from \$1.23 to \$3.08, the Jones crew pulled a tepid \$6,500. Some 3,000 persons saw the two shows here.

"BEAUTIFUL BROWN EYES" AND "CHRISTOPHER COLUMBUS"

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

ZING ZING ZOOM ZOOM

recorded by  
THE ANDREWS SISTERS . . . Decca  
PERCY FAITH . . . Columbia  
DAVID ROSE . . . M-G-M  
PERRY COMO . . . RCA Victor  
others to follow

ROBBINS MUSIC CORPORATION

Another BMI Pin-Up Hit!

"OH, WHAT A FACE"

Published by Lockrae  
Recorded by  
Phil Harris . . . (Victor)  
Henry Jerome-Ray Smith . . . (London)  
Brownie & Stick Magee . . . (London)  
Licensed exclusively by  
BROADCAST MUSIC, INC.

THE LITTLE GENERAL  
presents:  
"LITTLE SMALL TOWN GIRL"  
"THE LITTLE WHITE DUCK"  
"POETRY!"  
"SOMEBODY STOLE MY HORSE AND WAGON"

GENERAL MUSIC  
400 Madison Ave., N. Y. C., PL 3-7342

A great ROY ROGERS record  
"KATIE"  
(The Hoppinest Kangaroo)

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

Big Song Grows From Little Acorn Records

"BETWEEN TWO TREES"

by Billy Hicks, Acorn 317

Gale and Gayles  
Incorporated  
1619 BROADWAY, NEW YORK 19, N. Y.

MUSIC BOURNE TO LIVE

"FAITHFUL"

Margaret Whiting

CAPITOL #1391

ABC MUSIC CORP. 7907th Ave. N.Y. 19, N.Y.

SPARROW IN THE TREETOP

SANTLY-JOY, Inc.  
1619 B'way N. Y. 19

SO DEEP MY LOVE

Recorded by  
TONI ARDEN (Columbia)

J. J. ROBBINS & SONS, Inc.

"SHENANDOAH WALTZ"

by TOMMY TUCKER  
on  
M-G-M No. 10897

M-G-M RECORDS

# America's Fastest Selling Records

**SUPER SPECIAL!**

## GORDON JENKINS

AND HIS ORCHESTRA AND CHORUS

WOULD I LOVE YOU (LOVE YOU, LOVE YOU)  
Bob Stevens, Soloist and

I LOVE YOU MUCH TOO MUCH  
Bonnie Lou Williams, Soloist  
DECCA 27490 (78 rpm) and 9-27490 (45 rpm)



### SPECIALS

Oh What A Face	GUY LOMBARDO
A Nickel Ain't Worth A Cent Today	Decca 27487 and *9-27487
Do Something For Me	INK SPOTS
A Fool Grows Wise	Decca 27493 and *9-27493
And Then I Prayed	INK SPOTS
Somebody Bigger Than You And I	Decca 27494 and *9-27494
Lovely Is The Evening	EVELYN KNIGHT with the RAY CHARLES SINGERS
Nobody's Tears Are Falling But Mine	Decca 27492 and *9-27492
Beautiful Brown Eyes	EVELYN KNIGHT with the RAY CHARLES SINGERS
That's How Our Love Will Grow	Decca 27485 and *9-27485
The Lollipop Tree	EVELYN KNIGHT
Katy (The Hoppinest Kangaroo)	Decca 27489 and *9-27489
My Funny-Sunny-Honey-Bunny	MR. GIGGLES
I Want A Wittle Wabbit	Decca 27491 and *9-27491
Sonny The Bunny	MERVIN SHIMER
Bunny Round-Up Time	Decca 27482 and *9-27482
¡Si Yo Fuera Rey! (II)	JOHNNY LOPEZ
Ven Mi Corazon (My Heart Cries For You)	Decca 21338

\*Indicates 45 RPM Version

### NEW RELEASES—SINGLES

Then You've Never Been Blue	BING CROSBY and TOMMY DORSEY
You Gotta Show Me	Decca 27461 and *9-27461
The Palms	FRED WARING AND HIS PENNSYLVANIANS
Before The Crucifix	Decca 27465 and *9-27465
Poison Love	BILL MONROE
On The Old Kentucky Shore	Decca 46298 and *9-46298
La Novia Ausente	ALFREDO DE ANGELIS
Sentencia	Decca 21336

\*Indicates 45 RPM Version

### NEW RELEASES—ALBUMS

#### FOR YOU

**GORDON JENKINS**  
and His Chorus and Orchestra

Selections include: For You—On The Painted Desert—Maybe You'll Be There—Dark Eyes—Again—Skip To My Lou—Temptation—My Funny Valentine  
Decca Album A-821 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-192 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5207 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

#### MOONGLOW

**LIONEL HAMPTON**  
and His Sextet  
Instrumental Fox Trots

Selections include: Moonglow—(When We're Alone) Penthouse Serenade—The Man I Love—You Go To My Head—Easy To Love—Memories Of You—Time On—My Hands—I'll Remember April  
Decca Album A-804 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-140 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5297 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

### NEW RELEASES—CHILDREN'S SETS

**MY FUNNY-SUNNY-HONEY-BUNNY**  
and  
**I WANT A WITTLE WABBIT**

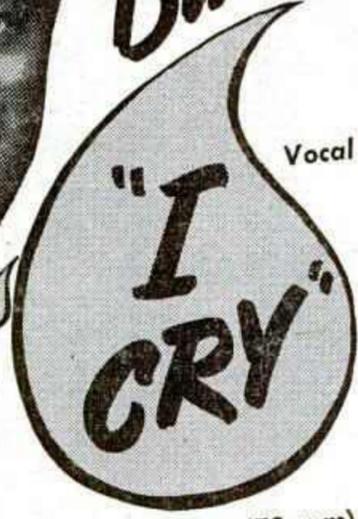
Sung by MR. GIGGLES  
With Orchestral Accompaniment Directed by Jimmy Carroll  
One 78 rpm Deccalite® Record • Set K-33 • Price \$1.00  
One 45 rpm Unbreakable Record • Set 1-156 • Price 95¢  
Decca 27491 (78 rpm) and 9-27491 (45 rpm) • Price 85¢  
\*Unbreakable Under Normal Use  
45 rpm and 78 rpm prices do not include Federal, State and Local taxes.



## Buddy Johnson

and His Orchestra

Vocal by Arthur Prysock



SATISFY  
MY  
SOUL

Vocal by Ella Johnson

DECCA 27330 (78 rpm) and 9-27330 (45 rpm)

**HIS CURRENT BIG HIT!**



The Record Causing All The Excitement

## SHENANDOAH WALTZ

Vocal with Orchestra

and SYMPATHY Vocal with Orchestra

**SUPER SPECIAL!**

## BARON ELLIOT OCTET

with

## JIMMY CONFER

DECCA 27488 (78 rpm) and 9-27488 (45 rpm)

Exclusively  
**NOW ON CORAL RECORDS**

# LES BROWN

and His Band of Renown

**FIRST RELEASE!**



**I'LL BE AROUND**

Vocal Chorus by Lucy Ann Polk  
and

**IF I LOVED YOU**

Instrumental

CORAL 60407 (78 rpm)  
and 9-60407 (45 rpm)

**CORAL RECORDS**

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

## 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 26, March 1 and 2.

Last Week | This Week

3. 1. If

By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 1353; Vic Damone, Mer 5545; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap-1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481.

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

2. 2. My Heart Cries for You

By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)

RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 5209; Lulu Belle and Scotty, Mer 6304; King Odum Four, Derby 754; S. Rechweit-S. Medoff, Eamner 2587; G. Benson's All Stars, Regent 1031; K. Griffin, Col-1333-39142.

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

1. 3. Tennessee Waltz

By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: Roy Acuff, Col-17820551, (3312-150); Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Tucker Ork, MGM 10864; Cowboy Copas-Ruby Wright, King 919; Mitt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129; S. Rechzeit-S. Medoff, Banner 2586; Gov. G. Browning, Mer 6310; J. "Schoolboy" Porter, Chance 1103.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rehan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated; Ernest Tubb, World.

4. 4. Be My Love

By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)

From the MGM film, "Toots of New Orleans."

RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Lawa, V. (45)49-1353, (78)10-1561; 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; Bob Eberle, World.

7. 5. Mocking Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Martin Sisters-D. Miles, London 851; A. Miller, Carmac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075.

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

6. 6. Aha Daba Honeymoon

By Arthur Fields and Walter Donovan—Published by Feist (ASCAP)

From the MGM film, "Two Weeks With Love."

RECORDS AVAILABLE: N. Solar-N. Leyden Ork, Col 38802; R. Hayes-K. Kallen, Mer 5586; D. Reynolds-G. Carpenter, MGM 30282, (45)K-30282; H. Carmichael-C. Dailey, Dec 27474; F. Martin, V 20-4065.

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

6. 7. You're Just in Love

By Irving Berlin—Published by Berlin (ASCAP)

From the musical, "Call Me Madam"

RECORDS AVAILABLE: R. Case Ork-J. Carroll-C. Blake, MGM 10845; B. Chapel-D. LeWinter Ork, Mer 5545; P. Como-Fontane Sisters, Vic 20-3945; M. Martin & Son, Larry, Col 39115; E. Merman-Dick Haymes-G. Jenkins Ork, Dec 27317; G. Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Stevens-R. Merrill, V(45)49-3108; M. Tilton-H. Babbitt, Coral 60335; L. Armstrong-V. Middleton, Dec 27481.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Monica Lewis, World.

5. 8. The Roving Kind

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

RECORDS AVAILABLE: O. Brand, Crest CR-25002-1; Melodeans, MGM 10879; G. Mitchell-M. Miller, Col 39067; Weavers, Dec 27332; R. Allen, Mer 5573; L. Dexter, Cap 1381.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth.

8. 9. A Penny a Kiss, a Penny a Hug

By Buddy Kaye and Ralph Carr—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: T. Brewer-S. Lanson, London 878; Andrews Sisters, Dec 27414, (45)9-27414; E. Howard, Mer 5567, (45)556X45; A. Harn, Cap 1350; T. Martin-D. Shore, V 20-4019.

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World.

10. 10. Would I Love You?

By Bob Russell and Harold Spina—Published by Walt Disney (ASCAP)

RECORDS AVAILABLE: J. Gray Ork, Dec 27402; D. Day-H. James, Col(78)39159, (45)4-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Pleis, London 8932; B. Clooney, King 15102.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.

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**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

- |   |                    |                    |
|---|--------------------|--------------------|
|   | <b>78</b>          | <b>45</b>          |
|   | <small>rpm</small> | <small>rpm</small> |
| "THE HOT CANARY" Jan Garber with Paul Nero,<br>violin, & Ewing Sisters..... | 1430               | F1430              |
| "ALWAYS YOU," "DESTINATION MOON"<br>Nat "King" Cole .....                   | 1401               | F1401              |
| "CHEW TOBACCO RAG," "LET ME IN" Red Ingle.....                              | 1431               | F1431              |

## HOT SELLERS!

**POPULAR**

- |   |      |       |
|---|------|-------|
| "MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul.....   | 1373 | F1373 |
| "I TAUT I TAW A PUTTY TAT" Mel Blanc.....   | 1360 | F1360 |
| "BEAUTIFUL BROWN EYES" Jimmy Wakely.....  | 1393 | F1393 |
| "TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"<br>Les Paul .....  | 1316 | F1316 |
| "JOHN AND MARSHA" Stan Freberg.....   | 1356 | F1356 |
| "MY HEART CRIES FOR YOU," "MUSIC BY THE<br>ANGELS" Jimmy Wakely .....                                     | 1328 | F1328 |
| "JET," "THE MAGIC TREE" Nat "King" Cole.....  | 1365 | F1365 |
| "THE ROVING KIND," "SO LONG (IT'S BEEN GOOD<br>TO KNOW YUH)" Les Baxter.....                              | 1381 | F1381 |
| "EASTER PARADE," "LET'S GO TO CHURCH (NEXT<br>SUNDAY MORNING)" Margaret Whiting and<br>Jimmy Wakely ..... | 1382 | F1382 |
| "PETER COTTONTAIL" Jimmy Wakely .....   | 929  | F929  |
| Alb. CAS3090 CASF3090   |      |       |

**WESTERN & FOLK**

- |  |      |       |
|--|------|-------|
| "THE SHOT GUN BOOGIE" Tennessee Ernie.....                                   | 1295 | F1295 |
| "HOT ROD RACE" Ramblin' Jimmie Dolan.....                                    | 1322 | F1322 |
| "NEW ROVIN' GAMBLER," "PLAYIN' POSSUM"<br>Hank Thompson .....                | 1379 | F1379 |
| "AMEN, BROTHER BEN," "RED HEAD POLKA"<br>Jimmy Bryant and Cliffie Stone..... | 1406 | F1406 |
| "YOU'RE ALWAYS BRAND NEW" Tex Ritter.....                                    | 1388 | F1388 |



Week ending  
**MARCH 10, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

**buddy  
COLE**  
at the Hammond organ  
has a fast, flashy hit in  
**"SOMEBODY  
STOLE MY GAL"**



backed by  
**"TILIN TILIN" (TEELEEN TEELEEN)**

Capitol Record No. 1403 • on 45 rpm No. F1403

## NEW RELEASES ON Capitol

		78 rpm	45 rpm
<b>POPULAR</b>			
<b>PEGGY LEE</b> <small>With Orchestra</small>	<b>YEAH YEAH YEAH / ROCK ME TO SLEEP</b>	1428	F1428
<b>THE DINNING SISTERS</b> <small>With Orchestra</small>	<b>SHENANDOAH WALTZ THE KISSING SONG</b>	1429	F1429
<b>JAN GARBER</b> <small>And Her Orchestra</small> <b>PAUL NERO</b> <small>Viola</small>	<b>THE HOT CANARY THAT'S HOW OUR LOVE WILL GROW</b>	1430	F1430
<b>RED INGLE</b> <small>and Stuyvesant Skonch &amp; His Orchestra</small>	<b>CHEW TOBACCO RAG LET ME IN</b>	1431	F1431
<b>JULIA LEE</b> <small>And Her Boy Friends</small>	<b>UGLY PAPA I KNOW IT'S WRONG (The Diet Song)</b>	1432	F1432
<b>WESTERN &amp; COUNTRY</b>			
<b>GENE O'QUIN</b>	<b>HEADS YOU WIN (TAILS I LOSE) YOU PLAYED AROUND WITH MY HEART</b>	1433	F1433
<b>OLE RASMUSSEN</b> <small>And His Countrymen</small>	<b>COUNTRY WEDDIN' DAY</b> <small>Vocals by Ted White</small> <b>YOU WERE MY DREAM LAST NIGHT</b>	1434	F1434
<b>ANN JONES</b>	<b>I START EACH DAY BY LOVING YOU LET THE LOVE BUG BITE</b>	1435	F1435
<b>JESS WILLARD</b>	<b>ONE WAY STREET SOMEDAY YOU'LL REMEMBER</b>	1436	F1436
<b>TEX WILLIAMS</b> <small>&amp; His Western Cowboys</small>	<b>SMOKE! SMOKE! SMOKE! THAT'S WHAT I LIKE ABOUT THE WEST</b>	1437	F1437

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

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received February 28, March 1 and 2

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.

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label, and ASCAP status. Includes records like 'IF', 'TENNESSEE WALTZ', 'MY HEART CRIES FOR YOU'.

VOX JOX

Preems

Al (Jazbo) Collins, WNEW, New York, has landed a new show, "On a Cloud With Collins," every afternoon. Larry (Doc Jive) Shields, WFRP, Savannah, Ga., has inked a long-term contract with The Herald, local newspaper...

Best Selling Sheet Music

Based on reports received February 28, March 1 and 2

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.

Table with columns: POSITION, Weeks Last, This to date, Record Title, and Publisher. Includes 'TENNESSEE WALTZ', 'MY HEART CRIES FOR YOU'.

England's Top Twenty

Table with columns: POSITION, Weeks Last, This to date, Record Title, English Publisher, and American Publisher. Includes 'TENNESSEE WALTZ', 'PETITE WALTZ'.

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.

Table with columns: Rank, Song Title, and Points. Includes 'If—Shapiro', 'Be My Love—Miller', 'You're Just in Love—Berlin'.

Sponsor Talk

M. Woroner, WHLN, Harlan, Ky., inked 13-week deals last week with Wilson Canned Meats and Gordon Potato Chips. Bob Respass, WHOK, Lancaster, O., landed a spot contract with Chrysler-Dodge.

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.

Table with columns: Rank, Song Title, and Audience. Includes 'TENNESSEE WALTZ', 'PETITE WALTZ', 'MY HEART CRIES FOR YOU'.



# Vic Damone

SINGS

## "MAMA"

IN ENGLISH AND ITALIAN · ORCHESTRA CONDUCTED BY GEORGE SIRAVO

COUPLED WITH

## "OPERETTA"

MERCURY 5444 · 5444X45



MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

... Based on reports received February 28, March 1 and 2

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 to date/Week/Week	Title	Artist	Label
43	3	1. BE MY LOVE	M. Lanza	V(78)110-1561; (45)149-1353—ASCAP
		I'll Never Love You		
9	1	2. IF	P. Como	V(78)20-3997; (45)147-3997—ASCAP
		Zing Zing—Zoom Zoom		
10	5	3. MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)14-39067—ASCAP
		Rovino Kind		
17	2	4. TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
		Boogie Woogie Santa Claus		
5	8	5. ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP
		Row, Row, Row		
10	7	6. YOU'RE JUST IN LOVE	P. Como	V(78)20-3945; (45)147-3945—ASCAP
		It's a Lovel' Day Today		
4	10	7. MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
		Chicken Reel		
5	9	8. WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
		Sentimental Music		
14	4	9. ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)14-39067—BMI
		Mv Heart Cries for You		
7	11	10. I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360—ASCAP
		Yosemite Sam		
9	6	11. SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
		Lonesome Traveler		
3	23	12. MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
		I Love You Because		
2	27	12. SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (33)3-39190; (45)14-39190—ASCAP
		Christopher Columbus		
6	16	14. BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)147-4016—ASCAP
		If It Hadn't Been for You		
13	13	15. TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
		Get Out Those Old Records		
5	18	16. PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)147-4019—ASCAP
		In Your Arm		
1	—	17. BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)14-39212; (33)3-39212—BMI
		Shotgun Boogie		
2	20	18. I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
		Bring Back the Thrill		
5	24	18. IT'S NO SECRET	B. Kenny-Song Spinners	Dec(78)27325; (45)9-27325—BMI
		I Hear a Choir		
11	12	20. TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
		Little Rock Getaway		
10	15	21. MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5533; (45)5533X45—ASCAP
		Music of the Angels		
8	18	22. ROVING KIND	The Weavers	Dec(78)27332; (45)9-27332—BMI
		John B		
12	14	23. MY HEART CRIES FOR YOU	D. Shore	V(78)20-3973; (45)147-3973—ASCAP
		Nobody's Chasing Me		
1	—	24. IN YOUR ARMS	D. Shore-T. Martin	V(78)20-4019; (45)147-4019—BMI
		Penny a Kiss Penny a Hug		
18	21	25. BUSHY AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)147-3930—ASCAP
		She's a Lady		
1	—	26. SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP
		Forkskins All Other		
4	25	27. CHICKEN SONG	G. Lombardo	Dec(78)27393; (45)9-27393—ASCAP
		Vetvet Lips		
1	—	27. WOULD I LOVE YOU?	D. Day-H. James	Col(78)39159; (45)14-39159; (33)3-39159—ASCAP
		Lullaby of Broadway		
2	29	29. YOU'RE JUST IN LOVE	R. Clooney-G. Mitchell	Col(78)39052; (33)3-39052; (45)14-39052—ASCAP
		Marrying for Love		
1	—	30. JET	Nat King Cole	Cap(78)1365; (45)F-1365—ASCAP
		Magic Tree		

## Best Selling Classical Titles

... Based on reports received February 28, March 1 and 2

LAST WEEK	THIS WEEK	Title	Artist	Label
1	1	Caruso (Treasury of Immortal Performances) E. Caruso		V(33)LC1-1007
2	2	Strauss: Die Fledermaus J. Patzak-H. Gueden-A. Dermota-A. Poell-W. Lupp-A. Jaresch-S. Wagner-K. Proger-Vienna Philharmonic Ork-Vienna State Opera Chorus		London(33)LLP-281-82
3	3	Bach: Prades Festiva Vol 5 (Sonata for Cello and Piano No 3) P. Casals, cello; P. Baumgartner, piano		Col(33)ML-4349
—	4	Strauss: Die Fledermaus L. Pons-L. Wellich-R. Tucker-C. Kullman-M. Lipton-J. Brownlee-Metropolitan Opera Association Chorus and Ork-E. Ormandy conductor		Col(33)SL-108
—	5	Mozart: Don Giovanni-M. Sibley-G. Grob-Prandi-H. Konecni-A. Pernerstorfer-H. Handl-H. Heusser-A. Poell-U. von Czernwenka-Vienna State Opera Chorus-Vienna Symphon Ork-Swanwick conductor		Hayden Society(33)HSLP-2090

LAST WEEK	THIS WEEK	Title	Artist	Label
1	1	Caruso (Treasury of Immortal Performances) E. Caruso		V(45)WQ7-11
2	2	Toast of New Orleans M. Lanza; RCA Victor Ork; C. Callinicos, conductor		V(45)WDM-1395
3	3	Caruso Sings Light Music, E. Caruso		V(45)WQ7-7
4	3	Verdi: Highlights From La Traviata-L. Albanese-J. Pearce-R. Merrill, RCA Victor Ork; F. Weissman conductor		V(45)WDM-1473
—	5	Strauss: Waltzes A. Kostelanetz		Col(45)A-481
—	5	Be My Love: M. Lanza		V(45)149-1353

## Advance Classical Releases

Simon Barere Plays Liszt-Chopin album—(1-12") Remington (33) RLP 199-17 Faust Waltz (Liszt); Liebestraume (Liszt); Dance of the Gnomes (Liszt); Ballade No 2 in G Minor (Chopin); Scherzo in C Sharp Minor (Chopin); Brahms: Symphony No 4 op 68 in C Minor Album—Viennese Symphonic Society Symphony Ork—H. Arthur Brown, cond (1-12") Remington 330 RLP 199-5	Schumann Recital Album—Kathleen Long (1-12") London (33) LLP 186
Mendelssohn: Scherzo, Op. 61, No. 1—A. Toscanini—NBC Symphony Ork (Kabalevsky: Colas) (1-7") V (45) 49-3156	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
	Eleanor Steber and Nelson Eddy in New Moon Album—Chorus & Ork conducted by Leon Arnaud (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

## DEALER DOINGS

### Trade Talk

"If dealers in other parts of the country are doing as well as we are with 45 r.p.m. records, then help us to get Columbia to open up their catalogs and issue classical and semi-classical numbers of 45." —Premier Sports Shop, Brooklyn. "Under the new post office regulations of mailing records, those labels making shellac records will suffer. Many stores specify parcel post shipments because of the high rates charged by railway express. The only answer is more unbreakables." —Jimmy Skinner's Record Shop, Cincinnati. "Looks like a 'record' year in the music business." —Barb's Melody Shop, St. Johnsbury, Vt. "It's good to see so many rhythm and blues records reaching hit status because the pop field is lacking in hits." —Jack's Music Shop, Chattanooga. "Plenty of hits and real good service these days from RCA Victor—they're really on the ball." —Kelly's Music Store, Corpus Christi, Tex. "I think that pop music today is suited to a child's taste. The trend to old standards proves it." —Melody Shop, Columbus, O. "The record business is smoothing out the rough spots concerning the various speeds. For a while, the whole business was really in a mess." —Jack Howley, General Appliance Store, Jeffersonville, Ind.

### Selling Aids

"I've found that by having a special spot for the Honor Roll hits and lightly sprinkling the spot with some of the lesser hits, my customers will buy both the new ones and some of the oldies. It's a great help in clearing old stock. It is most successful with the 45 r.p.m. records." —Bob Wilson, Wilson's, Park Ridge, N. J. "We sell nothing but records and needles, but dealers in our area who sell phonographs are glad to recommend us to their customers. This arrangement gives us a head start on our competitors." —White's Record Shop, Livingston, Mont. "A gimmick that has almost doubled our business consists of giving out numbered cards with each purchase. A drawing is held each week with the winner getting \$5 worth of free records and next two prizes being three and two free disks." —Mrs. Gus Browning, Radio Sales & Service, Orangeburg, S. C. "With each purchase of 12 or more records we give away a storage album." —Bigalite Electric Company, St. Louis. "When completing a sale each salesperson automatically cleans the record with a sample of the liquid preservatives we sell. In eight out of 10 cases, a bottle of the cleaner is easily sold." —Cohen Bros., Jacksonville, Fla.

### Grab Bag Hype

Another disk shop touting the use of grab bags is **Alton Music**, West Allis, Wis. Shop packages either three, four or five dead stock disks and places them in a grab bag along with advertising matter and lists of hit records. Package sells for 98 cents, but wrapping identified contents only as to name of artists, quantity of disks and type of music. Dealer claims that most people are willing to take a chance and buy the package.

Stravinsky: Renard (An Opera Ballet) Album—William Hess-Robert Harmon-Warren Gajour-Leon Lishner-Michael Zittai-Robert Craft, Cond. (1-12") Dial (33) 10	Schubert: Gretchen am Spinnrade, Op. 2—Marian Anderson-Franz Rupp (Schubert: Gretchen am) (1-7") V (45) 49-3158
Schubert: Liebesbot-Schaft—Marian Anderson-Franz Rupp (Schubert: Gretchen am) (1-7") V (45) 49-3158	Tschaikovsky: Violin Concerto in D Major—Austrian Symphony Ork—Michale Acclair—Kurt Woss, cond. (1-12") Remington (33) RLP 199-20
Vesti La Guibba—Mario Lanza-RCA Victor Ork (Ave Maria) V (78) 10-3228	

## Best Selling Children's Records

... Based on reports received February 28, March 1 and 2

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 to date/Week/Week	Title	Artist	Label
4	2	1. I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F-1360
23	1	2. TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
56	3	3. CINDELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
21	4	4. BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
21	5	5. HOPALONG CASSIDY AND THE SQUARE DANCE HOLD-UP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
140	7	6. LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
26	7	7. BUGS BUNNY MEETS HIWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
1	—	7. PETER COTTONTAIL (One Record)	G. Austry	Col(78)MJV-68; (45)MJV-4-68; (33)4-727
14	9	9. HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	B. Smith	V(78)Y-414; (45)WY-414
2	11	10. LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709
12	12	11. SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	V(45)WY-33; (78)Y-33
16	6	12. BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
53	10	13. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)3058; (33)HX-3059
138	15	14. BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap(78)BBX-34; DBX-114; (45)CBXF-3030
47	—	14. HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene	V(78)Y-397; (45)WY-397

## Best Selling Pop Albums

... Based on reports received February 28, March 1 and 2

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-Eric Pinza	Col(78)MM-850; (33)ML-4180
2	2	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
3	3	CARNEGIE HALL JAZZ CONCERT, Vol. I and II	B. Goodman	Col(33)SL-160
5	4	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
4	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	TWO WEEKS WITH LOVE	J. Powell-C. Carpenter-D. Reynolds	MGM(78)MGM-61; (33)E-530
7	6	THREE LITTLE WORDS	Original Cast	MGM(78)53; (33)E-516
8	8	CALL ME MADAM	D. Shore and Original Cast	V(78)OC-1; (33)LOC-1000
10	9	OUT OF THIS WORLD	Original Cast	Col(78)MM-980; (33)ML-5439
—	10	YOUNG MAN WITH A HORN	Doris Day H. James	Col(78)C-198; (33)CL-6106

LAST WEEK	THIS WEEK	Title	Artist	Label
1	1	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
2	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
4	4	TWO WEEKS WITH LOVE (Three Records)	D. Reynolds-J. Powell-C. Carpenter	MGM(78)61; (45)K-61
6	5	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
5	6	GUYS AND DOLLS (Seven Records)	Original Cast	Dec(78)DA-825; (45)9-203
8	7	CALL ME MADAM (6 or 4 Records)	E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-828; (45)9-166; Dec(78)A-813; (45)9-153
7	8	TEA FOR TWO (Four Records)	Doris Day	Col(78)C-215; (45)B-215
10	9	YOUNG MAN WITH A HORN (Four Records)	H. James-D. Day	Col(78)C-198; (45)B-198
—	10	DANCE BAND HITS (Three Records)	T. Dorsey-G. Miller-T. Weems-D. Ellington-L. Clinton-H. Kemp	V(45)WPT-2

## Classical Reviews

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

**LINA PAGLIUGHI OPERATIC RECITAL** (1-10")  
Decca (33) DL-7503  
Arias from: Lucia Di Lammermoor (Donizetti); Daughter of the Regiment (Donizetti); Rigoletto (Verdi); Pearl Fishers (Bizet); and La Sonnambula (Bellini)  
Miss Pagliughi, an American by birth, has managed to carve far greater glory for herself in Europe than in her homeland. Her very fine lyric soprano has caught with a small band of ardent collectors. Her recordings were originally produced on the English Parlophone label. The collection at hand is a group of some of these recordings. The greatest market for the disk will be with the collector set but the recordings may also lay the groundwork for greater recognition of a superb domestic singing talent. The selections herein are from the fairly familiar repertoire of operatic arias for lyric and coloratura sopranos.

deavor in the opera-can-be-fun school. The principals plunge into the performance with enthusiasm and enjoy themselves hugely. Tucker's Richard has style and humor as well as vocal charm. Wellich does a magnetic Rosalinda. The other performers are all first-rate. The ensembles are thrilling done with great dash and spirit. The ork, under the Ormandy baton, does its part superbly. The recording is a triumph of clarity and fidelity—rich deep, with lifelike perspective. This imaginative, dashing oper recording should be a leading seller in its class. Only consideration is that London and Victor both have best-selling "Fledermaus" sets going for some months and that the competitor sales may put a crimp into Columbia's potential for this superb set.

**RELIGIOUS MUSIC—Don Cossack-Serge Jaroff Conducting (1-10")**  
Co (33) ML-2163  
(Gretchanoff)—Augmented Litany; (Rachmannoff)—Ave Maria, Traditional-Funeral Service, (Tchaikovsky)—In Church, Traditional—Let All Mortal Flesh (Tchaikovsky)—Alleluia; Folk-song-Christmas Song

The well-known concert group is at its best in singing this selection of sacred works. For the most part the devotional pieces were written for the Russian Orthodox service, and the music in itself is sufficient to transmit a religious feeling. Tchaikovsky's "In Church," however, was originally written as a piano solo in the composer's "Album for Children." Counter-wise this should please buyers of choral music, religious works and those interested in the Cossack group via their concert and movie appearances.



# Dinah Shore's "WAIT FOR ME" b/w "Down In Nashville, Tennessee"

RCA Victor 20-4015 (78 rpm)—47-4015 (45 rpm)

This week's

## New Releases ... on RCA Victor

Release 51-16

Ships Coast to Coast, Week of March 11

### POPULAR

- PERRY COMO and THE SONS OF THE PIONEERS**  
with the Western-Ayres  
Tumbling Tumbleweeds  
You Don't Kno' What Lonesome Is  
20-4081—(47-4081)\*
- FRAN WARREN** with Hugo Winterhalter  
and His Orchestra  
Don't Leave Me Now  
I Love You Much Too Much  
20-4082—(47-4082)\*
- DOM CORNELL** with HUGO WINTERHALTER'S  
Orchestra and Chorus  
My Inspiration  
You Can't Tell a Lie to Your Heart  
20-4083—(47-4083)\*
- BUDDY MORROW** and His Orchestra  
Solo  
Silver Moon 20-4084—(47-4084)\*

### SACRED

- GEORGE BEVERLY SHEA** with Orchestra  
I'd Rather Have Jesus  
The King of All Kings  
20-4085—(47-4085)\*

### COUNTRY

- EDDY ARNOLD**, the Tennessee Plowboy,  
and His Guitar  
Kentucky Waltz  
A Million Miles From Your Heart  
21-0444—(48-0444)\*
- CECIL CAMPBELL'S TENNESSEE RAMBLERS**  
Steel Guitar Wiggle  
Coconut Island  
21-0445—(48-0445)\*
- HOMER and JETHRO**  
I'm Movin' on No. 2  
So Long No. 2  
21-0446—(48-0446)\*

### RHYTHM-BLUES

- LLOYD THOMPSON** with Brother Moncur's Strollers  
Some Day You'll Want Me  
Don't Rush Me, Baby  
22-0115—(50-0115)\*

### POP-SPECIALTY

- SIX FAT DUTCHMEN**  
Dizzy Chap—Polka  
Styrman's Vals  
25-1190—(51-1190)\*

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



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

- IF/Zing Zing—Zoom Zoom**  
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)\*
- Be My Love**  
Mario Lanza ..... 10-1561—(49-1353)\*
- Oh, What a Face**  
Phil Harris ..... 20-4070—(47-4070)\*
- You're Just in Love**  
Perry Como and the Fontane Sisters ..... 20-3945—(47-3945)\*
- Rhumba Boogie**  
Hank Snow ..... 21-0431—(48-0431)\*
- In Your Arms / A Penny a Kiss**  
Dinah Shore and Tony Martin ..... 20-4019—(47-4019)\*
- St. Patrick's Day Parade**  
Dennis Day ..... 20-4061—(47-4061)\*
- Across the Wide Missouri**  
Hugo Winterhalter and His Orchestra ..... 20-4017—(47-4017)\*
- There's Been a Change in Me**  
Eddy Arnold ..... 21-0412—(48-0412)\*
- Charlie Is My Darling**  
Lisa Kirk ..... 20-4062—(47-4062)\*
- Peter Cottontail**  
Spike Jones and His City Slickers ..... 20-4055—(47-4055)\*
- The Golden Rocket**  
Hank Snow ..... 21-0400—(48-0400)\*
- The A-ba Daba Honeymoon**  
Freddy Martin ..... 20-4065—(47-4065)\*
- Would I Love You**  
Tony Martin ..... 20-4056—(47-4056)\*
- It Is No Secret**  
The Three Suns ..... 20-3967—(47-3976)\*



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

- ★ Without a Song**  
Perry Como 20-4033—(47-4033)\*  
Billboard Pick, March 3 issue.
- ★ I Love the Way You Say Goodnight**  
Frankie Carle 20-4057—(47-4057)\*  
Disk Jockeys Pick, Billboard, March 3 issue.
- ★ Lonesome Gal**  
Dinah Shore 20-4060—(47-4060)\*  
Disk Jockeys Pick, Billboard, March 3 issue.
- ★ May the Good Lord Bless and Keep You**  
Eddy Arnold 21-0425—(48-0425)\*  
Best Selling Retail Folk Records, Billboard, March 3 issue.

### TIPS

TUMBLING TUMBLEWEEDS  
YOU DON'T KNO' WHAT LONESOME IS

Perry Como and The Sons  
of the Pioneers  
20-4081 (47-4081)\*



The trade's buzzing about the 45 rpm record RCA Victor is releasing this month called RCA VICTOR'S RECORDING SESSION. What the record does is present a recorded picture of what actually happens at a recording session. Hidden mikes planted around the studio when Fran Warren recorded STORMY WEATHER picked up everything that was said . . . WOW! And do things happen? You hear the laughs, the fluffs, the arguments and the "takes." Nothing like it has ever been heard before. All the excitement that goes on behind the scenes at a record date is there on the record. The RECORDING SESSION is being made available to the public in connection with the sale of the single records recently released in RCA VICTOR'S SINGERS' SERIES. See your RCA Victor distributors for complete info on how you can get it.

Attention, disc jockeys! We're shooting along two special medley recordings to you for air play. One taken from the RCA Victor album of B.R. BERSHOP HARMONIES BY THE CITIES SERVICE GREEN AND WHITE QUARTET and the other from Irving Fields' great MELODY CRUISE Album (watch this album take off). These medleys will give you a good chance to supply a novel touch in programming. On the one record is a full chorus of each song in the six-sided album. Look for them.

The Jan Peerce recording of MAY THE GOOD LORD BLESS AND KEEP YOU (with a Peerce recitation) looks like the biggest thing since Peerce's dishing of BLUEBIRD OF HAPPINESS. Stock up on this one. It will walk off the counters. Incidentally, this record should do itself proud on juke boxes and the ops who get it on their machines fast should earn a neat profit.

Coming Soon: Walt Disney's ALICE IN WONDERLAND with original movie cast. RCA Victor's big kiddie set for '51. Plenty of promotion on this one. Start talking it up among your trade NOW. The RCA Victor original cast album of MAKE A WISH, the great new musical show which will hit Broadway in the near future. MAKE A WISH show stars Nanette Fabray (High Button Shoes) and is one of the most eagerly awaited musicals of the season. It's an adaptation of the Ferenc Molnar play, THE GOOD FAIRY.

### ATTENTION, OPS:

HEAR THE NEW UNRELEASED HITS OF TOMORROW IN THE RCA VICTOR SUITE AT THE PALMER HOUSE DURING THE M.O.A. CONVENTION, MAR. 19-21 VISIT US THERE AND COME IN AND SAY "HELLO" TO YOUR RCA VICTOR ARTISTS.

SEE YOU AT THE  
M. O. A.  
CONVENTION

The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# THE BILLBOARD Music Popularity Charts

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

Based on reports received February 28, March 1 and 2

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 to date	Last Week	This Week	Record	Artist	Label
9	1	1	1	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412-ASCAP
11	2	2	2	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295-BMI
18	3	3	3	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
4	—	4	4	POISON LOVE	Johnny & Jack	V(78)21-0377; (45)48-0377-BMI
16	4	5	5	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400-BMI
2	6	6	6	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (33)3-20772; (45)4-20772-BMI
2	9	7	7	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431-BMI
1	—	7	7	MOCKINGBIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
18	8	9	9	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20793; (33)3-20793; (45)4-20793-BMI
1	—	10	10	HOT ROD RACE	R. Foley	Dec(78)46286; (45)9-46286-BMI

### Coming Up

Records listed here in alphabetical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	BEAUTIFUL BROWN EYES	L. Baxter Chorus	Cap(78)1373; (45)F-1393
2.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904
3.	TENNESSEE WALTZ	C. Copas	King 696

## Advance Folk (Country & Western) Record Releases

All My Life—J. Hicks (So Long) Col 20791  
 Bad Penny Always Returns, A—Hank Penny (No Muss) V (45) 48-0436  
 Beautiful Brown Eyes—A. Smith & His Dixie-Liners (Train Whistle) Cap 1426  
 Bessie the Heifer—Little Jimmie Dickens (Cold Feet) Col 20786  
 Cold Feet—Little Jimmie Dickens (Bessie, the) Col 20786  
 Crazy Game of Love—Ernie Lee (Your Train) Mer 6308  
 Crossroads—E. Marshall (My Bucket's) V 21-0437  
 Cranberry Kisses and Strawberry Hugs—Rosalie Allen (Station L-O-V-E) V (45) 48-0434  
 Dear John—A. Gass (K. C. Boogie) Cap 1427  
 Dream Lives On, A—W. Moore & His Tennesseans (Between Two) Acorn A-317  
 I Don't Know Why—Leon Payne (If I) Cap 1405  
 I Hope I Don't Live Long Enough To Lose You—B. Brown (Trusting Heart) Col 20789  
 I Overlooked an Orchid—Cotton Gaylon (Look What) Mer 6311  
 I'm a One Woman's Man—B. Hass (Lonesome for) Opera 1022  
 K. C. Boogie—A. Gass (Dear John) Cap 1427  
 Katy—R. Rogers (Yogi, the) V 21-0438  
 Last Time, The—Billy Star (Steppin' Out) Col 20784  
 My Bucket's Been Fixed—E. Marshall (Crossroads) V 21-0437  
 No Muss, No Fuss, No Bother—Hank Penny (A Bad) V (45) 48-0436  
 Shame, Shame, On Jolie—J. Rivers (Summer or) Coral 64084  
 Short, But Sweet—Moon Mullican (Too Many) King 931  
 So Long—J. Hicks (All My) Col 20791  
 Station Door Blues—Jimmie Skinner (Running Out) Cap 1413  
 Summer or Winter—J. Rivers (Shame, Shame) Coral 64084  
 TV Blues—Joe Allison (Heartbreak Avenue) Cap 1414  
 Too Many Irons in the Fire—Moon Mullican (Short, But) King 931  
 Train Whistle Blues—A. Smith & His Dixie-Liners (Beautiful Brown) Cap 1426  
 Trusting Heart—B. Brown (I Hope) Col 20789  
 Two Timin' Baby—Boots Woodall & His Radio Wranglers (Who's That) Bullet 732  
 Who's That Kissin' My Honey?—Boots Woodall & His Radio Wranglers (Two Timin') Bullet 732  
 Wine, Women and Pink Elephants—Ramblin' Jimmie Dolan (I Always) Cap 1423  
 You Done Me Wrong—Tommy Scott (Rockin' and) Federal 10003

Have you heard—  
**TERRY TIMMONS**  
 on  
**PREMIUM RECORD NO. 872?**  
 ... It's Hot!

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

Based on reports received February 28, March 1 and 2

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 to date	Last Week	This Week	Record	Artist	Label
9	1	1	1	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412-BMI
13	2	2	2	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295-BMI
2	5	3	3	RHUMBA BOOGIE	H. Snow	V(78)21-0431; (45)48-0431-BMI
36	4	4	4	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328-BMI
15	3	5	5	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400-BMI
20	6	6	6	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
10	9	7	7	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
3	—	8	8	HOT ROD RACE	Red Foley	Dec(78)46286; (45)9-46286-BMI
3	8	9	9	MAY THE GOOD LORD BLESS AND KEEP YOU	E. Arnold	V(78)21-0425; (45)48-0425-ASCAP
1	—	10	10	DEAR JOHN	H. Williams	MGM(78)10904; (45)K-10904

### Coming Up

Records listed here in alphabetical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (45)4-20772; (33)3-20772-BMI
2.	SHINE, SHAVE, SHOWER	L. Frizzell	Col(78)20772; (45)4-20772; (33)3-20772-BMI
3.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373

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

Based on reports received February 28, March 1 and 2

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 to date	Last Week	This Week	Record	Artist	Label
12	1	1	1	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295-BMI
11	5	2	2	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
7	2	3	3	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412-ASCAP
18	3	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
15	4	5	5	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400-BMI
13	6	6	6	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739-BMI
5	7	7	7	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
2	9	8	8	TAILOR MADE WOMAN	Tennessee Ernie-J. "Fingers" Carr	Cap(78)1349; (45)F-1349
1	—	9	9	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431-BMI
3	7	10	10	TENNESSEE WALTZ	Pee Wee King	V(78)21-0407; (45)48-0407-BMI
1	—	10	10	SHINE, SHAVE, SHOWER	Lefty Frizzell	Col(78)20772; (45)4-20772; (33)3-20772-BMI
1	—	10	10	LOOK WHAT THOUGHTS WILL DO	Lefty Frizzell	Col(78)20772; (45)4-20772; (33)3-20772-BMI

### Coming Up

Records listed here in alphabetical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	DEAR JOHN	H. Williams	MGM(78)10904; (45)K-10904-ASCAP
2.	HOT ROD RACE	J. Dolan	Cap(78)1322; (45)F-1322-BMI
3.	TIE ME TO YOUR APRON STRINGS AGAIN	E. Arnold	V(78)21-0412; (45)48-0412

**King DE LUXE**  
 best sellers  
**Federal RECORDS**  
 POPULAR  
 \* BETTIE CLOONEY  
 15102 WOULD I LOVE YOU? (LOVE YOU, LOVE YOU) FAITHFUL  
 \* ELMER OCTOBER  
 15101 I WANT A WITTLIE WABBIT (THE WABBIT SONG) PWUPPY FOR SALE  
 \* JOHNNY LONG  
 15092 WHO-ZITS FROM MASSA-CHUSETTS ANY TIME IS SWEETHEART TIME  
 \* RUBY WRIGHT  
 15093 IF YOU WANT SOME LOVIN' A CRAZY AFTERNOON  
 FOLK-WESTERN  
 \* MOON MULLICAN  
 917 I WAS SORTA WONDERIN' THE LEAVES MUSTN'T FALL  
 \* HAWKSHAW HAWKINS  
 932 SHOTGUN BOOGIE YOU DON'T BELONG TO ME  
 918 I LOVE YOU A THOUSAND WAYS TEARDROPS FROM MY EYES  
 \* REDD STEWART  
 921 PEEK-A-BOO I'VE DECIDED  
 \* COWBOY COPAS  
 904 FROM THE MANGER TO THE CROSS KING OF KINGS  
 928 GOODBYE, SWEETHEART. GOODBYE WHY DO THE STORMY WINDS BLOW?  
 \* DELMORE BROTHERS  
 927 I LET THE FREIGHT TRAIN CARRY ME ON PLEASE BE MY SUNSHINE  
 \* HANK PENNY  
 924 THE SOLITARY BLUES TELL ME ALL ABOUT GEORGIA  
 \* WAYNE RANEY  
 914 IF YOU'VE GOT THE MONEY I'VE GOT THE TIME REAL HOT BOOGIE  
 SEPIA-BLUES  
 \* TINY BRADSHAW  
 4427 WALK THAT MESS ONE, TWO, THREE KICK BLUES  
 \* IVORY JOE HUNTER  
 4424 FALSE FRIEND BLUES SEND ME, PRETTY MAMA  
 \* SPIRIT OF MEMPHIS QUARTET  
 4429 I'LL GO AUTOMOBILE TO GLORY  
**Federal**  
 \* LITTLE ESTHER  
 12016 OTHER LIPS, OTHER ARMS THE DEACON MOVES IN with "The Dominoes"  
 \* THE DOMINOES  
 12401 DO SOMETHING FOR ME CHICKEN BLUES  
 12010 HARBOR LIGHTS "NO!" SAYS MY HEART  
 \* SCAT MAN BAILEY  
 12003 MY, OH, MY RAINDROP BLUES  
 \* MEMPHIS SLIM  
 12007 LIFE IS LIKE THAT NOBODY LOVES ME  
 DELUXE  
 \* ROY BROWN  
 3311 DOUBLE CROSSING WOMAN TEEN AGE JAMBOREE  
 distributors  
**King RECORDS INC.**

# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Records

... Based on reports received February 28, March 1 and 2

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

POSITION		Weeks Last/This		to date/Week/Week			
16	1	1.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI		
13	2	2.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP		
8	3	3.	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP		
9	4	4.	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—BMI		
9	6	5.	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI (Les Baxter, Cap 1381; Red Foley-Ernest Tubbs, Dec 46297; R. Marterie Ork, Mer 5570; Lyn Murray, Coral 60366; Seymour Reichtzeit-Sam Medoff Ork, Banner B-2586; Paul Weston, Col 39160; Ken Griffin, Col(3) 3-39142)		
10	5	6.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP		
13	7	7.	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI		
10	8	7.	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V(78)20-3945; (45)47-3945—ASCAP		
4	9	9.	WOULD I LOVE YOU?	P. Page	Mercury(78)5571; (45)5571X45—ASCAP		
12	9	10.	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP		
2	18	11.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP		
9	11	12.	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI		
3	16	13.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP		
9	12	14.	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP		
3	16	15.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP		
8	14	16.	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)		
5	13	17.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP		
2	26	17.	PENNY A KISS, PENNY A HUG	Andrews Sisters	Dec(78)27414; (45)9-27414—ASCAP		
27	20	19.	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)3-38963; (45)4-38963—ASCAP (L. Raine, Universal U-195; J. Clay-S. Fisher's Rhythm, Hi-Tone 315; R. Anthony Ork, Cap 1190; B. Crosby-L. Murray Ork, Dec 27219; Shep Fields Ork, MGM 10823; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; G. Lombardo, Dec 27208; J. Byrd-J. Murad, Mer 5461; T. Papa Ork, Tower 1488; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll's Ork, Mer 5488; Dominoes, Federal 12010)		
2	26	19.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP		
8	23	19.	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI		
1	—	19.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP (B. Crosby-Andrews Sisters, Dec 27477; Lyn Murray, Coral 60401)		
7	22	23.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI (Rosemary Clooney, Col 39212; H. Hawkins, King 932)		
7	—	23.	I STILL FEEL THE SAME ABOUT YOU	Georgia Gibbs	Coral(78)60353; (45)9-60353—BMI (Dick & Don, Rainbow 4444; E. Young, London 874; Rosemary and Betty Clooney, Col 39185; E. Fitzgerald-Ink Spots, Dec 27419; E. Howard, Mer 5567; Three Suns, V 20-4021; Eve Young-Two Adams, London 962)		
1	—	25.	TENNESSEE WALTZ	Fontane Sisters	V(78)20-3979; (45)47-3979—BMI		
9	23	26.	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP		
4	29	26.	CHICKEN SONG	G. Lombardo	Dec(78)27393; (45)9-27393—ASCAP (Dottie O'Brien-Joe Fingers Carr, Cap 1409)		
1	—	26.	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI (Lisa Kirk, V(45)47-4062, (78)20-4062; Arthur Smith-Del & Don, MGM 10914; Jimmy Wakely-Les Baxter, Cap 1393)		
3	14	29.	IF	D. Martin	Cap(78)1342; (45)F-1342—ASCAP		
5	28	29.	MY HEART CRIES FOR YOU	R. Foley-E. Knight	Dec(78)27378; (45)9-27378—ASCAP		
1	—	29.	BE MY LOVE	B. Eckstine	MGM(78)10799; (45)K-10799—ASCAP		
3	—	29.	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP (Vinni De Campo, London 960; Billy Eckstine, MGM 10903; E. Fisher, V 20-4016; T. Fontaine-L. Douglas Ork, Mer 5575; Mary Mayo-Al Ham, Cap 1350; D. Cherry-D. Terry Ork, Dec 27484)		

Songs of simple beauty in key with the season

# KING OF ALL KINGS

and

# HE BOUGHT MY SOUL AT CALVARY

sung by

# STUART HAMBLEEN

78 rpm 20795  
33 1/3 rpm 3-20795  
45 rpm 4-20795

## Columbia Records

First, Finest, Foremost in Recorded Music



# LONDON'S MIGHTY SEVEN!

**ANNE SHELTON**  
Vocal

**BOB FARNON**  
And His Orchestra

**"Come Back To Angouleme"**  
backed by

**"Don't Misunderstand"**  
LONDON 935 (78 rpm) and 45-935 (45 rpm)

**STANLEY BLACK**  
His Piano and Orchestra with

**DICK JAMES**  
The Stargazers and  
The George Mitchell Choir

**"If I Didn't Miss You"**  
backed by

**"If I Were A Blackbird"**  
LONDON 845 (78 rpm) and 45-845 (45 rpm)

**TED HEATH**  
And His Music

**"Colonel Bogey"**  
backed by

**"My Very Good Friend-The Milkman"**  
Vocal - Lita Roza  
LONDON 902 (78 rpm)

**BENNY LEE with PRIMO SCALA**  
and His Banjo and Accordion Band

**"Flying Eagle Polka"**  
backed by

**"Whose Little Sunshine Are You"**  
LONDON 934 (78 rpm)

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

**"Ferry Boat Inn"**  
backed by

**"I Taut I Taw A Puddy Tat"**  
LONDON 834 (78 rpm) and 45-834 (45 rpm)

**ANNE SHELTON and DICK JAMES**  
Vocal with ANTON KARAS  
And Roy Robertson and His Orchestra

**"The Petite Waltz"**  
backed by

**"If We Met For The First Time"**  
LONDON 839 (78 rpm)

LONG-PLAYING 33-1/3 RPM  
**"DIE FLEDERMAUS"**  
Complete - Johann Strauss

Hilde Gueden (Rosalinde), Julius Patzak (Eisenstein),  
Anton Dermota (Alfred), Wilma Lipp (Adele) with soloists  
and

Chorus of the Vienna State Opera and  
The Vienna Philharmonic Orchestra  
conducted by CLEMENS KRAUSS  
LLP-28 1/282

*The Finest Sound  
on Record!*

of the **BIG FIVE**  
only **LONDON**  
has ....



# LONDON

RECORDS

# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received February 28, March 1 and 2

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.

Weeks to date	Last Week	This Week	Title	Artist	Label
5	1	1	BLACK NIGHT	C. Brown	Aladdin 376
4	2	2	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45
15	3	3	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
16	4	4	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
4	8	5	BABY, LET ME HOLD YOUR HAND	R. Charles	Swingtime 250

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received February 28, March 1 and 2

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.

Weeks to date	Last Week	This Week	Title	Artist	Label
4	2	1	BLACK NIGHT	C. Brown	Aladdin 376
20	1	2	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
10	4	3	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766-BMI
3	5	3	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45
6	10	5	ROCKING WITH RED	Piano Red	V(78)22-0099; (45)50-0099

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

Coral Records is preparing a big push in the r. and b. field (see story in the Music Department). . . . Savoy Records is readying four new long-play platters of a modern jazz variety. Two 10-inch long-plays will contain Savoy's catalog of **Charlie Parker** with **Dizzy Gillespie**; one will feature the tenoring of **Lester Young**, and the fourth will contain some of the keyboarding of **George Shearing**, sliced in the period shortly after his arrival in New York from England. . . . **Norman Granz** has canceled the Jazz at the Philharmonic concert tour of the Continent which was due to kick off in Copenhagen March 18 (see story in the Music Department).

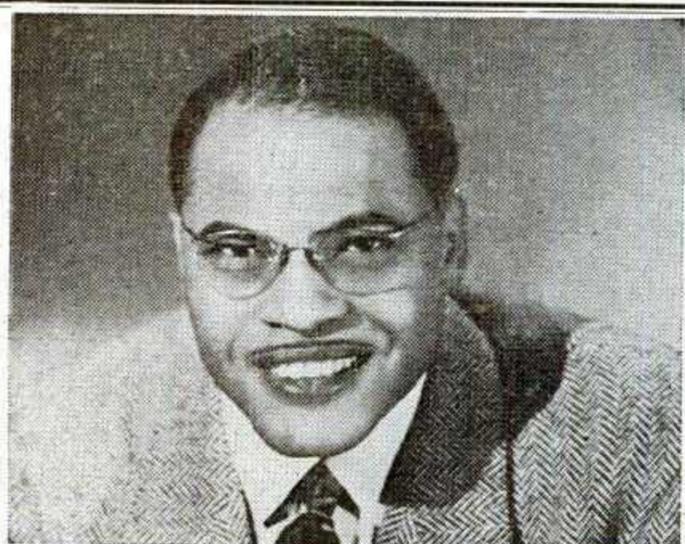
**Joe Liggins**, remembered for his "Honeydripper" and more recently for his hit specialty waxing of "Pink Champagne," last week inked a three-year renewal paper with the Hollywood diskery. New deal gives Liggins an increase in guarantees and royalties. First coupling to be issued on the new paper is "That's the One for Me" and "Bob Is My Guy." Slicing will spot new thrush **Candy Rivers**, a former gospel singer from Indianapolis. . . . **Danny Kessler** is the new sales and promotion manager for Columbia Records' r. and b. department. His appointment will spark a vigorous new drive by the diskery to dent the long elusive r. and b. market. Kessler will also serve in a talent scout and recording capacity on his road trips.

**Leo Mesner**, head of Mesner Sales of Hollywood, and brother of **Eddie Mesner** who operates the Aladdin diskery, is in New York for a brief visit to survey the waxery's Eastern distributor arrangement. While there Leo inked a new vocal group for the Aladdin label, the **Five Keys**. . . . **Erroll Garner's** "Piano Moods" long-play platter for Columbia is the first of the series to be issued on all three speeds; package was converted to 78-r.p.m. for release last week, and the second package label is skedded for an April 10 release. . . . **Willie Bryant** and **Ray Carroll** spin their hot wax in the Baby Grand nitery in Harlem, in New York, not the Hotel Teresa as erroneously mentioned in this column last week.

(Continued on page 82)

## • Rhythm & Blues Record Releases

- Atlanta Boogie—T. Brown Ork (House Near) Regent 1030
- Baby, Let Me Hold Your Hand—R. Charles (Lonely Boy) Swing Time 250
- Baby, Won't You Jump With Me?—L. Fulson (Back Home) Swing Time 227
- Back Home Blues—L. Fulson (Baby, Won't) Swing Time 227
- Bassin' the Blues—S. Stewart Trio (I Got) Col 39196
- Blues Boogie—C. Brown (Baby, Let's) Blue 119
- Brokenhearted—F. Dixon-E. Williams Trio (Houston Jump) Swing Time 261
- Chica Boo—L. Glenn Ork (Jungle Town) Swing Time 254
- Doggin' Blues—J. Otis-L. Hopkins (Living and) Savoy 730
- House Near the Railroad Track, The—T. Brown Ork (Atlanta Boogie) Regent 1030
- How Wrong Can a Good Man Be?—P. Mayfield (Leary Blues) Swing Time 262
- I Can't Give You Anything But Love—Earl Bostic (Rockin' and Reelin') King 4437
- I'll Miss You—C. Brown (New Orleans) Swing Time 253
- I Miss My Lovin' Blues—Tampa Red (Midnight Boogie) V (45) 50-0112
- Jungle Town Jubilee—L. Glenn (Chica Boo) Swing Time 254
- Leary Blues—P. Mayfield (How Wrong) Swing Time 262
- (How Can I Go On) Living and Loving You—J. Otis-L. Hopkins (Doggin' Blues) Savoy 730
- Lonely Boy—R. Charles (Baby, Let's) Swing Time 250
- Midnight Boogie—Tampa Red (I Miss) V (45) 50-0112
- My Consolation—B. McGhee (True Blues) Savoy 778
- New Orleans Blues—C. Brown-J. Moore's Three Blazers (I'll Miss) Swing Time 253
- Our Wedding Tune—Big John Greer-The Rhythm Rockers (Why Did) V 22-0113
- Reliefin' Blues—Blow-Top Lynn (School Boy) V (45) 50-0110
- Rockin and Reelin'—Earl Bostic (I Can't) King 4437
- School Boy Blues—Blow-Top Lynn (Reliefin' Blues) V (45) 50-0110
- Set 'Em Up—Sara Forde-Mercer Ellington (How Blue) Mercer M 1960
- True Blues—B. McGhee (My Consolation) Savoy 778



## IVORY JOE HUNTER

SINGS

"I FOUND MY BABY"

"I AIN'T GOT NO GAL NO MORE"

MGM 10899 78 RPM  
K 10899 45 RPM

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

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

NO. 1 . . .

# "BLACK NIGHT"

CHARLES BROWN

AL 3076

ANOTHER ALADDIN HIT . . .

"TEARS, TEARS, TEARS"

Backed by

"LET'S ROCK A WHILE"

Amos Milburn—AL 3080



**Aladdin RECORDS**

Only **IMPERIAL** has the Original



By the Writer  
**BILLY BRIGGS**  
WITH STRING BAND

**"Chew Tobacco Rag"**

AVAILABLE ON 2 SPEEDS—78 AND 45  
RECORD NO. 8104—78 NO. 8104—45

**IMPERIAL RECORD CO., INC.**  
6425 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

"FIRSTS" in the Field by Makers of  
**NEF-O-LAC COMPOUND**

NEF-O-LAC was first to introduce a thorough, quality control system. From the analysis of raw ingredients through mechanical and electrical screening against possible contamination to actual test pressing of a biscuit from every batch coming off our mills.

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# 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—H. Carmichael-C. Dailey (Golden) Dec 27474
- Aba Daba Honeymoon—F. Martin (Beautiful) V 20-4065
- Ah, Sweet Mystery of Life—R. Flanagan (Stout-hearted) V 20-4069
- All of Me—B. Davis & Piccadilly Pipers (When You) Coral 65046
- Always You—Nat "King" Cole (Destination) Cap 1401
- Any Town Is Paris When You're Young—B. Crosby-J. Conlon Choir-J. S. Trotter Ork (Sentimental) Dec 27483
- Around the World—F. Carle Ork (Where the) V 20-4075
- Around the World—E. Howard (I'm All) Mer 5590
- Be Good to Your Father and Mother—A. Wamer Ork-Song Spinners (My Day) Beacon 9131
- Beautiful Madness—Tony Bennett (The Valentino) Col 39309
- Beautiful Madnes—F. Martin (The Aba) V 20-4605
- Beautiful Brown Eyes—D. Drew-L. Douglas Ork (Shut Up) Mer 5370
- Beautiful Brown Eyes—E. Knight-R. Charles Singers (That's How) Dec 27485
- Beautiful Brown Eyes—T. Maxim Ork (There's More) Dec 45130
- Begin the Beguine—G. Benson's All Stars (Nearness of) Regent 1032

- Beside the Blue Pacific Shore—A. Warner Ork-Song Spinners (Easter) Beacon 9132
- Bluebell—T. Edridge-P. Marshall (I'm Just) Polo 7011
- Boulevard of Broken Dreams—B. Windle-A. Woodbury Trio (To Be) Keyboard RGR 362
- Bridal Waltz, The—Tony Mango (Stella) Abbey 15039
- Bring Back the Thrill—D. Cherry-D. Terry Ork (I Apologize) Dec 27484
- Bunny Round-Up Time—M. Shiner (Sonny the) Dec 27482
- Carolina in the Morning—Pee Wee Hunt Ork (Sugar Blues) Cap 1418
- Chante Moi—E. Piaf-R. Chauvigny Ork (Don't Cry) Col 39211
- Chapel of the Roses—F. DeVol (Ciribiribin on) Cap 1411
- Chew Tobacco Rag—Red Ingle (Let Me) Cap 1431
- Choy Choy, Hoy Toy—Les Brown (Columbia) Col 39188
- Ciribiribin on the Mandolin—F. DeVol (Chapel of) Cap 1411
- Columbia the Gem of the Ocean—Les Brown (Choy Choy) Col 39188
- Cookies, Pie and Cake—Yogi Yorgesson (Vot Skall) Cap 1410
- Deep Purple—J. Schoolboy Porter & His School Boys (Kayron) Chance 1105
- Destination Moon—Nat "King" Cole (Always You) Cap 1401
- Don't Cry—E. Piaf-R. Chauvigny Ork (Chante Moi) Col 39211
- D-Ya-Eat Yet, Joe?—S. Gibson & Original Red Caps (Three Dollars) V 20-4076
- Easter Bunny Day—A. Wamer Ork-Song Spinners (Beside the) Beacon 9132
- Every Time I Fall in Love—R. Flanagan (Slow Drive) V 20-4067
- Faithful—Bettie Clooney (Would I) King 15102
- Faithful—F. Sinatra-A. Stordahl (You're the) Col 39213
- Fate—B. Brees-A. Small Ork (My Desire) Pavilion 782
- Fiddle Faddle—Ewing Sisters (You've Been) Cap 1421
- For You I Prayed—C. Van Moon (Until the) King 4435
- Forsaking All Others—B. Crosby-Andrews Sisters (Sparrow in) Dec 27477
- Fury Samba—Roy Ross (The Jitterbug) Coral 60394
- Golden Rocket, The—H. Carmichael-C. Dailey (Aba Daba) Dec 27474
- Gospel Train—J. Gray Ork (Yeah!) Dec 27476

- Gypsy Mood No. 5—C. Dublin Ork (If I) Citation 142
- Hartzanflours—R. Flanagan (On the) V 20-4068
- Heart Strings—H. King Ork (Table Hopping) Mac Gregor 1023
- Hurry Home to Me—Fontane Sisters (Let Me) V 20-4077
- I Apologize—D. Cherry-D. Terry Ork (Bring Back) Dec 27484
- I Cried Myself to Sleep—J. Turzey (Pretty Eyed) Dec 27479
- I Love the Way You Say Goodnight—Denny Vaughan (Too Young) Coral 60393
- I Love You Because—S. Kaye Ork (Pretty Little) Col 39270
- I Love You Much Too Much—Ames Bros. (My Love) Coral 60404
- I Really Couldn't Love You—N. Lutchter (Pa's Not) Cap 1420
- If—L. Armstrong Ork (You're Just) Dec 27481
- If I Had Known—C. Dublin (Gypsy Mood) Citation 142
- If You Want Some Lovin'—Kitty Kallen (Last Night) Mer 5587
- I'll Be With You in Apple Blossom Time—Ralph Flanagan (On the) V 20-4066
- I'll Never Smile Again—J. "Schoolboy" Porter & His School Boys (Schoolboy's Boogie) Chance 1101
- I'm All That's Left of the Old Quartet—Eddy Howard (Around the) Mer 5590
- I'm Just Another Song—T. Edridge (Bluebell) Polo 7011
- Jalousie—S. Torch Ork (Valse Des) Coral 60395
- Jan's Cucaracha—Jan August (Perfidia) Mer 5589
- Jitterbug Waltz, The—Buddy Greco-Jack Pleis (Stella by) London 950
- Jitterbug Waltz, The—Roy Ross (Fury Samba) Coral 60394
- Jump High and Bend Double—Red Rider (You're My) Rocket RR-1
- Jumpin' Jack, The—Lucky Millinder (Mr.-Trumpet) King 4436
- Kayron—J. "Schoolboy" Porter & His Schoolboys (Deep Purple) Chance 1195
- Kinda Sorta Miss You—Margaret Phelan (Puddin' Head) King 15099
- Last Night My Heart Crossed the Ocean—Kitty Kallen (If You) Mer 5587
- Let Me In—Fontane Sisters-Texas Jim Robertson (Hurry Home) V 20-4077
- Let Me In—Red Ingle (Chew Tobacco) Cap 1431
- Let Me In—Lyn Murray (Sparrow in) Coral 60401
- Live! Live! Live!—A. Small Ork (What Am) Pavilion 783
- Margie—K. Griffin (Put Your) Rondo 223
- Merry Widow Waltz, The—Bob Dewey (Vilia) V 20-4063
- Metro Polka—L. Welk Ork (Shenandoah Waltz) Coral 60405
- Michael McInery—Dick Todd (She's My) Rainbow 40077
- Mr. Trumpet Man—Lucky Millinder (The Jumpin') King 4436
- My Day Dream—A. Wamer Ork-Song Spinners (Be Good) Beacon 9131
- My Desire—B. Brees-A. Small Ork (Fate) Pavilion 782
- My Heart Cries for You—G. Benson's All Stars (When Day) Regent 1031
- My Heart Cries for You—Ken Griffin (So Long) Col (33) 3-39042
- My Love Serenade—Ames Bros. (I Love) Coral 60404
- May the Good Lord Bless and Keep You—J. Peerce (Sing Everyone) V 10-3274
- Nearness of You, The—G. Benson's All Stars (Begin the) Regent 1032
- Oh, What a Face—Phil Harris (Southern Fried) V 20-4070
- On the Little Big Horn—R. Flanagan (Hartzanflours) V 20-4068
- On the Road to Mandalay—F. Flanagan (I'll Be) V 20-4066
- Once Upon a Nickel—G. Gibbs-G. Osser Ork (Shoo Shoo) Coral 60406
- Over the Rainbow—Charlie Barnet (Spain) Cap 1404
- Pa's Not Home—Ma's Upstairs—N. Lutchter (I Really) Cap 1420
- Perfidia—Jan August (Jan's Cucaracha) Mer 5589
- Pretty Eyed Baby—J. Turzey Trio (I Cried) Dec 27479
- Pretty Little Bells—S. Kaye Ork (I Love) Col 39270
- Puddin' Head Jones—Margaret Phelan (Kinda Sorta) King 15099
- Put Your Arms Around Me, Honey—K. Griffin (Margie) Rondo 223
- Sailin' Away on the Henry Clay—Mel Torme (You're Getting) Cap-1402
- St. Patrick's Day Parade—B. Crosby-Mellomen-M. Matlock Ork (With My) Dec 27478
- Schoolboy's Boogie—J. "Schoolboy" Porter & His School Boys (I'll Never) Chance 1101
- Sentimental Music—B. Crosby-J. S. Trotter Ork (Any Town) Dec 27483
- Sheik of Araby—Ray Noble (Vampin') Col 39195
- Shenandoah Waltz—B. Elliott Octet-J. Confer (Sympathy) Dec 27488
- Shenandoah Waltz—L. Welk Ork (Metro Polka) Coral 60405
- She's My Easter Lily—D. Todd (Michael) Rainbow 40077
- Shoo Shoo Baby—G. Gibbs-G. Osser Ork (Once Upon) Coral 60406
- Shut Up—D. Drew-L. Douglas Ork (Beautiful Brown) Mer 5370
- Sing, Everyone, Sing—J. Peerce (May the) V 10-3274
- Sing, You Sinners—M. Whiting (You Are) Cap 1417
- Singing a Song to My Shadow—J. Wolohan (Wolohan's Boogie) Cavalier CAV 802
- Slow Drive—R. Flanagan (Every Time) V 20-4067
- Smoke Gets in Your Eyes—G. Wright (Stardust) King 15096
- So Long—K. Griffin (My Heart) Col (33) 3-39142
- Some of These Days—M. Kaye Trio (Watching and) Cap-1412
- Somebody Stole My Gal—Buddy Cole (Tilin Tilin) Cap 1403
- Sonny the Bunny—M. Shiner (Bunny Round-Up) Dec 27482
- Southern Fried Boogie—Phil Harris (Oh, What) V 20-4070
- Spain—Charlie Barnet (Over the) Cap 1404
- Sparrow in the Tree Top—B. Crosby-Andrews Sisters (Forsaking) Dec 27477
- Sparrow in the Tree Top—Lyn Murray (Let Me) Coral 60401
- Stardust—G. Wright (Smoke Gets) King 15096
- Stella—Tony Mango (The Bridal) Abbey 15039
- Stella by Starlight—B. Greco-J. Pleis (The Jitterbug) London 950

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Stouthearted Men—Ralph Flanagan (Ah, Sweet!) V 20-4069  
 Strawberry Moon, A—V. Monroe Ork (You Are) V 20-4074  
 Sugar Blues—Pee. Wee Hunt Ork (Carolina) Cap 1418  
 Sympathy—B. Elliott Octet-J. Confer (Shenandoah Waltz) Dec 27488  
 Syncopated Clock—LeRoy Anderson (The Waltzing) Dec 16005  
 Table Hopping Blues—M. King Ork (Heart Strings) Mac Gregor 1023  
 Tennessee Waltz, Parts 1 and 2—J. "Schoolboy" Porter . . . Chance 1103  
 That's How Our Love Will Grow—E. Knight-R. Charles Singers (Beautiful Brown) Dec 27485  
 Then You've Never Been Blue—Bing Crosby-Tommy Dorsey (You Gotta) Dec 27461  
 There's More Pretty Girls Than One—T. Maxim Ork (Beautiful Brown) Dec 45130  
 Three Dollars and Ninety-Eight Cents—S. Gibson & Original Red Caps (D-Ya-Eat) V 20-4075  
 Tilla Tilla—Buddy Cole (Somebody) Cap 3403  
 To Be Mine—B. Winkle-A. Woodbury Trio (Boulevard of Keyboard) RGE 362  
 Too Young—Denny Vaughan (I Love) Coral 60393  
 Until the Real Thing Comes Along—C. Van Moon (For You) King 4435  
 Valentino Tango, The—Tony Bennett (Beautiful Madness) Col 39309  
 Valse Des Folies—S. Torch Ork (Jalousie) Coral 60395  
 Vampin'—Ray Noble (The Sheik) Col 39195  
 Villa—Bob Dewey (The Merry) V 20-4063  
 Vol Skall We Do—Yogi Yorgesson (Cookies, Pie) Cap 1410  
 Waltzing Cat, The—LeRoy Anderson (The Syncopated) Dec 16005  
 Was It a Dream—Herb Jeffries (You Know) Coral 60403  
 Watching and Waiting—M. Kaye Trio (Some of) Cap 1412  
 What Am I To Do?—A. Small Ork (Live!) Pavilion 783  
 When Day Is Done—G. Benson's All Stars (My Heart) Regent 1031  
 When You Come Back to Me—B. Davis & Piccadilly Pipers (All of) Coral 65046  
 Where the Red Roses Grow—F. Carle Ork (Around the) V 20-4075  
 With My Shillelagh Under My Arms—B. Crosby-Mellomen-M. Matlock Ork (St. Patrick's) Dec 27478  
 Wolohan's Boogie—J. Wolohan (Singing a) Cavalier CAV 802  
 Would I Love You—Bettie Clooney (Faithful) King 15102  
 Yeah! Yeah! Yeah!—J. Gray Ork (Gospel Train) Dec 27476  
 You Are the One—V. Monroe Ork (Strawberry Moon) V 20-4074  
 You Are the One—M. Whiting (Sing You) Cap 1417  
 You Gotta Show Me—Bing Crosby-T. Dorsey (Then You've) Dec 27461  
 You Know You Belong to Somebody Else—Herb Jeffries (Was It) Coral 60403  
 You're Getting to Be a Habit With Me—Mel Torme (Sailin') Cap 1402  
 You're Just in Love—L. Armstrong-V. Middleton (It) Dec 27481  
 You're My Life—Red Rider (Jump High) Rocket RP-1  
 You're the One—F. Sinatra-A. Stordahl Ork (Faithful) Col 39213  
 You've Been So Good to Me, Daddy—Ewing Sisters (Fiddle) Cap 1421

**HOT JAZZ**

Be Be—F. Phillips Ork (Dream a) Mer 8935  
 Bean-Bag Boogie—J. Hodges Ork (Wishing and) Mercer M-1957  
 Blue Lou—R. Brown Trio (Song of) Mer 8936  
 Blues for Blanton—O. Pettiford (Take the) Mercer M-1959  
 Dream a Little Dream of Me—F. Phillips Ork (Be Be) Mer 8935  
 Exactly Like You—O. Peterson (Robbins West) Mer 8930  
 Half Nelson—Joe Roland (Sally Is) Mercer M-1964  
 It's Only a Paper Moon—C. Hawkins (Sophisticated Lady) Mercer M-1962  
 Jug—Gene Ammons (Round About) Prestige 735  
 June's Jumpin'—Johnny Hodges (Violet Blue) Mercer M-1961  
 Man I Love, The—S. Forde-Bill Strayhorn (New Piano) Mercer M-1958  
 Neenah—L. Young Ork (Three Little) Mer 8934  
 New Piano Roll Blues, The—Ellingtonians (Man I) Mercer M-1958  
 Robbin's Nest—O. Peterson (Exactly Like) Mer 8930  
 Round About One A.M.—Gene Ammons (Jug) Prestige 735  
 Sally Is Gone—Joe Roland (Half Nelson) Mercer M-1964  
 Song of the Volga Boatman—R. Brown Trio (Blue Lou) Mer 8936  
 Sophisticated Lady—C. Hawkins (It's Only) Mercer M-1962  
 Take the A Train—O. Pettiford (Blues for) Mercer M-1959  
 Three Little Words—L. Young Ork (Neenah) Mer 8934  
 Violet Blue—Johnny Hodges (June's Jumpin') Mercer M-1961  
 Wishing and Waiting—J. Hodges Ork (Bean-Bag Boogie) Mercer 1957

**RELIGIOUS**

Ave Maria—S. Vaughan-M. Leyden Ork (City Called) Col 39207  
 Before the Crucifix—F. Waring & His Pennsylvanians (Palms, the) Dec 27465  
 City Called Heaven—S. Vaughan-N. Leyden Ork (Ave Maria) Col 39207  
 Going to Move—L. & N. Gospel Singers (Lord You) Federal 12011  
 In the Shadow of Thy Wings—Carpenter Trio (What Could) V (45) 48-0435  
 It Is No Secret—W. Fowler & His Oak Ridge Quartet (Peace in the) Bullet 131  
 It's All Right With Jesus—Moses Gospel Singers (Jesus, He's) Acorn 316  
 Jesus, He's a Friend of Mine—Moses Gospel Singers (It's All) Acorn 316  
 Kings of All Kings, The—The King's Men (Tears of) Dec 14552  
 Lord, You Have Been So Good to Me—L. & N. Gospel Singers (Going To) Federal 12011  
 Palms, The—F. Waring & His Pennsylvanians (Before the) Dec 27465  
 Peace in the Valley—W. Fowler & His Oak Ridge Quartet (It Is) Bullet 131  
 Rally 'Round the Cross—Redd Harper (Turn Back) International Sacred 2007  
 Tears of St. Anne, The—The King's Men (King of) Dec 14552  
 Turn Back to God, America—Redd Harper (Rally 'Round) International Sacred 2007  
 What Could I Do—Carpenter Trio (In the) V (45) 48-0435

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in the March 17 Issue . . .

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and his Orchestra

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78 RPM — MGM 10923 • 45 RPM — MGM K10923



## ART MOONEY

and his Orchestra

BEAUTIFUL BROWN EYES  
SPARROW IN THE TREETOP  
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## TRUDY RICHARDS

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THAT'S HOW OUR LOVE WILL GROW  
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# 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.

- SING, EVERYONE, SING**  
MAY THE GOOD LORD BLESS AND KEEP YOU... Jan Peerce... Victor 10-3724  
The Metopera tenor belts out a couple of pops in high style. "Sing" is an infectious waltz; "Bless" a warm semi-religious that's been showing signs of arriving.
- THAT'S THE ONE FOR ME**... Roy Milton-Camille Howard... Specialty SP-386  
Essentially a rhythm and blues novelty by a team of standard r. and b. record faves, this one has the makings of a pop sleeper a la "A Little Bird Told Me." Material is first-rate novelty stuff, and it's done with much moxie and spirit to a strong swing beat.
- PLEASE DON'T TALK ABOUT ME WHEN I'M GONE**... Mills Bros. & Tommy Dorsey Ork... Decca 27447  
Top vocal group and the Dorsey tram and ork blend for a mellow, dancey presentation of a memorable oldie.
- SHENANDOAH WALTZ**... Baron Elliot Octet-Jimmy Confer... Decca 27488  
Moving etching of a likely country-bred waltz with a retentive melodic strain has the earmarks of a sleeper hit. Tommy Tucker's ork has a likely version on the MGM label.

## • 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. ALWAYS YOU... Nat (King) Cole... Capitol 1401
2. SPARROW IN THE TREE TOP... Bing Crosby-Andrews Sisters... Decca 27477
3. THE FACE... Tony Pastor Ork... Columbia 39158
4. I APOLOGIZE... Billy Eckstine... MGM 10903
5. LONESOME GAL... Dinah Shore... Victor 20-4060
6. WOULD I LOVE YOU?... Helen O'Connell... Capitol 1368
7. YOU AND YOUR BEAUTIFUL EYES... Vic Damone... Mercury 5565
8. YEAH! YEAH! YEAH!... Peggy Lee... Capitol 1428

## • 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. ONCE UPON A NICKEL... Georgia Gibbs... Coral 60406
2. ALWAYS YOU... Nat (King) Cole... Capitol 1401
3. OH, WHAT A FACE... Phil Harris... Victor 20-4070
4. ACROSS THE WIDE MISSOURI... Paul Weston Ork... Columbia 39160
5. LONESOME GAL... Dinah Shore... Victor 20-4060
6. PETER COTTONTAIL... Gene Autry... Columbia 38750

## • The Operators Pick

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

1. I LOVE THE WAY YOU SAY GOODNIGHT... Russ Morgan Ork... Decca 27445
2. I APOLOGIZE... Tony Martin... Victor 20-4056
3. SPARROW IN THE TREE TOP... Bing Crosby-Andrews Sisters... Decca 27477
4. PLEASE DON'T TALK ABOUT ME WHEN I'M GONE... T. Dorsey-Mills Bros... Decca 27447
5. LULLABY OF BROADWAY... Doris Day-Harry James... Columbia 39159
6. YEAH! YEAH! YEAH!... Peggy Lee... Capitol 1428

## • 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 Jockey's think tomorrow's hits will be:

1. RAG MONKEY... T-Texas Tyler... 4 Star 1547
2. SO LONG... Red Foley-Ernest Tubb... Becca 46297
3. AMEN, BROTHER BEN... Cliffie Stone... Capitol 1406
4. SONNY THE BUNNY... Gene Autry... Columbia 39217
5. TAG ALONG... Patti Page-Rex Allen... Mercury 6231
6. TULSA STRAIGHT AHEAD... Leon McAuliffe... Columbia 20782



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# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

### How Ratings Are Determined

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

### The Categories

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEYS	RETAILERS	OPERATORS
<b>RALPH FLANAGAN (Harry Prime)</b>					
<b>On the Little Big Horn</b> VICTOR 20-4068—Unusual tune recaps the story of Custer's last stand. Prime and Singing Winds vocal group handle chores adequately; ork does a typical Glenn Miller.		73--76--72--70			
<b>Hartzanflours</b> Clever jazz arrangement of "Heart and Flowers" gets an effective swing-instrumental treatment. This one could snare play.		84--86--84--82			
<b>RALPH FLANAGAN (Singing Winds)</b>					
<b>On the Road to Mandalay</b> VICTOR 20-4066—Swing arrangement of the standard is gimmicked with cymbal effects. Band is ponderous on this one.		73--75--73--71			
<b>I'll Be With You in Apple Blossom Time</b> Attractive, medium-tempo instrumental treatment with one-finger piano effects and typical Miller reeds makes a good dance side.		81--82--81--80			
<b>RALPH FLANAGAN (Harry Prime)</b>					
<b>Every Time I Fall in Love</b> VICTOR 20-4067—Prime and Singing Winds do a smooth job on this slow ballad. Nothing exceptional just a fair dance side.		70--70--70--70			
<b>Slow Drive</b> Medium-beat riffer in the "Tuxedo Junction" groove gets a clean, light instrumental go.		77--78--77--76			
<b>RALPH FLANAGAN</b>					
<b>Ah! Sweet Mystery of Life</b> VICTOR 20-4069—Dance instrumental on the Victor Herbert classic; another typical Miller approach. No special qualities here.		67--69--67--65			
<b>Stouthearted Men</b> Faster tempo than flip; another so-so side.		67--69--67--65			
<b>RED INGLE</b>					
<b>Chew Tobacco Rag</b> CAPITOL 1431—Country comedy item about chewing tobacco, with sound effects in rhythm, gets a happy go from Ingle group, with Stuyvesant Scotch on vocal. Stations may find certain lines objectionable.		75--NS--75--75			
<b>Let Me In</b> Ingle & Company do the intriguing new gang novelty with a rousing country twist. Could get action.		85--86--84--85			
<b>MARY KAYE TRIO</b>					
<b>Watching and Waiting</b> CAPITOL 1412—A nostalgic and pretty waltz ballad in the "Till We Meet Again" school gets a winning, simple treatment from the mixed trio and ork.		81--81--81--82			
<b>Some of These Days</b> Group gets off an okay but unremarkable jump treatment of the standard.		70--70--70--70			
<b>DORIS DREW (Lew Douglas Ork)</b>					
<b>Shut Up</b> MERCURY 5370—Thrush has a warm, intriguing quality on this sophisticated, bluesy novelty ballad. Orking has a smart, Phil Moore sound.		78--80--78--76			
<b>Beautiful Brown Eyes</b> Gal and ork do a delightful cover job on the up-coming waltz folkie Miss Drew displays real promise.		75--77--74--73			
<b>JUDY VALENTINE (Sid Ramin)</b>					
<b>Tonda Wanda Hoy</b> MGM 10911—The little-girl affectations of Miss Valentine are merely irritating here without being cute. Late and weak coverage of the "At War With the Army" novelty.		40--40--40--40			
<b>Love Me a Little—Love Me a Lot</b> Folksy little ditty with some charm is better suited to the coy approach.		60--60--60--60			
<b>JIMMY DURANTE-HELEN TRAUBEL (Roy Bargy Ork)</b>					
<b>The Song's Gotta Come From the Heart</b> VICTOR 12-3229—Inspired by the TV coupling of these opposites on the show biz pole, the diskings houses a couple of sparkling yocks and vibrant performances. Juke box values take a dip because of the 12-inch disk size, but deejays should wear out lots of copies.		75--85--75--65			
<b>A Real Piano Player</b> Laughs here are spread thin but there are a priceless few moments as La Traubel turns her operatic tonsil to "Bill Bailey." This is the better of the two sides.		79--88--80--70			
<b>DAVID ROSE ORK</b>					
<b>May the Good Lord Bless and Keep You</b> MGM 30334—The pretty Meredith Willson pop-sacred ditty gets a cathedral-size production from Rose ork and chorus. Late, but could get some rock play.		74--77--74--71			
<b>The Vision of Bernadette</b> Same big, devotional treatment on a so-so religioso.		68--72--68--64			
<b>BETTIE CLOONEY</b>					
<b>Would I Love You?</b> KING 15102—Rosemary's kid sister gets a sound close to Patti Page's as she does a duet with herself on this growing ballad. An interesting diskings which should stir up a share of action if it's sold alertly; this in spite of tough competition.		79--82--77--77			
<b>Faithful</b> Bettie fashions a highly effective mood effort with a lovely new ballad as the vehicle. One of the best readings of the song and a credit for the young singer. She shows a great deal of promise.		82--85--80--80			
<b>GEORGE SHEARING QUINTET</b>					
<b>For You</b> MGM 10907—The familiar persistent driving beat and polished ensemble of the Shearing bunch glitter on this fine standard. Pop and jazz sales should be better than the usual mark set by Shearing for this side.		82--85--80--80			
<b>Little White Lies</b> Another leading standard is treated to the precise styling of the Shearing group. A superb beat reading which rounds out a coupling which should find heavy favor with Shearing buyers.		82--85--80--80			
<b>WOODY HERMAN ORK</b>					
<b>Jet</b> MGM 10909—Woody debuts on MGM with a neat dance spin of this promising lyrical incarnation of Harry Revel's exotic melody. Woody warbles it stylishly.		75--78--74--74			
<b>Lonesome Gal</b> Dolly Houston contributes a fine warble on this ballad for the gal deejay as Woody's alto paces his crew thru an effective dance slicing.		72--75--70--72			

(Continued on page 30)

# PATTI PAGE

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# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC	RECORD	REVIEW
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Continued from page 29

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC	RECORD	REVIEW
<b>MELODEONS</b> <b>Baby Sittin'</b> MGM 10905—A good little local group turns in a neat performance of a featherweight rhythm novelty.		53--55--50--55			
<b>You Don't Have To Drop a Heart To Break It</b> Another pleasant job, this one on a corny new ballad with a beery quality. Doesn't stack up as much.		62--64--60--62			
<b>ART LUND (LeRoy Holmes)</b> <b>Have a Piece of Wedding Cake</b> MGM 10915—Waltz weeper gets a feelingful go by Lund, but material is thin and spiritless.		64--64--64--64			
<b>Somebody Stole My Horse and Wagon</b> Attractive Buttons-and-Bows-y pop Western gets an easy, light go from Lund and ork.		73--73--73--73			
<b>TEX BENEKE ORK &amp; VOCAL (Greg Lawrence)</b> <b>Down in Nashville, Tennessee</b> MGM 10910—Beneke's first for MGM spots the maestro tossing off one of his better vocal tries on a buoyant, toe-tapping rhythm item of promise. Good dance bet.		76--78--75--75			
<b>Sentimental Music</b> Fairly routine dance dishing of a tasty current ballad spots Gregg Lawrence on the vocals. No sparkle here.		69--70--68--68			
<b>MARGARET PHELAN</b> <b>Kinda Sorta Miss You</b> KING 15099—The pretty nitery thrush manages to convey a relaxed mood as she warbles a pleasant little ditty in somewhat uneven fashion.		69--72--67--69			
<b>Puddin' Head Jones</b> A slight rhythm novelty is done up neatly. Values are small however.		62--65--60--62			
<b>HENRY JEROME (Ray Smith)</b> <b>Oh, What a Face</b> LONDON 977—Rowdy reading of a much publicized "Songs for Sale" product which peddles infection with a near-sadistic humor. The huff-and-puff of the big promotion, being generated thruout CBS, could sell the song nevertheless.		79--80--76--80			
<b>How's the Little Woman</b> Right out of the homespun tear-jerker cornfields comes this new item. It's fairly obvious stuff and could stir some tavern crowd buffaloes.		73--72--70--77			
<b>YOGI YORGESSON (Johnny Duffy)</b> <b>Cookies, Pie and Cake</b> CAPITOL 1410—The West Coast Swede spreads his dialect thickly over a bouncer novelty both as warbler and narrator. Recitation has some smiles. But main values are for Scandinavian neighborhoods.		69--70--67--70			
<b>Vot Skall We Do?</b> Yogi knocks out an amusing novelty which should please a small circle in and out of the Scandinavian populated areas.		70--70--68--72			
<b>DANNY KAYE (Vic Schoen Ork)</b> <b>I Left My Hat in Haiti</b> (4 Hits and a Miss) DECCA 27463—Pulsating orking establishes a fundamental exciting base for Kaye's zestful shout of a material ditty from the coming "Royal Wedding" flicker.		77--79--75--77			
<b>How Could You Believe Me When I Said I Love You When You Know I've Been a Liar All My Life</b> (Kaye-Carol Richards) The "liar song" from the same flick is done up brown by Kaye and Miss Richards. Frothy, amusing material which could pick up coin.		84--85--83--83			

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC	RECORD	REVIEW
<b>HELEN O'CONNELL (Harold Mooney)</b> <b>The Loveliest Night of the Year</b> CAPITOL 1408—The newest adaptation of "Over the Waves" is spotted in the coming "Caruso" flicker. Helen hands it the J. Dorsey-inspired two-tempo treatment. Comes off as a pleasing etching.		79--82--77--79			
<b>Arthur Murray Taught Me Dancing in a Hurry</b> One of the thrush's best known novelty efforts with J. Dorsey is sliced anew (with lyrical amendments) as part of a promotional tie with Murray. It's still a neat, amusing item and should score some action.		80--82--78--80			
<b>PHIL HARRIS (Walter Scharf)</b> <b>Oh, What a Face</b> VICTOR 20-4070—A winning ditty from the "Songs for Sale" airer, this one's due for heavy exploitation with the Harris dishing the skedded leader. This factor alone makes this energetic slicing a contender in spite of the near sadistic humor sold in the song.		86--88--85--85			
<b>Southern Fried Boogie</b> Harris goes back to those days when he hymned what he liked about the South. A happy dishing of middling substance.		75--78--73--75			
<b>FRANK DeVOL</b> <b>Chapel of the Roses</b> CAPITOL 1411—The Thornhill influence shows in DeVol's pretty setting for a forthcoming plug ballad. Makes for a fine dance slicing.		77--80--75--77			
<b>Ciribiribin on the Mandolin</b> A fairly obvious little bouncer has a retentive quality brought out neatly in this fine terp-aimed dishing.		77--80--75--77			
<b>BUDDY GRECO-JACK PLEIS</b> <b>Stella by Starlight</b> LONDON 950—The beautiful Ned Washington-Victor Young ballad is essayed in a relaxed mood by the organ-piano duet.		71--72--70--70			
<b>The Jitterbug Waltz</b> Organ-piano version of Fats Waller's instrumental piece gets a straight-laced interpretation.		73--74--72--72			
<b>FREDDY MARTIN ORK</b> <b>The Aha Daba Honeymoon</b> VICTOR 20-4065—Okay coverage dishing of the flick novelty should get a share of the action, mostly from Martin's healthy following.		78--78--79--77			
<b>Beautiful Madness</b> Merv Griffin chants the new ballad in a bravura manner that doesn't come off, with the ork supplying a neat dance background.		71--71--74--68			
<b>LYN MURRAY ORK</b> <b>Sparrow in the Tree Top</b> CORAL 60401—The promising new alternating verse and chorus ditty is ably covered for the label by the Murray ork and chorus with Bill Lee singing the various verses.		78--80--78--77			
<b>Let Me In</b> More coverage, but the Murray reading is a little too sedate to compete with other waxings of the potential click.		76--78--75--75			
<b>PERRY COMO (Mitchell Ayres)</b> <b>That Old Gang of Mine</b> VICTOR 20-4035—The sentiment and nostalgia of the song is brought out in full in this lustrous reading. Como is aided by the ork and a barbershop influenced vocal group. Fine juke value in this side.		86--85--85--88			
<b>I Found a Million Dollar Baby</b> There's no horsing around as Como delivers the rhythm fave in airy, winning and unaffected style.		83--83--82--83			
<b>TONY MANGO (Air Lane Trio-The Abbeyaires)</b> <b>The Bridal Waltz</b> ABBEY 15039—Replete with a five-second marriage ceremony, an ordinary waltz ballad is given a lush treatment by the trio, bary Mango and a vocal chorus. Recording is poor.		60--60--60--60			
<b>Stella</b> A familiar Italian melody gets a full-blown reading from Mango, trio and chorus. The lilting waltz ballad could make some noise via this or a stronger name version.		75--75--75--75			
<b>TONY BENNETT (Marty Manning Ork)</b> <b>The Valentino Tango</b> COLUMBIA 39209—Titled to take advantage of the forthcoming "Valentino" flick, this is "Noche De Amor," an okay Latin-American ballad. Bennett hands it a big-voiced chant in virtuoso style.		71--72--70--71			
<b>Beautiful Madness</b> Bennett and the ork hand a dramatic new ballad a belting go.		71--72--70--71			
<b>BOB DEWEY ORK (Sally Sweetland)</b> <b>Villa</b> VICTOR 20-4063—The Guy Lombardo-Sammy Kaye style ork does the Lehar standard in smart terp tempo with soprano Sweetland giving the lyric a sweet-voiced reading.		71--73--70--70			
<b>The Merry Widow Waltz</b> (The Duo-Pianos) An instrumental dishing of the Lehar waltz is handled with an eye toward the dance set.		69--69--69--68			
<b>DON CORNELL</b> <b>Let a Smile Be Your Umbrella on a Rainy Day</b> VICTOR 20-4042—Cornell gets off an okay but unexceptional treatment.		70--70--70--70			
<b>Wedding Bells</b> Plenty of effective schmaltz in Cornell's rendition of the tearjerker, with ork and chorus contributing a good share.		75--75--75--75			
<b>DON CORNELL</b> <b>That Old Feeling</b> VICTOR 20-4043—Straightforward, satisfactory warble and ork job.		70--70--70--70			
<b>Was That the Human Thing To Do?</b> Plenty of zip in this one, also, tune might be ready to come back.		77--77--77--77			
<b>DON CORNELL</b> <b>When I Take My Sugar to Tea</b> VICTOR 20-4044—Light, fluffy rhythm rendition.		67--67--67--67			
<b>I'll Be Seeing You</b> Workmanlike but not inspired rendition.		70--70--70--70			
<b>DENNIS DAY (Henri Rene Ork)</b> <b>When I Grow Too Old To Dream</b> VICTOR 20-4051—Tenor Day essays the Romberg favorite in a relaxed manner displaying proper feeling for the oldie. Rene's ork and chorus lend a big assist.		78--80--76--78			
<b>Lover, Come Back to Me</b> Again avoiding the virtuosic style usually employed for this song, Day handles the lyric with feeling.		73--74--73--72			
<b>DENNIS DAY (Henri Rene Ork)</b> <b>When Hearts Are Young</b> VICTOR 20-4052—Not as popular as other Romberg tunes, "Hearts" offers Day, ork and chous an opportunity to lit thru an okay rendition.		67--69--67--65			
<b>Silver Moon</b> Familiar as Russ Morgan material, the lovely Romberg waltz gets a first rate go from Day, ork and chorus.		75--77--75--73			
<b>DENNIS DAY (Henri Rene Ork)</b> <b>Serenade</b> VICTOR 20-4053—A show tune that's now standard concert fare serves as okay material for a virtuosic Day chant.		65--67--65--64			
<b>Deep in My Heart, Dear</b> The "Student Prince" waltz is w.k. tenor material and suits the Day pipes better than most.		65--66--65--64			
<b>MINDY CARSON (Andrew Ackers Ork)</b> <b>You're the Cream in My Coffee</b> VICTOR 20-4041—One of the best DeSilva-Brown-Henderson ditties is sung and played in a neat terp tempo that should draw deejay action and some juke coin.		78--80--76--78			
<b>The Best Things in Life Are Free</b> With top versions of the standard still available in most disk catalogs, Miss Carson's waxing, good as it is, will have a tough competitive battle.		70--71--70--70			

(Continued on page 32)

**EILEEN BARTON**  
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★ ★ ★ ★  
**SCOTTY GRAHAM**  
National #9141  
"EASY TO SAY"  
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# THE BILLBOARD Music Popularity Charts

## The Honor Roll of Popular Songwriters

By Jack Burton

### No. 86—ALLIE WRUBEL (Part II)

#### ALLIE WRUBEL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Continued from last week

**WHY DON'T WE DO THIS MORE OFTEN**  
Lyrics by Charles Newman. Bregman, Vocco & Conn, Inc.  
(Available on the following records: Columbia 38632, Harry Babbitt, Ginny Simms and Kay Kyser's orchestra; MGM 10614, Margaret Phelan; Capitol 57-758, Benny Goodman.)

**1942—A BOY IN KHAKI, A GIRL IN LACE**

Lyrics by Charles Newman. A B C Music Corporation.

**I MET HER ON MONDAY**

Lyrics by Charles Newman. A B C Music Corporation.

(Available on the following Decca records: 18435, Guy Lombardo; 18473, Mills Brothers.)

**1943—MAY IN MEXICO**

Walter Goodman, Inc.

**1946—WHY DOES IT GET SO LATE SO EARLY**

Lyrics by John Lehmann. Harms, Inc.

(Available on the following records: Decca 23611, Dick Haymes and Helen Forrest; Capitol 270, Skitch Henderson orchestra; Columbia 37080, Harry James; Victor 20-2000, Sammy Kaye.)

**I DO, DO, DO, LIKE YOU**

Harms, Inc.

(Available on the following records: Decca 23954, Bing Crosby and Skylarks; Capitol 367, Johnny Mercer.)

**1947—THE LADY FROM TWENTY-NINE PALMS**

Martin Music.

(Available on the following records: Decca 23976, Andrews Sisters; Capitol 460, Pied Pipers; Columbia 37562, Tony Pastor.)

**1948—AT THE FLYING W**

Edwin H. Morris & Company, Inc.

(Available on the following records: Decca 24481, Bing Crosby and Andrews Sisters; Columbia 38215, Elliot Lawrence.)

**I'M A-COMIN' A-COURTIN' CORABELLE**

Lyrics by Charles Newman. Bristol Music.

(Available on the following records: Decca 24307, Hoagy Carmichael and the Chickadees; Capitol 488, Skitch Henderson orchestra.)

#### Film Songs and Scores

**1934—HAPPINESS AHEAD**

A First National picture with Dick Powell, Josephine Hutchinson and John Halliday.

Lyrics by Mort Dixon. M. Witmark & Sons, Inc.

**THERE MUST BE HAPPINESS AHEAD**

(Available on Decca record 24231 in A-608, Dick Powell.)

**POP GOES MY HEART**

ALL ON ACCOUNT OF STRAWBERRY BLONDE

DAMES

A Warner Bros. picture, with Joan Blondell, Dick Powell, Ruby Keeler, Zasu Pitts and Guy Kibbe. Lyrics by Mort Dixon. Remick Music Corporation.

**TRY TO SEE IT MY WAY**

FLIRTATION WALK

A First National picture with Dick Powell, Ruby Keeler, Pat O'Brien and Ross Alexander. Lyrics by Mort Dixon. M. Witmark & Sons, Inc.

**FLIRTATION WALK**

MR. AND MRS. 'S THE NAME

(Available on Decca record 24232 in A-608, Dick Powell.)

**NO HORSE, NO WIFE, NO MOUSTACHE**

THE KEY

A Warner Bros. picture, with William Powell, Edna Best and Colin Clive. Lyrics by Mort Dixon.

**A COTTAGE IN KILLARNEY**

HOUSEWIFE

A Warner Bros. picture, with George Brent, Bette Davis, Ann Dvorak and John Halliday. Lyrics by Mort Dixon.

**CASMETI'S BY DUPREE**

**1935—SWEET MUSIC**

A Warner Bros. picture, with Rudy Vallee, Ann Dvorak, Ned Sparks, Robert Armstrong and Allen Jenkins. Lyrics by Mort Dixon. Remick Music Corporation.

**FARE-THREE-WELL ANNABELLE**

**I SEE TWO LOVERS**

**SNAKE CHARMER'S SONG**

**IN CALIENTE**

A First National picture, with Dolores Del Rio, Pat O'Brien, Leo Carrillo, Edward Everett Horton, Glenda Farrell, Phil Regan and the DeMarcos. Lyrics by Mort Dixon. Remick Music Corporation.

**THE LADY IN RED**

(Available on Victor record P(27442) in P-67, Xavier Cugat.)

**IN CALIENTE**

**TO CALL YOU MY OWN**

**1936—BROADWAY HOSTESS**

A First National picture, with Ina Shaw, Genevieve Tobin, Lyle Talbot, Allen Jenkins, Phil Regan, Marie Wilson and Spring Byington. Lyrics by Mort Dixon. Music Corporation.

**HE WAS HER MAN**

**LET IT BE ME**

**WEARY**

**WHO BUT YOU**

**PLAYBOY OF PAREE**

**BRIGHT LIGHTS**

A First National picture, with Joe E. Brown, Ann Dvorak, Patricia Ellis, William Gargan and Joseph Cawthorn. Lyrics by Mort Dixon. Harms, Inc.

**TODDLING ALONG WITH YOU**

**YOU'RE AN EYEFUL OF HEAVEN**

**I LIVE FOR LOVE**

A Warner Bros. picture, with Dolores Del Rio, Everett Marshall, Guy Kibbe and Allen Jenkins. Lyrics by Mort Dixon. M. Witmark & Sons, Inc.

**MINE ALONE**

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**SAMMY STEPT**  
**CLIFF FRIEND**  
**SAMMY FAIN**  
**JOE BURKE**

**SILVER WINGS**

**I LIVE FOR LOVE**

**LITTLE BIG SHOT**

A Warner Bros. picture, with Sybil Jason, Glenda Farrell, Robert Armstrong and Edward Everett Horton. Lyrics by Mort Dixon. Remick Music Corporation.

**I'M A LITTLE BIG SHOT NOW**

**WE'RE IN THE MONEY**

A Warner Bros. picture, with Joan Blondell, Glenda Farrell, Hugh Bennett, Ross Alexander, Phil Regan and Ed Gargan. Lyrics by Mort Dixon. M. Witmark & Sons, Inc.

**SO NICE SEEING YOU AGAIN**

**1937—THE TOAST OF NEW YORK**

An RKO picture, with Edward Arnold, Cary Grant, Jack Oakie and Frances Farmer. Santly-Joy, Inc.

**THE FIRST TIME I SAW YOU**

With Nat Shilkret.

**1938—RADIO CITY REVELS**

An RKO picture, with Bob Burns, Jack Oakie, Kenny Baker, Ann Miller and Victor Moore. Lyrics by Herb Magidson. Bourne, Inc.

**GOOD NIGHT ANGEL**

**SPEAK YOUR HEART**

**TAKE A TIP FROM THE TULIP**

**I'M TAKING A SHINE TO YOU**

**SWINGING IN THE CORN**

**THERE'S A NEW MOON OVER THE OLD MILL**

**1942—PRIVATE BUCKAROOS**

A Universal picture, with the Andrews Sisters, Dick Foran and Joe E. Lewis.

**PRIVATE BUCKAROO**

**1944—HI, BEAUTIFUL**

A Universal picture, with Martha O'Driscoll, Noah Berry Jr., Hattie McDaniel and Walter Catlett. Bourne, Inc.

**BEST OF ALL**

**1945—SING YOUR WAY HOME**

An RKO picture, with Jack Haley, Marcey McGuire and Anne Jeffreys. Lyrics by Herb Magidson. Burke & Van Heusen, Inc.

**I'LL BUY THAT DREAM**

(Available on the following records: Columbia 36833, Harry James; Decca 23434, Dick Haymes and Helen Forrest.)

**1946—SONG OF THE SOUTH**

A Walt Disney-RKO picture, with Ruth Warwick, Bobby Driscoll, James Baskette, Lucile Watson and Hattie McDaniel.

Lyrics by Ray Gilbert. Santly-Joy, Inc.

**ZIP-A-DEE-DOO-DAH**

This song was awarded the 1946 Oscar.

(Available on the following records: Decca 23748, Connee Boswell; Capitol 323, Johnny Mercer and the Pied Pipers; Columbia 37147, Paula Kelly and the Modernaires; Victor 20-1976, Sammy Kaye.)

**EVERYBODY'S GOT A LAUGHING PLACE**

(Available on Capitol record 323, Johnny Mercer and the Pied Pipers.)

**MAKE MINE MUSIC**

A Walt Disney-RKO picture that featured Nelson Eddy, Dinah Shore, Benny Goodman, the Andrews Sisters, Jerry Colonna, Andy Russell, Sterling Holloway, the Pied Pipers and the King's Men, as unseen talent. Lyrics by Ray Gilbert. Leeds Music Corporation.

**JOHNNY FEDORA AND ALICE BLUE**

**GOWN**

**1946—A DUEL IN THE SUN**

An RKO picture, with Jennifer Jones and Joseph Cotton. Edwin H. Morris & Company, Inc.

**GOTTA GET ME SOMEBODY TO LOVE**

(Available on the following records: Decca 23661, Bing Crosby; Decca 23850, Bing Crosby; Capitol 299, Martha Tilton; Columbia 37098, Claude Thornhill; Victor 20-1958, Tommy Dorsey.)

**1947—THE FABULOUS DORSEYS**

A United Artists picture, with Jimmy and Tommy Dorsey, Janet Blair and Paul Whiteman. Lyrics by Don George. Dorsey Brothers' Music, Inc.

**TO ME**

(Available on Victor record 20-2064, Tommy Dorsey.)

**I WALK ALONE**

A Paramount picture, with Bert Lancaster, Elizabeth Scott and Kirk Douglas. Lyrics by Ned Washington. Famous Music Corporation.

**DON'T CALL IT LOVE**

(Available on the following records: Decca 24298, Monica Lewis and Guy Lombardo orchestra; Columbia 37979, Claude Thornhill.)

**1948—MELODY TIME**

A Walt Disney picture, with Roy Rogers and Trigger, Dennis Day, Andrews Sisters, Fred Waring, Freddy Martin, Frances Langford, Ethel Smith and Buddy Clark. Santly-Joy, Inc.

**LITTLE TOOT**

(Available on Capitol record 25004 in DAS-80, Don Wilson, the Starlighters and Billy May; Victor record 20-2786, Sammy Kaye.)

#### 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.

the case of

# BOSTON Vs. MARY MAYO



the charge:

The city of Boston, famous for its good taste, chooses MARY MAYO and accuses her of stealing the hearts of its disc jockeys and their audiences through her Capitol Records.

the evidence:

**VARIETY**  
Mary Mayo... Capitol... Dancing in the Dark

**RADIO DAILY—TELEVISION DAILY**  
RADIO DAILY'S "Disc Jockey Jury" chose the new record releases and picks these most likely to succeed:

**MILLION DOLLAR BALLROOM**  
With Bill Stewart, Johnny Patey & His Hon. Blue-Set. Participating W.B.S. Boston

Though ballplayer admits to being too hip on music and current record artists, guy seems psyched on Mary Mayo, a through whose, platter, "Dancing in the Dark," is doing fairly well in this area. For he announced he's sending her picture and copies of his latest disks to all members of the Red Sox. Overall, however, he likes her. Overall, Mayo's himself in his new chore, which he handles in an informal fashion, with mail full testifying that many fans follow their favorite ballplayer on the field and on the airwaves. Etc.

the plea:

With deepest thanks to the men who have turned City's Evidence against me, and to all my other record spinning and listening friends, I, MARY MAYO, do hereby enter a grateful plea of Guilty to the charges directed against me.

the sentence:

MARY MAYO is hereby ordered to make more Capitol Records like "A Penny a Kiss" and "Bring Back the Thrill" (1350), "Dancing in the Dark" and "Molly Malone" (1318), and "Just A-Wearyin' for You" and "I Never Dreamt" (1268), and is hereby paroled in the custody of her musical-director, Al Ham; her manager, George T. Simon; her agents, Music Corporation of America, and Capitol Records.

parole report:

Mary Mayo has just recorded "My Love and My Mule" and "It Only Takes a Minute," another great coupling for



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# THE BILLBOARD Music Popularity Charts

## Album and LP Reviews

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

### POPULAR

**PAL JOEY—VIVIENNE SEGAL AND HAROLD LANG (1-12")** **70**  
Col ML-54364  
Overture, You Mustn't Kink It Around, I Could Write a Book, That Terrific Rainbow, What Is Man?, Happy Hunting Horn, Bewitched, What Do I Care for a Dame?, Plant You Now, Dig You Later; Zip, In Our Little Den of Iniquity, Do It the Hard Way, Take Him.  
Admirable as it is, Columbia's efforts to recreate hit musicals of the past in the "original cast" style of today is more suited to the clan of collectors than to the average buyer. This set should intrigue many of those who saw the Rodgers and Hart show some 10 years ago. Lacking, tho, are such key members of the original cast as Gene Kelly, and Vivienne Segal is but a memory to many. Nevertheless there is much on the credit side. Orchestration and performances are above average. Harold Lang is well suited to the title role, and Barbara Ashley, Beverly Fite, Ken Remo and Jo Hurt are more than adequate.

**JUKES** Not suitable.  
**JOCKS** Some nice memory stuff and some unsuitable lyrics too.

**CHARLIE PARKER WITH STRINGS—** **80**  
Charlie Parker with Ork (1-10")  
Mercury (33) MG-C-509  
They Can't Take That Away From Me; Out of Nowhere; East of the Sun; Easy to Love; I'm in the Mood for Love; I'll Remember April.  
Those who enjoyed the first volume of the Bird's altoing of evergreens with strings will be the most likely market, and a big one, for this sequel. Like the predecessor, Parker tackles half dozen of the finest songs in the pop list with support of a fairly conventional nature from a group of strings, oboe, French horn and fly rhythm section which herein spots Buddy Rich, Ray Brown and Bernie Leighton. An excellent follow-up effort which will be aided in the merchandising by an amusing, attracting art cover! Suitable for pop and dance as well as the jazz market.

**JUKES** Where they go for sweet jazz, the singles should do okay.  
**JOCKS** Jazz and pop whippers will find all sides usable often.

**PERCY FAITH FAVORITES (3-7")** **80**  
V (45) WP-306  
Solitude; Perpetual Motion; Cumana; Body and Soul; Beyond the Sea; El Cumbanchero.  
Made last year, prior to his move to the musical director post at Columbia Records, Faith here has molded some wonderfully colorful, lush arrangements of a group of varied and well-remembered standard items. His position as a pop disker today should enhance the value of this package, which actually falls into the Gould-Kostelanetz "pops" category. Excellent recordings on a technical level as well.

**JUKES** 45 r.p.m. jukes could use for change of pace stuff of high-brow variety.  
**JOCKS** Fine late hour mood stuff as well as sturdy all around wax.

**JAZZ AT THE PHILHARMONIC, VOL. XIII—** **80**  
Flip Phillips, Lester Young, Roy Eldridge, Charlie Parker, Tommy Turk, Buddy Rich, Ray Brown and Hank Jones.  
Mercury (33) MG Vol. 13  
Embraceable You (three parts); The Closer (three parts).  
Half of this dishing shows off the sensuous aspects of the JATP toolsters while the other is still another demonstration of the honk and squeak forensics which have captivated its audiences both in the flesh and on wax. JATP collectors, of course, will serve as the prime market for the recording. But the glowing batch of solos on "Embraceable You," paced by Roy Eldridge's especially soulful bit, should provide some provocative interest for the general jazz market. And, of course, collectors of the works of the individual stars will round out the potential market. It all stacks up as another brisk seller in the series.

**JUKES** On single records the Eldridge and Phillips "Embraceable" solos should be able to grab coin in jazz and r. and b. environs.  
**JOCKS** This is most programming matter for jazz spinners.

**SY OLIVER (1-10")** **60**  
Decca (33) DL-5296  
For Dancers Only, Four or Five Times, I Can't Give You Anything But Love, Organ Grinder's Swing, Cheat in on Me, By the River Sainte Marie, Ain't She Sweet, 'Tain't What You Do.  
Eight single sides done by studio men under the baton of Sy Oliver have been assembled here, to no very distinguished effect. The tunes are those that made the reputation of Jimmy Lunceford, the arrangements are the old Lunceford cliffings—but they're a far cry from the Lunceford records. The difference is a lack of warmth, intimacy, of the great subtlety of beat that made Lunceford a star dance band. The reason for the difference probably lies in the fact that the Oliver ork here is not a playing unit at all, but an assemblage of good sidemen. Closest approach to the old sound and feel is obtained on "Ain't She Sweet."

**PRESENTING DICK CONTINO—** **82**  
Dick Contino-Dewey Bergman Ork (3-7")  
V (45) WP-303  
Sabre Dance; El Relicario; Peggy O'Neil; Tea for Two; Roman Guitar; Eger Barrel Polka.  
The popular young accordion virtuoso, who already has enjoyed a reasonable disk album success, should rack up sizable sales with this set. In every detail, this album is superior to any he previously has done. The whole thing boasts a superficial excitement, the same type which hits niter and theater crowds watching the guy work, and this quality should provide the sales sparks. Arrangements of the familiar tunes are excellent; a couple make facile use of chorus as well as ork.

**JUKES** All sides are of the nickel attracting variety.  
**JOCKS** Excellent pop fare.

## 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
<b>MINDY CARSON (Andrew Ackers Ork)</b> <b>Button Up Your Overcoat</b> VICTOR 20-4039—Miss Carson and the ork take the fine old standard at light bounce tempo that could get some spins.		75--77--73--75
<b>Together</b> Another DeSylva-Brown-Henderson standard is given an okay performance by ork and singer, but nothing in the waltz interpretation stands out.		66--68--66--64
<b>MINDY CARSON (Andrew Ackers Ork)</b> <b>Just a Memory</b> VICTOR 20-4040—The DeSylva-Brown-Henderson ballad is handed a relaxed go that's just a bit too easy going.		66--68--66--64
<b>Thank Your Father</b> A less familiar show tune gets a danceable reading from Miss Carson and the ork.		68--70--66--68
<b>TONY MARTIN (Henri Rene Ork)</b> <b>Singin' in the Rain</b> VICTOR 20-4048—Lifting, light-hearted warbling and orking are well-suited to the tune.		80--80--80--80
<b>Pagan Love Song</b> Martin turns on a soft, glamorous approach to the island tune. Rene orking and chorus make mood music in back.		82--82--82--82
<b>DINAH SHORE (Henri Rene Ork)</b> <b>I Wonder Where My Baby Is Tonight</b> VICTOR 20-4047—A neglected but plaintively appealing ballad is peculiarly suited to Dinah's styling. Result is a fine mood dishing.		85--85--85--85
<b>My Isle of Golden Dreams</b> Superb choral group and ork blend with the thrush's warm tones in an excellent dishing rich in mood color and the Hawaiian flavor of the song.		87--87--87--87
<b>DINAH SHORE (Henri Rene Ork)</b> <b>I'm Through With Love</b> VICTOR 20-4045—Dinah projects with warmth and glowing finesse to make one of her very finest waxings ever of an untarnished old ballad.		87--88--87--86
<b>Makin' Whoopee</b> The thrush doesn't make the most of this great oldie, but manages a sound enough dishing which should please her fans and admirers of the tune.		80--82--80--78

(Continued on page 76)

## Herman Carries Cry

Continued from page 12

the Meyer plan stick with the Justice Department, Herman went on, the "clique" had drawn up the present 60-20-20 plan, obtained the consent of Herman and the Evans group, received Justice Department approval, and then "adulterated" the plan with some of the very features that made the Meyer plan objectionable—the special "super-dreadnaught" provisions, etc.

### New York Session

Herman told *The Billboard* that he is planning to call a meeting of writers here next week, by which time he hopes to have heard from the Coast independents who their write-in choice will be. He will urge whatever following he can raise here to support that choice. Meanwhile, he has urged writers both here and on the Coast to withhold their ballots until the dark horse has been selected.

Members of the writer directorate, who in the past have been tolerant of what they regard as Herman's foibles, are irate at his transcontinental junket. They say that he has gone too far this time, both literally and figuratively, hitting the Society below the belt when it is faced with its most serious problems in its history. They point out that Wolfe Gilbert, who has always been the active spokesman for the Coast writers, is on record that it is

impossible and impractical for a Coast rep to serve on the ASCAP board. In a letter to ASCAP prexy Otto Harbach, dated February 1, Gilbert said that a Coast rep can't be a member of important committees and can't come to New York meetings to function usefully.

### Distortion?

This letter was turned over to the nominating board, and because of Gilbert's expressed feelings, the board did not include a Coast candidate in the nominations. Herman's steaming up the Coast writers with the charge that the New York group had allegedly railroaded "them" by not giving them a candidate is "a distortion of the facts," the directors here say, flouting the expressed opinions of Gilbert, leader of the Coast group.

The directors here are dubious that Herman can rally any real support for his write-in candidate, especially in view of Gilbert's avowed regard of Herman. In a letter to George Meyer dated February 21, Gilbert wrote: "We writers, and I mean writers . . . should stop pecking at each other whether it be East or West, and again have a solid front the same as the music publishers have when they walk into the board room and vote as one unit even tho they might have differences."

### Director Speaks

One writer director said that Herman's targets are "the very men who have done the most for the writers vis-a-vis the pubber directors in the board room. Whether he intends to or not, his campaign against these men is a campaign to deliver the writers' welfare and security into the hands of the publishers."

## Capitol Plans

Continued from page 12

ery's existing ranks in a manner similar to Gilmore's elevation last week (*The Billboard*, March 3). Gilmore was promoted from manager of Cap's Los Angeles branch to the a. and r. department as replacement for resigned Lou Busch. Wallichs said the fourth member of the a. and r. committee hasn't as yet been selected. He feels bringing up an a. and r. candidate from the diskery's ranks will further strengthen the department, benefiting it with the experience and knowledge of company's policies.

Edward E. Nielsen will replace Voyle Gilmore as manager of Capitol Records' Los Angeles branch, moving from a similar post at the diskery's San Francisco branch. Gilmore was shifted from his L. A. branch managership to Capitol's artist-repertoire department, replacing Lou Busch, who quit to continue with the label in artist's capacity only.

Personnel shift brings in Robert Camp as head of the San Francisco branch. Camp worked in that office under Nielsen, who joined Cap's sales force as a salesman six years ago.

## AFM and Nets

Continued from page 12

at the insistence of AFM as the hedge against technological unemployment. (2) The networks would have no way of policing a limitation on recordings over the industry as a whole. (3) The legality of such a step—taking joint action to restrict recordings—is seriously questioned by network attorneys.

### Webs' Preparedness

One radio spokesman said that the industry has been girding against a strike possibility for some time. He hinted that the webs had been accumulating a heavy backlog of recorded and transcribed musical backgrounds, and had also been preparing show formats obviating the need for live music.

## Victor OK's Col's

Continued from page 12

with the Kaye office here, it was decided that no real purpose would be served in holding to the letter of the contract, since the Victor disk was in an album and did not constitute a single standard platter in competition with the Columbia record. Grean said that he would be glad to co-operate with other diskeries wherever possible, particularly on the matter of observing release dates.

## OSCAR PROGRAM SPOTS NEWMAN

HOLLYWOOD, March 3. — Alfred Newman will be music director for the 23d annual Academy Awards presentation ceremony March 29.

Newman, music head at the 20th Century-Fox Studios, is himself four-time "Oscar" winner for scoring Alexander's Ragtime Band, Tin Pan Alley, Mother Wore Tights and Song of Bernadette, and was an Academy Awards nominee last year.

## Archer, Kalish

Continued from page 13

time Burdge told *The Billboard* he did not know if it would be necessary to call anyone to testify for him.

Burdge pleaded not guilty and this week requested a jury trial. According to Section 23 of the State Labor Code, penalty in cases such as this is six months in jail and \$500 fine.

Meanwhile Nick Therry, Spinnet Records' topper, was warned this week by AFM Prexy James C. Petrillo that he is being held responsible if Majestic Records releases sides by Bobby Amos. Therry turned over masters to Gordon Burdge, Majestic rep here, allegedly not knowing Majestic did not have a license. Union can cancel Spinnet's license if the tunes are released.

Sides involved are *Pennies From Heaven*, *Parade*, *It'll Be the Coldest Winter and If I Could Call You Mine*. Burdge has processed masters of the first two, while Therry still retains masters on the latter pair. Burdge has told Therry he will not release coupling until he (Burdge) squares himself with the union.

## Go West!

Continued from page 13

in an MCA push to sell bands and by-pass the agency's standing practice not to split commissions with other agents and to take 10 per cent from music buyers. An MCA representative forwarded a letter, shown to this writer, to a Chi music buyer in which the MCA booker agreed to drop his commission if the buyer would take any of the MCA orks which were submitted to him.

The old booking tactic of blocking out dates in the collegiate field has returned locally, still another indication of the sharp competition hereabouts. Practice works by submitting bands to school, keeping the date closed to other agents, then failing to deliver the ork agreed upon and forcing purchase of another of the agency's bands which are of lesser stature and more in need of work.

During the past five weeks reports from several college music buyers indicate that one Midwest booker has made as many as three different submissions in succession on a single date.

With the lush collegiate spring season coming on, it is not unlikely that the blocked date practice may spread.

## Decca May Up

Continued from page 12

the past few years. The dividend is paid on the basis of 776,000 outstanding shares of stock. The rise would bring the dividend pay-off to 17½ cents for the quarter and 70 cents for the year.

The dividend boost is being mulled as a result of the diskery's sizable profit increase in 1950 over 1949. The diskery's annual report will not be forthcoming for several weeks, but it was reported in these columns that net profits for the year were in the vicinity of \$1,000,000.

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Key Records Releases  
First Non-Vocal Disks . . .

Key Records, independent LP diskery specializing in choral music, will release its first two non-vocal waxings within the next few months. Label will release two 12-inch LP's featuring organists **Clarence Snyder** and **Richard Purvis**. Label also has set the release of a 10-inch disk of folk songs and spirituals sung by Howard University Glee Club and the first recording of Du Bois' "Seven Last Words of Christ."

Intl. Sacred Skeds  
Malotte Easter Album . . .

International Sacred Recordings, newest of the local religious diskeries, has skedded an Easter album of Albert Hay Malotte compositions. Three-disk album comes on the heels of label's initial release of 200 offerings. Pack-

CORAL CORRAL

Firm Hypos  
Instrumental  
Specialties

NEW YORK, March 3.—Coral Records, wholly owned subsidiary of Decca Records, is pitching to round out its catalog with instrumental specialty slicings. The diskery's artists and repertoire topper, Jimmy Hilliard, has inked guitarist Laurindo Almeida and accordionist Nick Perito to waxing deals as part of the movement. Almeida, who moved from Mexico to this country a couple of years ago to be a featured member of the Stan Kenton crew, will be used by Hilliard to slice a variety of guitar diskings. He will do everything from Flamenco wax to trick waxing along multiple-dubbing idea of Les Paul.

Perito, formerly fronter for a relief group at the Commodore Hotel here, has been working steadily on the recording studio musicians' route. He was singled out to make accordion solo etchings after the fashion of Dick Contino. Perito already has sliced an album for Coral. The package, tabbed *Neapolitan Sqngs*, features a group of leading standard Italian tunes, and will be released in two weeks.

Cooley Exits  
RCA, Switches  
To Decca Wax

HOLLYWOOD, March 3.—Spade Cooley, this week switched label affiliation to Decca from Victor. For the new label, Western batoner will initially wax with a nine-piece string ork, temporarily dropping the brass used in his Victor cuttings. Also in the works is for Cooley to be co-featured with other Decca artists, including Red Foley, Ernest Tubbs, Andrews Sisters and Bing Crosby.

Switch to Decca is a homecoming for Cooley, who made his wax debut on that label 10 years ago. He later joined Columbia, where he remained until moving to Victor two and a half years ago.

Pub-Library  
Suit Up Again

NEW YORK, March 3.—Whether E. B. Marks can again get a dismissal of the \$50,000 action brought against the pubbery by Alfred Mapleson and Richard Hirsch, of the Mapleson Music Library, was put up this week to New York Supreme Court Justice Felix Benvenega. The suit, which is over an agreement by which Marks allegedly was to publish operatic scores for the library, was dismissed about a year ago by Justice Steuer on the ground that certain portions of the agreement were not in writing.

The appellate division subsequently reversed Justice Steuer's decision. Marks, claiming that the amended complaint is still counter to the statute of fraud, has again moved for dismissal on that ground.

The complaint charges that Marks failed to publish the scores or do any advertising as agreed. Decision on the motion is expected next week.

Music as Written

age was cut by the Choraleers, with the cleffer at the piano. Album cover was designed by Chinese thesp Kay Luke.

Album contains *The Lord's Prayer, Twenty-Third Psalm, Unto Thee, The Beatitudes, For My Mother and My Friend*. Diskery topper Paul Hewitt is prepping additional Easter material for release following the Malotte diskings.

Jerry Wald Band Set  
For Carroll Nitery . . .

Jerry Wald's band (14) was inked Friday (2) as show and dance ork for Earl Carroll's theater-restaurant, Hollywood. Pact is for a month with weekly options. Deal was made by Walter Meyers thru General Artists Corporation. Wald, recently at the Paramount Theater, New York, operates his own bistro a half block from Carroll's. Nitery is negotiating with Columbia Broadcasting System for a net show similar to coast-to-coast airers from other swankeries and hotels. Carroll's is expected to re-open March 27.

Alamo Music Cuts  
Hillbilly Ditty . . .

Alamo Music, Hill & Range affiliate, has purchased a hillbilly-in-blues-tempo ditty, "That's the One for Me" from Greenwich Music. Greenwich is owned by Art Rupe, Specialty Records prexy. Rupe cut the tune with his two top artists, Roy Milton and Joe Liggins, and has the first disk out on the song. Alamo, which will plug song three ways (country, pop and rhythm and blues), has housed such good sellers as "Rag Mop" and "Oh, Babe."

Colosseum Records  
Sponsors Symphony Series . . .

Colosseum Records, longhair platter outfit, this week signed to sponsor a symphonic series on WFDR, New York FM outlet. Deal, set direct, calls for the 8 to 8:30 p.m. slot daily, on alternate weeks, and will feature Colosseum's own longhair pressings.

New York

Julliard School of Music has added a dance department. . . . Harry Link and Herbert Marks are close to concluding a deal for Link to become general professional manager for the E. B. Marks pubbery. . . . Gene Schwartz, formerly contactman for Ben Bloom, has opened his open pubbery, teeing off with "I'll Be All Alone." . . . MGM diskery threw a cocktail party for Billy Eckstine at the Copa nitery, New York, Wednesday evening (28). . . . Macy's did ditto at Macy's for Tommy Johnston, toy department veepee, to introduce his "Sonny the Bunny" character.

Chicago

The Johnny Pineapple band, 12-piecer last with GAC, has inked with McConkey. Pineapple, currently at the Strand, New York, is set for the Muehlbach, Kansas City, Mo., opening four-weeker March 28. . . . Will Rossiter, the octogenarian songwriter, lost his wife here last week. Billy Lund, former plugger with Leo Feist, Shapiro-Bernstein and others, also died last week. . . . Milt Schwartz and Al Greenfield, veteran Chicago partnership in the cocktail lounge ownership field, split, with Schwartz set to take over the Band Box and the Brass Rail, while Greenfield, who is Gertrude Neisen's spouse, set to take the Capitol Lounge.

Jerry Weiss, ex-film exploitation rep here, has joined Tower Records as Dick Bradley's assistant. Record Distributors is now handling Tower locally. Jimmy Martin formerly handled Tower. . . . Mercury has inked Illinois Jacquet, the tenor star, to a disking pact. . . . Frank Kelton, vet music man, has left Joe Davis' Beacon pubbery as Nashville rep and has set up two of his own firms, Turnpike Music and Franklin Music. He is remaining in Nashville. . . . Al Trace has been renewed for another six weeks at the Martinique.

Mercury Records in a drive on to establish Rex Allen as a pop singer as well as country warbler. . . . Dinning Sisters have inked

a new pact with Capitol. . . . Ray Pearl set for the industrial show at Hastings, Neb., April 10-15. . . . Patricia Brewer was forced by illness to forego her current two-weeker at the Oriental Theater, with Betty Chapel subbing for the period. . . . Art Sheridan, of American Distributing, and Joel Cooper, of Tell Music, deny any friction over who was to handle Life Records for Chicago. Sheridan is still handling the line (The Billboard, February 24). . . . Bob Bodine, ex-Victor, and Jimmy Martin, promotion and salesman, are opening a record promotion office. Barbara Belle has given them Midwest coverage for Fran Warren and Champ Butler. . . . The Linn Burtons (he's the freelance d. j.) became parents of a son, Michael Linn, February 12. . . . Art Talmadge, Irv Green and Milt Salstone, of Mercury, have returned from two weeks in Acapulco, Mex.

Hollywood

Capitol recently released a "Nero Fiddles" album. . . . James Mason makes his film debut as a singer in Portland Productions' "A Lady Possessed." Mason once sang in a musical in England. . . . The Knightingales (4), Skylark Records group, doing video shows in this area. . . . William Carle and Albert Hay Malotte, International Sacred Recordings pair, guested recently on Ralph and Evangeline Carmichael's TV show. . . . Johnny Bradford, Victor artist, bows in WB's "I Was a Communist for the FBI," playing a heavy. . . . Bob Mitchell Choir was cast with Doris Day in "The Christmas Story" at Warners. . . . Musical score for WB's "Fort Worth" will be clefted by David Buttolph. . . . Doris Day will wax songs from "On Moonlight Bay" for a Columbia album. Jack Smith will team with her. . . . Lucille Norman also dances in WB's "Painting the Clouds With Sunshine." Dennis Morgan-Virginia Mayo flicker. . . . June Hutton held in New York for work on Frank Sinatra's TV show.

Columbia Records has picked up Walter Gross's option and cut another eight-sided album, "Piano Portraits." . . . Allan Jones has set his first TV film shot for Snader's Telescriptions, "Donkey Serenade." . . . Robert Merrill will warble "Mona Lisa" during the Academy awards ceremony March 29. . . . Crooner Dick Haymes trying to get Houston's Shamrock to delay his opening from March 27 to April. This would allow him to tape ahead his "I Fly Anything" adventure series for ABC.

Red Norvo cut the first sides with his new trio on MGM. . . . Religious diskery, Sacred Records, issued 24 sides last week on its red label. Tunes were waxed by the Old-Fashioned Revival Hour Quartet. . . . A quintet of bands are set for the Pasadena Civic Auditorium in March. They are Don Ricardo, Anson Weeks, Paul Martin, Bill Fletcher and Bob Keene. Orks will play week-ends. . . . Les Baxter in Havana doing research on a forthcoming album for Capitol. . . . Jerry Gray set for a one-nighter Saturday (10) at the Pacific Square Ballroom, San Diego. . . . Frankie Laine will do a concert in San Bernardino Friday (9). . . . Oscar nominee Nickolas Brodzsky ill with a leg infection. . . . Musical director post for Warner Bros., "I Was a Communist for the FBI" went to William Lava. . . . "Every Little Movement" and "Tip Toe Through the Tulips" added to two Warners' flickers. . . . Eddie Dean, Walkin' Charley Aldridge and Doye O'Dell signed for guest shots on Redd Harper's AFRS weekly show. . . . Morris Stoloff commissioned Mario Castelnuovo Tedesco to do an original score for Columbia's "Mask of the Avenger." . . . Scoring of "No Sad Songs for Me," for which George Duning received an Academy nomination, brought a deluge of fan mail to Columbia.

Philadelphia

Melody Mac, who plays the organ console at the Broadwood Hotel Lounge, was named musical

director of the local Valdarary Record Company. . . . Joe Frassetto, Latin Casino maestro, clicked with his first songwriting effort after 20 years in the music business. The tune's called "Just a Prayer." Lee Morgan waxed it with the maestro's band backing. . . . Tunesmith Pat Murphy, of near-by Ridgeway, Pa., is recovering from the heart attack which felled him Christmas Day. . . . James W. Bampton resigned as head of Theodore Presser, classical music publishing firm, with senior Vice-President Herbert L. Brown moving up in his place.

Carl Waxman, also sax sorcerer, recently stepped out with a band of his own under the management wing of the Dick Ingram Agency. . . . Lee Charmell takes over the canary chores with Abbey Albert at the Hotel Warwick. . . . Johnny Mann, of the Overtones Quartet with Charley Ventura, has received the tap from his Baltimore draft board.

Detroit

The Four Dukes, all-male group who formerly operated their own supper club, have cut the first numbers to be released by the new Sweet-Tone label, "I'm Gonna Take a Trip to Loveland" and "Swinging on the Old Verandah" with Peter Uryga's band. . . . Henry Pa Pidus, president of Synthetic Plastics, owner of Peter Pan Records, is reported considering the possible establishment of a new pressing plant in Detroit.

Kal Bruss, formerly with Planet Records here, has returned to the motion picture business as salesman for Lippert Productions in up-State Michigan. . . . The Don Roth Trio, at the Congress Hotel, Chicago, has cut four new sides, topped by "Daddy's Little Pin-Up Girl," with Sunday Smith doing the vocals, for Citation Records. Lou Parker directed the session.

Hartford, Conn.

Paul McGeary's band is playing in the Orchid Room of Ryan's, downtown night spot. . . . George Ventrelli and his orchestra are playing for dancing on Friday and Saturday nights at Club Palmetto at near-by New Britain, Conn. . . . Chief Warrant Officer Lou DeCapua has been named to recruit and head a 56-piece band of the first brigade, Connecticut State Guard.

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## ZOOM, FAME, CASH

# That's the M & L Story of Success

• Continued from page 3

man in a Steubenville, O., gambling casino where he met Dick Richards. Richards' brother was Martin's boss. When Martin got his first New York job, Richards, just out of the army with \$200 mustering out pay, turned the dough over to Martin and became his personal manager on a 20 per cent deal. Bandleader Watkins already held 10 per cent of Martin. During his career Martin managed to sell or give away 105 per cent of himself, getting involved in numerous lawsuits. If Lewis didn't sell any part of himself, it was probably not for lack of trying. Instead he went into hock to various shylocks.

The kids individually worked the Loew's State (New York) at different times. Lewis got around \$200; Martin got \$550. Both dates were in 1944 when salaries were generally high. The first time they worked on the same bill was at the Belmont Plaza's Glass Hat in New York. Martin's date was a straight booking thru Music Corporation of America, which agency was booking him for Watkins.

Lewis came in on a split second maneuvering by Greshler, who had him standing by, when the emcee originally booked in laid a bomb on the first show. MCA's Johnny Greenhut was willing to put Lewis in, but Greshler refused unless he got a contract. In *The Billboard* review of that show (September 9, 1944, the writer said of Lewis, "... fills comedy spot to perfection. ... set routine consists of recordings." This was the first time the writer caught Lewis.

### Martin's Riobamba Date

Martin's first New York job was at the Riobamba early in 1943 when Artie Yawitz, operating the club, was looking for a singer to follow Frank Sinatra, and bought Martin for \$150. The joint folded. The next date was the Harlequin where the writer first caught him. *The Billboard* review (July 7, 1944) said of Martin, "... tall, dark lad ... has one of the best deliveries. ... voice is clear. ... manner calculated to make fem hearts pop. ... The Harlequin job payed \$200, and called for nightly payoffs and cash register watching. The first of Martin's managerial problems cropped up at the Harlequin.

Lou Perry, then with the American Guild of Variety Artists, started romancing Martin and finally got him to sign an exclusive management contract calling for 30%. Later he included a personal management contract. Conflicts between Richards and Perry arose almost at once and continued until Richards sued Martin, and finally settled his claim for \$2,600. Both Perry and Richards claim credit for a radio show that WMCA gave Martin. Deal was for \$75 a week for 52 weeks. The WMCA job was coincidental with Martin's Harlequin date.

### Another 10%

While on the air, Jerry Sears, then with WMCA as musical director, did arrangements for Martin, and in lieu of cash took 10 per cent. He returned the contract at a later date when Martin paid up. In the summer of 1944, while Richards and Perry were feuding, Lou Costello (Abbott and Costello) worked harmoniously. To clear the decks Perry and Costello arranged for Martin's release from MCA. Costello, a valuable MCA property, then on the Camel radio show, swung his weight, and MCA gave up its contract for \$552, an amount claimed for back commissions.

Martin's first job under the Costello-Perry aegis was the Baltimore Hippodrome in the winter of 1944 for \$550, the most he'd gotten so far. Date was secured by Eddie Sherman, Hipp booker, who was also Costello's manager. The Loew's State, December, 1944 followed and Martin was off to the races.

But money and Martin didn't

mix. The more he made the deeper he went into the hole. On one 12-week date at the Rio Cabana, Chicago, where he got \$700, he came back to New York with \$65.

"I had to advance him \$25 so he could make the next date in Baltimore," says Perry.

### H-M Afterpiece

Both lads worked separate jobs until early in 1946 when both were on the same bill at the Havana-Madrid, and did a team afterpiece. Of the ad lib routine the writer said in *The Billboard* (March 16, 1946), "... Martin and Lewis do an afterpiece that has all the makings of a sock act. Boys play straight for each other; step on each other's lines, mug and raise general bedlam. ... Lewis was in for \$200; Martin, in for a showing date, took a cut, getting \$350.

It was at the Havana-Madrid that Martin started to get picture offers. He did a short for Columbia and signed an exclusive contract with Milt Pickman. Perry, by dint of fast talking, got the contract back. Joe Pasternack wanted Martin for a pic, *Clouds Roll By*, and had a test made. Both Martin and Lewis were packed and ready to leave for the Coast May 4, 1946, when Pasternack cancelled the deal. Why the deal was dropped is explained in two versions, take your choice. Greshler, who later saw the test, said it was terrible. Perry attributes it to more personal reasons. The first time the two lads did an official act together was at the 500 Club, Atlantic City, July 25, 1946. Perry claims he was the motivating factor.

"Lewis called me, crying that Irving Wolf (the op) was going to cancel him, and could I do something about it. As an inducement to Wolf to keep Lewis on I offered him Martin at \$550, a cut from his \$700 salary, and that's how the whole thing came about. If I hadn't made the phone call it would've never happened."

### More and More Confusion

Greshler's version is that Jerry Lewis was never in any danger. "Wolf wanted a boy singer and I recommended Martin. Willie Weber, the booker, made the deal."

From here on the maneuverings for control became heated. Perry said he'd heard that Greshler was in Atlantic City romancing Martin and was warned to protect himself. Lewis said he couldn't even get Greshler to come down and catch the new act. "He's too busy with the Wesson Brothers." In any event Greshler did go down and says "Martin pleaded with me to handle him."

Harry Steinman, Latin Casino, Philly, op, made a \$1,200 offer for the team to Greshler, and the later started to book them in earnest. Perry filed charges against Greshler in AGVA for commissions and booking without authority. After various hearings in AGVA, Perry sold out October, 1946, to Greshler for \$4,000. "That was less dough than I spent on Martin while I was supporting him," said Perry.

Greshler says he booked Martin for seven months without commissions. Greshler's first New York date for the combo was at Loew's State, July 31, 1947. *The Billboard* review (September 9, 1947) said of the team, "... had the customers on their feet and yelling for more. ... it was terrific." The Loew's State deal was for \$1,500 with an option for the Capitol for \$1,550 and a second Capitol date to be played in nine months for \$1,750.

(Continued next week)

HOLLYWOOD, March 3. — American Guild of Variety Artists' Portland, Ore., office shuttered Wednesday (28). Reason for the closing was that the territory was not active enough to warrant a special rep. Area will now be policed by Phil Downing, of AGVA's Seattle branch.

## TVA SEZ NO TO CUFFO KINES

NEW YORK, March 3.—Television Authority (TVA) this week turned down a request from Pabst Brewery to permit the showing of kinescopes of video fights to fraternal organizations at no charge. Refusal came as a result of a major beef from the American Guild of Variety Artists (AGVA).

Brewery intended to offer the kinescopes free of charge as a promotional stunt, but AGVA claimed that the use of the fight films would eliminate jobs for its members.

## New Declines In B. O. Take of Stem Combos

NEW YORK, March 3.—Takes at the Stem combo houses continued to fall off this week despite some new shows. Rain didn't help, but takes in general were off all along the line. Week's grosses totaled a very tepid \$359,000 after previous weeks of \$393,000 and \$403,000.

Radio City Music Hall (6,200 seats; February average \$115,000) hit \$137,000 for the second week of *Payment on Demand*, Johnny Mack and the Asia Boys. Bill opened with \$130,000.

Roxy (6,000 seats; February average \$83,000) did a slow \$75,000 for the first frame of *U. S. S. Teakettle* and the Ritz Brothers.

Capitol (4,627 seats; February average \$51,000) got only \$38,000 for the final stanza of *Vengeance Valley*, Joey Adams, Felix Knight and the Blue Barron ork. The two-weeker opened with \$45,000. New show has *Three Guys Named Mike*, Johnny Long ork, Georgia Gibbs and Artie Dann.

Paramount (3,654 seats; February average \$85,000) got \$70,000 for the opening frame of *Cry Danger*, Eddie Fisher and the Russ Case ork.

Strand (2,700 seats; February average \$39,000) ended up with \$22,000 for the fourth and final week of *Denise Darcel*, Joey Bishop and *Operation Pacific*. Takes for first three weeks were \$50,000, \$40,000 and \$35,000. New show has *Josephine Baker*, Leo De Lyon, Buddy Rich ork and *Storm Warning*.

Palace (1,700 seats; February average \$16,000) moved up to \$17,000 for *Rogue River* and an eight-act bill headed by Ladd Lyon and Milton Douglas. Gross for previous week was \$16,000.

## Det. Bowery Folds Again; Prospects Dim

DETROIT, March 3.—The Bowery has folded again here, with future prospects very dim. A newspaper story had the spot transformed into a car dealer's service department, but the report was "premature." The future of the building is still under discussion. The spot, which hit its peak in the early 1940s, has had several vicissitudes since the lush wartime days. It closed last year under receivership but was reopened in the fall with Frank Barbaro back as manager. The owner was Catherine DeGutis, whose husband, John DeGutis, had been associated with the old Barbaro management.

The liquor license remains a valuable property, and there are some prospects the spot may be reopened under new financing.

Following the fold-up, it was reported that several acts working there recently had not been paid. It was learned, however, that Pete Iodice, agent handling the spot, is making good on most salaries. The \$1,500 bond posted by the club with American Guild of Variety Artists will be used to pay off the rest. Singer Guy Mitchell is slated to pick up \$750 from AGVA.

## AGVA Holds Tight, Nixes Group Pacts

NEW YORK, March 3.—American Guild of Variety Artists this week held firm on a long-standing policy not to deal with associations of cafe operators. Latest instance centers around an organization formed in Philadelphia under the name of Cafe Owners' Guild. Group was set up a few weeks ago (*The Billboard*, February 24) when the ops insisted on a show-down with AGVA over the union's demand for regular payments based on talent used.

At that time COG hired Leonard Propper, assistant district attorney, to represent it in negotiations for a single contract to cover all member cafes. Meeting held in New York with AGVA wound up with the union refusing to negotiate except on an individual basis with each cafe.

Battle lines were drawn a month ago when AGVA gave the cafe owners 30 days notice that the minimum basic agreements were being cancelled and negotiations would begin for a new agreement. The Philadelphia ops decided to act as a group.

### PROSER POSERS

## Clubs Stay Shut, More Trouble On

NEW YORK, March 3.—It looked this week as tho Monte Proser's hefty problems in trying to get his theater-cafe operations started were continuing to mount. Temporary settlement of the beef involving Proser, Equity and the American Guild of Variety Artists (*The Billboard*, March 3) already has him shelling plenty of extra dough for his Broadway spot. With added difficulty of getting his clubs open on time, it now appears Proser may have to pay acts from the dates for which they were originally contracted, whether or not he can open as scheduled.

According to Henry Dunn, AGVA executive secretary, Proser will be required to pay acts for his East Side club, La Vi En Rose, from contracted dates. Club is now scheduled to open March 15, in lieu of February 28, date originally planned. In addition, AGVA expects Proser to pay Josephine Baker from March 8 on, altho it is doubtful whether Proser's Broadway cafe can be opened within 10 days of that date.

In the meantime the meeting of the Associated Actors and Artistes of America (Four A's), set for this week to finalize the settlement of Proser's Broadway tab show format, was postponed until next Wednesday (7). Meeting set for this week was canceled when the representative of American Federation of Radio Artists failed to show because of more pressing business.

## Gerson Buys Latin Casino

PHILADELPHIA, March 3.—Latin Casino, town's big nitery which has gone thru numerous operation combines in recent years, now appears to be settled down under the single ownership of Daniel (Dallas) Gerson, who brought out other interests.

Disclosure came from application for the conduct of the nitery business as required by the State's assumed or fictitious business name act. Application identified Gerson as the only person "owning or interested in said business."

Gerson, who also runs a catering business on the site of what used to be the Coronet Club, has brought in Dave Dushoff as an associate. Harry Steinman will now be billed as the one presenting the floorshows, while Gerson and Dushoff will be listed as banquet directors.

The Propper left New York apparently satisfied with concessions made by both parties, Dick Jones, AGVA's Philadelphia head, claims that new individual contracts must be signed by next Wednesday (7) or shows will be yanked.

Meeting in New York did result in some agreements on such clauses in the new contracts as welfare and insurance funds, benefits, time of shows and responsibility for payment of guest artists.

## AGVA's \$10 Bite Starts Philly Hassle

### Embassy, Palumbo's Refuse Advances, Lines, Stars in Fuss

NEW YORK, March 3.—The \$10 assessment levied on performers last month by the American Guild of Variety Artists was the basis for a hassle involving two Philadelphia clubs this week.

According to Dick Jones, AGVA's Philadelphia rep, Palumbo's and the Embassy refused to advance the assessment money to the line and allegedly advised the gals not to pay. At Palumbo's show principals were pulled for one night, Wednesday (28). The Embassy hassle started too late at night to pull the show. Beefs were settled the following day when lines of both clubs agreed to pay the tax.

The local AGVA branch, however, is bringing charges against lines of both clubs and also John Farrow, of Palumbo's, and Sam Silbers and line producer Lee Henderson, of the Embassy.

## La Tucker Set For Big Tour

NEW YORK, March 3.—Opening at the Bay Shore Royal Hotel, Tampa, Monday (5) is kick-off date for Sophie Tucker's cross-country tour that will wind up in Chicago September 15. Schedule has her set for seven top hotels, for dates ranging from 10 days to eight weeks.

Following the Bay Shore Royal, Miss Tucker will be at the Shamrock, Houston, from March 15 to 25; the Chase, St. Louis, from March 26 to April 19; the Beverly Hills, California, from April 20 to May 15; El Rancho, Las Vegas, Nev., from May 16 to June 1; Riverside, in Reno, Nev., from June 1 to 17, and the Ambassador, East, Chicago, from June 20 to September 1.

## AGVA May Classify MC's

HOLLYWOOD, March 3.—American Guild of Variety Artists' office here has passed a resolution to reclassify emsees. Bill, which goes to the national board for approval, would put emsees into two categories—those who just introduce an act and those who sing, dance and make with the jokes besides their introductory chores.

Resolution would give the all-round emsees scale plus 50 per cent. At present they receive scale for doing the above-mentioned work. One hundred local AGVA members and 500 impromptu emsees are affected by the proposal. Scale, locally, for emsees varies from \$60-\$125.

HOLLYWOOD, March 3.—American Guild of Variety Artists here has tabled a hearing to determine whether warbler June Barton can legally get out of a contract with the Lynn Clark-Herm Hines Booking Agency. Preliminary arbitration will take place early next week with a three-man board sitting in.

**Jackie Heller's Carousel, Pittsburgh**  
(Tuesday, February 20)

Capacity, 300. Policy, no cover, minimum \$2.50. Shows 8:30 and 12:30. Booking, non-exclusive. Owner-operators, Jackie, Sol and Bill Heller. Estimated budget this show, \$1,200 (does not include Heller's salary).

Brightest spot on this show is dancer Earl Barton, who has come home after scoring on the Ed Sullivan and Kate Smith TV shows. Youngster, who lives in the same neighborhood that spawned Gene Kelly, may some day be the dancer to take his place when Kelly realizes his long ambition to be a director. Barton is an expert technician, has a good talking voice in introducing his numbers and does a sock terp turn that brought a boff mitt.

Opening slot went to Cheryl Hayward, who scored easily with her acro bit. Heller then came on and in his usual manner had the room rocking with his well-delivered pop tunes. Guy never seems to wear out in this room.

In the star spot, Claudia Pinza was handicapped by the small band, as all her big arrangements called for at least 12 men, but she wisely kept to pops and special material. Her opener kidded her relationship with her father. She showed a good set of trained pipes but her big mitt came on her last tune when she sang *Mattinata*, an operatic aria by Leoncavallo. House was well filled when caught and even tho she is not ready yet for the big rooms her name value is still something to be reckoned with. Herman Middleman's work cut the show well and played excellently for dancing.

Len Litman.

# Night Club - Vaude Reviews

**Palace, New York**  
(Thursday, March 1)

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.

This week's eight-acter opens and closes strong enough, but slows to the proverbial walk down the middle. The King Brothers, youthful hand-balancing team, exhibited one of the best opening acts seen in a long time. Their studied, slightly exaggerated movements are a pleasure to watch, and with a fast bit involving a dog bringing out a prop, they drew some surprise laughs and a good mitt. Chester Fredericks and Bobbie sold well with a series of eccentric terping bits, falls and dance impressions. Fredericks, long on the boards, has a show-wise act.

Andy Mayo's Pansy the Horse act, standard, got its usual share of laughs, but pert little gal who works the "animal" threw away a lot of material via poor diction. Cutting her vocal and dance bits and concentrating on Pansy would tighten the act to good effect. The Larks, new vocal quintet from the South, did well enough with a group of tunes that included *Tennessee Waltz*, *Shadrach* and *Yes Sir, She's My Baby*. Boys sing well but don't have that distinctive sound so necessary to make the grade.

**New Comic**

A new comic, Allen Swift, exhibited some fine talent, but his material is just a little too smart for the typical Palace audience. The guy's bits on a garment center character and typical TV viewers could be sock material in clubs. At the Palace it drew nothing more than giggles. Another standard turn, Martells and Mignon, picked up the pace with their well-known adagio act.

Johnny D'Arco and Parker Gee, comedy team out of burlesque, got some yocks with their slapstick antics, but also need much material to step out. Both men have good sets of pipes and can belt a song. With some sharp material they might happen. Harold Harnes's tight-wire act closed with the usual oohs, aahs and applause.

Pic, *The Second Face*.

Joe Martin.

**Oriental, Chicago**  
(Friday, March 2)

Capacity, 3,200. Price policy, 50 to 98 cents daily. House booker, Charley Hogan. Show played by Sherman Hayes' house band.

Charley Hogan has put together one of the finest family type vauders in quite a while, which, together with the Western pic, *Vengeance Valley*, should do an okay gross. Debbie Reynolds and Carelton Carpenter are perhaps the cutest and best-drilled duo sent out of Hollywood on personals in a long time. Diminutive Debbie and towering Carelton opened fast with their screened and recorded version of *Aba Daba Honeymoon*, after which they did a winsome novelty, with la Reynolds singing in rhythm to pulling a long loose thread from her partner's clothes. Then each contributed a good solo bit, closing with a romantic duo bit. The youngsters got sock reaction for each number, with their sincere and animated delivery making them appear to be a good bet for family-directed video shots.

Rita and Alan Farrell should drop their standard ballroom opener and their modern ballroom garb, subbing the remainder of their act done in old-time garb. The rest of their act is some of the finest impressions of past generation dancing, not done by other teams. Outside of their opening four minutes the act got great response.

Paul Gilbert, versatile young comic, showed in addition to the trumpet playing, singing, good original comedy material and hand balancing, which he did at the *Chez Paree* recently, a neat bit of eccentric dancing. He scored better here than at the *Chez*.

The Adriani brothers, balalaika and guitar duo, are good enough instrumentalists to warrant a listen from a diskery seeking a Les Paul styled duo. Boys work the gamut from the lightest pops to *Rhapsody in Blue*. Their comedy

**Loew's State, Boston**  
(Thursday, March 1)

Capacity, 3,500. Price range, 50 cents to \$1.10. Three shows daily; four Saturdays. House booker, Charles Kurtzman. Show played by Freddy Guerra band.

Vic Damone's smoothly tailored delivery paces current show, but real excitement is the return of Helen O'Connell, eye-catching and packing as much wallop as ever she did in the halcyon Dorsey days. Gal's fine rhythmic sense contrasts nicely with dreamy Damone style to give the pop music set a red-letter performance.

Damone scored neatly with *If and I Can't Give You Anything But Love, Baby*, altho there wasn't a squeal in the house. Audience came to hear singing as heavy exit hand indicated. O'Connell found nostalgic appeal of past years strong with medley of *Green Eyes*, *Embraceable You* and *All of Me*. Favorable response showed soundness of her comeback formula.

Rest of bill is spotty. Pat Henning as emcee is hamstrung by material that ranges from highly amusing to the tasteless. Impressions of Hollywood stars drew yocks and his Irish parade routine had local angle. Stagg McMann Trio, reliable standard harmonica act, got so-so returns. The Marvels flipped their way to heavy mits with excellent teeterboard acrobatics.

Pic, *Al Jennings of Oklahoma*. Bob Taylor.

**Carroll's, Paris**  
(Tuesday, February 20)

Capacity 200. Price policy: \$10 minimum. Operator, Frede. Booking, M. Marouani organization. Estimated budget, \$425 nightly. Publicity budget, \$10 weekly.

Offering a few top acts and excellent dance music, business at Carroll's continues to hold despite a lull in other clubs here. The spot attracts the international set. Tall, blond, contralto Dany Dauberson headlines the show, singing a number of French tunes which bring her out for encore after encore. Speaking English perfectly, this thrush is a sure bet for the musical comedy in the States.

Boris the Pickpocket does an unusually clever magic act. He brings customers out on the floor to "swipe" their watches, suspenders, neckties or wallets. He gets plenty of yocks and applause.

Lena Samara comes on from a picture frame on the wall. Drapes move aside showing the frame with Miss Samara sitting and strumming her guitar and singing Spanish folk songs. The presentation is effective, and her work is appreciated. Redheaded Janine Miller, a Carroll regular, accompanied by Jerry Mengo's house ork, sings several American pop tunes. Jerry Mengo and his ork cut the show. Ricco's Creole band furnishes the Latin tempos. Art Rosett.

**Copacabana, New York**  
(Thursday, March 1)

Capacity, 610. Price policy—\$3-\$4 minimum. Shows at 8:30, 12 and 2. Operators, Jules Podell-Jack Entratter. Booking, non-exclusive. Publicity, George B. Evans Associates. Estimated budget this show, \$12,500.

Continued from page 3

If, *Wanna Be Loved* and an amusing rib of Frankie Laine's *Mule Train* and *Wild Goose*. The guy looks, of course, like a million.

**Mannequin Turn**

The show also includes the Andre, Andree and Bonnie dance novelty, a man and two gals made up with masks after the fashion of mannequins. The girls do their rigid routines with good precision and the act did well, altho on too long. After the girls are unmasked, much of the turn's effectiveness is dissipated.

There are the usual Copa production routines, with standard hoofing by Harrison and Patricia. The vocalists are good looking Sonny Calello and Hope Zee, with Miss Zee blasting the daylight out of the mike. Mike Durso, who seemingly owns the lease for the joint, plays an excellent show.

repartee could use some sprucing up to match their stellar plucking. Johnny Sippel.

**Wedgwood Room, Waldorf-Astoria, New York**  
(Thursday, March 1)

Capacity, 282. Price policy, \$2 cover after 9:15. Shows at 9:15 and 12:15. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent budget this show, \$2,500. Estimated budget last show, \$2,500.

The name value of this bill is not enough to draw big crowds, those that come will get a solid hour of entertainment. Nancy Donovan, back in New York after a year of touring, radio and theaters, was her usual gracious self. Her smile is still her strongest selling point, tho Miss Donovan can sell a song with the best. Choice of material, mostly show tunes, was excellent. Opening with *With a Song in My Heart*, she ran such fine tunes as *You and the Night and the Music*, *If I Were a Bell*, *I'll Be Seeing You* and *That Old Black Magic*. Most effective were her versions of *Little Girl From Little Rock* and *Marrying for Love* plus an Irish medley.

Ross Harvey's tap work, good as it is, was completely overshadowed by his routine with the Australian budgie birds. The guy has a sock act for the plush niteries, with the colorful little trained birds certain to elicit oohs and aahs from femmes in the house. However, Harvey's footwork and musical arrangements are first rate. He dances to such music as Debussy's *Claire De Lune* and Chopin's *Nocturne in C Minor*, making effective use of his arms and hands as well as his feet.

Emil Coleman's show-backing was near perfect. Coleman and Mischa Borr split the terping assignment. Joe Martin.

**Al Morgan's Glenn Rendezvous, Newport, Ky.**  
(Friday, February 23)

Capacity: 240. Price policy, \$1 cover week-days; \$1.50, Saturdays. Shows at 9, 11 and 1; no Monday operation. Operator, Al Morgan; manager, Walter Johnson; publicity, Sam Honigberg. Booking policy, non-exclusive. Estimated budget this show, \$3,000.

Al Morgan, acrobatic pianist, made his debut as a bistro operator to a sell-out week-end throng. To augment the capacity of this intimate 186-seater, the former gaming casino has been converted into an attractive cocktail lounge. Morgan hopes to capture business with a policy of popular prices and no gambling, a new departure for this spot.

With an entertainment nut that (Continued on page 41)

**Strand, New York**  
(Friday, March 2)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five, week-ends. Warner chain booker, Harry Mayer. Show played by Buddy Rich ork.

Continued from page 3

caught the spark from Miss Baker. In addition to his own act, he filled in for la Baker while she went off to change costumes. Trying to follow Miss Baker four times each show is a rough assignment, but De Lyon handled it exceptionally well. His impressions, buffoonery and mimicry were tops.

The Zoris, a French importation, showed one of the finest apache routines ever to hit the States. Big, husky guy works in nothing but a pair of scanty Bikini shorts, while the gal is garbed from head to toe in a tight-fitting leopard skin. Setting a "Tarzan and the leopard" mood, they amazed with some breath-taking spins and liquid movement.

The Buddy Rich band, apparently augmented with four violins for Miss Baker, was loud and rhythmic. While their show-backing was first rate, the tympani (three men on one number) completely overpowered the brass and reeds. *Old Man River*, sounded at times as tho it might have been a well-written jump arrangement, but it required concentration to hear the brass while Rich pounded the skins. Pic: Storm Warning.

**Versailles, New York**  
(Wednesday, February 28)

Capacity, 300. Price policy, \$5 minimum. Operators, Nick Prounis, Arnold Rossfield. Shows at 9:30 and 12:30. Booking, open. Publicity, John O'Malley. Estimated budget this show, \$3,000. Estimated budget last show, \$3,000.

The second show on opening night was proof that business has fallen off for most spots. Certainly name power of Joan Edwards and the Chandra Kaly Dancers would have done better business in more normal times. The first show crowd, according to reports, was okay.

The Chandra Kaly Troupe, effectively costumed in exotic "East Indian" grab, lent plenty of color to the show with choreography well suited to the tastes of the East Side crowd. Musical arrangement (Continued on page 36)

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# Burlesque Bits

By UNO

**MIKE SACHS** and Alice Kennedy headlined the show at the Gayety, Montreal, last week. . . . **Jean Lee** and **Jess Mack** attended the funeral of Jean's dad in Baltimore February 24. . . . **A. L. Meakim** brought back burly stock to his Rivoli, Seattle, February 22, after four years of films. Opening principals are **Ginger**

**Stafford, Morita, Terry Moore, Yvette, Bumps Wallace, Marvelle** and **Everett Conway**. Policy is three shows daily, with four on week-ends, including a Saturday midniter at 65 to 85 cents. . . . **Sirena**, who does an underwater strip in a tank, a novelty in Eastern burly houses, was formerly assistant to **Joe Thomas**, magician, under her family name, **Jo Ann Shepherd**. One of her tank-peeling competitors is **Devina**. . . . **La-Vodis** is training her Doberman Pinscher for a novelty strip act. . . . **Don Ricardo**, juggler, booked for the Hudson, Union City, N. J., week of February 18, was forced to quit after one performance, due to illness. . . . **Princess La-Homa** opens March 8 at the Rialto, Chicago, and then goes back to featured spot on the Hirst Circuit.

**JESSICA ROGERS'** new strip act has her robed as a college professor and, preceding the peel, crooning a song called "Bare Facts," for which **Ronnie Sterling** wrote the lyrics. . . . **Jack Reid**, veteran burly comic, has been hospitalized for several weeks at St. John's Hospital, St. Louis. . . . **Jo Trent**, composer of two songs, "You're Fabulous" and "Give Me a New Romance" is also voice teacher and coach for **Denise D'Achet**, a recent arrival from France, who was gueststar last week on **Lorenzo Fuller's** program over WLIB. . . . **Mar-Shan, Ming Chu, Merri Claire, Jean York's** line of six girls, and **Harry Frazer's** ork comprised the opening bill at **Jack Scott's** new Algiers nitery, New York, March 2. All were booked thru the Beverly Green Agency. **Mei Ling** bows in March 14. . . . **Mr. and Mrs. Eddie Ross**, owners of the Folly, Kansas City, Mo., paid a visit to Mr. and Mrs. **Stanley Montfort** at the Rialto, Chicago, to celebrate **Eddie and Stanley's** birthday February 20. It was their third annual whoopee. . . . **Trudy Wayne**, a Hirst Wheel strip newcomer, was formerly a tapster in New York and Chicago niteries. . . . **Jack Murray**, now doing straights for comics **Billy Ainslee** and **Artie Lloyd** on a Hirst unit, will return to comedian roles in his own tab show upon completion of his current tour. . . . **Victor H. Blanc**, theatrical attorney, was toastmaster at the dinner tendered by friends of **Jay J. Hornick** in Philadelphia, February 19, to celebrate his 25th anniversary in showbiz. The celebration, held in Hornick's own Footlights Cafe, was attended by 150 well-wishers. . . . **Nat Burgess**, singing emcee, has just closed at the Sugar Bowl, New Orleans, and planed out to Hollywood for nitery dates on the Coast.

# Caught Again

## Village Vanguard, New York

Royce Wallace in her first club job (she's been in a couple of musicals) is a good looking girl with an intriguing singing style. Tho her standard ballads and show tunes are pleasant, it is her slow rhythm numbers that sell best, due perhaps to her greater familiarity with them. The gal's style is a combo of straight warbling, with some stylized mannerisms making for an effective package. . . . **Wally Cox**, a recent addition here, has been reviewed on many previous occasions. His slow underplaying is now familiar to most audiences, so his impact is practically immediate. **Bill Smith.**

# Versailles, N. Y.

Continued from page 35  
ments were smart, ranging from *Twilight in Turkey* for Kaly's solo to a jazz piece with boogie-woogie rhythm. The dancers opened and closed the show, with the second spot a bright Latin-American routine in which Kaly did a short vocal chant. As usual, the three gals and Kaly exhibited neat timing and smooth terping. Yet the East Indian dance lost some of its potential effectiveness because Kaly kept a big smile on his face thruout. Interpretive dancing of this type seems to call for dead-panned concentration on the mood.

**Miss Edwards Easy**  
**Joan Edwards**, smartly gowned and with a healthy tan, worked with a hand mike and at the piano. In addition to some okay special material, **Miss Edwards** did well on the strength of a relaxed demeanor, good choice of songs and a smart gimmick. What she lacked in vocal and pianistic ability, she easily made up with the pacing and stage presence of a trouper. Her opening, a parody on *Only for Americans*, with references to **Piaf, Brisson** and **Sablon**, didn't get the results warranted by the effort. An up-tempo show tune would have done just as well. Moving over to the piano, she did a fair *I've Got You Under My Skin* and an okay *Lady Is a Tramp*. A few bars of the *Turntable Song* served as an intro to short impressions of **Billy Kenny**, of the *Ink Spots*; **Ethel Merman** and **Lena Horne**. A similar intro with *There's No Business Like Show Business* led into a medley of **uncle Gus Edwards's** songs.

**Stock Gimmick**  
Here the change of pace had the customers doing a community sing on such oldies as *School Days*, *Merry Oldsmobile* and *If I Were a Millionaire*. Her best number was **Irving Berlin's** two-part ditty, *You're Just in Love*. The gimmick had **Miss Edwards** using an off-stage record of herself singing one part of the tune while she did the counterpoint in person. In all it was beautifully timed and sock material. Finishing with her own *You Can't Take It With You*, she walked off to a good mitt.

**Emile Petti's** seven-piece ork did a first-rate job of playing the show and dishing out the terp tempos. Latin-American stuff was handled by **Panchito's** group.

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# Hocus-Pocus

of Magic and Magi  
By BILL SACHS

**LIEUT. LEE ALLEN ESTES**, Safety First Magician of the Kentucky State Police, is sporting a new paneled truck which carries his billing on both sides in bold gold letters. **Estes**, who continues to carry his safety first messages, via magic, to school kids in all sections of Kentucky, has set **Virgil the Magician** for a two-day stand in Lexington, Ky., May 10-11, under auspices of the Kiwanis. The Lexington Sunday Herald-Leader of February 25 carried a lengthy story with photos on **Estes'** vast magic photo collection which graces the walls of his rathskeller. . . . **Hal Newton**, after winding up at the Streamliner, Columbus, O., nitery, remained over to work the father-and-sons banquet at the Masonic Temple there February 21, and hit out the next day for Chicago where he appeared on the combined Society of American Magicians and International Brotherhood of Magicians show Friday night (23). . . . **Roger Linden** opened February 19 at the Palm Garden, Columbus, O., for a limited engagement. . . . **George A. Searls**, Dayton, O., mentalist, has opened a lecture bureau in that city under the name of **Majestic Celebrity Bureau**. He continues to work his mental turn along with his new venture. . . . **Mentalist Kuda Bux** has just concluded a two-weeker with his X-ray-eyes routine at the Top Hat, Montreal. . . . **Jack Fields** has his magic bar at the Folies Bergere in the Canadian metropolis. . . . About 40 magi from the St. Louis area turned out for the recent lecture-demonstration session conducted there by **Ed Marlo**, Chicago conjurer, who was brought in for the occasion by **Joe Scott**, Mound City trixster. . . . **Harry Williard**, the original Willard the Wizard, is wintering in Echo, La. . . . **Bob Ungewitter**, **Art Whelpley**, **Al Zink**, **Jimmy Harrison** and **Milt Kort**, of the Society of Detroit Magicians, appeared recently over WXYZ-TV, with each contributing a trick before the video camera. . . . **Arnold Furst** has a hustling agent keeping him busy in Texas schools with his 53-minute presentation. . . . **Oscar Mize**, Oklahoma City magicker, is playing thru the Southwest under sponsorship of the **Beatrice Food Company**.

**CHARLES A. NICOL**, of Monmouth, Ill., brother of the late internationally known magician, the **Great Nicola**, and who himself toured extensively for many years under the billing of **Von Arx the Magician**, has recovered from a recent major operation and is again working club dates in the Monmouth sector. He recently cracked his hometown newspaper when he donated a television set to the firefighters at Monmouth's central fire station, where he likes to spend his idle hours between engagements. . . . **Sidney N. Levine**, Montreal card expert, has signed for his eighth summer to manage **Sunshine Camp** for kiddies at St. Margarett, Que. . . . **Arthur Schalek**, Montreal magic enthusiast, reports that he is progressing nicely after a long battle with a bum ticker. . . . **Landrus the Magician** scribbles from Corpus Christi, Tex.: "Have a few stands in Mexico before heading back north. Freakish weather in Texas has hurt considerably. In Louisiana, ran into a lad working schools at a nickel and a dime, a scourge to the business. I am still getting 15 cents and a quarter at school assembly programs, with 30 and 60 cents at nights. While in Houston, I stopped off at **Howard's Magic Emporium**. The vet magician is in his 11th year there, with no competition, and keeps busy on club dates in the territory. He has a deal with the **Shell Oil Company** which keeps him on the jump by train and plane. **Smoky Cole** is working for **Howard** this winter. Also met **Cal Cardo**, who had just closed the **Town Lounge** in Houston. Visited the **Bill Hames Shows** at the **Houston Stock Show**, where I found **Bill Torson**, magician-mentalists, talking on the front of the **Side Show**, with **Douglas Karnagay** handling inside lectures. Latter also doubles school dates with his magic. **Wayne McKayne**, of Mississippi, has finished up his school dates and is back in niteries. **Ching Ling** and **Soo**, now working for **Music Corporation of America**, left Houston for Dallas. **Milo** is demonstrating

magic at the **Co-Op Trick Store** in **Corpus Christi**. . . . **The Great George (Grover George)**, of Zanesville, O., who has spent practically a lifetime touring South and Central America with his magic show, was the subject of a full-page illustrated feature in a recent issue of **Revista do Globo**, one of Brazil's leading weeklies. **George** is one of the foremost magicians in Latin America.

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MARCH 10, 1951

## BRONX PROJECT

### Second EC Theater Season On Up-Grade

NEW YORK, March 3.—The second season of the Equity Community Theater, under joint sponsorship of the Board of Education and Actors' Equity, has so far made considerable headway over last year, both financially and production-wise.

The non-profit project, operating at the De Witt Clinton High School in the Bronx, was set up last year to fulfill a two-fold purpose. Equity was interested in providing bread and butter for actors. And the Board of Education in the use of theater to foster community spirit, as well as provide adult and child education on a high visual level. The idea, judging from the near-capacity house Saturday (24) has definitely taken hold.

A look at last year's figures shows that the current standing of the project has been an uphill climb. Last year's bills included in order *My Heart's in the Highlands*, which drew 1,944 ticket buyers; *Saint Joan*, 3,420; *The Great Big Doorstep*, 3,497, and *Lucky Sam McCarver*, 3,501, a total paid audience of 12,362. However, with only \$1,200 advance subscription and a 60-cent tariff on the stubs, Equity and the Board of Education lost about \$1,000 each for the season. According to current figuring three-fourths of the

(Continued on page 38)

### NLRB Ponders Cincy Legiters' Ork Complaint

CINCINNATI, March 3.—National Labor Relations Board had under investigation this week a complaint filed by the National Association of the Legitimate Theater, Inc., New York, charging that Local 1, American Federation of Musicians here, had required payments for a seven-piece orchestra for two dramatic shows that played the local Cox and Taft theaters this season "for which music was not wanted nor used."

According to the complaint, it required \$648 for the so-called house band for eight performances of *Tuo Blind Mice*, October 30-November 4, 1950, at the Cox, and the same amount for the showing of *Mr. Roberts* at the Taft, January 29-February 5. These payments were demanded "despite the fact that the seven musicians rendered no service and the two plays required no music," it was charged.

Attorney Charles P. Taft represented the New York firm and the Shubert-Cox Theaters Company, an Ohio corporation, named in the petition as presenter of the shows here.

### Sides and Asides

#### Cast Changes, Adds; Production News . . .

New York City Center's spring drama season will begin April 25 and run six weeks, during which three revivals will be presented. Possibilities are: "The Second Mrs. Tanageray" with Greer Garson. "Idiot's Delight" with Sid Caesar and "Abe Lincoln in Illinois" with Raymond Massey. . . . Elia Kazan wants to stage Paddy Chayefsky's "The Man Who Made the Mountain Shake" for the Theater Guild next fall. . . . Lee Holland plans to present Paul Gerard Smith's comedy, "Halligan's Halo" on the West Coast, with Edmund Gwenn starring. . . . Daniel Melnick is reportedly involved in production of "Curtain Going Up," a revue with

## BROADWAY SHOWLOG

Performances Thru March 3, 1951

DRAMAS		
Affairs of State . . . . .	9-25, '50	183
(Music Box)		
Angel in the Pawnshop . . . . .	1-18, '51	52
(Booth)		
Bell, Book and Candle . . . . .	11-14, '50	127
(Barrymore)		
Darkness at Noon . . . . .	1-13, '51	57
(Alvin)		
Season in the Sun . . . . .	9-28, '51	180
(Cort)		
Second Threshold . . . . .	1-2, '51	72
(Morosco)		
The Country Girl . . . . .	11-10, '50	131
(Lyceum)		
The Happy Time . . . . .	1-24, '50	463
(Plymouth)		
The High Ground . . . . .	2-20, '51	15
(48th Street)		
The Lady's Not for Burning . . . . .	11-8, '50	124
(Royale)		
The Member of the Wedding . . . . .	1-5, '50	484
(Empire)		
The Rose Tattoo . . . . .	2-3, '51	33
(Martin Beck)		
Twentieth Century . . . . .	12-24, '50	80
(Fulton)		
MUSICALS		
Call Me Madam . . . . .	10-12, '50	164
(Imperial)		
Gentlemen Prefer Blondes . . . . .	12-8, '49	516
(Ziegfeld)		
Guys and Dolls . . . . .	11-24, '50	115
(46th Street)		
Kiss Me, Kate . . . . .	12-30, '48	898
(Shubert)		
Out of This World . . . . .	12-21, '50	84
(Century)		
South Pacific . . . . .	4-7, '48	720
(Majestic)		
Where's Charley? . . . . .	1-28, '51	832
(Broadway)		
CLOSED		
The King of Friday's Men . . . . .	2-24, '51	4
(Playhouse)		
(Opened 2-21, '51)		
Razzle Dazzle . . . . .	2-24, '51	8
(Arena)		
(Opened 2-19, '51)		
Michael Todd's Peep Show . . . . .	2-25, '51	279
(Winter Garden)		
(Opened 6-28, '50)		
Springtime Folly . . . . .	2-27, '51	2
(Golden)		
(Opened 2-26, '51)		
The Small Hours . . . . .	3-3, '51	20
(National)		
(Opened 2-15, '51)		
Billy Budd . . . . .	3-3, '51	25
(Biltmore)		
(Opened 2-6, '51)		
Jotham Valley . . . . .	3-3, '51	29
(Coronet)		
(Opened 2-6, '51)		
COMING UP		
(Week of March 4, 1951)		
Mary Rose . . . . .	3-4, '51	
(ANTA Playhouse)		
The Autumn Garden . . . . .	3-7, '51	
(Coronet)		
The Moon Is Blue . . . . .	3-8, '51	
(Henry Miller's)		
Romeo and Juliet . . . . .	3-10, '51	
(Broadhurst)		

### More Schools Sked 'Darkness'

Continued from page 1

State Teachers College and the Harvard theater group.

All seven of the schools have been sent scripts of the play with the following letter of authorization from the Playwrights' Company:

"Enclosed is a manuscript of Sidney Kingsley's play, *Darkness at Noon*.

"At the request of *The Billboard*, the author, Mr. Kingsley, and the Playwrights' Company as producers, have agreed to the royalty-free presentation of this play by authentic and accredited college groups in certain localities and under the following conditions:

(1) "The play must be performed by students and in theaters or halls that are situated on actual college or university properties. In no case is presentation permitted in any commercial theater that may be leased or in any manner contracted for on a profit-sharing basis.

(2) "The highest admission price charged for any performances may not exceed \$2.25, including federal, State and local taxes. It is hoped that the price may even be kept lower than this figure.

(3) "All productions of the play must be on a thoroly non-profit basis as far as any individual or any commercial group or organization is concerned. It is, however, perfectly permissible to devote any profits which may accrue to school-operated activities of any artistic nature.

"Unfortunately the enclosed manuscript does not give information about vital production details. This is being assembled at the present time and can be forwarded to you if you decide to proceed with the production.

"Cordially,  
"William Fields"

The plan to offer the hit Broadway show royalty-free to accredited colleges was suggested to Kingsley and the Playwrights' Company in an editorial in the February 3 issue of *The Billboard*. Its whole-hearted adoption by the authors and the Playwrights' Company breaks from tradition in that it marks the first time a Broadway hit is being made available for amateur production while the stem run is still going on.

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## Showbiz Guilds Mobilize To Fight State Tax Bill Joker

NEW YORK, March 3.—Belatedly alerted via the report of a meeting of the Central Trades and Labor Council (AFL) at Manhattan Center Thursday (1), show business went into quick defensive action against a proposed amendment to the current New York State unemployment insurance law, sponsored by State Sen. John H. Hughes (R., Syracuse) and Assemblyman Orlo M. Brees (R., Endicott).

An emergency meeting of the fact-finding committee, which represents all theatrical trades, was called at the committee's offices yesterday (2).

The amendment, which for one reason or another has received little or no publicity, calls for revisions in the current law which are extremely inimicable to anyone engaged in seasonal employment, and hence directly concerns show business.

In essence the proposal calls for the return of two-thirds of the present unemployment fund pool of \$900,000,000 to employers, with future unemployment tax collections no longer pooled, but credits specifically to individual employers and their employees. Under the new plan an employer would get a refund in taxes in proportion to calls for unemployment benefit against his operation. While a sop is offered in the way of increasing maximum weekly unemployment benefits to \$30 from the present limit of \$24, no one will be eligible for any payment without a working record of 20 weeks employment within the year. Also, under the current law an unemployed person has the privilege of refusing three job opportunities, before being marked off the benefit list. The amendment allows only one such refusal, before declaring the person ineligible for further un-

employment benefits. A spokesman for the fact-finding committee emphasized that gaited to emasculate a solid fund paid in by taxpayers for future protection.

**No Public Hearings**  
The amendment is now in the Labor and Industry Committee at Albany and is due to be passed to the Rules Committee Monday (5), which will preclude it from public hearings.

The fact-finding committee yesterday (2) went on the record to alert every individual member to contact his own theatrical union, to check the names of his own legislators and immediately advise them of his opposition to the proposal.

Several disk jockeys have agreed to discuss the measure on their such a change in the law is poison to seasonal employment and works a particular hardship on employees in the theatrical trades. Under the proposed amendment, if a production folds within a span of a few weeks and all employees apply for unemployment compensation, the tax backlog would be eaten up in no time, with no continued payments available. In addition, only a minority in the theatrical trades manage to find 20 weeks of employment in the course of a year, and in consequence a vast majority would be barred from any opportunity of benefit.

An Actor's Equity official tabbed the proposed measure as an attempt to remove the insurance factor from unemployment administration, giving an employer who keeps his help, preferred financial assistance over the man who must make lay-offs. There is no average for the good risk to help carry the bad risk. The move, says the official, is predicated on the fact the employment is currently

so high, that no one is thinking about a dearth of jobs, and it is programs, and explanatory hand bills are being printed for distribution at a Television Authority membership meeting at the Hotel Astor and at a musicians mass meeting at Local 802 assembly rooms Monday (5). The quarterly membership meeting of Actors' Equity at the Hotel Astor Friday (9) will also be similarly covered.

## NEWS REVIEW

### Blackfriars Offer Lenten Music-Drama

NEW YORK, March 3.—At about this time every year, the Blackfriars' Guild offers a Lenten play with a religious background at its little experimental theater. This year, director Dennis Gurney has embarked on the group's most pretentious effort to date—a music-drama called *Open the Gates*, with a libretto spot-lighting Mary of Magdala as its central figure.

A veteran pew-sitter at matters Blackfriars wonders whether the organization knew what it was getting into. Music-drama is a highly specialized product, and so far only a Gian-Carlo Menotti has been able to make it click. The labors of a young composer, named Dai-Keong Lee, and librettist Robert Payne definitely do not combine to much more than a static oratorio. Singing—and some of it extremely effective—there is

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### Bill Would Establish US Secretary of Fine Arts

WASHINGTON, March 3.—Aimed to encourage legit drama, music, ballet and other arts, a bill was hopped this week authorizing the creation of the office of assistant secretary of fine arts of the Department of Interior. The bill is co-sponsored by Rep. Ar-

thur G. Klein and Emanuel Celler.

The assistant secretary of fine arts would be appointed by the President of the United States and would serve under the secretary of interior. Klein and Celler in a joint statement said the purpose would be "not to control or direct but to assist entities which are now engaged in the presentation, perpetuation or development of the fine arts, and to aid civic non-profit organizations in their en-

(Continued on page 38)

### Theater Org Sponsored by Fourth Army

SAN ANTONIO, March 3.—A Fourth Army Civilian Theater Company, has been organized here by Sally Stubblefield, Fourth Army Soldier Show technician. The group will be the first all-civilian theatrical group in this area to be sponsored by the army. The initial outlay of funds for various productions to be presented will come from what is known as non-appropriated funds, which are profits from post exchanges, concessions and various other sources on the post. It is hoped that after the troupe hits the road, as the present plans call for, the project will become self-sustaining.

The cast will be professional. The group, under the direction of Miss Stubblefield, will produce about six shows a year and play at 20 army and air force installations within the Fourth Army area, which includes about four States. Music will be provided by nine members of the Fourth Army Band.

The first production is scheduled for two local performances this month, following which the show hits the road. There will be a nominal admission charge to the performances at the various bases.

### Hwd. Opening For "My L. A." Set for June

HOLLYWOOD, March 3.—With production already under way, a spokesman for *My L. A.* told *The Billboard* the musical extravaganza will open here in three months, at a major theater. Casting is more than 75 per cent complete and rehearsals are skedded in six weeks. Producer-Director William Trenk is currently in New York in search of a musical director.

Academy award winner Harry Horner started work on third dimension sets last week. Stock totaling \$173,000 has been sold and according to officials of the L. A. Junior Chamber of Commerce, show's sponsor, has been oversubscribed. Campaign to sell stock was kicked off last October and concluded early this month, with a brief halt during the yule season.

Sammy Fain and Paul Francis Webster have clefted the score for *My L. A.* Major labels have indicated a desire to wax the musical but no contracts have been signed. Cast will contain both established and tyro talent.

### Legit in Round For Harrisburg

HARRISBURG, Pa., March 3.—A new theater-in-the-round project got under way here this week in the Bolton Hotel's night club. The operation was sparked by W. William Kinsey and is titled the Harrisburg Ring Theater. Allowing for a center stage, the room has a capacity of 160.

The first production, skedded for a two-week run, *You Can't Take It With You*, opened to sell-outs. Current cast includes Phyllis Redington, Bette Wymard and Evelyn Bohn.

# NEW HAVEN SHUBERT SETS B. O.-ONLY SALES POLICY

NEW HAVEN, Conn., March 3.—The avalanche of ticket applications that snowed under the staff of the Shubert Theater here for the opening of the Rodgers-Hammerstein musical, *The King and I*, has caused Manager Ben Segal to order a complete change-over in the handling of future ticket sales.

Henceforth, all sales will be made directly from the box office on a first-come-first-served basis, and mail applications accepted only from the "regulars."

The Shubert broke the advertisements for *King Sunday* (18), a week prior to Monday (26) opening. While less than 13,000 seats were available for the eight performances, over 75,000 requests poured into the theater office, with 4,000 pieces of mail on the very first delivery.

Since many of the applications

failed to include stamped, self-addressed envelopes, the task that faced the staff was gigantic.

The "sold-out" notice appeared the same day, but still the requests poured in, and the necessity of returning the checks, money-orders and cash reached such a peak that Segal announced the new sales policy to take immediate effect. It has been applied to ticket sales for the forthcoming *A Tree Grows in Brooklyn*.

Under the new edict the Shubert will break its ads announcing date of b.-o. opening. The staff will then sell the tickets direct in progressive order as to location and date of performance, and close down when the house is sold out. Only those holding "season cards" and out-of-towners will be eligible for mail orders.

## Sides and Asides

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"Let Me Hear the Melody" will be housed at the Empire. . . . "Two on the Aisle," Arthur Lesser's revue, with Bert Lahr, is a possibility for the Hellinger in May.

Edmund Wilson's "The Little Blue Light" is definite for eighth slot in the ANTA series. Last two

## Blackfriars Offer

• Continued from page 37

in plenty, but dramatic impact is nil.

Lee's score is occasionally impressive in the modern manner. But its infrequent melodic moments for the most part are bogged down in a welter of dissonant repetitions, and its thematic moodiness prevents it from ever arriving at any substantial dramatic peak. Its worst fault is in continuous stretches of accompaniment, which leaves its singers flat-footed on the stage.

It seems also that Payne's episodic libretto has completely missed an opportunity for a deeply moving story. It is superficial in its characterizations and, like the score, awkward in dramatic concept. It seems a pity that the Blackfriars' own Father Urban Nagle, who has authored such fine things of this kind in the past, didn't turn his hand to both book and lyrics for this one.

However, no one can blame the Blackfriars for trying. They have a reputation to maintain as the top experimental group in town. *Gates* is an ambitious project with two complete sets of principals splitting the week between them. There is much about it on the good side of the ledger. It boasts some well-trained voices and Gurney manipulates their owners to the best possible advantage, considering a tiny stage and the static qualities of the script. Floyd Allen has put a lot of imagination into the settings, and Joan Scardon's costumes are fine. A particular bow goes to the excellent batoning of Lee's extremely difficult score by Herbert Garber and the virtuoso duo-pianistics of Dorothy Jenkins and Ann Gardner.

Teddy Tavenner gives the Magdalen a pictorial as well as vocal appeal. Norman Myrvik, as her Roman lover, likewise acquits himself with great credit. Geraldine Conwell, Virginia Viney, Helen Strickland and Ralph Cavallucci in other top roles all project the background of sound vocal training.

But with all the effort that has evidently gone into it, *Gates* is just lamentably lacking in inspiration. Now that the Blackfriars have had their fling at music-drama, a reporter hopes they will go back to standard fare. Bob Francis.

## Hollywood Call Board Reopens With 'Married'

HOLLYWOOD, March 3.—Call Board Theater, following a three-week shuttering, reopened yesterday with J. B. Priestley's *When We Are Married*. A run of three weeks is skedded.

Comedy features Bettina Viney, Terry Wayne, Tom Backos, Nancy Norvell and a supporting cast. Top is \$1.20.

Next at the theater is *The Silver Whistle*, bowing April 13.

productions of the play series will be selected from "The Skin of Our Teeth," "Of Mice and Men," "Six Characters in Search of an Author," "Sunrise in My Pocket," "No War on Troy" and "The Wise Have Not Spoken."

Paramount Pictures has leased the screen rights to "The Country Girl" for approximately \$150,000. . . . Metro-Goldwyn-Mayer reportedly paid \$225,000 for the screen rights to "Brigadoon." . . . "Collector's Item," a play recently seen on video's "Studio One" with Walter Slezak in the leading role, will be presented in London by Van Mitchell and Lloyd Isler, with Francis Lederer starring. . . . Sir Laurence Olivier and Basil Sydney are both reported interested in doing "Darkness at Noon" in London.

## Bronx Project

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1,846-seat capacity is necessary at each performance to break even.

The prospects this year signpost vast improvement. The season started with an advance of \$4,000 clear of tax in the till. Ducats this year have been raised to a two-price level, 60 and 90 cents, with the house evenly divided on price. Also advance subscriptions practically doubled those sold last year, and the opening bill, *Missouri Legend*, drew 400 more pewsitters than last year's opener. The tee-off certainly predicated an over-all smaller loss this season. Certainly, from turnout and quality of performance, the Board of Education is more than getting its time and money's worth with the current production of *Major Barbara*, and Equity is providing work for a fine, deserving group of actors.

*Barbara*, like all Community offerings, has been transported from the Equity Library Theater (ELT) showcase, and the trip has been good for it. Replacements in cast have, for the most part, brought a general improvement, and more rehearsal time has given the hold-overs opportunity for polishing their roles. William Griffith's Andrew Undershaft tops his first excellent characterization at the ELT, and Leslie Paul has grown considerably in the title role. New contributions by Marga Ann Deighton and James Karen also give the show a lift. And the efforts of Gordon Russell, Martha Baxter and Bernard Pollack fail to top their predecessors, they likewise turn in solid jobs. Overall, the haul to the Bronx has been a healthy journey.

What with revivals of *Babe in Arms* and *You Can't Take It With You* coming up March 9, 10, 11 and April 6, 7, 8 respectively, the board and Equity should be able to call this a successful year.

Further plans are in the works to carry the project to the other four boroughs as well. According to Lyn Ely, exec director of Equity Community Theater, one of the four shows this season is set for Bryant High School in Queens, with a play being made for future spot bookings elsewhere. The spot-booking plan will enable schools and community centers in the met area to get into the picture, and eventually the project can develop into a complete circuit of centers. Dennis McDonald.

## Out of Town Review

### THE KING AND I Shubert Theater, New Haven, Conn.

(Opened Monday, February 26)

A musical play, based on the novel "Anna and the King of Siam" by Margaret Landon. Music by Richard Rodgers. Book and lyrics by Oscar Hammerstein II. Directed by John Van Druten. Dances by Jerome Robbins. Settings and lighting by Jo Mielisner. Costumes by Irene Sharaff. Orchestrations by Robert Russell Bennett. Musical director, Frederick Dvorchak. Morris Jacobs, general manager. William G. Norton, company manager. Press representative, Michel Mok. Presented by Rogers and Hammerstein.

Captain Orton . . . Charles Francis  
Louis Leonovens . . . Sandy Kennedy  
Anna Leonovens . . . Gertrude Lawrence  
The Interpreter . . . Leonard Graves  
The Kralahome . . . Murvyn Vye  
The King . . . Yul Brynner  
Phra Alack . . . Len Mence  
Tuptim . . . Doretta Morrow  
Lady Thiang . . . Dorothy Sarnoff  
Prince Chulalongkorn . . . Johnny Stewart  
Princess Ying Kwolalak . . . Bayork Lee  
Phra Maha Bot . . . William Diehl  
Sir Edward Ramsay . . . Robin Craven  
PRINCESSES AND PRINCES—Cristina Cornejo, Andrea Del Rosario, Margie James, Barbara Luna, Nora Suarez, Corinne St. Denis, Bunny Warner, Rodolfo Cornejo, Robert Cortazar, Thomas Griffen, Alfonso Maribo, James Maribo, Orlando Rodriguez.  
ROYAL DANCERS—Jamie Bauer, Lee Becker, Mary Burr, Gemze DeLappe, Shelle Farrell, Marilyn Gennaro, Evelyn Giles, Ina Kurland, Nancy Lynch, Michiko, Helen Murielle, Fred Ward, Dusty Worrall, Yuriko.

WIVES—Stephanie Augustine, Marcia James, Ruth Korda, Suzanne Lake, Gloria Marlowe, Carolyn Maye, Helen Merritt, Phillis Wilcox.

AMAZONS—Geraldine Hamburg, Maribel Hammer, Norma Larkin, Miriam Lawrence.  
PRIESTS—Duane Camp, Joseph Caruso, Leonard Graves, John Juliceno, Jack Mathew, Ed Preston.  
SLAVES—Doria Avila, Raul Cejada, Beau Cunningham, Tommy Gomez.

• Continued from page 3

memorable characterization of the production. Miss Lawrence, despite a flu bug that caught her just before the opening, does remarkably well in a restrained (for her) role, and her characteristic verve and glow give a new life to the famed Anna.

Dorothy Sarnoff, as the No. 1 wife, and Doretta Morrow, as the tragic Tuptim, contribute splendid vocalizing with *Something Wonderful* and *My Lord and Master* for sock audience appeal.

Robbins' ballet *The Small House of Uncle Thomas* is exceptionally well done, but completely overdrawn. This is one spot where amputations can prolong life of the patient, without injuring him photographically.

In sum, the Stem reception of *King* is entirely dependent on what happens to it from here on. Financially, his majesty appears assured, but there must be considerable tightening of pace and movement. The production is lavish and breathtaking, the performances generally good, the music is completely melodic (albeit leaning to longhair) and story appealing, but as is—it misses its intended greatness.

The king is far from dead . . . but his life is really in the hands of his privy council.

## U. S. Secretary

• Continued from page 37

deavor to develop the fine arts, as expressed in the living drama, music, literature, architecture, sculpture, painting, ballet and the like."

In addition the bill proposes that performances and productions of civic non-profit organizations would be exempt from the federal admissions tax. Civic non-profit organizations are defined as "any public or private foundation, charitable trust, accredited college or university, or other organization (whether or not incorporated), no part of the net earnings of which inures to the benefits of its stockholders or members."

## Dramatic & Musical Routes

Green Pastures (Forrest) Philadelphia.  
Guardsman, The (American) St. Louis.  
Innocents, The (Geary) San Francisco.  
King and I (Shubert) Boston.  
Kiss Me, Kate (Curran) San Francisco.  
Let Me Hear the Melody (Playhouse) Wilmington, Del., 9-10.  
Lunt & Fontanne (Gayety) Washington.  
Make a Wish (Shubert) Philadelphia.  
Mr. Roberts (Univ. of Wis.) Madison, Wis.  
Mr. Roberts, with Henry Fonda (Convention Hall) Tulsa, Okla., 8-10.  
Oklahoma (Erlanger) Buffalo.  
Peter Pan (Taft Auditorium) Cincinnati 7-10.  
Springtime for Henry (Locust St.) Philadelphia.  
Street Car Named Desire (Bushnell Auditorium) Hartford, Conn., 7; (Shubert) New Haven 8-10.  
West, Mae (Billmore) Los Angeles.

## Houston Arena Playhouse Off To Big Start

HOUSTON, March 3.—The new theater-in-the-round playhouse got off to a gala start here Wednesday (21). The opening bill stars Vicki Cummings in *Candlelight*, directed by John O'Shaughnessy.

The demand for tickets was so heavy that the skedded two-week run of the play was increased to three before the little theater's first curtain was raised. Operators William Z. Rozan and Joanna Albus have set a price scale at \$2.60 (including tax) for evening performances, and \$1.95 (including tax) for Saturday and Sunday mats.

## Seafair Skeds Light Operas

SEATTLE, March 3.—A series of four light operas have been skedded for production here at the Aquatheater as a prelude to and part of Greater Seattle, Inc.'s, Seafair to be held this coming summer.

Walter A. Van Camp, managing director of the project, announced the dates and shows as *Rose Marie*, June 14-18; *Die Fledermaus*, June 28-30; *The Student Prince*, July 12-14, and *Pinafore*, August 14-18.

## Equity Library Theater

### BABES IN ARMS

(Opened Thursday, February 22)

### Lenox Hill Playhouse

A musical by Richard Rogers and Lorenz Hart. Staged by Mervyn Nelson. Sets by Danny Johnson. Costumes, Arthur Ostrin. Book revisions, Shelley Dobbins. Choreography, Edmund Ballin. Musical direction and arrangements, Margaret Jones. Produced by Dwight E. Hook Jr. Presented by the Equity Library Theater.

Val . . . Val Dufour  
Marshall . . . Michael Dreyfuss  
Bille . . . Jo Hurt  
Hammerstein . . . Al Durand  
Dolores . . . Mimi Kelly  
Lee . . . Arthur Catron  
Lou . . . Stanley Catron  
David . . . Gus Giordano  
Stella . . . Zoya Leporsky  
Allen . . . Gregg Owen  
Mickey . . . Bob Haddad  
Betty . . . Margaret Walker  
Kate . . . Martha Turner  
Gloria . . . Juanita Allen  
Ted . . . Michael Lopus  
Kelly . . . Arthur Okun  
Baby Rose . . . Edra Gale  
Buster Smith . . . Kent Montroy

From the opening of a fine duopiano overture to the last note of the finale, the Equity Library Theater (ELT) production based on Richard Rogers's and Lorenz Hart's *Babes in Arms* is one of the most pleasing of ELT's offerings.

The adaptation of Rogers and Hart's youth-packed musical provides a wide showcasing for fresh talent, of which ELT has plenty, besides such old fave songs as *Where or When*, *The Lady Is a Tramp*, *Johnny One-Note*, and a number of other oldies from such hits as the team's *Girl Friend*, *On Your Toes* and 1926 *Garrick Gaities*.

With what seems a complete rewrite by Shelley Dobbins, the revolt of kids against the dictates of their parents is told in comic vein about a group of theatrical teenagers whose folks have gone off on vaude tours. Instead of Catskill waiter jobs, they want to stay in New York and produce a show. The landlord okays the project when the USO asks help from him on entertainment. The hitch is a run-away girl who is to star in the show, until papa catches her. But everything works out, and along the way a few romances blossom, giving a touch of schmaltz.

### Story Revision

All this represents story revision, and Dobbins has done a fair job with it, tho a combination of new and old at times makes the over-all a hope-podge.

It seems a shame that the character players should be so unbelievably bad, but then its the youth that really counts in this show—and the youngster talent is really up in arms. Val Dufour and Michael Dreyfuss carry the male chores with some enthusiasm, but the actors show up best with Arthur and Stanley Catron, both excellent tap artists, good comedy types who can read lines well. Jo Hurt carries the fem banner, tho the vocally Mimi Kelly tops her. For comedy values on the distaff side Edra Gale and Zoya Leporsky share honors, besides which Miss Gale possesses a good voice and Miss

## Broadway Opening

### SPRINGTIME FOLLY

(Opened Monday, February 26)

### Golden Theater

A farce by Joseph Schulman and William H. Lieberson (with an assist by Martin R. Lieberson). Staged by Leon Michel. Setting by Louis Kennel. Decor by Lawrence Mansfield. Company manager, Lester Al Smith. Stage manager, Leonard Altobell. Press representative, Charles Washburn. Presented by United Producers.

Alec . . . Sam Jackson  
Patsy . . . Betty Walker  
Louis De Vito . . . Gilbert Mack  
George Baroff . . . Jon Eilo  
Mrs. Anders . . . Mabel Taliaferro  
Miss Pomeroy . . . Irene Dailey  
Mr. Walters . . . Maurice Fitzgerald  
Mr. Kurlin . . . Charles Mayer  
Miss Woods . . . Michelle Condre  
Mr. Small . . . Ray Newcomer  
Benjamin Talbot . . . Jack Whiting  
Martha Talbot . . . Ann Borg  
Phil Gordon . . . Philip Abbott  
Winifred LaRue . . . June St. Clair

*Springtime Folly* somewhat paraphrases Joe E. Lewis's ancient lament about "Sam, You Made the Pants Too Long" with "Louis, From the Frounce You Left Out the Bounce." *Springtime Folly*, it should be noted, is not the title of a musical, but by some obscure reasoning on the part of authors Joseph Schulman and William H. Lieberson (with an assist from Martin R. Lieberson) is considered an amusing name for a maternity dress. The fact that its designer by a slight aberration left out its elastic specifications literally parodies a large cast of actors on the Golden Theater stage. What it does to a pewsitter is something else again. Every season has to have its all-time low, and it seems highly unlikely that anything will come along to deserve a deeper dramaturgic fox-hole.

### Abortive Efforts

Just in case anybody remotely cares what *Folly* is about, it concerns the abortive efforts of a dress manufacturing concern to get financially out from under the cataclysm wrought by the above-mentioned error. Its canvas lampoons the garment industry with a sweeping brush but neither brains nor ingenuity has gone into mixing the paint. There are a pair of frenziedly harassed partners, a predatory model, the usual petulant young lovers, the stock hard-boiled stenographer, the waspish lady buyer, the heavy creditor, etc. Such motivation as there is supplied by a wacky old lady with an idea of setting up a "Dress-of-the-Month Club" to sell pregnant members suitable wardrobes. All of these elements have been stirred up by the authors to make a presumably furious farce. Unfortunately there isn't an ounce of fun in a carload of *Folly*. It ends, as it must, with the partners solidly in the black and young love in each other's arms. That's about all anyone needs to know about the temporary didoes at the Golden.

Why good players like Jack Whiting and Mabel Taliaferro let themselves get mixed up in these matters is something to wonder at. Both valiantly, if futilely, drive to give the opus some semblance of polish. Irene Dailey also evidently knows how to get around a stage and is to be condoled on a good try. Betty Walker is dialectically fair enough but is strictly of "The Goldbergs" school of acting. The rest of them just work hard and loud.

### Why Blame Actors?

However, it is likely unfair to blame actors for an item like *Folly*—or even a director. It's the producers who should have their heads examined. The only sane explanation is that *Folly* must have been started out in a different language. Plays lose so much in translation. Bob Francis.

(Closed Tuesday, February 27. Printed for the record.)

Leporsky, extraordinary modern-ballet technique.

From a production stand-point, *Babes* is an ELT topper. Edmund Ballin's choreography is slick and professional with bright comic touches; ditto is Mervyn Nelson's staging. Danny Johnson's settings and Arthur Ostrin's costumes do much to conceal the infinitesimal budget, and a special bow goes to Margaret Jones for musical direction and arrangements, as well as her own and Kenneth Welch's excellent pianistics. Supervisory all credit for all this goes to Dwight E. Hook Jr.

*Babes* rates high praise as an ambitious undertaking. The script mentions the kids' hopes of performing for the Theater Guild. The Guild might do well to have a look. A bit more work, some recasting and a full Stem production might make *Babes* a nice addition to their subscription list.

Dennis McDonald.

## ARENAS AND AUDITORIA:

### Milwaukee's New Arena Chalks Up Banner Season

MILWAUKEE, March 3. — The new Milwaukee Arena, opened here less than a year ago, is enjoying a banner winter season and has a full program of events coming up for the spring weeks, according to W. C. Maas, who manages the new building and the Milwaukee Auditorium.

The structure provides permanent seating for 9,000 but can pack in 12,500 when seats are utilized in the arena. The arena floor proper measures 105 by 226 feet and the ice rink is 85 by 200 feet. The 20-inch permanent seats have wood contour-styled backs and 4 1/2-inch spring cushions.

The roof is of laced, arch construction. Permanent risers start at four feet above the floor on the east and west sides and 11 feet above the floor on the other two ends. There are no posts to impair vision.

Arena opened April 9, 1950, with a week-long celebration featuring

movie and radio names brought in by some of the city's industrial firms. Included were the Paul Whiteman and Lawrence Welk orks, Jack Carson, Dennis Morgan, Ethel Smith and the Life With Luigi radio show.

Winter season opened in October with a rodeo and *Skating Vanities*, roller skate show. Sonja Henie's icer followed in November with a 10-performance sellout, and *Holiday on Ice* did well in January.

The Wisconsin Education Association teachers' convention in November provided the building with its first chance to use its total seating capacity, altho professional basketball games featuring the Minneapolis Lakers and the Harlem Globe Trotters have at times taxed the capacity. Marquette University has done equally well with its cage games.

#### Boxing Scores

Despite subnormal cold weather, the Milwaukee County automobile dealers' show in January attracted a lot of interest and the boxing shows were all winners, particularly the Rocky Graziano bout in October, which was a sellout. The Hamid-Morton Shrine Circus pulled in an estimated 90,000 in its six-day stand which closed February 24.

Professional hockey, introduced for the first time this season, didn't come up to expectations but Maas looks for better attendance next year, when the sport should be more familiar to the fans.

Coming events in the new building include a track meet March 10, sponsored by *The Milwaukee Journal*. *The Milwaukee Sentinel* will utilize both buildings at its Sports and Vacation Show April 7-15, and the Milwaukee Board of Realtors Home Show will hold forth in the older structure March 10-17.

#### Flowers Move In

WILMINGTON, N. C. — The Azalea Festival in this resort seashore town March 29-April 1 is expected to bring over 100,000 visitors to town. All armories and community center buildings in this city will be used to show more than a million azalea plants. In addition private and public gardens will be open to the public. A parade, with college queens, units from the marine corps, army and coast guard and local high school and college bands, will be held March 31, ending in a coronation ball at the Municipal Aud.

### Fire Destroys Hinnant Arena At Wilmington

WILMINGTON, N. C., March 3.—Fire of undetermined origin recently destroyed the cinderblock Rollarena that has been operated by J. B. Hinnant, of Seagate, on Wrightsville Highway near here. Hinnant was out of town at the time and members of his family could not estimate the loss involved.

An alarm was received by the county sheriff's office at 1:40 and by the time deputies arrived at the rink the roof at the rear of the building was afire. County fire officials were notified at 1:50. By the time their fire truck arrived at the scene the building was burning so fiercely that firefighters could not get near enough to combat the blaze. Their only alternative was to protect surrounding structures.

Part of one wall remained standing. A typewriter, desk, two filing cabinets and a chair were the only equipment saved.

### Social Club Catching on At Medford

MEDFORD, Mass., March 3.—One non-competitive social skating club (the Flying Saucers) has been formed and three others (Rolling Jokers, Rolla-Ettes and the Marquis) are in the process of organization at Fred H. Freeman's Bal-A-Roue Rollerway here.

These clubs are being set up at Bal-A-Roue for the purpose of giving aid to novice skaters and making newcomers to the rink feel at home. They are limited to membership of 25 each and are barred from amateur competitions. Each Wednesday (beginners' night) members of one of the clubs are admitted free to Bal-A-Roue and serve as ambassadors of good will for the management. A requirement is that a uniform or some distinctive jacket be worn by each club member.

### Basketball's Future Uncertain in Hub

BOSTON, March 3.—Future of basketball at Boston Garden, which has carded its biggest season in history, is up in the air because of the "fix" scandal, said Prexy Walter L. Brown. "I don't know what the Garden policy will be toward the game beyond this year's commitments" Brown, who is the owner of the professional Celtics, had previously predicted a big year for pro basketball, and revealed that the Celtics were coming into the black for the first time.

## Video Bogey Not Real to Rinkmen

### Programs, Promotion Lend Hand; Results Take "Irk" Out of Work

CINCINNATI, March 3.—Roller rink operators who have been crying in their beer over the competition of television, should take heart from the words of John H. Harris, producer of *Ice Capades*, the skating extravaganza that did excellent business in a nine-day showing ending February 28 in the Cincinnati Garden.

Harris, who also operates a chain of 20 film theaters, said that business this year for the icer is 25 per cent ahead of 1950, "and every city we've played had television."

Business in the film house is showing a 20 per cent gain, Harris reported. Receipts are still below those of pre-television days, he said, but "they're increasing as the product (pictures) gets better. Television has hurt, but principally because of its novelty. However, he pointed out, it brought one benefit to other phases of show business. It forced showmen to produce better entertainment.

"Give the public good, clean entertainment and they'll go see it," Harris said. "People always want to go out to be entertained. People have kitchens in their homes, but the restaurants are still going strong."

Harris's comments about increased earnings of film houses because of improved pictures have a parallel in the roller rink business. From reports received by *The Billboard* during the past year it has been noted that progressive operators have continued to do excellent business, altho the threat from TV has been just as real to the rink business as it has to theaters.

The difference in the case of rink men appears to be in management. Operators with long experience have gone out of their way to offer something new in the way of programming in an effort to hold patronage. The successful rink owner has been the one who was willing to get out of his office and promote business thru concentrated effort on party bookings.

The operator who has sat back, expecting patrons to beat a path to his door, has been the principal sufferer.

It appears that the days of easy

money in the rink business are history and that they may not return for a long time. Apparently it will take work to make turnstiles click at a high rate of speed, but most successful operators agree that the business is there if operators are willing to put out the effort.

They base their opinions on present tax rates, among other reasons. Taxes are at an all-time high now and are due to soar still further before many months pass. This, they say, is making the public money conscious. The roller skater who five years ago tossed a buck away and thought nothing of it is out. Today he examines his amusement schedule carefully, and picks out the attraction that will give him the most entertainment for his dollar.

### St. John's Spot Bucks Ice; Mulls League Hockey

ST. JOHN'S, Nfld., March 3.—Roller skating has caught on well at the recently opened Gaiety Roller Rink here. Despite strong competition from ice skating during the long winter, teen-agers and older skaters have turned from the ice in substantial numbers to roller skate, and indications are that when the ice season ends early this month business at Gaiety will be stimulated further.

Gaiety operates daily from 4 to 6 p.m. and from 8 to 10 p.m. Matinee price is 20 cents, including skates, while at night the over-all cost is 50 cents. The rink is available for private parties from 9 a.m. to 4 p.m., and from 10:30 to midnight.

During non-operating hours groups of young men and boys have been devoting time to roller hockey, and Jackie Janes, rink manager, has under consideration a plan to promote league hockey and offer it for an admission charge thru the spring and summer. This would be an experiment, as St. John's has never had roller hockey. The plan is the result of proposals by ice hockey players and members of the U. S. Army Air Force stationed at Newfoundland bases, including Fort Pepperell, located on the outskirts of St. John's. Air force members provide substantial business for the rink.

### Skateland Polio Benefit

BRIDGEPORT, Conn., March 3.—Mrs. Ruth Holland, operator of Skateland here, recently staged a skating exhibition for the benefit of the March of Dimes at which a good sum was realized. Featured were little Linda Holland, her daughter, and Carolyn Macklow and Mrs. Jean Cryoskie Serra, among others.

### Seattle Music Orgs Set Plans

SEATTLE, March 3.—Two musical orgs have announced plans to use the 6,000-seat Civic Auditorium here for concert series during 1951-52.

Under the direction of Cecilia Schultz, the Seattle Community Concert Association has booked Jussi and Anna-Lisa Bjoerling, Rise Stevens, Ballet Russe de Monte Carlo, the Robert Shaw Chorale and Sinfonietta Orchestra, William Kapell and the Virtuosi di Roma Orchestra. About 4,000 season seats are tabbed at \$6.25, 900 at \$3.75 and 1,200 at \$10.

The half dozen talent package of the Women's Committee Artist Series will include the Sadler's Wells Ballet, Nathan Milstein, Patricia Munsell, Ellabelle Davis and Lawrence Winters, Thomas L. Thomas, and Alexander Brailowsky. Breakdown on this series for the season ducats will be 1,000 seats at \$5, 1,500 at \$7.50, 1,250 at \$10 and 480 at \$12.50. Remaining seats will be student memberships for \$3.50.

With the exception of the Metropolitan Theater, the auditorium is the only downtown house used for concert.

Racing, juvenile boys, Dan King, Franklin; Tommy Norris, Watsonville; Ni Orsi, Stockton. Juvenile girls, Penny Thorns and Shirley Sassel, Stockton. Novice girls, Myrtle Espy, Barbara Allman and De Ana George, all of Stockton. Intermediate boys, John Gilligan, Franklin. Intermediate girls, Elwanda Rickman, Stockton; Gladys Reulin and Sharon Koster, Franklin. Junior boys, Omar Dunn and Jack Crawford, Watsonville; Fred Ritter, Stockton. Junior girls, Lois Lettner and Beverly Prick, Stockton. Senior men, Dee Rigg, Kay Rigg and Larry Spada, all

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# Roadshow Rep

**CAPT. BILLY MENKE**, who has negotiated an adventurous course thru a half-century of Goldenrod Showboating, was the subject of a two-page feature story in the February 11 edition of the St. Louis Globe-Democrat's "Tempo," rotomag. Titled, "Wheels in His Head, They Said," piece was written by Francis Klein and a profusion of cuts accompanied the spread. The Menkes and their troupe also were pictured on the mag's front cover. . . . **Carl Park, Ralph Blackwell, Flora Bell Evans, Trixie Maskew, Ken Stewart and Ted Dearinger**, of the Dot & Jess Sund Players, visited Tilton's Comedians at Garden City, Ia., recently.

Group motored 115 miles from Oelwein, Ia., to catch the show and visit with the Tiltons and their personnel. The Sund Players opened a circle out of Oelwein February 26.

**CHESTER COBB** is working Northern Minnesota to good returns, having played numerous small pic houses the past month. He recently added a lecture to his film attraction. . . . **Bovier Trio** has been playing sponsor dates in New England with E. F. Hannan's "Cousin Willie." . . . **Merle Hayner**, who has been playing Louisiana recently, reports good business with his pic show. . . . **Cliff Hunnenwell** is in Atchison, Kan., readying a platform show, marking his second season with that type of attraction. He will have a museum trailer attached. . . . **Cauley Brothers**, who have made Springfield, Mo., their headquarters the past month, have a novelty show in the works. They plan to play halls for a few weeks before going on platform. They added a new trailer for their wax show figures recently. . . . **Florian Players** were in West Virginia recently on their coast-to-coast tour, which winds up in New England. They report good business all along the line.

**J. K. DALRIMPLE** left Pawhuska, Okla., recently for a month of hall dates before opening his platform show, which he plans to present in New Mexico this season. . . . **A. W. Woolcott** reports good business with his solo show in Duluth, Minn. He says that one-day stand shows can get money if properly managed. Woolcott says that he's anxious to read something from **Arthur Grimwood**, top lecturer. . . . **Torrance Players** are working to good returns around Eugene, Ore., and will move toward Northern California soon. Unit plays one-day stand and has been on the road for over two years. . . . **Allan Frank** is framing a small animal show for contracted dates in Arizona. Frank has been wintering in Phoenix. . . . **S. L. Glover** is working out plans to present his platform show in Texas for the third consecutive season. Glover, who added a number of animals to his org., plans to open in Terrill, Tex., soon. . . . **Dana Williamson**, who is on his sixth minstrel promotion in Northern New York, reports that he will have a feature pic for summer operation.

**ARTHUR TWOMBLY** reports from Moscow, Idaho, that he plans to move his solo show into Washington and Oregon where he will wind up his coast-to-coast tour late in September. Twombly, a former 10-20-30 manager and actor, has been operating his solo show for past four years. A nephew, **Gene Boynton**, agents the org. "The road is open, but few risk taking to it," Twombly writes. "I've made more money this winter than I ever did with a 20-cast rep show or with any of my one-date stand shows, which carried from 14 to 20 people." . . . **Francis Crowley**, who is showing a feature pic around Ogden, Utah, plans to move to a platform show in the spring. Crowley worked a platform show in Montana last year. . . . **Mr. and Mrs. Albert Vernon** pen from Hollywood, Fla., that they will start north about March 1, with Ottawa, Ont., their destination. The Vernons do a costume mental and hypnotic show and carry 16mm. pix which they present on Sundays.

# Paris Peek

By ART ROSETT

Continued from page 2

## Slight Case of Too Many Gayles . . .

Eddy Marouani, William Morris representative here, was telling us the other evening how he called a certain hotel and asked for Miss Gayle. A female voice answered and said, "Who is this speaking?" Eddy explained that his brother Felix had spoken to Miss Gayle the night before and he had promised to call this morning about a new booking. Miss Gayle said, "Look, you insipid jerk! I didn't speak to your brother; I didn't need an agent, and leave me alone!" Whereupon the infuriated Miss Gayle hung up. Eddie was nonplussed until he found out that there were two Miss Gayles in the hotel. Zoe Gayle, the London musical comedy star was the one he had tried to contact, but the telephone operator had, instead, connected him with a Gayle that wasn't a lady. . . . well, not the Gayle anyway.

Jack Kirkland is finishing a picture story here based on the life of Henri Fabre, the French entomologist. Walter Futter who produced *Africa Speaks* is financing the present venture along with M. Diamant-Berger. Shooting time of film is expected to take seven weeks. Pierre Fresnay plays Fabre. Entire cast is bilingual.

Minsa Craig, American ballerina, is readying a night-club act to open shortly at the sumptuous Dinarzade here. Act will be novel inasmuch as Minsa will use platters instead of live music for her routine.

In a book recently published here, *Visage d'Acteurs (Faces of Actors)*, by Therese Le Prat, French photographer, the only American, and one of the outstanding portraits is of Honey Johnson, currently appearing in her own show at the Mars Club.

If they ever do a French version of *South Pacific* Dany Dauberson, thrush, is slated for the leading fem role, according to what she told us.

# London Dispatch

By LEIGH VANCE

Continued from page 2

In the past, a royal visit was a seal of approval and led the sheep-like smart set in that direction. Clubs vied with each other to attract one or another of the princesses. Some tried too hard and had newsmen waiting on the doorstep for each "secret" arrival, paid for it by an unofficial ban varying in length according to the offense.

At the same time comes news of the release of the *Kiss Me*, Kate music over here. Princess Margaret heard the tunes from friends' disks two years ago, asked for *Always True to You, Darling* and others to be played on her night jaunts. Band leaders, conscious of the heavy penalties for breaking the embargo, complied wryly. Now the tunes are freed—she won't be there to hear them.

## Stars Shine for Cakes Without Even Ale . . .

When Sir Laurence Olivier heads for Elstree Studios this week to film a few seconds as a policeman in Britain's festival picture, *The Magic Box*, the company will have employed around \$700,000 worth of top talent for what amounts to carfare. Twenty-four stars in the top brackets are joining in for the price of coffee. The movie honors Britain's William Friese-Green (Robert Donat) for what the British claim was his invention of cinematography. But with Edison, the Lumiere brothers and overseas bookings in mind, Director John (*Seven Days to Noon*) Boulting is modestly omitting any definite statement of that kind from the script.

# Washington Once-Over

By BEN ATLAS

Continued from page 2

heaviest gain was registered in collection from radio-TV-phonograph tax. Latest monthly figure climbed dizzily to just under \$20,000,000 for a record \$19,500,000 gain over the previous January. Cabaret-roof-garden tax brought in \$3,293,153, a gain of \$110,574. Sole entertainment excise bucking the tide was theater-concert admissions. January figure was just under \$27,000,000, a drop of over a million from the previous January.

## You Can't Get Away From TV's Cameras . . .

Look for Atty. Gen. J. Howard McGrath to rule shortly that it's okay for TV cameramen to televise congressional hearings as long as committee chairmen have no objections. McGrath was asked for opinion after a witness at a congressional hearing this week refused to testify under grinding TV cameras.

TV's growing role in Hill formalities got an additional pat this week when Rep. Harold Javits (R., N. Y.) appeared before House Rules Committee to urge favorable discharge of his bill authorizing telecasting and broadcasting of House proceedings. Javits' bill proposes this sort of coverage whenever the House Speaker "from time to time" considers it appropriate. House Rules isn't expected to let the bill out.

## Probe Preview Ahead; Richards Talk Over . . .

House Un-American Activities Committee's upcoming hearing on Communism in film industry may get a preview Thursday (8) when V. J. Jerome, once identified with movie-making, will be asked about a cultural commission influencing Hollywood activities. . . . Next step in the G. A. Richards case will be findings by Federal Communications Commission examiner, unless FCC gets snagged in some new petition from Richards' counsel. As matters stood this week-end, all arguments are in, but don't look for FCC findings for months. . . . Frank U. Fletcher, D. C. station owner and legalist, is being considered for chief counsel post at National Association of Broadcasters.

Fireworks are likely March 13 when a group of FM broadcasters meet here with Radio-Television Manufacturers' Association policy committee to demand more FM sets production. FM-ers will threaten to take the issue to De-

partment of Justice and Congress. . . . Radio stations can make independent talent contracts even the labor unions may be serving as exclusive bargaining agents, National Labor Relations Board ruled this week in a precedent-setting decision. . . . States can't censor TV movies, U. S. Supreme Court said, in effect, this week, in refusing to consider an appeal by Pennsylvania's State Board of Censors from a lower court decision staying the board's hand in censoring TV film.

## Who'll Bell That Cat In Censoring Video? . . .

Suggestion by Rep. Thomas J. Lane (D., Mass.) this week that Congress create a TV censorship board in FCC drew nothing more serious than chuckles on the Hill. Downtown, in FCC corridors, there were guffaws. Said one FCC-er: "The day a censorship board ever moves in here, I move out—to a foxhole." . . . F. Joseph (Jiggs) Donahue, new D. C. commissioner, will be honor guest of local Variety Club at a Friday (9) luncheon. . . . Broadcast Advisory Council, in session this week, decided to enlarge its membership in keeping liaison with government on defense program. . . . Legalists looking for straws in wind on forthcoming Supreme Court action in color TV case are citing fact that high court this week disposed of 10 cases without calling for oral argument.

# Billboard Backstage

By JOE CSIDA

Continued from page 2

of others, equally fascinating. The week previous in the February 24 issue, for example, a "displaced disk jockey" named Milt Hale, in Burns, Ore., who has 30,000 records and "access to many more," was looking for a radio station which might be interested in a good man. And just a few weeks back a friend of ours whom we hadn't seen for a couple of years—Win Goulden, of the Benton & Bowles Advertising Agency over on Madison Avenue—ran this ad: "Wanted — Place to board three bear cubs; must be immediate vicinity NYC. Write or phone . . ." Go on, turn back there; you've already paid your quarter.

# Picture Business

By LEE ZHITO

Continued from page 2

Brewer found fault with the stipulation delaying contract negotiations for two years, and the fact that the studios were using the January 15, 1951, price index as the base for future wage increases. Both studio and labor leaders will continue pay increase discussions next week.

## Production Notes and Incidental Intelligence . . .

Columbia Pictures is considering a top budget musical based upon the lives of Van Schenk, with Tony Martin and Danny Thomas being eyed for the leads. . . . National Theater's chain of 450 picture

houses pledged their co-operation in civil defense in the current national emergency to city, State and country thru Prexy Charles Skouras. . . . Eddie Bracken and Wanda Hendrix will take the leads in Eagle-Lion's low-budget musical, *Come Out Singing*. . . . Following his loan out to RKO, art director Richard Day returns to Samuel Goldwyn to start preparing for Goldwyn's *I Want You*, Dana Andrews-Farley Granger costar. . . . Film colony is bracing itself for Washington's forthcoming Red activities probe. . . . 20th Century-Fox is negotiating with O'Henry's estate for film rights to eight of his stories.

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# The Final Curtain

**AIKIN—Mrs. J. W.**  
69, sister of John B. Davis, owner-manager of Southern States Shows, of a heart attack February 27 at the home of her daughter near Atlanta.

**ARMSTRONG—Harry.**  
71, composer of the music of "Sweet Adeline," February 28 at his home in New York. The original song, titled "My Old New England Home," met with no success when Armstrong tried to sell it some 50 years ago. After lyric changes by Richard Gerard to the present-day version, the song was published in 1903 by Witmarks, and its first acceptance is generally credited to the Quaker City Four, a well-known quartet of the time, who sang it at the old Hammerstein Theater in New York. Among Armstrong's other compositions was the music for "Goodbye, Eyes of Blue"; "What's the Use of Living If You Can't Love All the Time," "The Frisco Rag," "I Love My Wife, But Oh, You Kid!"; "Follow the Crowd on Sunday," "When You Have Time and Money," "Sweet Elaine," "Can't You See I'm Lonely," "A Story the Violets Told," "Shaky Eyes," "Baby Doll," "I Love You Just the Same," "Dat's Music to Me," "The Chimes" and "Dew Drops." From 1937 until August 1949, Armstrong was a partner with Frank Sherman in United Entertainment Producers, Inc., a Broadway booking agency. Survived by his widow, Addie.

**ANDERSON—C. L.**  
mechanic with C. A. Stephens Shows, in Hernando County Hospital, Crystal River, Fla., February 27.

**ANDERSON—Allen Sr.**  
52, former ballet dancer, February 26 in Washington. He began dancing in 1917 in New York and later joined the Ballet Russe Company. He was a field worker for the Republican National Committee until shortly before his death.

**BOWMAN—John Rella.**  
bass drummer, February 22 at his home in Jeffersonville, Ind. He had played with the Louisville police and fireman's bands and the late Henry Dreyer's band of New Albany, Ind.

**BROWN—Lewis H.**  
57, business executive and a director of the New York World's Fair in 1939-'40, February 26 at Delray Beach, Fla.

**CALAWAY—Earl.**  
45, last season Ferris Wheel foreman with Vandike's Victory Exposition Shows, February 21 in Mercy Hospital, Oklahoma City, of a heart attack. He had also been with the J. R. Leeright Shows. Survived by his widow, Earline; his mother, Mrs. Mary Calaway; a son, Kenneth, and a sister. Burial in Mountain View, Okla., February 23.

**CLARKE—Charles.**  
73, of Charles and Percy Clarke (the Clarksons), performers with Horne Bros. Circus, of a heart attack at Gallup, N. M., February 22. He had been an aerialist, rider and juggler and appeared with the Barnum & Bailey and the Ringling Bros. and Barnum & Bailey circuses for many years, among others. Survived by three daughters, Kay (Mrs. Jack Burslem), with Ringling-Barnum; Mrs. Jimmie Eyster, Mrs. Ed Hailton; and Charles Jr., a son and a niece, Ernestine Clarke, formerly with R-B and with Polack Bros., Western Unit. Burial in Forest Lawn Cemetery, Glendale, Calif.

**DOLAN—Ken.**  
47, Hollywood agent dealing in package radio and TV shows and an actor's agent in the radio field, March 1 in Englewood, N. J. He entered showbiz as an actor's agent and moved to Hollywood in 1935. At the time of his death he owned the original rights to the video and radio show, "Beulah." His clients included William Gargan, Frances Langford, Rudy Vallee, Mary Martin, Bob Burns and Dennis Day. Survived by his widow, actress Shirley Ross; two sons, his father, a brother and a sister.

**DUNSKITH—J. K. (Claude Leomis),**  
71, stage actor and director for over 40 years, recently in Toledo at the County Home for the Aged. He adopted the name of Dunskeith when he started his acting career in Chicago in 1895 with a British stock company. The past eight years he had been a ticket-taker at the Rivoli Theater, Toledo.

**DUPIRE—Mrs. Martina Trapp,**  
28, member of the Trapp Family Singers, February 25 at Burlington, Vt. She had been on tour with the group, now in California, until recently.

**ELDER—Arthur B.,**  
former commercial manager of Station WFAA, Dallas, February 18 in that city.

**FLETCHER—Fred,**  
79, one of the organizers of the Florida State Fair and Gasparilla Carnival, February 25 in Tampa.

**FOSTER—F. Spencer,**  
46, executive of the television division of the National Broadcasting Company, February 26 at his home in Mount Vernon, N. Y. Survived by his mother.

**HAIGH—Hampton George,**  
50, director of the Moose Jaw (Sask.) Exhibition, February 20 of leukemia. Survived by his widow, his parents and a sister. Burial in Moose Jaw.

**HAWKINS—Nathan F.,**  
77, former vaude performer, March 1 at his home in Inglewood, N. J. He was a banjo player and minstrel man under the name Frank Hawkins for many years before joining the Pietro Detro Accordion headquarters in New York.

**HOWARD—Charles S.,**  
84, Boston Globe staffer and dean of

Hub drama editors, March 2 in that city. He was with the Globe for 59 years and was in charge of the drama and music department for 55.

**HULL—Mrs. Bertha L.,**  
85, mother of Burling Hull, known professionally as Volta the Magician, recently at DeLand (Fla.) Hospital of injuries sustained when she stepped out of a car while it was on a service station grease rack. She made her home with her son in DeLand. Burial in Oakdale Cemetery, DeLand.

**LEMAIRE—Mrs. Maude,**  
50, member of the former well-known Reynolds and Donegan family skating act of Rensselaer, Ind., February 26 in Midtown Hospital, New York. Survived by a son, daughter and a sister. Burial in Weston Cemetery, Rensselaer.

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and Grandchildren**

**LESTER—Elliott,**  
57, playwright, February 23 at his home at Philadelphia. He was the author of "The Mud Turtle," "Take My Advice" and "Two Seconds." The last named was produced both as a movie and a stage play. In 1928 he was a script writer with 20th Century-Fox in Hollywood.

**LEVIN—Mrs. Sarah,**  
treasurer of the Strand Amusement Circuit, Bridgeport, Conn., recently in Miami Beach, Fla. She was the widow of Louis Levin, founder and co-owner of the circuit, which operated theaters in Southern Connecticut. Survived by four daughters, Mrs. Bessie Cherkoss and Mrs. Rose Schine, Fairfield, Conn.; Mrs. Lillian Rabinowitz, West Hartford, and Mrs. Marjorie Dinerstein, Bridgeport, and two brothers, Michael Jacobson, manager of the Mayfair Theater, Bridgeport, and Louis Jacobson, Torrington, Conn. Burial in Fairfield.

**LORD—Rev. Dr. Albert J.,**  
82, father of Phillips H. Lord, creator and producer of radio and television shows, March 1 at his home in Meriden, Conn.

**MAYER—Rudolph W.,**  
63, brother of film magnate Louis B. Mayer, February 27 in Los Angeles. Services and burial there.

**MAYO—Margaret,**  
former actress and playwright, February 25 at Ossining, N. Y. Before turning to writing, she played comedy ingenue roles on Broadway. She fashioned a play from Ouida's "Under Two Flags," and Dorothy Donnelly's uncle bought it as a starring vehicle for his niece. This success led her to full-time playwriting, and she turned out "Baby Mine," her biggest success; "Twin Beds" and "Polly of the Circus." Her final writing was done for Metro-Goldwyn-Mayer on some of that firm's early scripts. In World War I, after which she retired, she headed a unit of the Over There Theater League, presenting a show for servicemen entitled "Somewhere in America."

**MIRSKY—Harry,**  
53, veteran theatrical manager and a member of the National Showmen's Association, New York, February 28 in Boston. (Details in General Outdoor Department).

**MUELLER—Mrs. Gladys (Gladys Emily Broestl),**  
59, former showgirl who appeared in Ziegfeld and Shubert musicals, March 1 at her home in Cuyahoga Falls, O. She appeared in musicals for 15 years, retiring in 1924.

**MURPHY—Charlton Lewis,**  
72, musician, at his home in West Chester, Pa., February 26. He played first violin with the Philadelphia Orchestra in that city at the turn of the century. He also served as managing director of the Philadelphia Musical Academy and was on the faculty of other institutions in Philadelphia. His widow, Florence Shields; three sons, and two daughters, a brother and three sisters, survive. Burial in West Chester, Pa., March 1.

**O'BRIEN—James Francis,**  
67, New York and West Coast theater manager for 20 years, February 23 in Los Angeles. Survived by his widow, Frances. Interment in Calvary Cemetery, Los Angeles.

**ROTHSTEIN—Morris,**  
72, father of Nate Lewis, equestrian director and announcer with Polack Bros., Eastern Unit, February 26 at Brooklyn (New York) Home for the Aged. He suffered a cerebral hemorrhage in 1945.

**SAMUELS—August,**  
associated with various Detroit theaters for several years, suddenly February 18 in that city. Survived by his widow and two sons, Elton, owner of a drive-in theater in Pontiac, Mich., and Bernard, general manager of Affiliated Theaters Circuit, Detroit. Burial in Mount Olivet Cemetery, Detroit.

**SANDERSON—J. M.,**  
77, former showman recently at his home in Downey, Calif., of a heart at-

ment. Survived by his widow, Electa, Downey, and five daughters, Helen Barfield and Thelma Olson, both painterly workers, Miami; Princess Kase, nurse with the U. S. forces in Germany; Peggy Masseritto, San Francisco, and Electa Guggiana, Downey. Burial in Inglewood (Calif.) Park Cemetery.



**IN MEMORY**  
Of our loving  
Husband  
and  
Father

**RAY STECK**  
March 11, 1948  
Hazel and Marjorie Steck

**SMITH—William B.,**  
43, Side Show attraction billed as the alligator boy, February 24 in Raleigh, N. C., of a heart attack. Survived by his widow, Arline; a daughter, Ginger, Cary, N. C.; two sisters, Mrs. Maude Richardson, Cary, and Mrs. Frances Griffin, Raleigh, and a brother, Fred, Salisbury, Md. Burial in Oakwood Cemetery, Raleigh.

**SPAUN—Mrs. Catherine,**  
78, who with her late husband, Byron Spaun, owned and operated the Spaun Family Show, in Adelphia, O., February 1. A daughter and son survive.

**SPOHNHOLTZ—Fred L.,**  
concessionaire, February 1 in Gary, Ind., of a heart attack. Survived by his widow, Mercedes, and son, Jack.

**TABER—FLOYD O.,**  
66, outdoor showman for 50 years and at the time of death with the Sunshine Shows, February 20 in Weems Hospital, Sebring, Fla., of a heart attack. Survived by his widow, Mamie; two sisters, Mrs. Pearl Harris, Evansville, Ind., and Mrs. Ollie Farmer, Marlon, Ky., and a brother, William, Grand View, Ind.

**THOMAS—Mrs. Lyla,**  
65, mother-in-law of Columbia Broadcasting System's sports director, Walter L. (Red) Barber, February 24 in Jacksonville, Fla. She also leaves a son.

**VISAROFF—Michael,**  
55, Russian and American stage and pic actor, February 27 in Los Angeles. He was one of the founders of the Masquers Club of Los Angeles. Survived by his widow, Stella; daughter, Leda Aikov, and a brother, Alex. Burial in Los Angeles.

**VISHNEVSKY—Yaevoled,**  
50, Soviet playwright and film writer, February 28 in Moscow. He won a Stalin prize of 100,000 rubles in 1950 for his play, "The Unforgettable 1919."

**In Memory of My Beloved Wife**

**AGNES MAE WHITE**

who passed away in Santa Monica, Calif., March 10, 1948.

"You'll Always Be in My Heart."

From Your Dear Husband,  
**HARRY B. WHITE**

**WALT—Edward J.,**  
73, music firm head and composer and head of a music firm in New York and one in Grand Isle, Neb., February 26 in Lincoln, Neb. His most widely-known work was "Marche Dignitaire," theme music for the March of Time radio and movie productions. His other compositions included "Lassie o' Mine" and "Sleepy Time."

## Marriages

**CLARK-WRIGHT—**  
Donald Clark, former slack wire artist, juggler and clown, and Hannah D. Wright, February 16 in Springfield, O.

**DeLANEY-WILLIAMS—**  
Tommy DeLaney, bassman with the Silver Spur Ranch Boys, and Glenna Williams in Kirksville, Mo., February 20.

**KENWORTHY-BACKENSTOE—**  
Charles Kenworthy, staff newsman at Station WOAL, San Antonio, and Dorothy Backenstoe February 3 in Galveston, Tex.

**McDOWELL-DELMAR—**  
Charles McDowell Jr., and Babs Delmar, both with the Dawson Players, med show, February 15 in Ashburn, Ga.

## Hennock Asks

• Continued from page 7

remarks as part of a drive to enlist university support to get TV channels reserved for educational institutions. She told the university group at Michigan State that "a great deal could be accomplished for educational television with the \$200,000,000 that Americans spent last year on juvenile cowboy equipment." She said this amount "alone would pay for the building of 500 educational television stations."

Congressman Lane in a House floor speech said "teachers and clergymen have been fighting a losing battle against the excesses" of TV. Calling TV "utterly without self-discipline, Lane said: "I

## RCA Nets 84% Increase

• Continued from page 2

share of common stock, representing 7.9 per cent of net sales.

The report stated major increases were made in the sales of television and radio receivers, records and record-players, electron tubes and engineering products.

Dividends declared by RCA in 1950 totaled \$17,010,000 as against \$10,081,000 paid in 1949. Of the 1950 total, \$3,153,000 was declared on preferred stock, amounting to \$3.50 per share, and \$13,857,000 on common stock, or \$1 per share. Corporation's total assets as of December 31, 1950, amounted to \$20,450,000, as compared with \$16,340,000 in 1949.

### Sales Volume Highest

The report states that RCA Victor division's sales volume was substantially greater in 1950 than in any previous year. TV sales, it was stated, surpassed the record year of 1949, and public demand for sets could not be fully met despite plant expansion and greatly increased production. The production outlook at the end of the year, however, was affected by materials shortages and government controls necessitated by the emergency program. An intensified program to develop substitutes in order to conserve scarce materials and maintain production was initiated. In order to co-operate fully with the government's research and production requirements for electronic equipment, the corporation established a "mobilization planning department."

Victor records and players enjoyed heavy sales, stated the report, which also said that Victor's 33 1/2 record received strong public acceptance.

In the development of electron tubes for TV, radio and industrial applications, production and sales surpassed 1949 by a wide margin. Noteworthy was the development of a metal cone 19-inch kinescope and a metal shell 17-inch rectangular kinescope for TV receivers. RCA also did strong business in the sale of TV cameras, studio equipment, motion picture projectors, sound systems, screens and drive-in theater equipment.

### NBC-TV Expansion

Outlining growth of National Broadcasting Company's TV operations, the report states that the network in 1950 began its greatest expansion program—from the standpoints of facilities and programs. Time sales during 1950 were over three times that of 1949, and exceeded that of the next two networks combined. Gross billings for the AM network showed only a 4 per cent decline during 1950, despite NBC's increase in TV billings.

NBC's TV network added seven stations in 1950, bringing the total to 63 and making NBC TV programs available to six out of every 10 people in the United States. Of the total stations, 47 are connected by cable or radio relay. The connected stations now range from Jacksonville, Fla., to Boston and west to Omaha.

NBC's AM network added nine stations, bringing the total to 180. RCA pioneered TV operations in Latin-America. By the year-end four RCA-equipped outlets were operating in Brazil, Mexico and Cuba. Additionally, over 500 broadcasting and communication transmitters were sold in 55 countries.

**Research**  
RCA laboratories division reported advances in 1950 in color

television, industrial television, radio-electronics and acoustics. A number of scientific projects were conducted under government contracts for the armed forces and one was completed for the Atomic Energy Commission. Regarding color TV, the report stated "notwithstanding the adoption on October 10 by the Federal Communications Commission of incompatible color television standards, RCA has continued the development of its compatible, all-electronic, high-definition system . . . the corporation has challenged the legality of the FCC's color TV ruling and the case is now pending. . . ."

The report notes the construction at RCA laboratories of the "largest and most accurate electronic analog computer ever built to evaluate the performance of guided missiles, airplanes, ships and submarines. Designated 'Project Typhoon', the new computer is expected to save the government millions of dollars in the design of guided missiles and also solve many problems in the air protection of American cities."

The report stated RCA's staff is prepared to meet the challenges of 1951 in a manner similar to the corporation's co-operating in World War II.

## Al Morgan's

• Continued from page 35

includes Morgan's own \$1,500 weekly stipend plus that of Deke Moffitt's nine-piece ork, two acts and an off-stage announcer, the new policy gives the spot a row to hoe. With Morgan a prime favorite in the Cincy area, his home grounds, there is little doubt that his name alone will keep them coming for some time, but what the skeptics are asking is what happens when the novelty wears off or when the standard-bearer leaves to take out-of-town engagements?

Morgan walloped 'em on his opening, coming on to an ovation and going off the same way. Gave the conventional gymnastic treatment to his usual assortment of pops and oldies, made familiar by his TV show, including his recently recorded hymn, *The Place Where I Worship*. Had great difficulty getting away.

Pert Margo Good, toting fair pipes and an ingratiating style on the rhythmic ditties, registered well. Opened with *I Can't Believe You're in Love With Me*, followed with a ballad which she should have left in her trunk, and finally came to life with her rendition of such standard rhythmic as *Gotta See Your Mama Every Night*, *Sunny Side of the Street*, and *Charley, My Boy*, to bow to a sound hand.

Billed as a comic, Neal Stanley proved just another mimic offering a set of carbons that have been hashed and reshaped in niteries for years. The lad has appearance and delivery and with fresh and live material could make the grade.

Deke Moffitt's crew (9), top-notch show band, registered solidly with the dancers, too. Moffit, long a favorite in these parts, is capable of putting his boys thru solid entertainment paces, if given the chance. On this occasion the ork offered only a brief Dixieland novelty to get the show rolling.

Bill Sachs.

## FM Tired Being Stepchild

• Continued from page 7

### Federal Communications Commission

The FM'ers are blaming the manufacturing industry for a substantial share of FM's economic plight. Altho FM has been meeting with commercial success in some localities, the over-all picture in terms of number of operating stations and mortality of construction permits (CP's) has not been bright. FCC's latest figures show seven FM license deletions and six CP deletions in January. In the previous month there were three license deletions and two CP deletions. Among recent deletions

was KOZY (FM), Kansas City, owned by Everett L. Dillars, who heads WASH-FM here, and Continental FM Network. Dillars, long a forceful figure in FM broadcasting, has been operating successfully here.

Some of the FM'ers are ready to tell RTMA that British and German set-makers might be turned to if U. S. manufacturers fail to produce FM in greater quantity. Representing the broadcast side at the upcoming conference with RTMA will be Dillard and the following: Ben Strouse, general manager and veepee of WWDC-FM, Washington; Josh Horn, WFMA, Rocky Mountain, N. C.; Morris Novik, Elliott Sanger and Harold Hirschmann, New York; Roy Green, WFLN, Philadelphia; Ray Furr, WIST, Charlotte, N. C.; Henry Slavik, WMPs, Memphis, and Ed Sellers, head of NAB's FM department.

believe, therefore, that the Congress should pass legislation that will set up a censorship board within the Federal Communications Commission to scrutinize every telecast in advance and to cut out all words and actions that arouse the passion. . . ."

## "DeMILLE BROS." SETS PACE

### Hollywood Goes for Circus Theme; More Studios Sked Early Filming

HOLLYWOOD, March 3.—Filming of *The Greatest Show on Earth* has touched off a streak of circus pictures that will keep tanbark performers and equipment humming. At least two studios have productions scheduled, another has discussed it for the future and one has a story that will use the big top atmosphere.

Altho none of the films set or discussed will use the circus to the extent that the DeMille production is doing, the ball has started

rolling and is expected to gain momentum.

Columbia Pictures has scheduled for April shooting a yet untitled story featuring Mickey Rooney. Altho no details as to the location shots are available, it is known that the studio has been looking into the matter of equipment. This phase of the work was done several weeks ago before it was revealed that Rooney was to appear in the film. The studio has never made a film with the three-ring background before.

#### Monogram Uses Color

Also set is *The Big Top* scheduled to roll in late April or early May at Monogram Pictures. The picture will be in Cinecolor and will be one of the six in color that the studio will make in 1951. Top has been classified as a "Mono-

gram Special" and the budget is higher than the studio usually spends. So far the deal is in the preparation stage by Ben Schwab and only the first draft of the screenplay has been completed by David Lang.

Metro-Goldwyn-Mayer, which maintains its own zoo, discussed a circus film some time ago. Nothing developed, however. While nothing with a pink lemonade flavor is contemplated for the next 18 months at Metro the studio does have on tap *The Romance of Henry Menifee*. This is the Paul Gallico short story in which an Englishman becomes a clown. It is probable that a small circus will be used in the production.

Nassour Studios, which produced *Africa Screams*, with Clyde (Continued on page 47)

## Atlantic City May Sponsor Farm Show

ATLANTIC CITY, March 3.—This resort's Convention Hall may use the Pennsylvania Farm Show held in Harrisburg, Pa., as a model for a similar agricultural exposition. A committee of the local Chamber of Commerce visited the recent version of the Pennsy show to give special attention to its physical layout.

F. Fisher White, who visited the Harrisburg expo, said he felt sure that a New Jersey State Farm Show would be a highly successful venture here, particularly for off-season months. The Pennsylvania operation already has served as a pattern for a farm show coliseum under construction at Montgomery, Ala.

## Movie, Radio Names Set for Orange Show

SAN BERNARDINO, March 3.—Top-flight movie and radio names have been set to appear at the National Orange Show, which opens its 11-day run here Thursday (8). Show was booked by the Phil Bloom Agency in association with Sam Shayon.

The opening performance Thursday (8) will be headlined by the Sportsmen, singing group, with Edward Arnold, film star, emceeing and introducing the visiting dignitaries. Other headline performers include Frankie Laine, (9); Ethel Smith, (11); the Modernaires, (12); the Three Stooges, (13); Mills Brothers, (14); the Andrews Sisters, (15); Dick Haymes, (16); Beatrice Kaye, (17), and the Mitchell Choir Boys on Palm Sunday 18, the closing day.

#### Acts To Play

Acts to play the first four days, March 8-11, include Dave Barry, (Continued on page 47)

## Harry Mirsky Passes in Hub

BOSTON, March 3.—Harry Mirsky, 53, veteran theatrical manager and a member of the National Showmen's Association, New York, died here Wednesday (28) after an illness of two years.

He worked as a manager and box office treasurer for the Columbia Amusement Corporation, the National Burlesque Association and Eastern Amusement. In 1946-47 he was with a company of *The Student Prince* which toured the eastern part of the country. In 1949, prior to his illness, he managed the Boston Opera House here.

He is survived by his wife, Helen. Funeral services were held yesterday (2) at Brookline, Mass., followed by cremation.

## Offer Toronto Mayor CNE's Manager's Job As Hughes Successor

### Vet "Ex" Exec in Ill Health, Gets Three Months' Leave of Absence

TORONTO, March 3.—Elwood Hughes, long-time general manager of the Canadian National Exhibition here, this week was granted a three months' leave of absence, effective immediately. Hughes has been in ill health and only recently recovered from pneumonia. Bob Dixon, CNE's secretary-treasurer, has been named to serve as general manager in Hughes's absence.

Action of the board followed disclosure that the CNE board had approached Hiram McCallum, Toronto mayor, to take over as general manager. McCallum consented, providing that the time he would step into the post be deferred until the end of the year, when his term as mayor will have been completed.

#### Hughes as Adviser

In the exploratory discussions with McCallum, it is believed that provisions were made to retain Hughes in an advisory capacity. The revelation that McCallum had been asked to accept the post came as somewhat of a surprise, inasmuch as Hughes has been grooming several CNE staffers with the view that one of them eventually would take over his position.

R. C. Berkinshaw, CNE president, in speaking of a successor, said it was necessary to recognize

that "in the not too distant future Mr. Hughes might have to relinquish his rather strenuous duties as the exhibition's general manager."

Berkinshaw paid tribute to Hughes, who, he said "had passed what might be considered the official retirement date altho he still is a relatively young man in mind and spirit."

#### Target of Critics

The CNE general manager's post is a natural target for news- (Continued on page 47)

## Art Craner To Manage Tracy Cele

SAN FRANCISCO, March 3.—Art Craner, for many years manager of *It's May Day in Los Banos*, has been named general manager of the Central Valley Project's Pumping Station dedication celebration in Tracy, Calif., July 13-15. Event formally opens the 500-mile Central Waterways Project that has been under construction for 13 years at a cost of over \$500,000,000. President Truman is scheduled to start the pumps in action July 15.

Craner said the celebration will feature banquets, parades, dancing, exhibits and a midway. A 15-county queen contest is expected to be launched soon.

Event is under the direction of the Tracy Pump Dedication Corporation in co-operation with the Federal Bureau of Reclamation, headed by co-chairmen Bruce Hotchkiss and R. J. Marraccini. Bob Monagan, secretary of the Tracy District Chamber of Commerce, is executive secretary, with George Jarrett, San Francisco, representing the FBR as co-ordinator.

## Sportsmen's Show May Add 10 Cities

### Operation During War Moot Point; N. Y. Gate Up, Hub Take in Drop

NEW YORK, March 3.—Having polished off a nine-day stand at Grand Central Palace here which saw the gate rise 18 per cent over last year's mark, the Sportsmen's Show may go into 10 new cities next year, according to Sheldon Fairbanks, head of Campbell-Fairbanks, promoting agency.

Fairbanks said that at present he is not sure what towns would be involved. He said the proposition was not based on past grosses or attendance but strictly on his own present analysis. The Sportsmen's Show began the year in Boston and will play Chicago March 2-11. Then come stands in Buffalo and Detroit.

As with virtually every other type of enterprise, Campbell-Fairbanks is faced with flexing its

## Va. Authorities Crack Down on Truck Overloads

RICHMOND, Va., March 3.—In a drive against overloaded trucks, State authorities here have been making spot checks on highways and a number of truck drivers have been fined as much as \$1,000 and in some cases jailed.

State's varying load limits from 35,000 to 90,000 pounds on different highways are always subject to change. Official gross load limit maps may be obtained from J. P. Mills Jr., Traffic and Planning Division, 1221 E. Broad Street, Richmond. Special permits are necessary for any load exceeding 50,000 pounds.

## CIRCUS FANS TO THE RESCUE

BRIDGEPORT, Conn., March 3.—Librarian Julius Sohon has a headache in the numerous uncaptioned photos which are part of the exhibit of pictures of the Ringling-Barnum circus on display for a month at the Burroughs Public Library here.

Over 200 out of a collection of 900, a recent addition to the library, are being shown. The photos are believed to have been taken between 1890 and 1920, Sohon said. He hopes the situation will be remedied thru information volunteered by visitors.

## Horan Org Inks N. Y. State Event

NEW YORK, March 3.—Irish Horan's Lucky Hell Drivers will give four night performances at New York State Fair, Syracuse, September 5-8, it was announced here this week.

Additional stands inked by Horan recently are the Plymouth, N. H., and Simco and London, Ont., fairs, with two days at each of the Canadian spots and a matinee and night closing day at the New Hampshire annual. Bob Conto, general agent, is completing arrangements for the thriller to appear in eastern Canada in June and July. Show has been contracted for appearances thruout Quebec, New Brunswick, Nova Scotia and one performance on Prince Edward Island.

This season will mark the third international tour for the org, which plans to open its season in mid-June following Horan's date at the annual 500-mile big car classic at Indianapolis, where he handles announcing chores. Horan, Buddy Toomey and Whitey Reese have been on the banquet circuit as guests of the Sun Oil Company, (Continued on page 47)

## Miami Circus Gets 100,000 In Three Days

### Lone Ranger Tops Strong Program, Event To Repeat

MIAMI, March 3.—With a strong line-up topped by the Lone Ranger, the first annual Variety Club-Circus held at the Orange Bowl here went over with a bang, drawing more than 100,000 persons for a Friday (23) thru Sunday (25) run. Tickets were scaled at \$1 for adults and 50 cents for children, with Frank Wirth, head of the New York talent agency bearing his name, and David B. Eddy handling the promotion.

Cars bearing patrons lined up for blocks around the bowl. About 200 police were on hand to control the throng as moppets mobbed the Lone Ranger. Variety Club sponsors were reportedly highly pleased with results, and Jack Bell, Miami Herald staffer who acted as chairman for the event, announced that another offering will be staged next year.

For the first three performances only one side of the bowl was used. For the Sunday afternoon throng all corners of the structure were employed. The Sabbath crowd was three-quarters of capacity, and the New Year's Day Orange Bowl football game is the only event to fill the house.

## CNE Okays Water Show June 21-23

TORONTO, March 3.—The Canadian National Exhibition grandstand here will be the site of a three-day water show, June 21-23, to be staged by Robert Cherner, theatrical agent. Deal was set on the basis of a \$5,000 guarantee and 15 per cent of the gross for three night and one matinee performances.

The CNE board nixed the proposal of Gordon Hilker, Vancouver producer, to use the grandstand for a seven-week outdoor musical comedy, announcing they didn't want to tie up the stand for such a long period. In addition, they didn't like Hilker's offered rental of \$20,000 for the run.

## 97,636 at St. Louis Show

ST. LOUIS, March 3.—Closing a nine-day run at Kiel Auditorium February 25, the St. Louis Home Show pulled paid attendance of 97,636 against last year's of 102,456. This year's attendance was 5 per cent under last year's draw.

Over 125 concerns occupied the entire 100,000 square feet of Exposition Hall to display over 1,200 products.

## Biggest Sunday School Show Opens With 2d Largest Top

TAMPA, Fla., March 3.—The country's biggest Sunday School show is scheduled to open its outdoor season here this week, with Oral Roberts, president of Healing Waters, Inc., in the pulpit of the new gospel tent. Top is a 180, with four 20s, second in size only to the Ringling-Barnum circus top.

The evangelistic outfit will be here 16 days and will make Atlanta, April 6-22; Winston-Salem, N. C., May 4-20; Nashville, June 1-17; New York, June 29-July 15; Tulsa, Okla., its headquarters, in August; Wichita, Kan., in September, and Los Angeles in October.

In framing the organization, Roberts has followed circus lines. Six stainless steel semi-trailer rigs plus a seventh truck carrying a stake driver made by Lewis Diesel Company, Memphis, move the unit. The tent was delivered by United States Tent & Awning Company, Chicago, and uses sec-

tional steel center poles and twin rows of aluminum quarter poles. Roberts figures it will seat 10,000. Vaden Roberts, in charge of the top, is assisted by Leo Henley and Charlie Franklin. Local labor is hired at each stand.

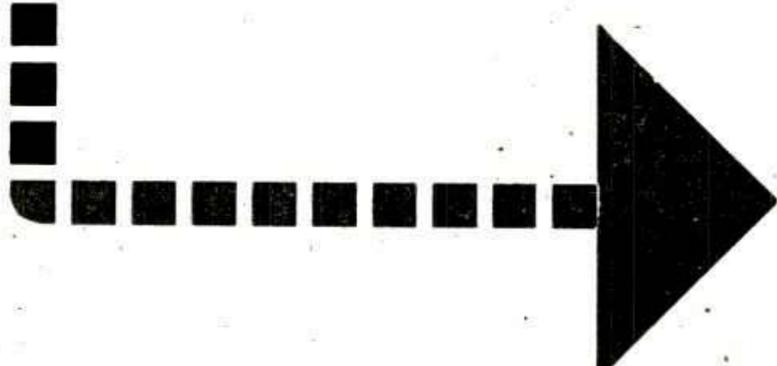
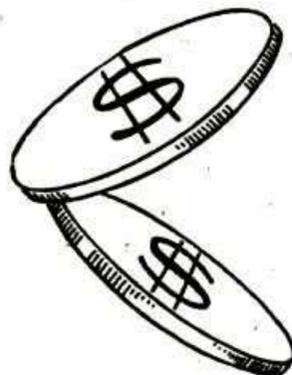
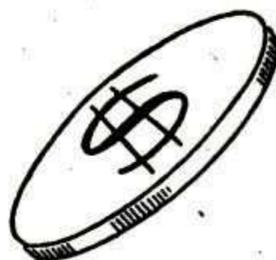
Last summer Roberts had a 160-foot top which was demolished in a blowdown at Amarillo, Tex. Subsequently, he conferred with Ringling-Barnum bosses for advice on a new outfit and placed orders for his present equipment.

In addition to the big top, a 90 by 40 canvas is used as a prayer tent.

Interior of the main top is equipped with an aluminum platform. Clusters of lights, mounted on center poles, are powered by the unit's generator.

Roberts also broadcasts on about 100 radio stations each Sunday and publishes a magazine, *Healing Waters*.

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Two passenger capacity, sturdy alloy cast cars and simplicity of control assure a high grossing, economical, long life.

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Prominently

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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.

**C. W. PARKER AMUSEMENT CO.**  
LEAVENWORTH, KANSAS

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- ★ SPEED BOAT RIDE ★ PONY BUGGY RIDE ★ AUTO & FIRE ENGINE RIDE
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# CLOSE-UPS: CHARLIE YULE

## Ducks Spotlight, Earns Wide Fame As Stock Judge, Calgary Manager

By BRUCE PEACOCK

This is another of a series of articles on little-known facts about people prominent in outdoor show business.

**JAMES CHARLES YULE**, who had ambitious dreams as a Canadian farm youth, has seen all but one come true. He says that it, too, would have been a reality if he had not become associated with the biggest event of its kind in the world, the Calgary (Alta.) Exhibition and Stampede.

Manager and secretary-treasurer since 1940, he had been an associate director of the company for six years, a director for eight and president for four years before succeeding E. L. Richardson who retired. Since 1948 his title has been managing director.



JAMES CHARLES YULE

Though he admits having enjoyed his 29 years with the aggressive, hard-working organization, he is still inclined to regard his present job as a detour in his life.

"As a youth I was always a dreamer. I wanted to own my own cattle and I did; I wanted to judge at a big show like the International in Chicago, and I did, and I wanted to show champions that I had raised myself and win at the national shows. That I haven't done. I hope I live long enough to fulfill my desire."

**Famous Shorthorn Breeder**

Noted as a Shorthorn breeder in his younger years and now internationally recognized as a judge of cattle, Charlie has always wanted to be a power in the Shorthorn world.

"I've judged in shows so many times I'd like to prove I can take my place among the exhibitors in big time, too," he says.

Finances to make his last big dream come true weren't available until he sold his farm at Carstairs, Alta., in 1944. But by then he had taken over new and formidable duties in Calgary.

Recently he had to deny a newspaper report that he was giving up those duties and had tendered his resignation. Because his health has not been up to par for the past three of four years, he had suggested to the board of directors that it would be a good idea to start looking for someone to take his place. If a good replacement could be found he would consider retiring.

**Success as Manager**

Some idea of Charlie Yule's success as a manager—and he is quick to attribute it to the efficiency of those who work with him—is the growth of the Calgary Stampede since he took over the managerial reins.

Attendance then was near 250,000. Now it has passed the 400,000 mark. In 1949 the six-day show drew 408,000 paying customers, and in 1950, with five days of heavy rain, there was an eyebrow-raising turnout of 376,000. Total income for the year 1950 was \$525,679 and net operating surplus was \$216,450.

The exhibition plant, valued at nearly \$6,000,000, covers 94 acres, of which 17 are being used by the city of Calgary. Operation is by the Calgary Exhibition and Stampede Company, Ltd., without a civic administration tie-in. Assistance is obtained from the federal and provincial governments by way of grants. The city is paid for all utilities.

**Clears Up Finances**

When Yule took over, the board was in debt to the city to the extent of \$46,500 which represented a low interest loan for construction of new buildings. Since then, \$2,500,000 has been expended in new buildings and improvements and the board has paid off all but \$380,000 of this amount out of accumulated surpluses. On hand are cash and bonds totaling more than half that amount and it could be that the debt might be nearly eliminated this year.

Biggest improvement is the \$1,500,000 Stampede Corral, which opened December 26, 1950. The huge stadium, seating 6,750 and standing 2,500, provides an attractive home for the exhibition-sponsored hockey team, the Calgary Stampeders, and is to be used for all types of indoor entertainment and exhibits.

Its predecessor, the Arena, has earned an average of \$38,000 to \$40,000 annually since 1945 on all activities, the 1949-'50 profits totaling \$46,000. The Arena is now used for curling, junior, juvenile

and midget hockey, and stock shows and sales.

**Year-Round Activities**

Charlie apologizes for the little beautification done around the grounds but blames the number of year-round activities and the small-size plant.

"We've been practically breaking out at the seams the last three years," he says.

Money for the cowboy contests has been almost doubled in the past 10 years and in 1950 the stampede alone cost \$76,000, including prizes, to operate.

Under Yule's guidance, a new stampede set-up was formulated. Modern chutes, corrals and fences make it almost an impossibility for animals to be hurt and assure a quicker, better performance by stock and contestants.

Bucking horses are owned by the org and permitted to run loose on 300 acres of good pasture land near the grounds at fair time and on a lease east of Calgary the rest of the year. During the stampede the bronks are chosen for their saltiness and a twister appears only twice during the week for two 10-second rides.

"It means we keep a horse for a year for a possible 20-seconds' use, a cowboy's maximum ride being 10 seconds," Charlie explains.

**Increasing Costs**

As for the exhibition, there are the usual headaches of ever-increasing labor, horse racing and attraction costs but the general overhead has not increased as much as might be expected. A business-like method of operating and good organization are the answers.

"Everything is well-planned and economically handled and we know where we're going all the time," Charlie comments.

Attributing to the organization's well-being is its program of year-round activities, which enables it to keep six key men in full employment. Each is invested with a certain amount of authority. "The result is that when the fair comes along it's just another week," Yule explains. "The men take it in stride."

Charlie Yule has high regard for the valuable contribution made by E. L. Richardson but, like most men in a new job, he had changes to make. From the start he set about organizing the show in his own practical way and developing his own ideas. To some his task may have looked easy but, he explains, livestock men have a way of doing things in an apparently effortless manner—and getting them done!

**Showmanship Stressed**

Important to the presentation of the Calgary annual is Yule's flair for showmanship, other than that which might attract to himself.

In 1950, the 75th anniversary of the City of Calgary, \$48,709 was spent to erect a permanent main gate replica of old Fort Calgary.

All the flavor of the Old West is captured as the patrons throng thru the wide portals of the huge log structure, flanked on one side by a meeting place for pioneers and scarlet-coated Royal Canadian Mounted Police and on the other by a genuine Indian encampment with its decorated tepees and aged chiefs.

"Knock 'em over with something at the main gate," is Charlie's enthusiastic premise. "They step into

this and it gets them. Everything else is an anti-climax."

**Shuns Spotlight**

Charlie has no truck with self-glorification. To him the fair is the thing and the less the spotlight is turned on J. Charles Yule the better.

Stampede week you'll find him  
(Continued on page 49)

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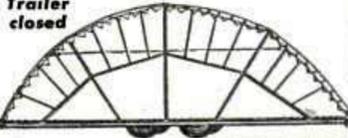
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Set Numbered Ping Pong Balls... \$15.00  
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Scalloped Edge, Green only, M... 2.00  
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Adv. Display Posters, size 24x36. Ea... .15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire... .75  
Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
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Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M... 2.00  
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## Block-Sale Preview Opens Polack Western's Chi Run

CHICAGO, March 3.—Polack Bros.' Western Unit opened its ninth annual stand here Thursday (1) with the fifth yearly private sell-out show for employees of the electronics industry. Its run under Shrine auspices opened Friday (2) and includes 37 performances thru March 18.

Three shows will be given on three Sundays and on two of the three Saturdays. Some second matinees were scheduled last year and more have been added this time in anticipation of larger turnouts. Night shows only are given on Mondays.

Mickey Blue, promotion manager here, said advance ticket sales were up about 25 per cent, leading

to the extra-performances schedule. He said that other promotion work was up about the same amount. House is scaled from \$1.20 general admission to \$3.30 box seats.

Show drew good coverage in Sunday (25) papers here and radio hits are lined up in the usual volume.

The Thursday preview drew a full house in Medina Temple. Local Shrine chief told the audience the annual show here has earned \$279,000 for Shrine hospitals. The sum represents a portion of the Shrine's circus income.

Running order here had the recently arrived Ibarra Brothers (3), bar act, in the opening spot. The act pleases with a twist-and-flip from bar-to-bar and figure eights on higher bars.

## Sarasota Phase Of R-B Flicker Near Completion

SARASOTA, Fla., March 3.—Greatest Show on Earth, Paramount pic being shot utilizing the Ringling-Barnum circus at winter quarters here, entered its final phase this week following a narrow escape for top director Cecil B. DeMille.

DeMille was trapped between a moving jeep and his automatic camera boom Saturday (24). The jeep stopped in time to prevent crushing the director, who escaped with a minor bruise on his right shoulder. The accident occurred while the camera crew was shooting outdoor scenes of the show train loading. DeMille stayed on the job despite the injury.

Paramount production crew has a March 5 target date set to complete the major portion of its work on location here. A second camera unit might remain a few days longer to wind up shooting. After the circus goes on the road additional motion picture work will be done to complete shooting by July if possible.

The picture is slated for release next year and represents four years of preparation and filming at a cost of over \$3,000,000.

## Ramsey Opens Ad Plant

MINSTER, O., March 3.—J. R. (Cap) Ramsey, formerly for many years a performer with the Walter L. Main Circus and in recent years head of the advertising department of the Ward Beam thrill show organization, has organized the Central States Amusement Advertising Service here to promote advertising drives for fairs thru the Middle West and South. Under his new set-up, Ramsey will handle the billposting and distribution of advertising for the various annuals. Fred Lewis will be associated with Ramsey in the venture.

## Peoria Expo Names Execs, Attractions

PEORIA, Ill., March 3.—Louis W. Hesse was named president and Paul Nicely executive secretary of the Heart of Illinois Exposition, which has switched its '51 dates to August 21-26. Charles Barnhart, program director of Station WMBD, this city, will direct the fair's program.

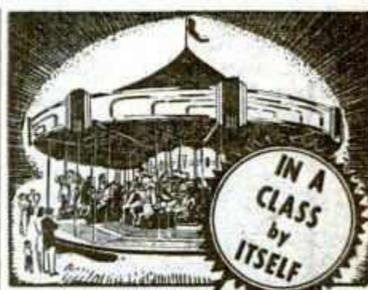
Buff Hottle Shows will provide the midway attraction, and a grandstand show booked thru Boyle Woolfolk Agency, Chicago, is skedded for the last three nights. Other planned attractions, not yet signed, will include motorcycle races, big and stock car auto racing, a thrill show and one night of local talent.

Still date events to be sponsored by Exposition Gardens this year include George Tyson's *Holiday on Ice*, a circus, weekly stock car races, big car race meets and fall football games.

The organization is also mulling the possibility of opening a permanent kiddieland at the plant.

## K-M Sets Texas Date

CORPUS CHRISTIE, Tex., March 3.—Kelly-Morris Circus will be sponsored by the local police for its March 5 stand here. There will be a matinee and night show with tickets set at \$1.20 for adults and 60 cents for children.



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## Shrine Switches Date

HARTFORD, Conn., March 3.—Shrine Circus, which played Bushnell Auditorium here during Washington's Birthday week in recent years, has shifted its location and dates this year to the State Armory, April 2-7.

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The Strong Troupier High Intensity Arc Spotlight (eight of which are used by "Holiday on Ice") has been widely adopted by not only ice shows but also theatres, night clubs, circuses, coliseums, schools, arenas, TV studios and stadiums.  
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It draws only 10 amperes from any 110-volt A.C. convenience outlet and makes the use of heavy rotating equipment unnecessary. The adjustable, self-regulating transformer is an integral part of the base. The Strong Troupier is mounted on casters, is easily portable and as easily disassembled for shipping.  
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- Indianapolis—National Theatre Supply Company
- Kansas City, Mo.—Shreve Theatre Supply; National Theatre Supply Company
- Los Angeles—J. M. Boyd; C. J. Holzmuller; National Theatre Supply Company; Pembrex Theatre Supply Corporation
- Louisville—Falls City Theatre Supply Company
- Memphis—National Theatre Supply Company
- Milwaukee—National Theatre Supply Company; R. Smith Company
- Minneapolis—Minneapolis Theatre Supply; National Theatre Supply Company
- New Haven—National Theatre Supply Company
- New Orleans—National Theatre Supply Company
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- Oklahoma City—National Theatre Supply Company; Oklahoma Theatre Supply Company
- Philadelphia—Blumberg Brothers; National Theatre Supply Company
- Pittsburgh—Atlas Theatre Supply; National Theatre Supply Company
- Salt Lake City—Inter-Mountain Theatre Supply Company
- San Francisco—C. J. Holzmuller; National Theatre Supply Company; W. G. Preddy Theatre Supplies
- Seattle—B. F. Shearer Company; National Theatre Supply Company
- Sioux Falls—American Theatre Supply Company
- St. Louis—City Electric Company; National Theatre Supply Company
- Toledo—Theatre Equipment Company
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- Canada—Dominion Sound Equipment, Ltd., Montreal, Quebec; General Theatre Supply Company, Montreal, Quebec; Perkins Electric Company, Ltd., Montreal, Quebec; Perkins Electric Company, Ltd., Toronto, Ontario; General Theatre Supply Company, Winnipeg; Sharp's Theatre Supplies, Ltd., Calgary, Alta.

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## Out in the Open

**J. Raymond Morris**, billposter, has been released from the hospital and is recuperating at his home in Cambridge, Mass. . . . **T. H. McLeod**, manager of the Regina (Sask.) Exhibition, has been elected president of the Regina Rotary Club. He takes office July 1. . . . **A. H. McGuire**, president of the 1947-'48 Calgary (Alta.) Exhibition and Stampede, has retired as district sales manager of the Canada Cement Company, Ltd., but will continue to make his home in Calgary and remain an active director of the stampede. . . . **A. T. Youngblut**, past president of the North Battleford (Sask.) Agricultural Society, has been transferred to Edmonton, Alta., by the implement firm he is associated with.

**Rube Liebman**, of the Barnes-Carruthers' Des Moines office, was in Chicago, Wednesday (28), and announced that after an absence of four years, he would again handle the grandstand bally at Iowa State Fair, Des Moines, this year. . . . **E. W. (Deak) Williams**, member of the Iowa State Fair board, secretary of Manchester, Ia., Fair and secretary of the Fair Managers' Association of Iowa, attended the State fair board meeting Tuesday (27) at Des Moines, following a 10-week illness.

**Irish Horan** thrill show op, was hit by a virus infection recently but kept pitching to ink several Canadian and American annuals for the coming season.

**Edward J. Carroll**, of Riverside (Mass.) Park and president of the National Association of Amuse-

ment Parks, Pools and Beaches, entertained **Mr. and Mrs. William Wendler Jr.**, at the British Colonial Hotel, Nassau, Bahamas, while on a business-pleasure junket thru the Caribbean recently. In turn, Carroll and his party were feted by **W. E. (Billy) Butlin**, head of the British Caterers Association.

**Mike Barnes**, of Barnes-Carruthers Theatrical Enterprises, planned back to Miami, Thursday (1) after a quickie trip to Des Moines to attend the Iowa State Fair attraction meeting. . . . **J. C. McCaffery** is back at his Chicago office, following a Miami vacation. After attending the National Association of Amusement Parks, Pools and Beaches' Insurance Committee meeting in New York, February 27, **Paul Huedepohl**, the group's executive secretary, left March 2 by auto for Palm Beach, Fla. His wife will join him there.

While **Mrs. Joe McKee**, wife of the general superintendent of Palisades (N. J.) Park, was celebrating her birthday Sunday (25) at their Jersey home, their daughter and son-in-law, **Mr. and Mrs. Max Tubis**, were observing their sixth wedding anniversary on the same day in Miami. Max is the operator of Million-Dollar Pier at Atlantic City.

New York booking agent **Stanley W. Wathon** is getting a double dose of misfortune this winter. Recently recovered from a severe case of pneumonia and a siege in the hospital, he came down with flu this week and is at home under a doctor's care.

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## Talent Topics

By CHARLES BYRNES and JIM McHUGH

**Jimmie Richardson**, Hammond organist, has signed to play the Junior League Horse Show, Shreveport, La., Wisconsin State Fair Horse Show and a number of other annuals which he played last year. Richardson also plays the organ with the Spotlighters, instrumental group on WSM, Nashville. . . . **Billy Barton**, who signed with Solti and Grund, of the Hamid office, after closing with Polack Bros.' Circus last November, has made several TV and vaude appearances, including "Big Top," the "Ken Murray Show" and the RKO Palace. He'll be with Rogers Bros.' Circus, opening in Fort Myers, Fla.

**Gene Lewis**, **George Barnaby** and **Billie Burke** have been contracted to play the Minneapolis Shrine Circus for **Mrs. Edna Curtis**. They will return to Peru, Ind., following the date. . . . **Howard and Wanda Bell** have taken to the air, making overnight jumps via plane to work dates in Chicago, New York, Washington; Montmartre, Havana; Atlanta and Cleveland.

Set to appear on ABC-TV's "Super Circus" in Chicago Sunday (11) are the **Farias Duo**, acro and hand balancing; **Two Adams**, bicycles, and **Captain Ferguson's** dogs and ponies, according to **Vic Brown**, who books the talent. **Frank Cook**, comedy wire, is set for the following Sunday. . . . **Three Milos**, high act, has been signed for the Waseka, Ill., American Legion celebration, June 6-10.

**Jaqueline Teeter**, formerly of the Teeter Sisters, high act, has framed a new solo swaypole number. . . . **Kayletta**, high pole, opens her outdoor tour April 9, at Lucher, La., with a three-week stint as the free attraction on Harry Burke Shows. . . . **The Vikings**, two-man hand balancing act, have been signed by the Ernie Young Agency. **Stig Olson**, formerly with the Erickson acro troupe, is a principal in the duo, which has been signed for indoor theater dates in Manitowoc, Wis., March 28-29, and Rockford, Ill., March 30-April 1. Olson's wife is with the Theron Family bicycle troupe.

Talent passing thru Chicago en route to play indoor circus dates included **Aida**, high performer, to the Erie, Pa., Shrine date; **Ellie Ardely**, trapeze, to Orrin Davenport's St. Paul show, and **Harz Reynolds**, wire walker, and **Emil Fallenberg's** bears to the Edna Curtis Shrine circus, Min-

neapolis. . . . **Tinto and Vivian**, drum-dance, returned to their Chicago home recently after a good run of theater and club dates in the East. . . . **The Noble Trio**, bars, has been signed as a free act at Missouri State Fair, Sedalia. Booking was handled thru the Barnes-Carruthers office.

Acts added to the grandstand revue on the Western Canadian Class A Fair Circuit by Ernie Young include **Buster West** and **Lucille Page**, comedy, and **Dennis and Darlene**, songs. **Dennis Kelly** of the latter duo also will emcee the show. . . . **Chris and Rae**, high act, will be the free attraction at the Dolton, Ill., celebration, June 29-July 4 and will also play Monee, Ill., July 28-29, and Gary, Ind., August 2-5. . . . **Tom and Betty Waters**, wire and perch, will play the Frankfort, Ill., July 4 Celebration and Monee, Ill., July 27-29. . . . **Siegrist Troupe**, fliers, will be the free attraction at the Tinley Park, Ill., celebration, June 13-17.

After closing at Miami Orange Bowl circus, **Roy Barrett**, clown, played Johnstown, Pa., the week of February 26 and is skedded for Hartford, Conn., the week of April 2. All dates are for Frank Wirth. Barrett's route will then take him to the Chicago Stadium circus, April 20-May 6, and in mid-May he joins the Art B. Thomas Bombshell Shows as comedy emcee, stage manager and clown. **Larry (Dukie) Anderson**, clown, was with Barrett for the Hartford and Johnstown dates. . . . **The Cathalas**, roly boly, acro and juggling, are skedded to leave for Mexico early in April but will return for the fair season. . . . **Low, Hite and Stanley**, comedy, followed their Chicago theater date with a short lay-off, but will head east soon.

**Schaller Bros.**, trampoline, have been appearing in the stagershow at the Gaumont Palace, Paris. . . . **Jimmy Garner** and **Yvonne**, novel trampoline, held the opening spot on Ed Sullivan's "Toast of the Town" TV show February 25.

**King Brothers**, equilibrists, and **Harold Barnes**, wire walker, played the Palace Theater, New York, last week.

BOSTON, March 3.—Franklin Park Zoo here lost its hippo and a lion cub within a few days of each other last week thru uremic poisoning. Hippo was a 22-year-old specimen; the lion, 14 months.

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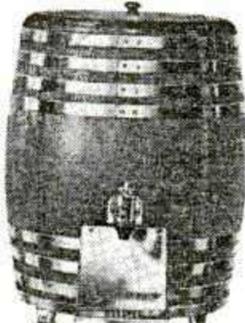
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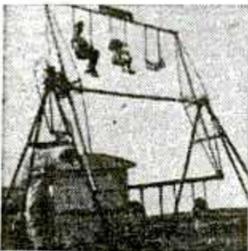
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**TUCKER DUCK & RUBBER CO.**  
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# Sportsmen's Show Expands

Continued from page 42

showing to snow, the railroad strike and the fact that Boston Red Sox slugger Ted Williams did not perform in casting exhibitions as he had previously. The 18 per cent rise in the New York gate this year was not too large since the show was off in 1950.

Campbell-Fairbanks had its genesis in the merger of the exposition-staging firms of Chester I. Campbell and Fairbanks in 1934. Campbell died 18 years ago, and Fairbanks, prior to the merger, had conducted radio shows, various types of expositions and managed the Boston Garden in 1928. At present, he is a director of the arena.

The firm has offices in Boston, Chicago, New York and Detroit. In the past Sportsmen's Shows have been staged in New Haven and Hartford, Conn.; Columbus, O.; Philadelphia, Albany and Syracuse, N. Y.; Louisville and Indianapolis. Based on estimates of costs involved in staging the show and how much cash a city's populace will fork over, the adult ticket price scale for the present circuit is: New York, \$1.50; Chicago, \$1.25; Detroit and Boston, \$1.20 and Buffalo, \$1. In all cities the fee for children is half the adult's ducat. Fairbanks regards Gotham the toughest nut to crack, mainly because of high costs.

Fairbanks said that in some cases his costs have risen four times higher than during the period immediately after World War II. In the interests of attracting exhibitors he can not pass along these hikes in selling space and claims that for a number of years he put a good deal more into the firm than he made from it.

The International Amphitheater, Chicago, which houses the show in that city, is regarded by Fairbanks as the ideal arena for the sportsmen's offering. He has 204,

000 square feet of floor space with which to work. Acts and attractions are viewed by customers from 75-cent reserved seats.

In 1944-45 the Sportsmen's Show played New York in the basement of Madison Square Garden but space was lacking. The main floor of the arena could not be used because of the regularly scheduled events. Fairbanks estimated that average set-up time for the expo is three days. He named 1947-'48 as the most lucrative years for the show since the war at which time stands were made in Boston, New York, Buffalo and Detroit.

# Toronto Mayor

Continued from page 42

papers and Hughes has been on the receiving end of some criticism, principally over his insistence upon headlining U. S. names in the huge grandstand night shows, rather than having a show consisting of all-Canadian talent.

At the CNE's meeting here this week it was reported that Danny Kaye, who was starred in the grandstand show last year received \$117,000 for the run of the show. The grandstand, both afternoon and night, grossed \$482,616. Attractions cost \$354,125 and grandstand stage, scenery and prop expenses were \$145,739 for a deficit of \$17,247 on the grandstand operation.

The exhibition board this week passed a by-law to prohibit anyone from carrying on any shows, vending, or gambling within 400 yards of the exhibition grounds and a by-law which will prohibit the circulation of petitions on or near the grounds without permission of the board. The latter was passed to prevent a recurrence of an incident in 1950 in which a Communist tried to obtain signatures for a peace petition and was beaten up by police.

# Pic, Radio Names

Continued from page 42

Arnaut Brothers, Paul and Paul-ette, Alphonse Berge, the Hi-Hatters, and the Dolly Dee Girls (18). The second show opens Monday (12) for three days and features Rufe Davis, Earl and Michel, and the Dolly Dee Girls. The third and last show also runs four days and includes Nita Bieber Dancers, Walter Dare Wahl, Clifford Guest, and Wilbur Hall and Company. Stan Myers orchestra will accompany all shows. Eve Ross will supervise choreography.

Crafts 20-Big Shows, supplemented by Crafts Exposition and Fiesta shows, will be featured on the midway.

# Horan Inks N. Y.

Continued from page 42

making personal appearances with a movie the firm has been exhibiting of the thriller. The firm was shot in full color at the Indiana State Fair last year, with Gene Kelley handling the sound track.

Org will use outdoor billing, press and radio and place heavy emphasis on television this season. For the present ad campaign, short films will be used on video with top name voices on the sound tracks.

# 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.)

- All Valley: Port Isabel, Tex.
- American Eagle: Richton, Miss.
- American Midway: Mercedes, Tex., 7-12
- Big State: Port Lavaca, Tex.
- Coney Island: Columbus, Ga.
- Crafts Expo.: (Orange Show) San Bernardino, Calif., 8-18.
- Dumont: Augusta, Ga.
- Endy Bros.: (Shrine Fair) Miami, Fla., 8-15.
- Franklin, Don: Kingsville, Tex.; Cuero 12-17.
- Gentsch, J. A.: Laurel, Miss.
- Heart of Texas: Brownwood, Tex.
- Interstate: Ozark, Ala.
- Magic Empire: Andalusia, Ala., 10-17.
- Nolan, Larry: Tucson, Ariz.
- Orange State: Danla, Fla.; (Fair) Pahokee 12-17.
- Palmetto Expo.: Graymont-Summit, Ga.; Thompson 12-17.
- Playland Attrs.: Turkey Creek, La.
- Prell's Broadway: Plant City, Fla.; (Fair) Ocala 12-17.
- Robertson & Caler Am.: Edison, Ga.; Shellman 12-17.
- Royal Duke: Jacksonville, N. C.
- Smith Am. Co.: Waco, Tex.
- Southern Valley: West Monroe, La.; Minden 12-17.
- Tassel, Barney: (Fair) Lake Worth, Fla.
- Tidwell, T. J.: Waco, Tex., Sweetwater 12-17.
- United Expo.: Orange, Tex.

# Circus Routes

Send to  
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- Beatty, Clyde: Shreveport, La., 17-18.
- Davenport, Orrin: Sioux Falls, S. D., 5-10.
- Hamid-Morton: Kansas City, Mo., 5-11; Wichita, Kan., 12-18.
- Hansen Bros.: Pensacola, Fla., 5-7; Troy, Ala., 8; Selma 9; Ozark 10; Decatur 12; Gadsden 14; Carrollton, Ga., 15; Talladega, Ala., 16; Childersburg 17.
- Horne Bros.: Superior, Ariz., 6; Colledge 8; Casa Grande 9-10; Benson 12; Wilcox 13; Safford 14-15; Silver City, N. M., 17-18.
- Kelly & Morris: Alice, Tex., 6; Kingsville 7; Raymondville 8; Harlingen 9; Brownsville 10-11; McAllen 12-13; Laredo 14-15.
- Polack Bros. (Eastern): (Arena) London, Ont., Can., 6-9; (Armory) Danville, Ill., 15-16.
- Polack Bros. (Western): (Medinah Temple) Chicago, Ill., 5-18.
- Rogers Bros.: Ft. Myers, Fla., 9.

# Misc. Routes

Send to  
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Cincinnati 22, O.

- Ice Capades of 1951 (Auditorium) St. Paul, Minn., 9-14.
- Ice Follies of 1951 (Memorial Auditorium) Buffalo, N. Y., 6-11; (The Gardens) Pittsburgh, Pa., 12-19.
- Miller's Irvin C., Brown-Skin Models (Victory) Ft. Lauderdale, Fla., 8; (May's Pateo) Bradenton 9-11; (Ridge) Sebring 13; (Washington) DeLand 13; (Ritz) Daytona Beach 14.

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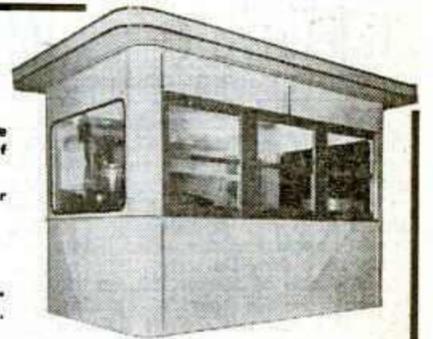
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## Riverview Readies For May 16 Opener

Picnic Bookings Exceed Last Year's; Concession Pacts Come Up April 1

CHICAGO, March 3.—Riverview Park will open May 16 and most of the refurbishing program will get under way next month when the working crew will be increased from 80 to 200 men, Treasurer Ernest Mitchell reported this week.

Inside painting has been done during recent bad weather. Improvements also have been built

in the large and small picnic groves, where Riverside went all out for reconstruction last season. In 1950 the spot resumed major picnic bookings after a lapse that started in war years.

Picnic bookings for the coming season are coming in well, Mitchell said, and they are above those of the corresponding time last year. Mitchell said that a large number of contracts which are considered definite but have not yet been returned makes it difficult to say how much of an increase has been scored.

One ride, a Rolloplane, will be added to the park-owned string, bringing the total to 23 devices. In addition, concessionaires will have eight rides. The park will have three shows, while concession ops will have two more.

Games and eatery concession contracts here are handled on an annual basis, and Mitchell reported new agreements will be signed after April 1.

Advertising for the park will be directed by the Christianson Advertising Agency here and again will be aimed thru all media—television, radio, newspapers and outdoor billing.

### Opening Date

George A. Schmidt, general manager, will remain on vacation until about March 20. Mitchell reported that Riverview plans had not been affected by the National Production Authority, no extensive new building being scheduled.

## Gas Company Slaps Suit On Riverside

AGAWAM, Mass., March 3.—Stuart Amusement Company, Inc., owner of Riverside Park here, which is operated by Edward J. Carroll, has been sued in Hampden County Superior Court, Springfield, Mass., by the Northeastern Gas Transmission Company. The firm seeks to compel the park to complete sale of property for use in laying a gas pipeline into this area.

In the equity bill filed in court, the gas firm claimed that heavy posts had been sunk in park ground to barricade the right of way it obtained under an agreement reached earlier this year. Park is accused of violating the agreement to sell about two-and-a-half acres of land along with right-of-way privileges. According to the bill, the agreement granted immediate entry for a survey and other purposes. The gas company claimed to have actually improved the right of way and moved in equipment preparatory to laying the pipe line before the barricade was erected.

Carroll, president of the National Association of Amusement Parks, Pools and Beaches, said in New York Wednesday (28) that the gas firm, after starting operations, attempted to utilize more property that it had been allotted in the agreement.

The gas concern said that it paid a \$400 deposit on the \$4,000 agreed purchase price of the property, but that when it tried to deliver the remaining \$3,600 to the attorney representing the park, it was notified of the refusal to execute a warranty deed transferring the land. Temporary restraining orders and injunctions are sought to prevent disposition of the property pending a hearing. The firm also asked the court to make the park management convey the land as agreed and pay any damages involved.

Carroll could offer no further information on the progress of the court action. He has been on a business-pleasure trip to the Caribbean and Florida.

## Horwitz Sets Early Start At Detroit

DETROIT, March 3.—Motor City Park has set a tentative opening date of March 24, Owner-Manager Vic Horwitz said this week. Spot probably will be first in this area to open the season.

Originally operated as a Kiddieland, spot is shifting this season to an adult appeal with a dozen rides, including a new Dodgem.

Early date of Easter, March 25, determined the park's opening time, Horwitz said. Spot will go for week-ends only until weather warrants full-time operation, he said.

## Va. Spot Adds Taxes

VIRGINIA BEACH, Va., March 3.—A 5 per cent admission tax has been voted by the town council for this resort spot. Other new levies affecting show business here include a 3 per cent rental tax and a 2-cent tax on cigarettes.

## Gotham Spots Get Big Play On Week-End

NEW YORK, March 3.—Warm sun and a clear sky Sunday (25) lured big turnouts to Coney Island, the Rockaways and other shore spots in the New York area. Mercury climbed to near the 60-degree mark, and rides, games and eateries that were open did good business.

Coney Island drew a big crowd, with all available free parking space jammed and some commercial parking lots getting a fair play.

Coney's Boardwalk was crowded and arcades, games and eateries did brisk business. All kiddie rides, as well as the pony track at the Kiddie Wonderland at the Boardwalk end of Feltman's, were operating. Most of the rides at Ward's spot on the Boardwalk were also doing business. Miniature golf and frozen custard stand at the Surf Avenue end of Feltman's also operated, altho main section of Feltman's remained shuttered.

Along Coney's Surf Avenue, arcades, Merry-Go-Rounds, Skooters, Whips and kiddie rides did good business. Surf Avenue end of Pleasureland was also open, as were several restaurants, photo galleries and concessions.

There was little doing on Coney's Bowery except at the end facing Tilyou's Steeplechase Park, where Harry Nelson had two high strikers operating.

Subway lines serving the Island augmented service during the afternoon and brought out the bulk of the attendance. Rockaway Beach also was served by stepped-up bus service and auto traffic from New York and Brooklyn was heavy. Few rides or concessions were open, but restaurants and cafes did business.

Bernard Berkley's Fairyland Park, on the main route to the Rockaways and Long Island, drew one of the biggest crowds of the winter. All afternoon, rides, including the Coaster and pony track, carried capacity loads. Adjoining parking space was jammed and overflow was shunted to a new parking area near-by.

## NAAPPB Execs Discuss 1951

NEW YORK, March 3.—National Association of Amusement Parks, Pools and Beaches' Insurance Committee met here February 27 with representatives of American Associated Indemnity Company of St. Louis to set insurance rates for the coming year. No definite information was available, but it was indicated that NAAPPB reps would have a struggle to keep rates from climbing in view of mounting costs in every field.

On hand for NAAPPB were Norman S. Alexander, of Woodside Park, Philadelphia, Insurance Committee chairman, and members Edward L. Schott, Coney Island, Cincinnati; Edward J. Carroll, Riverside Park, Agawam, Mass., NAAPPB president; H. P. Schmeck, Philadelphia Toboggan Company, and Paul Huedepohl, NAAPPB executive secretary. Representing the insurance firm were Harry Lee and Lucian Roy.

A transcript of the history of the amusement park biz written by ride maker, W. F. Mangels, of Coney Island, was given to Carroll for his inspection. Manuscript will next go to Alexander, and NAAPPB will start devising ways to defray editing and publishing costs.

## Charter Auto Race Org

FRANKFORT, Ky., March 3.—Secretary of state has issued a charter to the Kentucky Stock Car Racing Association, Inc., Richmond, to conduct racing of stock cars. Authorized capital stock is \$1,000. Incorporators are Gordon Sizemore, Chuck Fallis, Martin R. Brock and Ernest Woods.

## California Kiddieland Skeds TV Cowboy Show

LOS ANGELES, March 3.—Doye O'Dell, cowboy recording and television artist, has become financially interested in Tiny Town Park, Compton. He will make personal appearances along with other Western performers and an expansion of the park is planned.

The association of O'Dell with the park marks the second television performer's entry into the amusement business here within the last three months. William (Hopalong Cassidy) Boyd became associated with Venice Lake Park with the name being changed to Hopyland.

Tiny Town is a kiddie park started six years ago by Harry C. Matthews. It has 11 rides and covers about three acres. Matthews is now adding kiddie rides in the first move of the expansion program.

O'Dell appears on KTLA-TV from Monday thru Friday for an hour each afternoon. With his band and thru his recordings, he has a large following. The section around the park is reported to have more television sets than any other area in Southern California.

While O'Dell will tee off his personal appearances March 11, no schedule for his presence has been made. However, Thomas Hawkins, the artist's manager, said that

O'Dell will make appearances from time to time when they do not conflict with other dates. In event there is a conflicting engagement, Western performers will be booked.

## Latin-American Event Skedded For N. Y. Coney

NEW YORK, March 3.—In the hope of needling business, a Miss Latin America beauty pageant and fiesta jubilee, at an estimated cost of \$250,000, will be staged at Coney Island here September 3-8, with 20 Latin-American nations invited to participate. The project was conceived by the Coney Chamber of Commerce.

Last year an air derby, cover girl contest and Howdy Doody and Li'l Abner days, handled by Lester L. Wolff Associates, were not balls of fire as a patronage-getter. This season the promotion will be piloted by Richard Falk and Richard Mardus.

Countries to be invited include Argentina, Bolivia, Brazil, Chile, Columbia, Costa Rica, Cuba, Dominican Republic, El Salvador, Ecuador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela. Eliminations will be conducted in each of the nations to choose its representative. Each winner will get a free plane trip here and a 10-day vacation.

Preceding the selection of Miss Latin America there will be five nightly parades with floats, participants in native costumes, and screen and television names. The parades will start at Ocean Parkway and move along Surf Avenue, ending at West 20th Street. Top entertainment personalities will act as judges in choosing the winner, with Latin-American and U. S. government officials on hand.

Plans call for erection at the tip of Coney Island of a 90-foot statue of friendship symbolizing the good neighbor policy.

## Carroll, Butlin Meet on U. S., British Amity

NASSAU, Bahamas, March 3.—Program of co-operation between park owners and ride manufacturers in the U. S. and Great Britain was worked out in part here recently by Edward J. Carroll, Riverside Park, Agawam, Mass., and president of the National Association of Amusement Parks, Pools and Beaches, and W. E. (Billy) Butlin, prexy of the British Caterers' Association, ride and arcade operators' group.

Pausing on his return trip in New York to attend a meeting of the NAAPPB's Insurance Committee, Carroll said that reciprocal visits would be part of the program. He plans to journey to Britain in September and inspect the park biz and its branches there. Butlin will attend the NAAPPB convention in Chicago in November.

Discussions concerning the scheme took place aboard Butlin's yacht during a party given by Mr. and Mrs. Butlin for Mr. and Mrs. Carroll, Harry Storin, radio's Ted Mack and his wife, and Geoffrey Houdert, general manager of Butlin's Bahama interests.

Carroll's trip to the Caribbean and Florida was a combination business-pleasure jaunt. His party received an official reception from Gov.-Gen. Robert Neville at Government House here. The official invited Carroll to establish amusement facilities here and promised active co-operation.

Included in the itinerary was a visit to Havana, where Carroll conferred with Cuban amusement interests on establishing new enterprises in that area.

## Mil \$ Pier Set To Bow March 24

ATLANTIC CITY, March 3.—Max Tubis announced that his new funspot on the Million-Dollar Pier will open its season March 24, operating week-ends until Decoration Day, when it goes into its full-time summer schedule.

Tubis is negotiating for new rides, and one of these will be either a Sky Wheel or a new type of Kiddie Coaster which has proven successful in Florida spots this winter.

## Seaside Orders Ferris Wheel

NEW YORK, March 3.—Pete Drambour's Seaside Amusement Park at Rockaway Beach is getting set for the coming season with a number of new rides on order and concessions lined up for the park stands.

Among the rides skedded for early delivery are a new Ferris Wheel, a Hey-Dey and kiddie rides. Park has a large Merry-Go-Round and a custom-built Skooter, as well as a large Whip and a big group of permanent buildings housing games and concessions.

Seaside Amusement Park is located on the Shore Boulevard and Seaside Avenue, with a well-equipped luncheonette fronting on the shore end of Seaside Avenue.

## Train Ride Ops Bid in Atlanta; Concessh Granted

ATLANTA, March 3.—City parks committee has received bids for operation of a miniature train at Grant Park and will make its recommendation to the mayor soon. The committee also extended the Piedmont Park concession of R. T. Few thru 1952.

A new elephant house at Grant Park is virtually completed and will be opened soon, the committee reported. Group stated that a new State tax will bring the parks here about \$250,000 annually. Funds will be used for new construction and the committee hopes to obtain exemptions from National Production Authority.

## Niermann Sets March 24 Bow For Lakeside

DAYTON, O., March 3.—Following its custom of opening on Easter Sunday, Lakeside Park will give its patrons a look-see Saturday and Sunday, March 24-25. Spot will operate week-ends only until Decoration Day, when it starts the full grind.

Johnny Long's orchestra will be on hand for the Easter opening, and all rides and concessions will be running. No new devices have been installed this season except for the substitution of row boats for paddle wheels on the lake.

Gerald Niermann, operator of the spot since 1927, said, however, that unless material and supply conditions prevent it, he will complete a Kiddieland addition which he has planned for several years.

Lakeside is one of the oldest parks in continuous operation in Ohio, according to Niermann. It was opened in 1890 by James Kirk with a Merry-Go-Round and Switchback.

## Rock's To Bow Minus Coaster

NEW YORK, March 3.—Roller Coaster will be the only ride not in operation when Rockaways' Playland here opens its season March 18, President A. Joseph Geist said this week. A Sky Fighter, ordered from Allan Herschell, arrived this week.

Painting of the park is under way and the majority of concessions will be in operation for opening day. Plans are to open at 1 p.m. and close about 5:30 p.m.

## High River Rodeo Adds 2-Day Horse Show

HIGH RIVER, Alta., March 3.—A horse show will be held in connection with the two-day High River Rodeo in June.

Officers are Mac Rudd, president; Ronnie Fraser, secretary, and Russell Pau, treasurer.

# Yule Earns Wide Fame As Judge, Calgary Mgr.

Continued from page 44

inside the grandstand gate, down by the attractions platform or out on the midway, to all intents just another customer. There's a Stetson on his head, a cold cigar-but jammed into the side of his broad mouth and his manager's badge is hidden in a coat pocket. You don't see him on the attractions platform and he doesn't ride in the Stampede parade unless it's in the back seat of a closed car and between a couple of other persons.

"Nobody knows me," he says. "I just try to submerge myself."

On occasion he has attracted attention by wearing "a helluva loud shirt," to use his words, but that has been more to encourage visitors to do the same. One of his shirts, "a real Jacob's coat," once stopped two startled women cold in downtown Calgary. Charlie stopped, too, just long enough to grin genially and explain: "It's one of my wife's housedresses—she made me wear it today."

**Amiable, Unassuming**  
An amiable, unassuming six-footer who looks like a moderately successful farmer, Charlie Yule has an easy, expansive smile and a well-receded hairline. He is favored with a solid Scottish judgment that instills confidence and gains respect. He won't be hurried and he gives his decisions due deliberation, even if it means dis-

cussing the matter with others.

Canadian radio commentator John Fisher wrote this of him in a letter last year:

"... Somehow you remind me of a tiger. You move cautiously and slowly, but spring with the speed of lightning. I was completely amazed at the apparent ease with which you accepted everything, but I knew that behind that ease was a beautiful machine completely co-ordinated and ready for action."

The shrewdness and inventive ability characteristic of the Western Canadian farmer are among Charlie's attributes.

### Invents Portable Stand

A widely copied invention he lays claim to is the portable grandstand attractions platform. In his first year as manager he had the rear 24 feet of the stage mounted on wheels so that it could be moved onto the track, backdrops and all, right after the nightly chuckwagon races. Now he's working on a hush-hush radio-operated gimmick to speed up stampede events.

Not in favor of passes, Charlie has slashed deep into the free list and his ultimate goal is no passes at all.

Admission policy is no cut rates, no raffles and no draws, but a small enough tab to appeal to the low wage earner and the man with a family. Main gate ducats sell at 25 cents and children under 12 get in free.

Yule finds that people don't try to break their way in for the sake of saving a quarter, with the result there's little upkeep by way of fence repairs. One side of the grounds doesn't even have a fence and Calgaryans, who apparently hew to the honor system, seldom try to invade the open stretch.

Grandstand prices are \$2, \$1.50 and \$1 for evening reserves; 75 cents rush; \$1.25 and \$1 for stampede reserves and 75 cents rush. Reserves total 8,883, but with rush seats and bleachers 21,000 persons can be accommodated.

### World-Wide Reservations

When the gates close on one Stampede, reservations are accepted for the next and they come from all over the world. Ticket sales open in February for the July event and cash is assured well in advance. On February 1, 1950, the day's sales totaled \$17,000. In the last two years there hasn't been an evening reserved seat ticket to be had by the opening day of the show.

Yule's fundamental policy has been to retain the original flavor and intent of the hell-for-leather cowboy contests that have made Calgary famous, "to perpetuate the memories and traditions and sports of the pioneer settlers of Alberta."

At the same time he has made it a point to pay attention to the important role of livestock in the exhibition program. The entries are 10 times what they were when he assumed the managership, the org's main objective is not to fill the exhibit barns but to make a year-round effort to encourage livestock sales in a province whose economy is based largely on agriculture.

Everything is done to find markets for breeders and to promote business transactions, on the assumption that getting cattle into trade and competition makes for satisfactory livestock dealings at home.

### Exports 1,356 Bulls

In 1950 alone, the exhibition company exported 1,356 bulls to the United States at no cost to the breeders. Money turnover at annual bull and horse sales conducted by the org runs amazingly high and the Calgary sheep sales are regarded as the largest in Canada and possibly America.

Charlie Yule was born at Sunderland, Ont., near Toronto, in 1888 and it was natural that he took an early and keen interest in livestock, particularly Shorthorns. His father, James Yule, an Aberdeenshire Scot, had been a cattleman to the founder of the Scotch Shorthorn breed and, until his death in 1914, managed prominent farms in Manitoba. His picture is being hung in the livestock Hall of Fame at Brandon, Man. Charlie's mother, now 84, makes her home in Winnipeg. She always has been an inspiration in her son's activities.

A cattle exhibitor as far back as he can remember, he was helping

his father and grandfather at the age of 6—Charlie broadened his cattle knowledge in his teens by attending agricultural colleges in Winnipeg and Guelph, Ont. About the same time he made his debut as judge at small shows on the prairies. He still has 35 medals won as a junior judge of cattle, sheep, swine and light horses at Brandon and Regina winter fairs. As an exhibitor of cattle, he entered many shows and fared well, but never got to win a championship in real big time competition.

### A "Natural Judge"

It was after he had settled on a farm at Carstairs, Alta., during World War I that he began judging at major exhibitions. A natural judge, who calls them as he sees them and doesn't resort to college degree observations, Charlie has appeared at practically every big show on the North American continent.

He has judged at Chicago International five times; Kansas City, four times; Iowa State Fair, four times; the C. N. E. and Royal, Toronto, three times; Illinois and Ohio State fairs; Denver, Portland, Spokane, Sacramento, San Francisco, Great Falls and other big centers, but the highlight of his career was in 1948 when he took part in the world famous Shorthorn show and sales at Perth, Scotland, the only Canadian judge ever to have been chosen.

He receives offers to judge from all points of the globe and only recently refused a bid from Australia. The spelling of his name is sometimes weird and the address odd, but the mail gets to him. One letter from Europe dubbed him "Sir Charles Yule." Another had his address as "Canada, Alta."

Oddly enough, his many judging chores add little to the Yule coffers. "I'm never paid very much to start with and by the time I pay expenses I usually end up in the red."

### Fairs, Cattle Hobbies

To Charlie, cattle judging and the operation of fairs go hand-in-hand and he lists them as his hobbies. "I guess it's my love of the exhibition and livestock business that keeps me judging," he comments. "I feel that by staying in touch with the other shows, it keeps me on my toes in handling our exhibition set-up at Calgary."

It was in 1922 that Charlie got the urge to associate himself with the Calgary Exhibition. He hid himself into the city and "being kind of useful with livestock" made himself a job by speeding bulls into the ring at a fairgrounds sale. Manager E. L. Richardson was attracted to the lad and "one thing led to another" until he was named an associate director.

His election to the presidency in 1936 was one of the big surprises of his life because he "wasn't even a vice-president." The president had retired, the men in line were unable to accept the post, so Charlie was "it." Four years later he was named manager, despite his protests that he was too old for the job.

### Prosperes as Exporter

He was prospering then as an exporter of cattle to the United States; he was one of the largest Western Canadian importers of Shorthorns from Britain, and he had been exhibiting thruout Canada and the U. S.

Operating the Calgary show and his farm soon proved too big a task and he was obliged to sell the farm he had owned for 30 years and disperse his Shorthorn herd, one of the largest in Canada.

With his new job, Charlie also became managing director and secretary-treasurer of the cattle, horse, sheep and swine associations in Alberta and those duties, too, he has handled diligently and well over the past 11 years.

The millions of dollars of exhibition and livestock associations' money has gone thru his hands, he has never been bonded. "It's the finest compliment the directors have ever paid me, but frankly, I believe I should be bonded," he says.

Charlie has never been a hockey player but his interest in the game spans the years.

### Starts Boys' Hockey Team

When he first reached Alberta he started a farm boys' team and later, at Carstairs, he organized another, trained it and operated it three years during which it won the Alberta intermediate championship once and was runner-up twice. This fling as a hockey manager stemmed from the insistence of his mother that he seek an outside interest. He was becoming too self-centered on the livestock raising business and wasn't very good company around the house, she said.

Charlie's efforts were largely re-

sponsible for hockey's revival in Calgary after World War II.

Under his direction and with him helping to choose the players, the Calgary Stampeders team was built in the 1945-'46 season. It has held the Allan cup, emblematic of senior hockey supremacy in Canada, once and been in the Western Canada finals three times.

Tho one might expect Charlie to be too wrapped up in the livestock and stampede events to have more than casual interest in other phases of Calgary's big annual, such is not the case. He's "just a kid at heart" on the midway and says he "gets a real kick out of carnival people." A regret is that the day of the old-time, leather-lunged talker has gone.

### Tours Midway

He and his wife devote one night of each fair to a tour of the midway. Other nights it's a safe bet you'll find Charlie listening with fascination to the glib talk of a pitchman. He can't resist them.

At the age of 39, Charlie married Helen Carlyle, whose father was manager of the Prince of Wales (now Duke of Windsor) ranch at High River, Alta. Born in Madison, Wis., Mrs. Yule holds degrees in agriculture and animal husbandry, having been graduated from the Kansas State College of Agriculture and University of California. She is an expert livestock judge and an accomplished violinist. The Yules have two sons, William Charles, 21, an honor graduate of Pullman, Wash., agricultural college, and David Carlyle, 19. Bill has imported 24 head of Shorthorns from Perth, Scotland, and plans to raise livestock near Calgary. Dave handles sound and electricity in the Stampede Corral.

Charlie's personal credo is: "You can make a success of anything if you're not fussy who gets the credit for it."

In that respect, he says, "I get around in a quiet way and let my directors take the credit, because they're doing what I did for many years. They're working for free. I'm paid."

**THE WORLDS Safest Air Brakes on every wheel**  
THE MINIATURE TRAIN  
Write for Free 1951 Catalog  
MINIATURE TRAIN CO.  
RENSSELAER, INDIANA

**Want To Book In Park**  
NEXT TO PLATTSBURG BEACH  
Bingo, Arcade, 4 Major Rides, Zoo or Wild Life. Have Merry-Go-Round, Train, Ponies, Kiddie Airplanes, Boat Ride. Also any good Concession; no gambling. No competition. This is Montreal's beach and playground. Finest freshwater beach in New York State. Can use Park Manager with ideas. Opens May 19th.  
**PLAYLAND PARK**  
25 Charlotte St. Plattsburg, N. Y.

**PARK WANTED**  
Would like to place 7 or 8 Concessions in good paying park, such as Long Range and Short Range Galleries, Ball Game, Dart Game, Fitch-Till-Win, etc. Will work on percentage or flat rent. Please write full particulars.  
WILLIAM W. CORBETT  
P. O. Box 4317 West Tampa, Florida

**FOR RENT**  
BEST CORNER IN CONEY ISLAND  
Bowery & West 12th St. Approx. 50 ft. by 50 feet. J. G. WARD, 3025 W. 12th St., Coney Island, N. Y. ESplanade 2-9791.

**WANT Rides—Concessions**  
Country Amusement Park near Donegal, Interchange Pennsylvania Turnpike, 40 miles East of Pittsburgh. Park has Fishing and Swimming Lake. Near large industrial area. Write  
WILLIAM CUMMINGS, Acme, Pa.

**Miniature Steam Train FOR SALE**  
Excellent condition, 4-4-0 type Outside Valve Gear, 4 Cars seats 32 adults, 15 in. gauge, about 800 Feet Track. Selling because other business demands attention. Send for photo and quick sale price.  
A. B. JEFFERIS  
105 W. Elm Piedmont, Missouri

**Lake Ronkonkoma, L. I.**  
Will rent or book Ferris Wheel, Tilt, Chairplane, one more Kiddie Ride, For Rent—Restaurant and Pavilion. Space for Ponies, Portable Rink, Penny Arcade, Frozen Custard, Miniature Golf, Row Boats, Canoes.  
**TURNER'S PARK**  
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**FOR SALE**  
Reasonable. 8 Car Kiddie Jeep Ride, used 3 months, perfect shape, Air Tires. Can be seen at  
**TONY'S AMUSEMENT PARK**  
R. F. D. #5, Bay City, Michigan

**MINIATURE GOLF COURSES**  
By America's leading designers and builders. Scientific engineering allows greatest player capacity through interesting layouts and elimination of bottlenecks. Individually tailored courses for your particular location. Send for literature now.  
**HOLMES COOK COMPANY**  
302 State St. New London, Conn.

**WILL LEASE SPACE**  
(Percentage Basis)  
For Novelty, Souvenir Shop, also Direct Positive Photo Booth. For million-dollar entertainment and recreation center, newly enlarged to take care of business from near-by Camp Stewart and Glyco Naval Air Station. Write, wire or phone FRED W. FISHER, 1088 S. GLYNN COUNTY CASINO, St. Simons Island, Ga.

**SHARLEY, TAINTER OR TATTOO ARTIST**  
**GEORGE WILLIAMS, CANVASMAN**  
Contact me at once, important. Have work for you all summer.  
**BABE FRANCIS**  
Soldiers Home Hospital St. James, Mo.

**AERIAL JOY RIDE**  
**KIDDIE RIDES FOR SALE**  
SACRIFICE  
Write JOSEPH J. SABBATINO  
26 Grand Street New York 13, N. Y.  
Call: WHitehall 4-9793

**MINIATURE TRAIN FOR SALE**  
Steam type engine. Pop-off and whistle. Gas driven. 14 in. gauge. Four cars. Seats 32. 1200 ft. 8 lb. rail. Write  
JOYLAND PARK  
55 N. Sierra Madre Blvd. Pasadena, Calif.

**WANTED**  
(Joyland Park at Rocky Mount, N. C., Fairgrounds.) Up-to-date Portable Skating Rink for May, June, July and August. 5 modern Rides, 3 Kiddie Rides. No Concessions. Right in the City—Fairgrounds. Good opportunity. Contact  
NORMAN Y. CHAMBLISS  
Rocky Mount Fair, Rocky Mount, N. C.

**YOURS! Many Years of BIG Bowl-O PROFITS!**  
But You Must Act Quickly  
Bowl-O automatic alleys will give you years and years of tremendous earnings and profits. But you must act at once. Don't delay! Get your order in now—before material shortages seriously limit deliveries.  
WERE NOT FOOLING! Bowl-O, the original patented bowling game, was developed over 4 years. Proven in the field over 2 years. Result: no "bugs"! Absolute minimum of maintenance required. And actually tremendous steady earnings reported by park owners and operators!  
So don't miss the boat! Act now to cash in on the ready-made bowling market with Bowl-O, the original and proven best bowling game! Write for literature today.  
**SUTPHEN PRODUCTS Corporation**  
61 West 56th Street New York 19, N. Y.  
EARNING CAPACITY \$400 PER HOUR  
10 FRAME OPERATION optional—small extra charge.  
**Bowl-O The Only Real Bowling Game**

**High Quality KIDDIE RIDES**  
ROTO WHIP — SPEED BOATS — PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**DOYE O'DELL'S TINY TOWN PARK**  
COMPTON, CALIF.  
**WANTS KIDDIE RIDES**  
Motor Boats—self-propelled (have tank 75x120 ft.). Little Dipper—Automatic Photo, or what have you for kids? Open all year. Long lease.  
**HARRY C. MATTHEWS**  
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**READY FOR 1951 DELIVERY**  
The New and Improved 12 or 14 Unit  
**GREYHOUND RACE**  
Greyhound Amusement Device Co., Inc.  
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## Ringling Skeds 70-Car Org, Alters Outdoor Ad Policies

### Clackers Turn to TV Spot Plugs; Billing Crew Trimmed to 19 Men

• Continued from page 1

equally important part in this year's flack. Outdoor billing will come in for changes, tho these are not necessarily traceable to the new stress on TV and radio. Ringling-Barnum billposting force will be slashed from the 33-man size of last season to 19.

#### Daubs Almost Eliminated

Use of daubs will be curtailed by as much as 75 per cent and added emphasis will be turned to window lithographs. Idea in cutting out the daubs is that in the past much paper has been wasted

through ineffectual posting in alleys, on poorly located fences and sheds and in isolated rural areas.

More billboard panels and three-sheet boards, including an important boost in the New York quota, will be used this season. However, the show does not plan use of any newly designed art work on its paper.

Another factor in virtually eliminating use of daubs is that many places, particularly those east of the Mississippi River, make use of such hits difficult or impossible. Billing force mechanics will remain unchanged, with a railroad car as the No. 1 car and motorized units for cars Nos. 2 and 3. Altho dismissed some months ago, possibility of eliminating the railroad car on the advance was discussed at one time.

#### Train Size Settled

The 70-car size has been determined definitely after an up and down discussion that lasted most of the winter. Late last season the show set a tentative plan to

use only 60 cars in 1951, but this was changed later to a minimum of 70, with a possibility of returning to the road with the same 80-car train used last season. Now the 70-car figure is considered final.

Sharply increased railroad rates take direct blame for the 10-car cut. Rates for show moves have climbed steadily over the past number of years and have skyrocketed since 1947. An additional freight rate increase, which would affect show trains, is pending.

Whether Ringling will move in its traditional four sections or in three trains is still under study. Probability seems to be that three sections will be used. However, if the additional cost of four-section moves is not considered prohibitive, 10 of the sleepers will move separately as a fourth train.

Going into New York and Boston, indoor stands, Ringling will move on either 39 or 40 cars. The other cars will be added at Washington, the season's first under-canvas stand.

## 'FLU SLAPS ACTS AT DETROIT SHOW

### Business Holds Last Year's Level; Beatty Battles Repeated Cat Scraps

DETROIT, March 3.—Attendance at Orrin Davenport's annual Shrine show at the State Fair Stadium here was estimated at from 125,000 to 150,000 from the opening (19) thru Wednesday (28), running about even with last year.

Clyde Beatty lost another tiger, when the lion that killed his spinning tiger last week attacked another tiger Thursday (2) in the fifth cat fight of the stand.

Beatty, along with Carl Walenda and Harry Thomas, was handicapped by influenza, which has been serious enough here to bring up talk of closing schools. The Margas Trio was out of the show because of Margot Margas's illness and was the only act lost. Other persons who were out at least part

of the week because of 'flu included Anna Delmonte, Jean Lallanne, Nini Unus, Dolores Baldwin, Earl Shipley, Oscar Lowande and Valentina Unus. In the city, school teachers rather than the children were affected, leading to possible closure of the classrooms.

#### Second Tiger Clawed

In Thursday's lion-tiger battle, Prince, the lion which killed Sleika, the spinning tiger, attacked another tiger in the chute at the close of the act. The second tiger, Rosie, (Continued on page 67)

## 17-Act Bill Featured by French Unit

PARIS, March 3.—Cirque d'Hiver-Boulogne, winter org of this city and one of the two resident circus houses here, is midway thru its September-June run, offering a 17-act show in one ring. Capacity for the org is 3,000 persons, and prices range from 40 cents to \$1.35.

The house supports its own menagerie, including elephants, there are only two animal acts on the current bill, Liberty horses and polar bears. Two talking clown acts are spotted besides three clowns, including two dwarfs, who fill in during the changes.

#### Fast Moving Bill

The Milano Brothers, Italians, appear first with a perch act and then in a fast tumbling routine billed as the Caroli. Conover (Continued on page 68)

## Dave Murphy Airs News From R-B, Movie Sets

SARASOTA, Fla., March 3.—David Murphy, equestrian director for Ringling Bros. and Barnum & Bailey Circus, is presenting a radio show, using news and guest stars from Ringling quarters and the DeMille movie sets.

Show is aired by WSPB here from the M'Toto Room of the John Ringling Hotel at 11:15 p.m., Mondays thru Fridays.

## Eagles Named Chief Of R-B Promotions

### New Position Created To Handle Sale Of Full Performances, Block Tickets

CHICAGO, March 3.—Paul Eagles, vet agent and manager, has been named promotional manager of Ringling Bros. and Barnum & Bailey Circus. He arrived here this week to assume duties of the newly created post.

Eagles will be in charge of block ticket sales and bulk performance sales, a program started last season by the late Waldo T. Tupper. Eagles will make his headquarters at Ringling's Chicago office but will go to New York Saturday (3) for conferences with General Manager Art Concello.

## PITCH BOOK BY DOC HENDERSON

NEW YORK, March 3.—A book, *Circus Doctor*, by Dr. J. O. I. Henderson, veterinarian for Ringling Bros. and Barnum & Bailey Circus, will be published April 4 by Little, Brown & Company. The date coincides with opening here of the Ringling circus.

Publishers plan a major sales campaign, including use of Ringling-Barnum circus paper in bookstore windows thruout the nation. Ringling already has supplied one order of paper for the campaign.

## MILLS SHOW TAKES LION FOR DRAFTEE

### Bob Mills Signed For Third Season; Co-Owner Returns

COLUMBUS, O., March 3.—Fearless Fagan, the lion a draftee sought to take along for army duty, was acquired this week by Mills Bros.' Circus, amid a welter of press, radio and TV coverage.

Floyd Humeston, the soldier and owner of the pet lion, earlier received publicity when he took the animal to an army camp. Subsequently, a zoo and a humane society declined to take the lion.

Earl Humeston, brother of the soldier, arrived here with the animal and will go with the Mills show. Jake and Jack Mills said they would give the lion a home until its owner is out of the army and have offered Floyd a circus job upon discharge.

Bob Mills will return this season for his third as leader of the Mills band. The bandmaster, not related to the show owners, is lining up band members from his Winston-Salem, N. C., home.

Mr. and Mrs. Jack Mills returned this week from Sarasota, Fla. Harry Mills was in quarters here to ready concession equipment. Jake Mills purchased two trucks, one for use as a wardrobe wagon. Ed Burridge is lettering two horse trucks.

## St. Paul Biz Off Slightly In 1st 4 Days

### Decline Less Than Anticipated; Snow Trims Attendance

ST. PAUL, March 3.—Attendance thru the first four days of the annual Shrine show here was running 5,000 behind last year, and receipts were \$5,000 under those of the same period a year ago.

Show opened Monday (26) and continues thru Sunday (4), with 14 performances by the Orrin Davenport package. The stand overlaps Davenport's Detroit run and the Minneapolis Shrine show of Mrs. Edna Curtis and Noel Van Tilburg. Earl A. Eide is circus manager for the Shrine here.

The winter's worst snow storm cut attendance Wednesday (28).

#### Prices Boosted

Ticket prices for this year were increased by the amount of the federal tax. This was done in anticipation of a 20 per cent decline in business, which, as yet, hasn't materialized. Kids pay 60 cents instead of the previous 50 cents. Admission for adults were boosted to \$1.20, \$1.80 and \$2.40.

Attendance thru Thursday (1) was 34,500, compared to 39,500 last year. Total receipts hit \$40,000 for the same period, with \$26,000 of it from tickets. Attendance for the entire week last year was (Continued on page 51)

## R-B Launches N. Y. Ad Drive

NEW YORK, March 3.—Display ads heralding the 1951 bow of the Ringling-Barnum circus at Madison Square Garden here April 4 appeared in local newspapers February 25. They were followed by smaller ads in the daily sheets the past week underlining the start of ticket sales Monday (5) at the Garden. Prices range from \$1.50 to \$6, tax included.

As yet no advance publicity has appeared in the papers. Roland Butler and his tub-thumping crew are expected here the middle of the month.

## Lansing Group Forms CFA Tent

LANSING, Mich., March 3.—Formation of the Chaludis-Davis Tent of the Circus Fans Association of America was announced here this week by a group of Lansing area circus fans. Tent's name derives from the Chaludis troupe, German acrobats and cyclists, currently with the Ringling-Barnum circus, and from Charles H. Davis, of Delta Township, former general manager of Ringling Bros.' Circus.

Officers elected at the organizational meeting were Carl H. Haussman Sr., president; Harland R. Kline, vice-president; John L. Toben, secretary-treasurer, and Chester W. Ellison, historian.

## R-B Adds Two European Acts

NEW YORK, March 3.—Among new acts skedded to open with the Ringling-Barnum circus next month in Madison Square Garden will be La Tosca, bounding rope, and Kareff, novelty equilibrist.

Kareff, assisted by his wife, is working in Europe. Kareff also presents a number under the name of Manus, featuring a one-finger stand.

La Tosca, who recently ended a long run with the Bertram Mills Circus at the Olympia, London, is vacationing in Italy with her father, who assists in the act.

## Ben Davenport Tells Baxter Bros. Plans

GONZALES, Tex., March 3.—T. R. Baxter, of Houston, has bought the interest of Harry A. Hammill in Dailey Bros.' Circus and the show will go out on trucks this year under the title of Baxter Bros.' Circus, it was announced this week by Ben C. Davenport, who was partnered last season with Hammill in the operation of the show. Davenport will continue with the new enterprise. Hammill is returning to the airplane business.

Baxter, who will bear the title of owner-manager of the show, has been in the railroad, oil and

textile business and has been desirous of entering the circus business for years. His father was a close friend of Jake L. Hammon and John Ringling, one of the founders of the Ringling-Barnum show.

Altho Baxter and Davenport plan on taking the show out on rails in 1952, the decision to use trucks this year was made because of the short time remaining before the new season's start. Accordingly, rail equipment is being revamped for motorized use by a crew of 50 men under Tiger Bill Snyder, who (Continued on page 67)

## Charles Clarke Dies After Act In Gallup, N. M.

GALLUP, N. M., March 3.—Charles Clarke, 73, member of the Clarkonians and of a six-generation circus family, died of a heart attack here immediately following his performance with Horne Bros.' Circus February 22. He had tramped about 60 years. Funeral services were at Santa Monica, Calif.

With his brother, Percy, Clarke completed their juggling and clowning act. Ten minutes later he collapsed. Artificial respiration failed to revive him.

A third brother, Ernest, died in 1941. The trio started their act in England and joined the Barnum & Bailey Circus in Paris. They came to this country with the Barnum show and were featured in 1903 and 1904. After playing the (Continued on page 68)

## Pawnee Starts With New Top; 12-Truck Org

PUNTA GORDA, Fla., March 3.—Pawnee Bros.' Circus, owned by Ralph E. Green, former carnival cookhouse operator, and his wife, opened here today. Show moves on 12 show-owned trucks and 10 privately owned trucks and trailers, and has new canvas.

W. E. Vandegrift is general agent. Staff also includes Eddie Mellon, press agent; Charles Thornton, bill car; Carl Wyche, (Continued on page 68)

## COLE SETS BOW IN CHI; EXEC MUM ON PLANS

CHICAGO, March 3.—Cole Bros.' Circus will open April 20 at the Chicago Stadium and will close May 6, William Horstman, veepee, announced. He said the show would move here from Peru, Ind., quarters via rail but that the number of cars had not been determined.

Horstman denied a rumor that Roy Rogers was to be with the show and described it as "wishful thinking." He said that otherwise he was not familiar with contracts for talents.

He had no comment of further plans of Cole Bros., and reported that some decisions have not yet been made. Supposition in the business is that the Cole show will play several stands in buildings and outdoor stadiums but that it will skip the canvas trek this year.

# Dressing Room Gossip

## Polack Bros.' Western

On closing night in Cincinnati the Polack Pinochle Society opened its season. Harold Ward, Gene Randow, Jack Harris, Bob Porter, Mike Mociuk and Gus Bell were guests of J. C. and Pat Welch at the American Legion luncheon. Randow was guest speaker. Dottie and Eddie Ward rejoined. Eddie is recovering and will be back in the act soon.

Homer and Herbie Hobson threw a party for the gang at their Chicago cocktail lounge. Lola DeBritch, wife of Emil Goetschi, left to join the Ringling show with her wire act. Harry Dann and Dennis Stevens now are gin rummy experts. Don Dorsey visited the Orrin Davenport show in Detroit.

Chicago means plenty of TV and

radio spots for everyone. Al Sweeney is handling the press and Justus Edwards is handling radio and television. Wally Newberry and Henry Paulsen put out torrid tempos on the organ and drums for George Georgetto's snake dance.

Recent visitors included Albert Mayer, Florence Wills and daughter, Dave Toledo, T. Brenneman, Jackie Tolliver and daughter, Aurelio and Gino Bogino, Stewart Roberts, the N. Wichlachs, the H. Phillips, the H. Browns and daughter, Rudy Docky, Paul Geyer, Gene Lewis, Jerry Bangs, Bernie Miller, Herbie and Chata Weber, Pedro and Durand and the Hobsons.—HARRY DANN.

## Polack Bros.' Eastern

Show played Huntington, W. Va., three days for the police to top business. Ralph Heller was the promoter. Joe Rossi, band leader, was in town and threw a spaghetti party for the writer and friends. Visitors were Mr. and Mrs. Fielder, Paul Rusk and John Arter. Lona and Melane Antelek went home to Chicago to bring their trailer to Erie, Pa. Slivers and Jo Madison celebrated their 10th wedding anniversary and Slivers birthday February 15. Mr. and Mrs. Johnny Welde celebrated their 20th wedding anniversary.

R. B. Hastings visited and brought a boy who has polio. R. Hartley Lewis, circus fan from Ashland, Ky., visited. Josh Kitchens' chimp, Annie, is drawing plaudits by circling the track on the bicycle, unassisted. George La Salle went to Minneapolis, but will return later.

Joe Antelek was nominated chef of the week. Jo Madison has done a good production job on the web number. Boghini Troupe joined here with Risley and juggling act. Mr. Ellis, circus fan, visited.—HENRY KYES.

## Wallace & Clark

VENICE, Calif., March 3. — Shreveport Ethridge, boss ticket seller, is in charge of carpenter work in quarters here, assisted by Clarence Fisher. Todd Henry is chief electrician and will operate John Foss's Wild Life Show. Henry is building a light plant wagon. Dale Petros, in charge of stock, is breaking high school horses. Recent visitors included George Emerson, of MGM; Preacher Brandon, West Bros. Circus; Harold Hall, Bobby Kay, Jimmy Woods, Martin E. Arthur, George Perkins and Bill DeBarrie.

## Eagles Chief

• Continued from page 50

have been impressed by the 269,000-seat block ticket sales of 1950 and to plan increasing emphasis on this type of deal.

Under the system used last season, local organizations paid a flat sum for the show and either distributed tickets to members or employees or sold them to the public. The show fared better financially when it sold a day than when it played to two full houses on its own. This was attributed to such factors as changes in tax requirements, absence of loss thru issuance of passes and savings of lot and license expense.

Largest of the sales last season was to the Firestone Tire & Rubber Company, which bought nine full performances plus major blocks of tickets, and entertained employees in various towns at the show.

### '51 Sales Pending

Eagles said that some sales for this season are pending.

He will be with Ringling for the first time this season, although previously he was in top executive positions with Al G. Barnes Circus, including the years that show was a R-B unit. More recently he has general agented the Clyde Beatty Circus, a post from which he resigned in 1950.

Negotiations between Eagles and Ringling, which began shortly after Tupper's death in January, were completed about 10 days ago.

His appointment was tied in closely with the naming of Boudinot as general agent. When Boudinot took the position it was contemplated that the promotional post would be created.

# Under the Marquee

Irah Watkins cards that he would up a successful tour with Atayde Circus, Mexican org., Tuesday (27).

Noel Van Tilburg, of the Minneapolis Shrine, was in Chicago last week. Ernie Wiswell, whose Funny Ford act is with Polack Bros.' Western Unit this season, has been loaned to Van Tilburg and Edna Curtis for the Minneapolis date. The Cristiani Family was in Chicago Tuesday (27) en route from their Macon, Ga., quarters to Minneapolis Shrine show. They were visited in Chicago by Berni I. Miller, clown, last year with King Bros., and E-Flat, head usher with King. Tommy and Bonnie Parris, who appeared on Super Circus Sunday (25), will be with the King show this season.

F. A. (Babe) Boudinot, Ringling general agent, left Chicago for New York late last week. His wife, Jo, will be released from the hospital soon.

Howard Ingram, owner of Don Robinson Ameri-Congo show, worked several weeks as a stagehand on the DeMille movie being made at Sarasota. Johnny Cline, Clyde Beatty's equestrian director and horse trainer, was the subject of a sports page feature in The Shreveport, La., Journal last week. Yarn had Cline advising Junior League members on care of horses at their society horse show.

Ella Bradna, who with Fred Bradna formerly was with Ringling-Barnum circus, celebrated her birthday February 22 at their home in Sarasota. Attending the birthday party was Melvin Asp, CFA member of Tampa.

Charlotte Thomas, wife of Harry Thomas, equestrian director of the Orrin Davenport Circus, who had been seriously ill with flu during her stay in Detroit, was expected to leave last week by train for their home in Albuquerque, N. M.

R. M. Harvey, special agent for Mills Bros., was in Des Moines last week. The Dewayne Troupe is to be back with the Beatty show this season. The Seven Riding Conleys will be with Kelly-Miller. Gene Christian, general agent for Beers-Barnes, continues operation of his winter route for about 40 movie units in Florida. Taking a special car from Chicago to Minneapolis for the Shrine date opening there Thursday (1) were Joe Coyle, Van Wells, Billy Burke, George Barnaby, Gene Lewis, clowns; Harris Reynolds, wire; Manual Barragan, cloud swing; Jack Hamilton, equestrian director; Bert and Corrine Dearo; Dick Ware, announcer; Mickey Lyons; Steve Fanning, boss bull man for King Bros.; the Cristiani Family; Mrs. Edna Curtis and Noel Van Tilburg.

The Dailey lion act which has been with Pete and Norma Davenport Cristiani is reported to be at the former quarters of the old Christy Show, South Houston, Tex. Five bulls worked by the couple remain at King Bros.' quarters, Macon, Ga.

Charley and Joe Webb closed with Polack in Chicago and will take the concessions with Capell Bros.' Circus this season. Webb

## St. Paul Biz

• Continued from page 50

85,000, with receipts reaching \$96,000.

Walter Frederickson, in charge of accounts, said concessions were up 2 per cent on a day-by-day comparison. Last year's total from concessions was \$26,898. Balloon and peanut sales sagged slightly this year. Yield from the program book was \$17,300, compared with \$15,100 in 1950. Ads in the book were scaled upward, with the \$5 spots eliminated this year.

## Want 6 Phone Salesmen

One Heel and Toe Man with car, Sheriff & Police auspices. All summer's work, UPC, Book and Banners. Liberal commission paid daily. Parker, Traylor, Hal Phoenix, Bennie Benjamin, come on. Bill Howard of Houston, Tex. can use you as crew manager. Contact BILL ARMAND Wild Animal Circus Granada Hotel, Espanola, New Mexico

is a nephew of the former Russell Bros. owner and has been with Polack since closing with the recent Sparks show. Win Danielson, organist, and John Looney, concessionaire, of J. C. Harlacker's Circus are vacationing at Sarasota and are visiting Ringling quarters regularly.

Herbert Weber, of Circo Escalanete, was in Chicago last week. Ringling Bros. and Barnum & Bailey has amended its request for permits in Washington, to call for a six-day stand, May 15-20. The Circus Fans of America will convene there May 17-19 for its 25th anniversary convention. Wallace & Clark Circus has ordered a new Side Show top, a 50 with two 30s, from O. Henry Tent & Awning Company, Chicago.

While Polack Bros.' Eastern Unit was playing Roanoke, Va., Bill Green, org's press agent, lectured the journalism class at Washington and Lee University for the second consecutive year. He was presented with a certificate which dubbed him "Doctor of Ballyhoo." The Kriel Family played the Moose Club, Rock Island, Ill., recently. Recent additions to the Polack Bros. Eastern Unit included the Four Flying Codreanos, French trapeze act, and the Five Aussies, English girl tumbling troupe.

Big Show aerialist Antoinette Cencello joined a contingent from the Paramount Pictures crew working on the circus movie at Sarasota winter quarters for a personal appearance at a theater in that town to help bally one of the film company's epics. Toni has been training the flicker people for their aerial roles in the circus production.

Circus Fans Association of America (CFA) Mr. and Mrs. William H. Judd, of New Britain, Conn., left February 24 by car for Florida. After a short visit in Leesburg they will continue to Sarasota, where they plan to make many visits to the Big One in winter quarters. Judd is a former president of CFA. Also (Continued on page 53)

## ACTS WANTED

FOR MY 1951 FAIRS & CIRCUSES

## ERNIE YOUNG

203 N. WABASH, CHICAGO 1, ILL.

## WANTED

## GIRL AERIALIST

For Act booked exclusive Hamid. Highest money plus living accommodations.

Contact

## TONY ELTON

State Fairgrounds

1648 Nottingham Way Trenton, N. J.

## WANTED

4 Phone Men for King Bros.' Circus. UPC tickets, banners, including signs on 15 elephants and displays. Immediate work, season of 32 weeks. Police, Fire and Shrine auspices. Answer air mail, giving all particulars. Crews working now. Address:

## King Bros.' Circus

Central City Park Macon, Georgia

## Burling Bros.' Circus

Wants for 1951 Season Acts for Big Show—Side Show and Concert. Clowns, Electrician, Cook. Name lowest and state all in first letter. Drivers preferred. Eugene Christy, La Bird Bros., Willie Clark, answer. No drunks or lumbsters wanted. Show opens Saturday, April 28. BURLING BROS.' CIRCUS New Martinsville, W. Va.

## PHONEMEN

Experienced Phonemen, sober, steady work, several towns to follow, good auspices. Book advertising. The best deal in the Southwest. 25% commission—pay daily. Write all particular or come in.

## Arthur N. Loveridge

P. O. Box 772 Albuquerque, N. Mex.

## PHONE MEN

Want experienced Phone Men for Ticket and Year Book. Must be sober and capable. We pay 25% on sales advertisement, and 20% on sales of ticket. We furnish collectors. A lot of good deals will follow. Write or wire

## TOM HASSON

75 Bay Street Charleston, S. C. Phone No. 3-1296

## O. CANESTRELLI PRESENTS

# LA TOSCA

THE QUEEN OF THE CIRCUS

The only Bounding Rope act in the world that has no competition. Returned from London, England, to play Orrin Davenport dates, and her double on the Bounding Rope is better than ever. "Commended by Mr. Orrin Davenport." To whom it may concern, La Tosca's Act is still the top.

## OLD BALDY SHRINE CLUB

Annual Circus, June 7, 8 and 9 at Los Angeles County Fair Grounds, Pomona, Calif.

### WANT

ACTS that do two or more. Chas. Siegrist, The Lavollas, Slivers Johnson, Poodles Hanford, Will Hill and Rose or Clayt Beebe, please contact. Can use good circus Band Leader; Jack Bell, contact. All Concessions closed. Want Bulls, Horses, Dog and Ponies and any high grade Animal Acts.

### PHONE MEN OR WOMEN

Will open office about March 15. Can use five or six good Phone People. Have cards and cut-offs on everything in this territory. Tom Massey, Ray Wright, Jack Elvin and Phyllis Mitchell, write. Felix Morales, contact immediately, important.

JACK KAREN, Chairman Circus Committee Mayfair Hotel, Pomona, Cal. No Collects.

## WANT—CAPELL BROS.' CIRCUS—WANT

"America's Most Unique Motorized Circus"

Opening Thursday, March 29th, under the auspices of Shrine, McAlester, Okla. Want few more Ground and Aerial Acts, Family Acts preferred, doing several towns. Good Dog Act, Teeter Board, Trampoline, Wire, etc. Four more good Clowns, Assistant Elephant Men, Working Men all departments; top salaries and the best Cook House in the business now open. Come on, will place you. WANT sober, capable Mechanic. Useful Circus People in all departments, contact now.

### ADDRESS H. N. "DOC" CAPELL

BOX 725 PHONE 1984 McALESTER, OKLA.

## PHONE MEN FOR TWO DEALS

Of Five Year Contracts, New York State Civic Employees Tickets, Ads and Decal Transfers, also National County Officials YEAR BOOK 8 Counties. No advances. No phone calls accepted.

## JOS. E. CLOUTIER

190 Norwood Ave. Buffalo 22, New York



### 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 NOW FOR IMMEDIATE DELIVERY.

LESTER, LTD. 14 W. Lake St. Chicago 1, Ill.

### WANTED

Complete Rodeo with Brahma Bulls, Bucking Horses, Calf Roping, Stock and Trick Riders, Roping, Whips, Shooting Act, Pony Ride, Western or Hillbilly Band or any act that will fit into a Rodeo. June 21-22-23, three nights-four shows in Detroit, Mich., area. State your lowest price. Al Jones, Buck Lucas, write. H. M. FAIRFIELD Alliance, Ohio 32 E. High

### Wallace & Clark Circus WANTS

Strong Acts to feature. Walter Jenner, answer. Also Family Acts, Hammond Organ Player, Candy Butchers, Man capable of handling Midway Diner. Winter-quarters open to Workmen. 4118 Del Rey Avenue, Venice, California. Mailing address, General Delivery, Venice. Norman E. Anderson, Mgr.

### PHONEMEN

For Police and Fire Deals, all summer's work. UPC Tickets, Books and Banners. Contact at once

### Horne Bros.' Circus

Superior, Ariz., 6; Coolidge, 8; Casa Grande, 9-10; or per route.

### PHONE SALESMEN WANTED

2 experienced on Veterans' Deal, first appeal in city. Ads and tickets. Opened March 5th. No drunks, collect calls or advance. AMERICAN LEGION POST NO. 82, 2814 Gallatin Rd., Nashville, Tenn. Phone 2-9920

### "BOZO" WARD

Production Clown to feature with props. Walk-arounds, work come-ins. For one or three-ring circus and indoor shows. State your top salary and all in first. Have good clown bails for carnivals, character specialties up in acts for med. and tent shows. Address: 416 Columbia St., Brooklyn 31, N. Y.

### WANTED

First-class Rodeo for early spring date, April or May. Sponsored by Francis Marion Club, Marion, N. C. Write

### WAYNE P. ADKINS

529 E. Court St. Marion, N. C.

### AT LIBERTY

For Coming Season

Side Show Manager, Openings, etc., or capable Inside Lecturer, Magic and Punch. Plenty experience in the business and no agitator or drunk. Reliable offer only.

L. E. ROBA COLLINS, Patterson, Mo.

### PHONE MEN

EAGLES' STATE CONVENTION IN INDIANAPOLIS. OFFICE JUST OPEN—10 WEEKS' WORK. See CONVENTION PROGRAM MANAGER 43 W. Vermont St. Indianapolis, Ind. Phone: Lincoln 1607 (pay your own)

### PHONE SALES MANAGERS

For best Phone Deal yet. I want five Men who are capable of hiring and managing men. Write qualifications to P. O. BOX 306 Louisville, Ky.

### WANT TO BUY

4 or 6 Horse Liberty Act, High School Horse.

### HART

Box 236, Indio, Cal.

### WANT

Electrician and Truck Mechanic with tools for ten-truck show. Six-Piece Band, own transportation; Family Act, Candy Butchers, drivers preferred.

DON ROBINSON, AMERICONGO CIRCUS Route 3, Box 275 Sarasota, Florida

### GIVE TO THE RUNYON CANCER FUND

## Midwest, Mountain State Annuals Raise Grandstand Prices

Hikes Will Offset Increased Cost of Attractions—Sam J. Levy

CHICAGO, March 3.—Faced with rising attraction costs, many fairs in the Midwest and Rocky Mountain States will offset the increase by hiking grandstand admission prices, this year according to Sam J. Levy, president of Barnes-Carruthers Theatrical Enterprises here.

Increased costs stem largely from higher production costs rather than any general increase in talent pay-rolls. Scenery, costuming and travel costs, to mention a few, are all substantially higher than they were last season, Levy said. Levy maintains that many fairs

have been selling their grandstand shows short for a number of years. No other attractions of comparable merit, playing in territory serviced by the fairs, are offered patrons at the low prices charged for fair grandstand shows. Even with a reasonable increase in the grandstand scale, the fair shows will be priced well below other comparable attractions, he points out.

### Bright '51

Levy predicts that the coming fair season will be an excellent one and possibly better than last year. His opinion, he says, is shared by most of the fair officials he has contacted. Optimistic outlook is due to stepped-up defense production and the healthy economic outlook for farmers.

Over-all booking by the Barreres office for 1951 is above a year ago, Levy said. Major dates to be played by B-C revues include Kansas State Fair, Hutchinson; Kansas Free Fair, Topeka; North Dakota State Fair, Minot; Montana State Fair, Great Falls; Midland Empire Fair, Billings, Mont.; Central Wyoming Fair, Casper; Indiana State Fair, Indianapolis; Minnesota State Fair, St. Paul; Saginaw County Fair, Saginaw, Mich.; Wisconsin State Fair, Milwaukee; Upper Peninsula State Fair, Escanaba, Mich.; Missouri State Fair, Sedalia; South Dakota State Fair, Huron; Canadian Lakehead Exposition, Fort William, Ont. Ionia Free Fair, Ionia, Mich.; Red River Valley Fair, Fargo, N. D., and National Dairy Cattle Congress, Waterloo, Ia., the last-named for the 29th consecutive year.

In addition to its revue bookings, the office has lined up strong routes for Joie Chitwood's Thrill Show, Staples Rodeo and Barker Bros.' Circus. Levy disclosed that the Barker unit will comprise part of the attraction program at the annual spring stock show at Alabama State Fairgrounds, Birmingham, the first week in May.

## R. I. To Erect Bldg. at ESE

WEST SPRINGFIELD, Mass., March 3.—Rhode Island has decided to fill the niche which has been awaiting it for 20 years on the Avenue of States at the Eastern States Exposition grounds here.

A committee meeting in Providence has set a goal of \$150,000 to erect a building, probably a replica of the Old Colony State House in Newport, R. I., adjacent to five other New England State structures, according to J. Loring Brooks, chairman of the State relations committee and ESE vice-president.

Charles H. Smith, of Providence, has been named chairman of the fund-raising group. He said the erection of the Rhode Island building would probably have to wait until the current emergency abates. The \$150,000, raised by public subscription, will be supplemented by a \$50,000 grant from the State General Assembly. This latter sum will be available only after the public has pledged the \$150,000.

## Wehrley Gets Manager Post At Mid-South

MEMPHIS, March 3. — John Wehrley took over the duties of resident manager of the Mid-South Fair and Livestock Show here February 22 following announcement of his appointment to the post by Lee T. McCourt, fair proxy. Wehrley formerly was with Kentucky State Fair, Louisville, for 24 years.

Wehrley will assist Martin Zook, director of the Agricultural Department of the Memphis Chamber of Commerce, who recently was appointed acting manager of the fair. Zook will continue his position with the chamber while serving the fair. He and Wehrley succeed L. G. Herring Jr., who resigned the post last November after three years at the helm.

Wehrley will have charge of fair property and concessions, the same job he had at the Kentucky annual for many years. He also will assist Zook in planning the fair program and in preparing the premium list.

Zook said this week that representatives of all agricultural agencies working with farm people in six States will meet with the fair's agricultural committee March 16 to map plans for this year's exhibit. Hobson Vandiver, committee vice-chairman, will preside.

Meeting with the committee will be representatives of the Agricultural Extension Service, Farmers Home Administration, Soil Conservation Service, vocational agriculture directors and others from Tennessee, Arkansas, Mississippi, Missouri, Alabama and Kentucky. This will be the first time that Alabama and Kentucky farm leaders have had a part in planning the fair's agricultural program.

"The agricultural building has been used largely as a livestock exhibit building during the past two years," Zook said, "but once again crop exhibits will take over most of its space." A seed identification for 4-H Club and Future Farmers of America members will be held in connection with all agricultural displays, Zook added. A meeting of the livestock committee with animal husbandmen and dairy specialists of the six States is slated for March 23, when final plans for the livestock events will be mapped. D. W. Dean is general livestock chairman.

## Saskatoon Expects New Building Okay

SASKATOON, Sask., March 3.—S. N. MacEachern, manager, Saskatoon Exhibition here, says he is confident steel will be available to finish the new livestock building at the fairgrounds.

In recent talks with officials at Ottawa he said he was given assurance that the committee controlling steel would issue a permit to the Saskatoon Exhibition board.

## Galt, Calif., To Use Own Plant

GALT, Calif., March 3.—The Sacramento County Fair will hold its annual event at its own grounds here, since its request to use the plant of the California State Fair, Sacramento, was rejected, Ancil Hoffman, president, announced.

The annual will exert every effort to save the dates assigned to it for horse racing this year, he said. Dates for the fair are July 9-14.

## Winter Fairs

### FLORIDA

Cocoa—Indian River Orange Jubilee, March 8-12. Mrs. Marion Oxford.  
Eustis—Florida Sportmen's Expo-Lake Co. Fair, March 19-24. Karl Lehmann, Tavares.  
Miami—Dade Co. Fair, March 9-17. Robert C. Booth.  
Plant City—Florida Strawberry Festival, March 5-10. G. R. Patten.

## DEL MAR INKS SPADE COOLEY TV TROUPE

Sets Department Heads, Push Plans For New Building

DEL MAR, Calif., March 3.—San Diego County Fair here has signed Spade Cooley's ork and TV troupe as its opening day attraction, Paul T. Mannen, secretary-manager, announced. Department heads also were named by the fair's manager.

Cooley's troupe will appear as a grandstand attraction for the one day. The show was booked by Carolina Brunson, of Hollywood Theatrical Agency. Budget is \$3,800.

With veteran A. Bradley, to again head the livestock department, the superintendents' list includes Milo McCoy, rabbits; William Hall, poultry; Mrs. John Henning, domestic science; Roy Kepner Jr., mineral and mining; Ray Smith, photo salon; Jack Harrington, special events, and M. E. Salsberry, agriculture, floriculture and horticulture.

### Push Building

Equipment for the construction of a new exhibit building adjacent to the administration building was moved to the fairgrounds this week. Barring complications, the structure will be ready for the fair. However, it will not be completed until later in the year. Construction was delayed by the railroad strike that held up shipment of the steel girders from a Youngstown foundry.

Andy Andeck, in charge of commercial exhibits and concessions, reports that 98 per cent of the concession space already has been let.

Ferris Greater Shows, which played the date for three years prior to 1950 when the contract went to Crafts 20-Big Shows, have been signed for the midway.

## Mich. Assn. Skeds School March 26-27

HILLSDALE, Mich., March 3.—Michigan Association of Fairs will sponsor its fifth annual Michigan Fair Managers' and Directors School, in the Hotel Porter, Lansing, March 26-27, Harry B. Kelley, association secretary-treasurer announced. The two-day short course will be devoted to problems of fair managers, pending legislation and open forums.

The association also has skedded two meetings for March 7, in the same hotel. Delegates will meet with Charles Figy, State director of agriculture in the afternoon. A Southern Michigan Fair and Racing Circuit session will be held that night.

## Can. Race Circuit Changes Officials

WINNIPEG, March 3.—Two changes in the line-up of officials for the 1951 prairie racing season were announced here by R. James Speers, general manager, Speers Corporation, Ltd.

On the recommendation of George W. Schilling, preceding steward and racing secretary for 27 years, Wilson Dunn, former starter, moves up as Schilling's understudy. His brother, George Dunn, was appointed to handle the starter's duties.

## D. MOINES MULLS UPPING PRICES

Weights Grandstand, Gate Hikes; Returns Harness Races to Program

DES MOINES, March 3.—Iowa State Fair board members this week mulled the pros and cons of upping either or both front gate and grandstand prices to meet higher costs. Definite decision on '51 prices is expected to be made within 30 days, Lloyd Cunningham, secretary, said following the meeting.

Attraction program, completed at the board session, will return harness horse races to the annual event. Two days of sulky races will be held. Return of the hay burners stems in part from the fact that the fair here will run 10 days, thru Labor Day, as compared to eight days in the past.

One more afternoon of auto racing than heretofore will be presented, with five days—three of big cars and two of stock car races—signed with National Speedways (Gaylord White and Al Sweeney). Last year the White-Sweeney combination presented three days of big car races, one of stock car competition.

Thrill show contracts closed are for one afternoon performance each by Aut Swenson's Thrillcade and Joie Chitwood's Auto Daredevils. Leo Kramer will present a rodeo one afternoon, the last Sunday of the fair, and also will offer cowpokes in four night per-

formances, the last four of the fair.

Barnes-Carruthers Theatrical Enterprises, Chicago, again will supply the revue, which will open the fair's first night and run for six nights. Nightly fireworks again were contracted thru Thearle-Duffield Fireworks, Inc., Chicago. Hennies Shows will be on the midway.

## '50 Operation Gives ESE 96G Net Take

WEST SPRINGFIELD, Mass., March 3.—Announcement of a net profit of \$96,589.67 for all 1950 operations, after depreciation on equipment and buildings, was made at the annual meeting of the Eastern States Exposition here. Howard W. Newton was unanimously re-elected president of the event by 50 trustees from six New England States.

J. Loring Brooks, of Springfield, was elected vice-president as was Charles H. Smith, of Pawtucket, R. I., who also was named chairman of the Rhode Island group of exposition trustees. New trustees voted in at the meeting included Thomas H. Pearson and Leonard J. Presson of Springfield, H. W. Norton, Brattleboro, Vt.; W. Irving Mayo, Westminster, Vt.; and Russel Cushman, Brattleboro, Vt.

Officers re-elected included R. DeWitt Mallory and George E. Williamson, both of Springfield as vice-presidents; Robert J. Cleeland, vice-president; Albert C. White Jr., and Ernest J. Wheeler, all of Springfield, assistant treasurers; and Charles A. Nash, general manager.

In his annual report to the trustees, Nash pointed out that the 1950 edition drew the second largest attendance in the annual's history and that the sale of indoor exhibition space exceeded any previous year. Livestock entries also hit an all-time high, he said.

## Imperial Gate Off '50 Pace First 5 Days

IMPERIAL, Calif., March 3.—At the end of the fifth day of its nine-day run, the California Mid-Winter Fair, the below-sea-level event which winds up tomorrow, was running about 9 per cent under 1950. The recent railroad strike, which curtailed produce shipments from the rich agricultural area along with cold weather, was the basis for the loss. Attendance last year for five days was 38,528, with the figure hitting 36,682 for that period this year.

This year's edition took on an international atmosphere, with the pioneer nationalities being honored. Those honored included Mexican, Swiss and Chinese. A queen was selected to represent descendants of the country honored.

Also featured are horse racing, agricultural displays and a Hollywood vaudeville show, booked by Hunt-Webb Agency. The grandstand event included two presentations with the following acts: Evers and Dolores, Bob Gentry, Eddie Burnette and Lucille, Cliff and Tony Madison, Mercer Brothers, Lynn and Linda, Knight Sisters, Wilbur Hall and Rene, Adolph and Clara Dubois, Vernon and Draper, Capt. Jones, the Ann Garri Girls, and Britt Wood.

## Lethbridge Sets Cele

LETHBRIDGE, Alta., March 3.—City's diamond jubilee will be celebrated in conjunction with the Lethbridge and District Exhibition and Rodeo here June 25-27. A committee is at work on the event.

## Can. R.R.'s Cut Freight Rates On Show Stock

REGINA, Sask., March 3.—Western Canadian livestock exhibitors will ship their animals home from fairs at lower freight rates this year as the result of a concession granted by Canadian railroads. Concession stems from a year-long fight by exhibitors to cut down the rates that went into effect in February 1950 and resulted in a decline in livestock exhibitors at Class A fairs in particular last year.

The concession is a 25 per cent reduction in transportation costs for exhibitors shipping their animals back to their barns after an exhibition.

Rates prior to February of last year stipulated that livestock shown at exhibitions be charged full rate from the point of origin to the first show, then half rates to each succeeding exhibition. From the last show, they were shipped back to the point of origin free of freight charges. This arrangement figured out to about 50 per cent of the normal rate.

## Roy Rupard Elected Prez At Mesquite

MESQUITE, Tex., March 3.—Roy Rupard, former secretary of State Fair of Texas, Dallas, has been named president of Mesquite Fair Association here.

He succeeds Earl Cogburn, who was appointed secretary-manager of the Mesquite event. L. E. Gross was elected vice-president and R. H. Wagoner treasurer.

Fair has purchased a four-acre tract to be added to the present two-acre fairgrounds.

## Keene, N. H., Pitches For More Tourist Trade

KEENE, N. H., March 3.—In a move designed to increase tourist attendance, Cheshire Fair here will be held August 23-25 instead of the usual Labor Day week end. Fair board may also extend the run one day to include Sunday, August 26.

## Hamid Signs Ithaca, N. Y.

NEW YORK, March 3.—The George A. Hamid & Son Agency this week announced that it will supply grandstand entertainment at the 1951 Ithaca, N. Y., Fair. Pact was set by Joe Hughes, Hamid field representative. Talent contract was previously attributed to another agency.

Agency reported that its talent contracts with New York fairs remained about the same as last year. While it lost two, including Schaghticoke, it gained two, Ithaca and Caledonia.

## Sidney Phillips Named Acting Prez By Detroit Board

DETROIT, March 3. — Sidney Phillips, Charlotte, was named acting president of the Michigan State Fair Board of Managers, and Peter Buback, this city, acting vice-president, at a meeting here Wednesday (28). Phillips succeeds Lester Schrader, who resigned several months ago.

The board also set a 50-cent limit on wagering at midway games and announced that concession operators would face police scrutiny at this year's event.

## Proposed Tax In Mass. Gets Heavy Beef

BOSTON, March 3.—State Tax Commissioner Henry F. Long's proposal for a bill to tax fairs in the State has met strong opposition. The measure would lift the tax exemption from annuals not actively devoted to the advancement of agriculture.

Ex-Mayor James M. Curley, put the blast on Long for proposing a bill that would "tax an institution such as the Eastern States Exposition, so essential to the well being of our citizens." Long insisted that fair promoters are "professionals and are moved by political motives."

He pointed out that ESE has a coliseum which it rents for hockey games. "If it can rent its facilities and get profits tax free, what is to prevent it from using any of these facilities as hotels, restaurants, department stores or any other commercial enterprise, tax free?" he asked. President Howard W. Selby, of ESE, denied Long's assertion that the annual has become a commercial enterprise. "Many State fairs are subsidized by State appropriations, but ours is self-sustaining," he said.

## Wash. Assn. Sets Meetings

YAKIMA, Wash., March 3.—Washington Fairs Association will hold two meetings in 1951, with the second session slated for this city December 7-8, J. Hugh King, Central Washington Fair manager who will host the delegation, announced. First meeting was held in Seattle in January.

Following its policy of meeting one year in the Western part of the State and the next in the Eastern section, King bid for the Seattle meeting and was successful in securing it. The Eastern meetings usually are held in Spokane.

King said that the city hopes to make the meeting a bi-annual event. Sessions will be in the Hotel Chinook.

## Goldie Scheible Succeeds Haines At Dayton Annual

DAYTON, O., March 3.—Goldie Scheible has been elected secretary of Montgomery County Fair here to become the seventh woman county fair secretary in Ohio.

Miss Scheible had been assistant to the late Ralph C. Haines since he became secretary in 1931 and had previously served in that capacity under I. L. Holderman.

She is a graduate of Miamisburg public schools and Miami Jacobs Business College here and is a charter member of the Miamisburg Business and Professional Women's Club.

## Jacksonville, Tex., Grosses \$3,332; Sets '51 Program

JACKSONVILLE, Tex., March 3.—Cherokee County Fair, in its postwar revival here last year, grossed \$3,332 and will be continued this year, F. B. Elliott, president, announced.

Dates for this year's event are October 3-6. Livestock events will be included this year following their cancellation in '50 due to the anthrax scare in East Texas.

Cash on hand was reported at \$1,131 and properties were valued at \$85.88.

## Set Attractions For Olney Event

ST. LOUIS, March 3.—Phil H. Heyde, who is recovering from a major operation in Barnes Hospital here, announced the attractions line-up for the American Legion July 4th Celebration which he handles each year at Olney, Ill. Eddie Young's Royal Crown Shows have been booked for the July 2-7 week in connection with the celebration, plus an independent midway. Barnes-Carruthers' Barker Bros. Circus has been set as night grandstand attraction for July 2. For July 3 and 4 the sponsor has booked Joie Chitwood's Auto Daredevils and a fireworks display for closing night.

## Edmonton Sets Concerts

EDMONTON, Alta., March 3.—Celebrity Series concerts next season will be held in the sales pavilion at Edmonton Exhibition grounds, rather than in a local church. Move will increase accommodations from 1,400 to 2,273.

Madden Stillians and Cole & Walters shows. . . . Nate Lewis, equestrian director and announcer with Polack Bros. Eastern Unit, made a 1,400-mile auto trip on the five-day layoff between Lansing, Mich., and Roanoke, Va., visiting Baltimore and Sarasota, Fla.

George H. Bowman, potentate of Islam Temple Shrine, San Francisco, visited Polack Bros. Western Unit during the stand in Cincinnati. Org again will play the Coast city, with George Westerman handling the promotion. . . . Jesse Amonett visited Harry and Ruby Haag at the Grotto Circus in Cleveland. It marked the first time Jesse had seen Harry since the latter's father died. . . . Polack Bros. Eastern Unit was the first circus to play the recently opened Memorial Auditorium, Huntington, W. Va. Date was for the Fraternal Order of Police, with Ralph Heller handling the promotion.

# WFA Opposes Move To Exclude Passes

## Fights Special and New Appropriations, Regulation Commission, Reapportioning

SACRAMENTO, March 3.—Western Fairs Association has gone on record as opposing bills now in the Legislature to eliminate free passes at all fairs receiving all or part of their support from the State. The bills, AB 2618 and AB 2763, were introduced by Assemblyman Lester T. Davis, of Plumas County.

WFA action was voiced by Louis Merrill, general manager, on the basis that the elimination of Annie Oakleys would hurt small fairs that are dependent upon free entrance to get people to work on exhibits. Merrill asserted that California fairs are growing and need the no-pay gate to encourage new participation. He also stated that passes account for about 20 per cent of the total admissions.

### Scores Passes

Assemblyman Davis defended his bills and stated that he would rather see fairs opened free to the public in preference to the pass abuse as its now stands. The legislator cited the argument that people receiving passes are those who are well able to pay. He declared that the "little people" do not like the practice.

WFA also voted to oppose all bills calling for special appropriations to any single fair, to establish new fairs or change the system of apportionment of State money to annuals.

This move was directed primarily at AB 233 asking for the appropriation of money up to \$65,000 annually to the San Francisco Cow Palace for the support of the Grand National Livestock Exposition, and the establishing of new fairs in Contra Costa, Los Angeles, Siskiyou and Modoc counties.

### Opposing Commissions

WFA also voted to oppose bills to create a five-man commission

to regulate all fairs; reapportion State allotments to fairs; to make a special appropriation of \$25,000 to Tulare County Fair; prohibit fairs from banning the televising of events; prohibit more than 12 automobiles in any single race, and to increase the State money for Los Angeles Exposition Park from \$15,000 to \$125,000 a year. The association, however, voted to back the bill to allow the same tax exemption for the Cloverdale Citrus Fair in Sonoma County as provided for the National Orange Show, San Bernardino, and to subject fair books to an audit by the State Department of Finance.

## Cloverdale, Calif., Turnstiles 10,000 In Five-Day Run.

CLOVERDALE, Calif., March 3.—Cloverdale Citrus Fair closed its five-day run here Sunday (25) after chalking up an estimated 10,000 front-gate attendance.

The fair, originally planned to display citrus fruits of the area, has evolved into a general agricultural exhibit. Final day's program featured staghows, a band concert and dancing in the new pavilion.

## Inverness, Fla., Names Directors

INVERNESS, Fla., March 3.—Citrus County Fair Association here has named 18 new directors to its board.

Included are Mrs. F. D. Daniels, Walter Bunts, R. O. Jones and Mrs. R. L. Turner, all of Crystal River; Mrs. George Ogden, Floral City; L. C. Chappell and Mrs. John Croft, Hernando; Mrs. Katie Lashley, Mrs. Wade Wildon and L. W. Harris, Homosassa; Mrs. S. A. Mills and Edward L. Watkins, Inverness; Mrs. G. O. Barnes and Herbert Williams, Lecanto; C. A. Bertine, Red Level; Mrs. J. E. Cason, Oak Grove; Mrs. J. H. Priest and T. C. Jones, Pleasant Grove.

## Buxtons To Exit Columbia, S. C.

COLUMBIA, S. C., March 3.—Clarence Buxton, head of Buxton Bros. Stables, with headquarters at the State fairgrounds here, said the horse training set-up would be abandoned after this season.

Buxton said the outfit was leaving the grounds because of a dispute over certain fences on the property. He claimed they were potential dangers to valuable race stock. Paul V. Moore, fair's secretary-manager, had no comment on the matter. No money was involved in the dispute.

## John Miller, 69, Dies in Ashburn, Ont.

ASHBURN, Ont., March 3.—John Miller, 69, recognized as one of Canada's top judges and authorities on pedigree livestock, died in his home here, Saturday (24).

Miller had served as a judge in Canada, the United States and Britain.

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# Under the Marquee

Continued from page 51

in Sarasota, Marian Fagan, whose husband, Henry L. Fagan, was assistant elephant trainer with Ringling - Barnum for several years, reports that she has received considerable ribbing since a pictorial article on Fagan, the lion who found a home, received a nation-wide play in a magazine and newspapers.

L. E. Roba Collins caught the Terrell Jacobs Indoor Circus at Wabash, Ind., reporting a good two-hour program and good crowd at the matinee in the school gym. Collins has been playing Indiana schools the past four weeks with his magic turn, using an assistant and W. C. Harper, last season ahead of the All-American Circus, as agent. He is heading for Arkansas and Missouri. He expects to be with the white tops again. . . . Louis Ingelheim, boss lithographer with King Bros. Circus, is in quarters at Macon, Ga., lining up paper. . . . James Cephus, assistant boss canvasman for Biller Bros. Circus the past two seasons and who makes his home in Mobile, Ala., recently left for De Land, Fla., to join the new Hagan-Wallace Circus.

Bill and Ollie Shelford closed their concessions February 8 with Barker Bros. Circus at Ruston, La., and headed for Capell Bros. Circus quarters at McAlester, Okla., to ready their concessions. . . . Ernie Thompson, clarinetist, who again will be with Hunt Bros. Circus, recently caught the Atayde Circus in Mexico City, Mex. . . . The Seven Conleys will be with the Kelly-Miller show, presenting riding, juggling, slack wire and animal numbers. They were in Cuba six months during the 1950 season and finished the season on Hagen Bros. Circus.

Jorgen Christiansen Tent, CFA, San Francisco, recently elected the following: Don Marcks, president; John Brott, vice-president; Jane Sherburne, secretary-treasurer, and Bert Martin, publicity manager. . . . A. S. (Blackie) Holley, who underwent a major operation January 31 and was slated to have another one February 21 at Southwestern General Hospital, El Paso, Tex., would like to hear from friends, who may reach him at St. Joseph Sanatorium, El Paso, where he will convalesce.

Cliff Darling, of the Hamid-Morton Circus promotional staff, who has been in the Hospital for Crippled Adults, Memphis, since September as the result of injuries received in an auto accident, was visited by Bob Morton, Joe Basile, Dick Clemens and Carl Sonitz during the recent H-M Memphis engagement. He would like to hear from friends during his final stages of recovery. . . . Clown Hip Raymond advised that

he is recuperating from a recent kidney operation in Cornwall (N. Y.) Hospital.

William Pringle, Washington circus fan who recently attended a performance of Circo Atayde in Mexico City, reports the outfit offered a well-balanced program and played to good business the day caught. A 12-piece band accompanied performers, including the following American acts: Miss Silvia, dog act; Loyal Repenskys, equestrians; Malikova, wire walker, and Watkins' chimps. From Mexico City Pringle went to Sarasota, Fla., to visit friends in Ringling quarters. Pringle toured Mexico for two months.

Jim Tomlinson, president of the Circus Fans' Association of America, and his wife are stopping at Sarasota, Fla., for a month. . . . Johnny Murray Anderson, Henry Sullivan and Dick Barstow are also at the Big One's winter quarters, with staging director Murray inaugurating rehearsals March 1, composer Sullivan readying the show's musical score and choreographer Barstow prepping the org's dance routines.

Chief American Horse, leader of all Sioux Indians in this country, was in New York last week to help promote a Western flicker and paused to reminisce on the days when he was a member of the old Buffalo Bill Cody show.

Theo. Forstall, of the Ringling show, underwent a hernia operation February 19 at the Glendale (Calif.) Community Hospital, surgery being done by Dr. Ralph E. Smith, who formerly was in the Ringling band. Forstall is doing well. . . . Snell Brothers will open at the Shrine Circus, Omaha, week of April 9. One of the members has recovered from illness. . . . Naida Roberta is vacationing in Miami Beach, Fla. . . . Horne Bros. Circus had a big day at Albuquerque, N. M., there being 450 banners in the Ice Arena, where the org played.

Jimmy Stutz, novelty juggler and son of Jim Stutz, currently booking carnival and circus dates in the East, is working the Pittsburgh area and recently appeared on a TV benefit show for Robert L. Smith, the vet who lost four limbs in the Korean War. The program was emceed by Ed Sullivan, of the "Toast of the Town" video show.

Additions to Polack Bros. Eastern Unit at Erie, Pa., were Aida, Star in the Moon; Seven Boginos, Risley and acro; Jimmy Troy, trapeze, and Janet's Dog and Pony Revue. . . . Mr. and Mrs. Lawrence E. Porter, of Herndon, Ia., have signed with Stevens Bros. Circus. They formerly were with

## SALLY, GILDA AND PRINCE

### Fan Dancer, Shimmier, Lion Give Lift to Long, Gray Winter Months

CHICAGO, March 3.—At long last, the winter and outdoor show business has been enlivened, thanks largely to the gals.

Sally (never-a-dull-moment) Rand, as usual, has set the pace in injecting something to ease the monotony of the long, gray months, not only for those in outdoor show-biz but for Mr. and Mrs. John Q. Public.

Within 10 days, the fan dancer cracked the wire services three times. And each put her smack dab on Page 1 of many of the nation's leading gazettes.

Her latest news break and topper was her offer to ride horseback as Lady Godiva in Coventry's (England) pageant, June 23.

A few days earlier she talked before some students at Harvard—which was nothing new to her.

She previously addressed some of the Harvards studying advertising on the "effectiveness of white space in advertisements." But, on this, her latest appearance, they listened attentively until she started her talk on "The State of the World." Then the Harvards—or, at least some of them—started to pitch pennies onto the stage. Never a quitter, she kept on to the end of the talk, then left the stage reportedly in tears.

#### Makes Page 1

The incident not only made the nation's front pages but made the Harvards look a bit sheepish and generated considerably sympathetic feeling for our Nell.

Only a few days before, Sally, then in Boston, broke with the news that she planned to do a dance with a swan this summer in Paris—a new twist to the fan routine—and the wires buzzed again. Many a telegraph editor, weary of the run of war news, tax stories, Washington goings-on and such, gave her—and no doubt their readers—a good break, and played the story big.

In all probability, Sally will be back at the same stand this summer, showing at fairs—trying to divert Mr. and Mrs. Public's mind from world crises.

Sally's off-season utterances indeed have been numerous, and it is a cause for amazement among those in the business as to how the gal keeps up such a high batting average. Certainly she is her own best press agent—and of a caliber that puts most of the pros to shame.

#### \$2 Million Suit

Even before her recent outbursts, she had set tongues to wagging. Following an appearance on a Chicago radio show, she, the station and a radio network jointly were named in a \$2,000,000 suit brought by a carnival owner, who Sally, in speaking over the station, had claimed owed her some money.

The thing that probably pleased Sally most was that the suit asked such high damages. After all, she never has been a piker when it comes to figures. Too, she probably chuckled because it had put her back on the front pages.

Sally's only competition for front page publicity breaks came this week from another dancer—a star of yesteryear—Gilda of shimmy fame, who essayed a comeback in a Milwaukee nitery.

#### Gilda's Return

Gilda's return provoked much nostalgia. Milwaukee and Chicago papers opened their hearts—and, more important—their columns to her. Wire services got

in on the act, too, and Gilda, as a result, is back in demand.

At any rate, some of the carnival brethren think so, for several wired show owners this week, calling attention to her comeback, the publicity it had gained, and suggesting her as a possibility to head up a midway revue.

While Sally and Gilda were executing publicity, the men folk in the outdoor show business were remarkably silent.

It remained for an animal—a lion—to give the dancers a run for space. Prince, featured lion with the Clyde Beatty Circus, turned the trick, and, quite possibly, outdid the dancers.

#### Prince a Killer

Appearing in Detroit, Prince stepped out of character as a performer, returned to true Leo type and clawed a tiger—a fellow performer—to death. That not only put Prince on Page 1 but dusted off and refired the reputation of his boss man and trainer, Clyde Beatty.

Unmindful of the furore, Prince kept claws in for a few days, then tore loose again in Detroit, this time clawing a tiger which later died. Prince again cracked the country's first pages. And prospects for a good outdoor season grew brighter for Sally, Gilda, Prince and the Clyde Beatty Circus.

## Stretch Rice Joins Pioneer

WAVERLY, N. Y., March 3.—Louis (Stretch) Rice, formerly with Endy Bros.' Shows, has been signed as legal adjuster for Pioneer Shows, Manager Mickey Percell announced at local quarters. Rice also will have concessions on the shows.

Shows open in Pennsylvania early in April and will play defense plant areas, Percell said. Al Bydairk again will have rides and concessions on the show.

## Berney Smuckler To Manage Fair At Meridian, Miss.

MERIDIAN, Miss., March 3.—Berney Smuckler, veteran outdoor showman, has been appointed manager of Mississippi Fair and Dairy Show here October 1-6. He has signed Thomas Hickey's Gem City Shows to provide the midway.

Smuckler formerly was part owner of Jacksonville, Fla., Fair, and has been connected with Georgia State Fair, Savannah; Laurel, Miss., fair and the first fair held here some years ago. He also managed Echo Park here for several years.

He started in show business with the L. G. Field Minstrel Show and later was associated with Royal Palm Shows in Cuba, Rubin & Cherry Exposition and Royal American Shows.

## Boone Valley Sets May 1 Debut Stand

BOONE, Ia., March 3.—Ben J. Messenbrink, manager of Boone Valley Shows, said this week that plans have been completed to open the org here May 1. He said that a new kiddie swing, Ridee-O, Monkeyland and Wee Wonderland Show will be added for this year's operations.

He added that the shows have one of the best line-ups of fair and celebration dates in their history.

## Smith, Alligator Boy, Dies in Perry, N. C.

PERRY, N. C., March 3.—William B. Smith, 43, known in outdoor show business as Aloha, Alligator Boy, died here suddenly Saturday (24).

Smith had been with Johnny J. Jones Exposition, C. A. Wortham and the Sells-Liberty shows.

## Sedlmayr Raises 6G For GTSA

TAMPA, March 3.—Carl J. Sedlmayr Jr., chairman of the newly formed cemetery fund committee of the Greater Tampa Showmen's Association, has raised a total of \$6,000 for that division's use since taking the post a short time ago.

Eddie L. Young, of Royal Crown Shows, who was installed as president of GTSA recently, appointed Sedlmayr to the position. The money was raised thru jamborees and donations, and at an association meeting held February 19. With 92 members present \$630 in cash and \$940 in pledges was garnered.

The committee members are currently scouting this area for an appropriate plot where showmen who otherwise would not be given suitable burial will be placed.

## Muncie Fair Contract Goes To Cavalcade

MUNCIE, Ind., March 3.—Midway contract for this year's Muncie Fair has been awarded to Al Wagner's Cavalcade of Amusements. Announcement of the award was made by John Hartmeyer, fair president.

Actual signing will be done next week, Hartmeyer said. General Agent Louie Berger handled negotiations for Wagner.

The Cavalcade last played the fair here in 1949. Then, polio hit the regular scheduled fair week and the event was postponed for several weeks. Johnny J. Jones Exposition had the midway last year.

## WSA Moves To New Site

SAN FRANCISCO, March 3.—Headquarters of Western Showmen's Association here have been moved to 105 Montgomery Street. Change was arranged by Nathan Cohn, WSA executive secretary and general counsel.

Cohn, who is the son of Rose and Harry (Polish) Fisher, is also general counselor for Show Folks of America. Until two years ago he was a partner with his parents in Golden West Shows.

## New Defense Rule Slows Processing Of Fireproof Tops

CHICAGO, March 3.—Canvas sources here this week reported fireproofing suppliers are able to process canvas for show purposes only when they also have defense orders calling for material of the same color as desired for the show.

It was pointed out that some circus top orders have been delayed while suppliers awaited government or industrial orders for white canvas. However, in one case, a show order went thru on schedule when a defense order happened to come at the same time.

The fireproofing bottleneck is in addition to shortages of and upped costs for canvas, rope and fireproofing, it was reported.

## Jack's Greater Gets Aiken Date

AIKEN, S. C., March 3.—Jack's Greater Shows have been contracted to provide the midway for the Lion's Club's LBC Hospital Fund Carnival at Clearwater Ball Park here March 30-April 14.

Randolph Patterson, Aiken's clerk of court, signed the pact for the Lions Club, while Frank Harrison, shows' general agent, and Jack Lance, assistant manager represented the shows in the negotiations.

## '51 TO TOP '50 BY 25 TO 30%

## --SAM E. PRELL

### Veteran Owner Bases Forecast On Winter Biz

FORT LAUDERDALE, Fla., March 3.—The coming season will be 25 to 30 per cent better than last year, according to Sam E. Prell, owner-general manager of Prell's Broadway Shows, currently playing the Broward County Fair here.

The veteran show owner, in making this statement, said he based it on the business registered by his unit here and at earlier Florida winter fairs.

"Per capita spending has been up sharply," Prell pointed out, adding, "whenever we have had the weather, turnouts have been excellent and spending has been stronger than it was last year."

Winter fairs played prior to here were Sarasota, Rivera Beach, Fort Myers and Fort Pierce. From here the show goes into three more Florida fairs, Plant City, Sanford and Ocala, before starting its northern trek up thru the Carolinas.

#### Gets Good Biz

Showing at the 10-day fair here, the Prell organization has enjoyed the best weather and business of its early dates. The weather was ideal last week-end and a whopping business was scored in all departments. The fair, which opened Washington's Birthday, winds up tonight.

Prell estimates that the gross will be up 30 per cent over last year when the fair, which then ran six days, was played by another show. There are 12 major rides, 8 kiddie rides and 12 shows in the Prell line-up here.

Great Schaffer, high-pole act, has replaced the late Selden, the Stratosphere Man, as the show's free attraction.

While showing at Florida fairs, work on readying equipment continues. A new office wagon and a new front for the Monkey Show are being built, and all of the show fronts are being re-worked and painted. Twin GM Diesels, which were delivered at Sarasota, now are in use.

Besides the owner, the staff consists of his three sons, Joe, who is general agent; Abe, superintendent of transportation, and Ben, secretary-treasurer; F. J. (Pat) Finnerty, business manager; Johnny Hoffman, lot superintendent; Jimmy Sabraski, chief electrician Diesel engine; Charles Guttermuth, ride superintendent; Jack Arnett, scenic artist; Charles Powell, special agent; Buddy Wagner, press agent, and B. J. Schleifer, billposter.

## B. J. Collins Joins Nessler

SANDOVAL, Ill., March 3.—B. J. Collins, vet carnival agent, has been signed as general agent of Nessler's Shows, B. V. Nessler, owner-manager, announced.

Until recently, Collins served in the same capacity with Tivoli Exposition Shows.

## Danhouser Chairman

MT. HOREB, Wis., March 3.—Attorney Carl W. Danhouser has been named general chairman of the Fall Frolic which is to be held September 6-8 on the streets here under auspices of the Chamber of Commerce, reports J. M. Moe, secretary. Danhouser heads a board composed of Edward J. Smith, Jacob Lingaed, Kenneth Erickson and Harold Nygard.

## C. L. Anderson Dies

CRYSTAL RIVER, Fla., March 3.—Clifford Lee Anderson, mechanic on C. A. Stephens Shows, died in Hernando County Hospital here February 27 from injuries sustained while changing a tire at shows' local winter quarters. His body will be shipped to Wisconsin for burial, C. A. Stephens, shows' owner, said. His mother and two children survive.

## FIVE SOUTHERN FAIRS SIGNED BY BLUE GRASS

### Groscurth Unit Set To Play Mississippi For the First Time

HATFIELD, Ind., March 3.—Five Southern fairs have been added to Blue Grass Shows' route, Owner C. C. (Specs) Groscurth announced at the org's winter quarters here. They are Montgomery County Fair, Clarksville, Tenn.; Northwest Alabama Fair, Jasper, Ala.; Clay County Fair, West Point, Miss.; Tri-State Fair, Corinth, Miss., and Lawrence County Fair, Moulton, Ala.

Signing of the five events increases the shows' route to 13 fairs, eight early fairs in Indiana, Illinois, Kentucky having been contracted previously. General Agent W. E. Snyder was in Chicago this week, working on further bookings after attending the regional fair meetings in Mississippi.

At those meetings Snyder closed for the fairs at West Point and Corinth, thus routing the shows into Mississippi for the first time in their history.

Blue Grass org opens its season April 26 at near-by Owensboro, Ky. Winter quarters activity is under way, but a bigger force will be at work by the middle of the month.

Personnel skedded to return for 1951 include Mr. and Mrs. Harry Starbuck, Glen and Ann Cooley, Mr. and Mrs. Van L. Jeter, Mr. and Mrs. Sam Craden, Mr. and Mrs. Coach Kasin, Mr. and Mrs. Bud Davis, Mr. and Mrs. Fred Bancroft, Mr. and Mrs. Maury Brod, Willie (The Weasel) Krieger, Mr. and Mrs. Russell Groscurth and Mr. and Mrs. M. G. Stokes. Ride help planning to return include Riley (Footh) Woodfork, Lawrence (Yellow) Roberts, Frank Edwards and John Knight.

Doc Angel, mailman and The Billboard sales agent, has been ill at his Laurel, Miss., home but in-fos he will be on hand for the opening. Howard Easto, of Detroit, was a recent visitor here and signed to take over the Rain-bow Revue, purchased from Sailor Katzy.

## Northwestern Fire Damage Set at 35G

TOLEDO, March 3.—Damage to the equipment of Northwestern Amusement Company, headed by Walter Anderson, in a fire which destroyed a barn owned by Mrs. Elizabeth Mona Scott here early this week, was estimated at \$35,000.

Lost in the blaze was a Merry-Go-Round, several other rides and five generators stored in the barn by Anderson. He said that the equipment would be replaced and that the org would open its season on schedule.

## Detroit Club's Game Night Bow Pulls Over 200

DETROIT, March 3.—Over 200 showmen turned out for Michigan Showman's Association game night February 26 in the club's main meeting room here.

Games were held and food was served thruout the evening under supervision of Rose Lewiston, Bernice Stahl, Bob Morrison, Irving Rubin, Harry Lewiston and Edward Horwitz.

Show was handled by Sam (Pork Chops) Ginsburg, Leonard Gould, Sam Burd, Gerald Gordon, Sam Fine, William Zidiek, Charles Rafal, Louis Maltin and Raymond Coffeen Mrs. Francis Moran handled publicity.

Messages were read from Floyd E. Gooding and Dr. Louis Firestone. Attendance included Mike Englebrink, Mr. and Mrs. R. T. Wade, Mrs. Florence Williams, Mr. and Mrs. Jack Dickstein, Betty Podalsky, Jessie Puskin, Nadine Bellick, Rose Gold, Betty Greeley, Mr. and Mrs. Edward Ford, Joseph Pollard, Milt Levin, Sidney Norman, Leo Shugar and Adam Spitzer.

Mr. and Mrs. Ben Miller, Mr. and Mrs. Gil Cohn, Seymour Grosslight, George Harris, Mr. and Mrs. Robert Templeton, Hilda Decorrado, Mr. and Mrs. C. Joe Bennett, Mr. and Mrs. Bill Silber, Doug Wade and Walter Sala.

WILLIAM E. MULDOON  
General Manager

GEORGE E. MASTERMAN  
Maintenance

WILLIAM J. BOUCHER  
Secretary-Treasurer

EP. GLOSSER  
Business Manager

# GRANITE STATE

## —1951—Shows—1951—

★ *Featuring an AL MARTIN Attraction* ★

### Opening APRIL 14, MANCHESTER, N. H.

★ **WANT** ★ **WANT** ★ **WANT** ★ **WANT** ★  
**CONCESSIONS** **SHOWS**

Ball Games, String, Pitch-Till-U-Win, Coke Bottles, Photo, Duck Pond, Over Twelve, Cork Shooting, High Striker, Balloon Dart, Long-Short Range Galleries, Penny Arcade, Novelties, Jewelry; any legitimate concession. (Positively no grift, gypsies.)  
Want Cookhouse that is equipped to do business.

Side Show, Girl Show, Wax, Wild Life, Motordrome, Fun House, Snake, etc.

#### RIDES

Opening for Rides not conflicting. Want Ride Help for all rides.

ALL WIRES, CORRESPONDENCE TO

148 LOUDON RD.

CONCORD, N. H.

### M. D. AMUSEMENT CO.

CAN PLACE legitimate Concessions for Street Fairs, Centennials, Old Home Weeks, Fairs, beginning first week of May. Floss, Candy Apples, Popcorn, Custard, French Fries sold.  
WANT—Dependable Ride Help for #5 Eli Wheel, new Allan Herschell Merry-Go-Round, new Allan Herschell Auto Ride and Sky Fighter, Addison Train Ride. Semi Drivers preferred.  
WANT—Caller for office owned Bingo.  
302 E. Diamond Ave. Phone 4651 Hazleton, Pa.

### ROCKY MOUNTAIN EMPIRE SHOWS

PLAYING COLORADO, WYOMING, SOUTH DAKOTA. OPENING EARLY IN APRIL.  
WANT—Clean, well-framed Shows. The best territory for Motor Drome or Monkey Show. Johnny Howard, get in touch at once.  
Will book clean Concessions. No grift, gypsies or diggers.  
Need Ride Foremen, Electrician and other Help. Ride Superintendent who can handle Ten Rides.  
Winter quarters now open—Arapahoe County Fairgrounds, Littleton, Colorado.  
FRANK O. SWARTZ  
3519 Newton St. Denver 11, Colorado

### JAMES H. DREW SHOWS

18—Fairs Now Contracted—18  
Will place Glass or Fun House, Mechanical Show or any attraction that does not conflict with what we have. Want legitimate Concessions: High Striker, String, Huck, Cork, Hoop-La, Custard, Snow Ball, Ice Cream, Arcade, etc. Good opening for Ball Games and Balloon Darts (none booked now). Note: All people booked and contracted with this show answer. Everybody address:  
JAMES H. DREW SHOWS  
FAIRGROUNDS, DUNBAR, W. VA.

### LEE UNITED SHOWS

OPENING APRIL 14 NEAR DETROIT  
WANT DUE TO DISAPPOINTMENT CAN PLACE COOKHOUSE WHO WILL FEED OUR PEOPLE CONCESSIONS: Stock Concessions only.  
RIDES: Will book Octopus, Roll-O-Plane, Roll-O-Whirl.  
HELP: Foremen for Tilt-A-Whirl and Spitfire Rides. Ride Help who drive Semis on other Rides. Want to hear from LEO BURKE and EDDIE HERMAN.  
SLIM BISHOP, Business Manager HARRY C. TAYLOR, General Manager  
700 So. Farragut St., Bay City, Mich.

### WANTED—SIDE SHOW PEOPLE—WANTED

Fire Eater, Pin Cushion, Ticket Sellers, Acts of all kinds. Good proposition for Front Man. Tattoo Man, good route Fairs. Snake Show Man; good Geek; Lesly, answer. Good Bally Girls. Now in winter quarters. Open March 15. Answer quick, no time to dicker.  
EARL MEYER  
LAWRENCE GREATER SHOWS, MOULTRIE, GA.

**OPENING CITY PARK**  
Vicksburg, Miss., Ten Days starts March 29. Get Spring R.B. here.  
Want legitimate Concessions—Bingo, Long Range, Diggers, Arcade sold. Want Dark Ride, one flat Ride. Book Shows with own Outfits. What have you? I have 20x40 Top Bannerline, want Manager who has Attractions for inside. Tuffy Barnett wants Wrestlers, Boxers; report March 29. Foremen for Octopus, Allan Herschell Jenny; Second Men on all Rides; Mechanic with Tools; prefer people "Clean as a Whistle." For Sale—Good Spitfire with Trailer; Concession Tops, Frames. Route set North-South, seven States. Contact Dyer's Greater Shows, City Park. (Do not phone.)

### F. W. PAULI WANTS

Agents for Set Outfit, Electric String Game and other Hanky Panks. Mike, Lloyd, Blackie, answer. Show opens March 17th. Good route, plenty fairs. Write or wire  
c/o TIVOLI SHOWS, Camden, Ark.

### Harlem WANTED COLORED Cubana

Chorus Girls. Give age, height and send photo. Want Alto Sax, 2 Trumpets, Trombone, Drums, Blues Singers. Also A-1 Comic, Sparky Jones, answer. Want Boss Canvasmen who can get up and down for Railroad Carnival Show. No drunks or fighters. Answer 248 Medberry, Detroit, Mich.

### AGENTS

4-CAT, BUCKETS, SWINGER  
Want Agents who can work or grind if necessary. Will give head of store to capable Men. Open in the South around March 15. Following men contact me: Mickey Levitan, John Slim Watts, Lloyd Griffin, Bill Gray, Tiny and Bama. Don Tyler, very important you contact me. Wire or write.  
JERRY DONDINEAU  
Box 1103 Baton Rouge, La.

### WANTED

Hanky Panks for Spring Festivals at Edison, Ga., March 5 to 10; Shellman, Ga., March 12 to 17. Both under good sponsors. No Flats, Shows or Rides wanted. For Sale: Concession Tops and Frames, Grab Trailer.  
ROBERTSON & CALER AMUSEMENTS  
As per route.

### WORLD OF PLEASURE SHOWS

Now contracting for 1951 SHOWS—RIDES—CONCESSIONS  
Opening in April. Vicinity of Detroit.  
JOHN QUINN, Owner  
4923 Calhoun St. Dearborn, Mich.

### Cavalcade of Fun Shows

MONROE CENTER, ILL.  
Opens April 26th.  
WANT SHOWS, Fun House, Motordrome, Wild Life, Ten-in-One, Athletic. CONCESSIONS: Hanky Panks. No gyps, no grift. Ride Help. NO DRUNKS.

### GOLDEN WEST SHOWS FOR SALE

Will Sell Carnival Complete or Piece by Piece  
Eli Ferris Wheel, Herschell Merry-Go-Round, Spitfire, 5 Semi Tractors and Trailers, Search Light, Transformer Truck complete, Sound and Electrical Equipment with plenty of Cable, Gasoline Generators, Tools galore. Everything in good operating condition. Show closed after playing West Coast for several years. Bargain for immediate sale. For further information contact.  
NATHAN COHN, Attorney At Law  
105 Montgomery Street San Francisco, Calif.

### DE BLAKER'S AMUSEMENTS

Booking for 1951  
OPENING SANFORD, FLA., MARCH 8; THEN GOING NORTH  
Want Grab, Popcorn, Candy Apples, Photo Gallery, Hanky Panks of all kinds. No flats. Good treatment.  
SHOWS: 10 in 1, Jig Show, Animal Show, Glass House or any clean Show with transportation.  
Ride Help who can drive. Show Electrician. Write or wire.  
HAROLD DE BLAKER, Manager  
EMIL (SOL) SOLOMAN, Gen. Agent Sanford, Fla.

### GLADSTONE EXPOSITION SHOWS

Opening April 2, Mayfield, Ky.  
WANT CONCESSIONS: All Hanky Panks, \$20.00. Fish Pond, String, Cork, Short Range, Pitch Win, Basket Ball, Ball Games, Penny Pitch, Custard, Six Cat, Buckets, Pin Store, etc.  
RIDE HELP: Want Foreman on Comet and Wheel, and Second Man on Tilt and Jenny. NO Drunks.  
SHOWS: Any Show with own equipment—Monkey, Snake, Illusion, Ten-in-One, Unborn, etc.  
This show has 16 Fairs, two Army Camps and three Celebrations.  
FORREST O. POOLE, Owner JACK OLIVER, General Agent  
General Delivery, Mayfield, Ky. Edwards Hotel, Jackson, Miss.

### FOR SALE—Flashy Panel Show Front—FOR SALE

Harborite paneled, weather proof, stainless crescents on each pillar, fluorescent lights, nicely painted, is flash for front of small carnival, 40 ft. long, 14 ft. tall, \$500.00. Also complete Girl Show with circus front, 20x30, near new Anchor emerald green top, 1 1/2" roped every 5 feet, 8 ft. wall, new banners, new ticket box, Bally record player and drum, \$425.00. New Anchor 14x28 2-Pole Top, never up, pearl gray, flashy trimmed, made for show top or bingo frame tops, have new poles, painted, \$165.00. You can see Panel Front in the air.  
All at the PINES CABINS, 2 MI. SP. OF WALDRON, ARK., AFTER MARCH 9TH.  
Rat Game, wheel and pedestal, only \$60.00. Most beautiful Lunch Trailer, \$5,000.00.

### EDDIE'S EXPOSITION SHOWS

OPENING APRIL 28—8 RIDES, 5 SHOWS, 35 CONCESSIONS  
Want Novelties, Guess Age or Scales, Huckle Buck, Floss, Manager for Girl Show, must have 3 or more Girls. Will book one Flat Ride.  
For Sale: 1 Popcorn Trailer. Can book on show.  
EDDIE DIETZ  
165 N. Monroe St., Butler, Pa. Phone 38792

### ROLL TICKETS

PRINTED TO YOUR ORDER  
Keystone Ticket Co. DEPT. B SHAMOKIN, PA.  
Send Cash With Order. Stock Tickets, \$21.50 per 100,000.  
100,000 \$29.00  
10,000 ... \$ 9.50  
20,000 ... 11.75  
50,000 ... 18.25

**Percell's PIONEER SHOWS**  
high class midway attractions

**Opening early in April in Pennsylvania**

Want Shows of all kinds. Concessions—Custard, Diggers, Photos, Ball Games, Novelties, Jewelry, Short Range, Penny Arcade and Hanky Panks. Help on Rides—Merry-Go-Round and Octopus Semi Drivers. Bingo Caller, Counterman, Man to handle front gate and Sound Truck Operator. Have all defense area route. Have for Sale—Kiddie Airplane, Double Loop-o-Plane, reasonable. Also four Semi Trailers. Will buy or book Motordrome. Louis Stretch Rice, business manager, wants Wheel and Grind Store Agents. Address: 6882 HARDING AVE., MIAMI BEACH, FLA. All others contact PIONEER SHOWS, Waverly, N. Y.

**LAST CALL—1951 SEASON—LAST CALL**

**WEST COAST SHOWS**

**OPENING MARCH 19**

CONCESSIONS—Still have opening for a few legitimate Concessions. Will sell exclusive on Ball Games. Will also book String Joint, Basket Ball, Stock Wheels, Scales, Glass or any other concession not conflicting.

SHOWS—Can place a few more outstanding Grind Shows with own equipment.

RIDE HELP WANTED—Help on all rides. Capable Semi-Drivers given preference. Highest pay. Long season ahead.

All replies to  
**HARRY MYERS, Manager**  
**WEST COAST SHOWS, Madera, California**

NOTICE: West Coast Exposition Shows will open in April. Address all inquiries to our winter quarters in Madera, Calif.

**VIVONA BROS. COMBINED SHOWS**

**SEASON OPENS APRIL 2ND AT NEW BERN, NORTH CAROLINA**

for the Cherry Point Marine Base Big PAY DAY. Long season of top Still Dates and 14 FAIRS starting August 13.

ALL PERSONS and ATTRACTIONS CONTRACTED report to WINTER QUARTERS at the Airport, Goldsboro, N. C., not later than Thursday, MARCH 29, and answer this CALL. Will BUY or BOOK Motordromes, complete with transportation. Will BOOK Girl Show and Posing Show, 3 or more girls for each. Also Mechanical or any novel Grind Show. All must conform with our adopted operating policy. CAN PLACE Photos, Balloon Darts, Snow Balls and Taffy Candy. WILL HIRE a few more Ride Foremen and Second Men who drive semis. Canvasmen and useful-Carnival People all departments. All Help with us before please contact Winter Quarters.

<b>JOHNNY VIVONA</b> P. O. Box 688 Goldsboro, N. C.	<b>MORRIS VIVONA</b> 103 S. 21st St. Irvington 11, New Jersey Phone Essex 3-9112 or 2-8827
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**BOONE VALLEY SHOWS, INC.**

**OPENING MAY 1, BOONE, IOWA**

With Still Spots till June 2. Following Street Celebrations and Ten County Fairs, Iowa's best Carnival Route. Solid Booking.

Want Concessions that work for stock. Will book Octopus for Fair Circuit.

FOR SALE—Smith & Smith Chairplane complete with Truck. 120 Wurlitzer Calioal Organ in good playing shape. Also G. E. 60 in. Searchlight, Generator and Motor Welder attached, mounted on '41 Chev. Two wheel Popcorn Trailer equipped with Star Jumbo Popper, Wizard Candy Floss Machine and Stand, also new Carmel Apple Copper Kettle.

Wm. Rowell, Frankie Coburn, Leon Walker and Whitey Pitts, please contact us at once.

**CLEMENT M. SMITH**      **BEN J. MESENBRINK**  
CO-OWNERS & MANAGERS  
Boone, Iowa

**DAN-LOUIS SHOWS**

**OPENING 1951 SEASON, APRIL 28, 1951, TELL CITY, IND.**

WANT legitimate Concessions, we will not overload our midway. You must make money with us. Will sell X on Basket Ball, Photo, Cotton Candy and Apples together. Sno-Ball, Novelties and Jewelry. Can place legitimate Merchandise Concessions and Hanky Panks but remember—we will not overload. Especially want Fish Pond, Bowling Alley, Pitch-Till-Win, Ball Games, Hoop-La, String Game or what have you? We have our own Rides, namely—Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane and two Kid Rides—14 Trucks, two Light Towers and plenty of Ride Help.

We have contracted Cook House, Bingo, Lead Gallery, High Striker, Glass Pitch, Pop Corn, Scales and Guess Your Age. Will book clean Shows with own Outfit and Transportation—15 per cent for season.

Stretch Lewis and Charlie Broadway, contact us at once. Interested parties contact for Booking.

**LOUIS T. RILEY, Gen. Mgr.**      **DAN C. STRATMAN, Asst. Mgr.**  
P. O. Box 397, Owensboro, Ky.      P. O. Box 291, Punta Gorda, Fla.  
Phone 3-8494, No collect calls.

**GRAND AMERICAN SHOWS**

Want for 1951 Season—Opening March 26. A Proven Route of Still Spots, Celebrations Start June 10; Fairs Starting in July.

Want Kiddie Rides, will book for season. Want Manager and People for Side Show; also any Grind Show that will get money. Major Little, Ed and Adam Teska, write me. Want Arcade, Fun House, Mechanical Show. Want Concessions—Photo, Floss, Glass Pitch, Novelties, High Strike, Scales and Ace, Fish Pond, Bingo, Derby, Hanky Panks that do not conflict. Want Ride Help who will drive semis. Joe Lakeland, Kirby, write me.

**L. O. WEAVER, BOX 102, MALDEN, MO.**

**WANTED FOR LONG SPONSORED SEASON**

Rides and Shows of merit—not conflicting with what we have. Clean Concessions. Help in all departments. Musicians for Band. High Acts and others. State all first letter. Great route for 1951 season. Need another good Power or Light Plant.

**JAY GOULD CIRCUS, Ottawa, Ill.**

**6 CONCESSION SPACES FOR RENT**

5 are permanent stands, 15x15 ft. 1 in the open, 8x8 ft. We want only high grade operators of strictly legitimate Games or Stores not competing with those already here. We have the following: Basket Ball, Cat Rack, Spill-the-Milk, Cork Gallery, Lead Gallery, Miniature Golf, Archery, Bazooka, High Striker, Penny Arcade, Bingo, Pop Corn and Floss, Group Game, Pokerino and Shuffle Alleys. Our midway is in the center of a summer resort town of 1000. Cottages and hotels. Established 15 years.

**SNELL'S MIDWAY**  
GENEVA-ON-THE-LAKE, OHIO (ON LAKE ERIE)

**Midway Confab**

Louis (Stretch) Rice has signed his cat rack and other concessions with Mickey Percell's Pioneer Shows for 1951. Percell reports that Joe Wiley and Mr. and Mrs. Pete Hammer also will be back with the org the coming season. . . . Prof. Chet Reese reports from Texarkana, Ark., that he has his palmistry booth in operation there. . . . Harold King reports that most of the members of Orange State Shows are making daily fishing trips out of Marathon, Fla., with Leo Bistany doing the entertaining on his boat.

Lew (Blinky) Bernstein, concessionaire, is getting his stands ready to join the Ross Manning Shows. . . . Anyone knowing the whereabouts of Howard Hoskinson, ride operator and manager, is asked to have him contact his wife at her home, 1120 West Thomas Avenue, Shenandoah, Ia. Hoskinson's father-in-law is seriously ill there.

Louis G. King leaves the National Showmen's Association clubroom's in New York Monday (12) for Theodore, Ala., to join Gem City Shows at winter quarters as special agent. Org opens its season the first week in April. . . . Anita Goldie, of the NSA Ladies' Auxiliary, has been confined to her home for a month with a broken toe.

Frank Allen, co-owner of Allen-Smith Shows, reports from the org's Providence, R. I., quarters that preparations for the season are going smoothly. He attended the recent Massachusetts fair meeting and says he has several annuals lined up for his 1951 route. A new tractor-trailer rig and floodlights have been added.

Pete Giacheris, of Ramsey, Mich., is in Dallas visiting Joe Murphy. . . . Jack and Barbara Woody were recent visitors in Dallas while en route from California to their home in Chicago. . . . H. L. (Curley) McDaniel, who has been confined in Marine Hospital, Mobile, Ala., since November 18, would like to hear from friends. . . . Mad Cody Fleming Shows recently purchased a sea turtle and golden spider monkey from Marine Gardens, Clearwater, Fla.

Lash Larue, not Jack Larue, as announced last week, will headline the Western show on the Hennies shows this season. Pic actor Lash currently is in Hollywood, making a series of television pictures for Eagle-Lion Corporation for use on NBC.

Dwight J. Bazinet, who is wintering in Hot Springs, has booked his concessions on W. G. Wade Shows for 1951 and will open with the shows in Springfield, O., April 19. He plans to leave Hot Springs April 12.

Hot Springs Notes: Fritzie Brown, legal adjuster came in from Miami. . . . Al Martin and E. D. McNary, co-owners of 20th Century Shows, and their wives, stopped over briefly. The McNarys came in from their San Antonio home, while the Martins were en route to Mobile, Ala., from their Ottawa, Kan., home. . . . Other visitors included Mr. and Mrs. Harry Hennies and Mr. and Mrs. Walter Pearl, from Houston; Mr. and Mrs. Bob Harris and Mr. and Mrs. Chuck Moss, Dallas, and Mr. and Mrs. Fred Meeker. She is the sister of Mrs. Viola Fairly. . . . Doc Hinman left to join Dyers' Greater Shows for their late February opener in Port Gibson, Miss. Bill and Jackie Wilcox went to Venice, Calif., to join Wallace & Clark Shows, and Jack and Irene Ogle left to open with Folk Amusement Company in El Paso, Tex. Mr. and Mrs. L. W. Ray joined Siebrand Bros.' Shows for their Phoenix, Ariz., debut, while Mrs. Pearl Weydt and Doc O'Kelly, owners of Weydt Amusement Company, are skedded to pull out in mid-March to get set for the season. . . . Roy Goldstone is still operating bingo here.

Harold Asa Ross, known on carnivals as Basket Ball Whitey, is in the navy and assigned to Company 51-239, U. S. Naval Training Center, San Diego. . . . Kaye and Norman Karl Synrex report from Red Springs, N. C., that they were not injured when their car overturned outside of Fayetteville, N. C., recently. They are en route to join World of Mirth Shows, where Norman will be scenic artist and Kaye will operate the new Shock Show.

Buddy Bernstel infos from Middletown, Pa., that he will join Virginia Greater Shows at the org's Suffolk, Va., winter base following the close of his dance studio and the completion of night club engagements. Bernstel, who will have four shows with Virginia Greater this year, reports that Helen Ashley, Girl Show talker, and Joe Roderigue will be back for their second season with him.

Tim Coleman, of Coleman Bros.' Shows, has presented his wife with a new, 20-foot living trailer. Tim says the gift was occasioned because he was "sick of the old one." . . . Ralph Lockett letters from Daytona Beach, Fla., that he is still undecided about going on the road this season. At present he is engrossed in the operation of a news store in that community which handles out-of-town papers, has a fountain and employs six workers. There is a possibility that he may go out this year if he is able to leave the store in capable hands. . . . Myron Colegrove, manager of B. & C. Exposition Shows, was in Detroit recently on a buying trip.

**LAWRENCE GREATER SHOWS**

**WANT**

CONCESSIONS: Guess Your Age, Long and Short Range Galleries, Pronto Pups; Ace Jolly, contact us. All Hanky Panks open, want Agents for Hanky Pank Concessions; also Agents for Percentage. Contact Bucky Yeager.

SHOWS: Motor Drome with equipment, Manager and Riders for office-owned Drome. Glass House, Arcade, Fun House Operator; Ray and Jo Ann Miller, answer; Atomic Show Operator; Louis Semms, answer. Also any other Grind Shows of merit.

GIRL REVUES: Cliff Osteen, get in touch.

RIDES: Octopus, Kiddie Boat Ride, Skooter, Live Ponies.

HELP: Ride Foremen for Roll-o-Plane, Little Dipper, Fly-o-Plane, Twin Wheels, Kiddie Rides, Caterpillar; Loyd Schemel, Pete Piggy, answer; also Second Men on all Rides who drive Semis.

WANT FRONT GATE AND SEARCHLIGHT OPERATOR, ALSO MAILMAN. Winter Quarters open, need Carpenters, Painters, Canvas Men and all Help, come to quarters. Duke Wright and Charles Carpenter, wire.

Answer all replies: Moultrie, Georgia, **RALPH J. CLAWSON, Mgr.**

**HELP WANTED HELP WANTED**

WILL OPEN ON OR ABOUT MARCH 16

WANT EXPERIENCED RIDE HELP OF ALL KINDS

CONCESSION HELP: Custard, Candy Apples, Ball Games, Racer and other Concessions. Good proposition for Man and Wife. A long season and good salaries. Show moves every two weeks. Drunks do not apply, you cannot stay here. Those having worked for us before, contact us at once. ADDRESS ALL REPLIES TO

**E. & B. AMUSEMENT**  
1662 Hutchinson-River Parkway, Bronx, N. Y.

**LA CROSS SHOWS**

**HIGH CLASS ATTRACTIONS ALWAYS**

WANT FIRST CLASS SPITFIRE FOREMAN, will pay good salary to right man. Will book Hanky Panks, Shows of merit with own outfits, Kiddie Rides, or what have you? Also want Long and Short Range Shooting Galleries; Mr. Mullins, contact. This show opens April 6th in New York and carries the Great Curran High Free Act and features fireworks weekly. I want six rides, five major. Be with the right size show that plays the right spots. Contact

**PAUL R. LA CROSS, OWNER, 158 LAKE ST., ST. ALBANS, VERMONT.**  
Tel. 1585

**CARNIVAL WHEELS**

24" - 30"  
36" - 42"  
ALL BALL BEARING

**IMMEDIATE DELIVERY**

**BIG 6 WHEEL**

**SEND FOR CATALOG!**

**MORRIS MANDELL, Inc.**  
26 East 13th St. (Dept. B)  
New York 3, N. Y.  
Phone ALgonquin 5-5912

**WANT**

For two shows. Freaks, Curiosities, Talkers, Dwarfs, etc. For 20 weeks' work in one spot at Coney Island, New York.

ALZORA—Get in touch with me. Will pay as always top salary for best acts. Send photo and state salary. Can use ten girls for Girlie Revue. Evenings only.

**FRED SINDELL**  
3819 Oceanic Ave.  
Brooklyn 24, N. Y.

**FOR SALE**

20-30 Cookhouse, 36 Stools, 6 Formica Top Tables. Complete to the minute. Kitchen on 28 ft. Semi. Hot and Cold Running Water, Elect. Refrigeration, Bottled Gas, 10-Hole Range, Light Plant, Kitchen Tools, Dishes and Silverware to serve 100 people, 1947 Reo Tractor. \$5,000 cash. Cannot be duplicated for \$12,000. Complete list of equipment to interested party.

**C. F. MELLE**  
145 Elm St. Pontiac 20, Mich.

**CARNIVAL WHEELS**

SEE OUR COMPLETE LINE AT THE AMERICAN TOY FAIR, HOTEL McALPIN, N. Y. C. ROOM 635 MARCH 5-17

Write for catalog

**CARDINAL MFG. CORP.**  
Manufacturers of Carnival Wheels and Supplies  
430 KEAP STREET, BROOKLYN 11, N. Y.  
EVERgreen 7-5027

'America's Finest Show Canvas'

**TENTS—SIDESHOW BANNERS**

PLACE YOUR ORDER NOW

TO AVOID DISAPPOINTMENT DUE TO THE SHORTAGE OF FABRIC AVAILABLE FOR TENT CONSTRUCTION.

Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
4862 N. CLARK ST. CHICAGO 40

**SLUM SPINDLES**

Will Get You Top Money on Any Midway

You can safely flash your best prizes, work for 10¢, 15¢ or 25¢ with our new, attractive, precision built "Q" model spindle. 30 inches square, beautifully covered with red felt, fancy metal corner plates, has 45 two-inch spaces, steel pins, fine finished 21-inch mahogany arrow. Complete and ready to work on any counter top, only \$39.50.

\$20.00 deposit, balance C.O.D.

**K. Max Smith Enterprises**  
Box 9147, Tampa 4, Fla.

**HUBERT'S MUSEUM**

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**LESLIE'S TRAILER PARTS & ACCESSORIES**

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

# W. G. WADE SHOWS

Now contracting for 1951 Season, SHOWS of all kinds, and RIDE HELP who drive semis.

C. P. O. BOX 1488, DETROIT 31

# DUMONT SHOWS

## WANT

Motordrome Riders, also Manager and Crew to take complete charge.

Address:

LOU RILEY, Mgr. Augusta, Ga.

# FOR SALE

36-foot, 3-abreast Allan Herschell Merry-Go-Round with or without transportation. Good condition. Can be seen up and running. 18-foot, 24-seat Gruner Chairplane, used one season, like new. 10 Merchant Men, 6 Buckley Treasure Island Diggers. Cheap.

J. L. KEEF

P. O. Box 20 Valdosta, Ga.

# WANT TO BOOK

For Established Permanent Location Short Range, Popcorn and Peanuts, Mug Joint. Per season rate till May 1st. This is a real money spot. Write or wire

## Snake Pit

Rt. 13, Box 825 Houston, Tex.

# WANTED BOZO DROP

(African Dip)

Must be perfect. Send price, etc. BOX 4948 Detroit 19, Mich.

# AT LIBERTY

## HARRY W. LAMON

Legal Adjuster, Carnival or Circus. Answer care Western Union, Laurel, Miss.

# FOR SALE

1948 model Rensselaer Train, in A-1 condition. One Kiddie Rocket Swing, 21-kid capacity; either or both rides with or without transportation.

FRED THUMBERG

3157 Fisher Road Columbus 4, Ohio

# WANTED INDEPENDENT RIDES OR CARNIVAL

FREE ACTS July 2-3-4

Write

E. L. NASH

The American Legion Casey, Ill.

# FOR SALE 1946 Super Roll-O-Plane

Completely guaranteed A-1 shape. \$2,850.00 cash. Good transportation available for \$1,150.00. GEORGE R. SEXTON

1650 Bennett Ave. Flint, Mich.

# NEW NETS 16'x31'

Strong cord, two-inch mesh, made for navy camouflage. Suitable for ball games, fences and tennis court enclosures. \$10.00 each; \$8.00 each for two or more. AL NICHOLS, Specky Woods Museum, R. D. 1, Nashua, N. H.

## NOTICE!

### L. W. "TEX" PEAVY

With Roll-O-Whirl Ride, or anyone knowing his present whereabouts, please get in touch with me at once. Important.

E. C. "DOC" ANDERSON Columbia, S. C. 1011 Lady St. Phone 31194

# 1947 SPITFIRE

For Sale with trailer

M. L. BRODBECK

Kinsley, Kan.

## WANTED

MAN TO OPERATE PENNY ARCADE With Carnival. Also want Concession Agents for 1951 season.

C. F. ALBRIGHT

518 Fourth St. Oakland, Calif.

# C. A. STEPHENS SHOWS

CAN PLACE FOR 1951 SEASON

Opening March 19

Shows, Rides, Concessions.

Address: BOX 1017, Crystal River, Fla.

# FOR SALE

Like new No. 5 Eli Wheel, with Van Trailer and Tractor.

JAY STANLEY

Phone 251 SEDALIA, MO.

# Club Activities

## National Showmen's Association

1564 Broadway, New York

NEW YORK, March 3.—President Bernard (Bucky) Allen flew from Boston Wednesday (28) to preside over the board of governors and general assembly gatherings. On the dais were Treasurer Harry Rosen, Secretary Dan Thaler, Counselor Max Hofmann and Dr. Jacob Cohen

David Brown, chairman of the entertainment committee, advised that extra work is being put in to make the Saturday (17) barn dance a success. Music will be furnished by the Joe Basile band. Al Ricard was made an honorary member in recognition of his many services to the club.

On the sick list are Jules Laures, Joseph Horan, Veterans' Hospital, White River Junction, Vt., and Sam Weisser, Kingsbridge Veterans' Hospital, Bronx, New York. Harry Fein has been discharged from the hospital. Brother Harry Mirsky died Wednesday (28) in Boston.

Returned from the South are Max Tubis, Saul Seligson, Max Miller, Morris Brown, Saul Wah-nish, William Lish and Morris Glass. Recent visitors included Harry Kahn, Charles Bloom, Frank Schlizzi, Charles Smith, Edward Rockefeller, Charles Rubeinstein, Emanuel Silver, Frank Guidara, William Jones, Richard Gilsdorf, Michael Wynn, Harry Schwartz, D. D. Simmons, Aaron Hymes and Thomas Hirsch.

Word was received of the death of Harold Nevins' mother. Sympathy is extended to him. A card was received from Carl E. Manthey, en route home from Southampton, England. Bill Powell lettered that he is leaving Singapore for Paris. Johnny J. Kline is vacationing in Miami. Ross Manning left for his show's quarters at Kingstree, S. C.

### Ladies' Auxiliary

Florida tans are sported by Midge Cohen, past president; Flora Elk and Fay Goldman. On vacation in that State are Past Presidents Dorothy Packtman and Anna Halpin.

Wednesday night (28) meeting was a social gathering.

## Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, March 3.—February 26 meeting was called to order by President Millie Cepak. Secretary Martha Moss and Second Vice-President Betty Harris were present. Katie Little officiated as chaplain in absence of Evelyn Harrell. Johnny Obluck was appointed co-chairman of the blood bank. He and Corrine Greer were the first donors.

Joe, Pete and Chuck Moss went to the San Antonio Stock Show, and Jack Ruback joined them on their trip to Mexico. Jimmy and Daisy Parr have sold their trailer home and moved to Amarillo, Tex. Paul Juhlin is in Aransas Pass, Tex. Erma Meeks returned from Florida and left this week for California.

Hostesses this week were Millie Cepak and Mrs. Luger. Night's award was won by Margaret Pugh. Door prize went to Sally Murphy. Hattie Longchart reports that Jackie Delaporte is out of the hospital and doing okay. Letter was read from Jeanette Hart stating that Daisy Davis, St. Louis, was on sick list, and that Ruth Martone was still in the hospital but recovering. Mr. and Mrs. Joe A. Wilson reported the birth of a son.

## Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 3.—Regular meeting drew average attendance, with Capt. E. H. Hugo presiding, assisted by Al C. Wilson, secretary, and George Carpenter, treasurer.

George Sargent was on hand after several weeks illness. Frank Ryan is still vacationing on the West Coast.

Upon motion of F. W. Warfield, chairman of the banquet and ball, tickets to the '51 annual event will cost \$7.50. The membership committee announced a drive will start July 1 and continue thru October 31.

## Greater Tampa Showmen's Assn.

Tampa, Fla.

TAMPA, March 3.—President Eddie L. Young presided over the February 19 meeting, with 92 members on hand. Carl J. Sedlmayr Jr., revealed plans for a cemetery plot for the club. About \$600 was donated and \$900 pledged for the project.

Additional committees were appointed and include: Entertainment, Jack Young; house, Pete Burkhardt; membership and blood bank, Joe Sciortino; public relations, Bobby Mack, Harry Wilson; sick, George Ringlin.

Sciortino informed members that there are only two pints of blood left in the bank and that more donors are needed.

### Ladies' Auxiliary

Mrs. Paul Kleider, president, handled the gavel at the Wednesday (28) meeting. Also on the rostrum were Mrs. Eddie Young, first vice-president; Mrs. Nat D. Rodgers, second vice-president; Mrs. Pat R. McGee, third vice-president; Mrs. E. Fillingham, secretary; Mrs. Elton Edwards, recording secretary, and Mrs. Jimmie Owens, treasurer.

Mrs. Fillingham was appointed chairman of the Red Cross drive to be conducted by the auxiliary. It was announced that the Wagner Club, which cleared \$450 in the past year, will be continued another year. The auxiliary has requested that all members not present at this week's meeting send their birthdays and permanent addresses to the club. Mrs. Jack Young, Mrs. Harry Rubin, Mrs. Archie Wagner, Mrs. Viola Martin and Mrs. Bonnie Norman were named as additional members of the press committee.

Members of the Clover Garden Circle will attend a class in flower arrangement to be held in Mrs. C. J. Sedlmayr Jr.'s new home Tuesday (6). Feature event of the St. Patrick's Day dance will be an old-fashioned box lunch raffle. A minstrel show and follies will also be scheduled for the near future.

Pledges of \$225 and \$60 in cash were received at the meeting. Mrs. Eddie Young won the door prize.

## Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 3.—Wanda Derpa, treasurer, was hostess at a swap social February 27, with Claire Sopenar, second vice-president, assisting. Cash awards went to Mae Taylor and Margaret Chandler. Irene Coffey won the choice of the table prize. Cash donations were received from Jeanette Wall, Edna Burrows, Mae Taylor and Margaret Chandler. Josephine Glickman introduced Mrs. Gladys Pivor, of Hot Springs. Other guests were Emma Ryan and Eva Clark. A special meeting was called by President Bessie Mossman. Mrs. Eddy LaMay was elected to membership.

Helen Wettour, chairman of ways and means committee, named the following to assist at the annual spring party to be held April 7: Ann Sleyster, co-chairman; Emma Atzel, Clara Etta Barker, Wanda Derpa, Josephine Glickman, Helen Hoffmeyer, Lillian Lawrence, Pearl McGlynn and Claire Sopenar.

Edith Streibich was in attendance for the first time since her operation. Ann Brahm is in Illinois Masonic Hospital. Agnes Barnes is seriously ill at home with a virus infection, and Mary Stutzke is recuperating at home after surgery. Eva Levey Leroy arrived in Los Angeles, where she plans to make her home. Past President Mae Oakes is still vacationing in Florida.

## Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, March 3.—President Noble Fairly presided at the regular meeting. All officers were present with the exception of Clint Shuford, secretary, who was visiting in East St. Louis, Ill.

Members have been busy with social events, the latest being the annual Washington's Birthday party, held in the clubrooms of the DeSoto Hotel. Ladies' Auxiliary hosted the event.

# CALIFORNIA'S FIRST BIG FAIR

## 36th National Orange Show

San Bernardino

11—Big Days and Nights—11

March 8 to 18th Incl.

Annual Attendance 300,000

Now Booking Shows and Legitimate Concessions—No Flats

CRAFTS will operate 18 MAJOR RIDES and 14 KIDDIE RIDES at the National Orange Show.

## ROY SHEPARD

(Ride Superintendent) WANTS 2 Ferris Wheel Foremen, 1 Kiddieland Foreman, 1 Show Electrician (who can operate and maintain 60" D.C. Searchlights). TOP SALARY to RIGHT MAN. Also RIDE MEN, Semi-Drivers, Ticket Sellers and Takers. Useful people in all departments.

## CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire Ave. North Hollywood, Calif. Phone SUNset 2-3131

## MIGHTY HAMMONTREE MIDWAY

WANT WANT WANT

Opening Saturday, March 31, Cartersville, Georgia

This show holds contracts for 10 bona fide Fairs and one of best 4th of July Celebrations in Kentucky, Paintsville.

CONCESSIONS: Want Stock Concessions of all kinds. Want Photos, Novelties, Jewelry, Long and Short Range Shooting Galleries, Ball Games, Penny Pitch, Glass Pitch, Hoop-La, Bumper, Hi-Striker, Mitt Camps, also a few Count Stores, Pan Game.

RIDES: Will book, lease or buy #12 Eli Wheel to form Twin Wheels. Also want Kiddie Train and Boats.

SHOWS: Will book on small percentage—Motor Drome, Mechanical City and Snake Show.

HELP: Want Foreman and Second Men for Octopus, Chairplane and Double Loop-o-Plane and Second Men on Ferris Wheel. Top salary and bonus to reliable Ride Men who drive Semis. Want Operator for Fun House. Man for Front Gate and Light Towers. Sam Housner wants Agents for Clothes Pins and Count Stores. Lewy Duchene wants Girls for Girl Show.

Want to buy 50 kw. Transformer. All wires and replies to WILLIAM O. HAMMONTREE or SAM HOUSNER General Manager Concession Manager 1313 E. 30th Street, Chattanooga, Tenn.

## NOWELL PARK SOUTH PLAYLAND

JOLIET, ILLINOIS

40 Acres of Combined Recreation—20 Acres Nowell Park—20 Acres Kiddiland Park Amusements now available: Large Swimming Pool, 2 Baseball Diamonds, 6 Tennis Courts, Free Swings and Traps, Parking Space, Eating Place, Table and Benches for large Picnics.

KIDDYLAND AMUSEMENTS NOW BOOKED

Sing Ride, Boat Ride, Children's Carousel, Ponies, Saddle Horses, Fish Basins, Boat Rides on 3 acre Lake, Milk Bar and Hot Dogs.

RIDES & CONCESSIONS WANTED—Three Major Rides, one especially. Large Merry-Go-Round, Open Air Rink, Small Train or preferably Large Miniature Train, location for Miniature Golf Operation. Also natural trees and hill topography suitable for Drive-In Theatre without fencing, entrances and ground ready to go: good spot for 16mm. Operator located only 1 1/2 miles from heart of town on 4 lane Route 66 with over 100,000 people to draw from. Several industrial picnics already booked.

Partner wanted for Drive-In Dairy Bar which can be maintained here year around.

OPENING APRIL 15 TO OCTOBER 1

Write giving details of what you have to offer. Inquiries will be answered immediately.

E. H. LeMENAGER, Owner MANHATTAN, ILLINOIS

## CENTRAL STATE SHOWS

14 Rides 10 Shows 40 Concessions

Have opening for good Cookhouse; one that will cater to show people. Will book Fun House, Mechanical Show and Grind Show. Want Stock Concessions and Hanky Panks, Ball Games, Mug Outfit or Photos, Coke Bottle, String Game, Country Store, High Striker, any other Hanky Panks not conflicting. Mr. J. H. Power wants Freaks and Working Acts for 10-in-1 Show. Have for Sale: Monkey Speedway, complete, made by Evans. Will book same on Show. Terms to responsible people. Show opens early in April in Central Kansas. Have best spring route in Middle West. 16 Fairs and Celebrations. Write or wire

W. W. MOSER, MGR., CENTRAL STATE SHOWS, HAZELTON, KANSAS.

## CONEY ISLAND SHOWS

WANT CONCESSIONS

All kind. Hanky Panks, Grind Stores, Photos, Bingo, Mitt Camp, Diggers, Cook House. Shows—Manager for Side Show, Snake Show, Girl Show. Shows with own outfits. Rides—Spitfire, Tilt-a-Whirl, Roll-o-Plane, Dark Ride. Want Sound Truck. Columbia, Ga., this week.

## BERKELEY AMUSEMENT CO.

Managers: Taylor Bros., 116 Hess Ave., Martinsburg, W. Va.; Paul Ollis, Jacksonville, N. C. Featuring Great Wilno Cannon Act

Wants Merry-Go-Round, Rides not conflicting. Al Bideck, take note. Opening soon. Hanky Panks open. Agents for Grind Stores, Percentage Dealers. Kay Ollis wants Girls for Revue Shows with own outfits. Ride Help. Will be best advertised show.

## SHOW WANTED FOR SEASON

ILLUSION, FREAK, OR ANY GOOD ATTRACTION

—Opening April 12 in Detroit's Best Park—

No Traveling—No Teardowns

Contact JACK LARUE, Edgewater Park

23500 W. Seven Mile Road, Detroit 19, Mich. Phone: KENwood 1-2660

## Entire Equipment of the IMPERIAL SHOW

NOW IN STORAGE IN DES MOINES, IOWA, MUST BE SOLD

The owners of the property will be in Des Moines March 17th and property will be open for inspection.

16-Car Lusse Scooter, factory-built Pretzel Dark Ride, Rocket Ride, Octopus Ride, #5 Ferris Wheel, Super Roll-o-Plane, Motor Drome, Fun House, 13 seventy-four foot Steel Flats, 60 Diesel Caterpillar, large Case Rubber Tire Tractor, 2 small International Tractors, Miscellaneous Electric Equipment and Cable, Electric Towers, 50 Rubber Tire Show Wagons, 4 Railroad Coaches, 5 Wagon Fronts, Kiddie Train, Kiddie Boat Ride.

For any information address MAX GOODMAN, 952 Meridian Ave., Miami Beach, Florida, or J. C. McCAFFERY, 203 N. Wabash Ave., Chicago, Ill.

LAST CALL

LAST CALL

JOHNNY DENTON'S

## GOLD MEDAL SHOWS

Open downtown lot, Albany, Ga., March 17 to 24. 14 Fairs contracted, 6 of them formally played by railroad shows.

CAN PLACE

CAN PLACE for this outstanding route high class Show, Posing Show, Snakes, Side Show, Motordrome, Penny Arcade, Illusion and Girl Show Revue, Colored Minstrel, Monkey Show, Mechanical Show. Due to disappointment, sell exclusive on Cookhouse and Custard. All legitimate Concessions open. Wire

JOHNNY DENTON

BAINBRIDGE, GA.



Opening March 17 in South Georgia

Want legitimate Concessions of all kinds except Bingo, Popcorn, Photos, Floss, Jewelry and Custard. SHOWS—Funhouse, Snake, Mechanical City, Side Show, Whitey Sutton, contact me. Good proposition to Arcade. Can place Dark Ride, Kiddie Train, Cart or live Pony Ride. Foreman that can handle Twin Wheels. Foreman for Octopus. Second Men for new Merry-Go-Round, Tilt and Rock-o-Plane. Must drive semi. All those contacted please acknowledge this ad. Winterquarters, Nat Smith Warehouse here. All replies:

J. L. KEEF

P. O. BOX 20, VALDOSTA, GA.

10 BIG DAYS

10 BIG DAYS

## HELLER'S ACME SHOWS

Open April 5 thru 14, 2 Saturdays, 1 Sunday, 6 miles from New York City. Fairs start Aug. 20 with 3 in Virginia, 8 in North Carolina, closing Nov. 10. Long season, short lumps.

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 Rolloplane, last two for Fairs especially.

WANT CONCESSIONS—Custard. All other Eats and Drinks booked. Want Hunky Punks of all kinds. Want Agents for Stock Wheels. Man to take charge of Bingo. This is our 33d season and we are really proud of each and every one of them. All help with me before and all help contracted for this season, answer. Report March 12 at Winterquarters, Campgaw, N. J., Box 6, or phone WYckoff 4-0333-M. P.S.: Want Man with Wheel for Unit #2. I have four extra Rides. Experience wanted above all. Paul Olson, Tom Miner, Russ Owens, Max Kassow, anyone interested in small show or unit, write Harry Heller.

## 20TH CENTURY SHOWS

Due to Disappointment—Can Place Girl Show

Must be a top-flight attraction. We have a truck front and tent, or will book Show with own equipment if it has class. We have 18 Fairs, 2 of them State Fairs, including Austin, Minn.; Spencer, Ia.; Fargo and Minot, N. D.; Huron, S. D.

RAY AYERS, IF AVAILABLE, CONTACT US

20TH CENTURY SHOWS, BOX 126, OTTAWA, KANSAS (PHONE 718-W)

## BARNEY TASSELL UNIT SHOWS

Want for the City of North Miami, Fla., week of March 12.

Ball Games, Pitch-Til-U-Wins, Bowling Alleys, Guess Your Age and Scales, Balloon Darts, Hoop-La, Crab Joint, Jewelry, Hi-Striker and all other strictly legitimate Concessions. Can place one more Major Ride and Shows of merit. Can use Foremen on Ferris Wheel, Spitfire and Chairplane. Must drive Semi Trailers. Write

THIS WEEK, LAKE WORTH, FLA.

P.S.: Watch Billboard for Georgia defense and military towns, opening March 24.

## AGENTS WANTED

Six Cats, Buckets, Balloon Darts, Pitch-Til-U-Win, Set Spindle, Cane Rack. Also P. C. Dealer. Booked with Penn Premier. 16 Fairs, 8 Celebrations. Will be in Ruskin, Fla., until March 24. Show opens April 1.

ROY T. DUFFY

## LEGION AMUSE PARK

Dothan, Ala., Now Open. 7 Rides—4 Shows—Auto Racing Every Sunday. 50,000 Soldiers.

CAN PLACE

Novelties, Scales, Age, Jewelry, Ball Games, Buckets, Six Cat or any non-conflicting Concessions. Mug Joint, one of a kind. Opening for Caterpillar, Fly-o-Plane, Tilt, Scooters, Shows—Fun House, Jig Show, Motordrome. Johnny Ryan wants Girls for three Revues, also Girl Manager, Shirley Baker, come on. All replies:

JOHN J. CARUSO ROOM 708, HOUSTON HOTEL

WANTED for OPENING OF 1951 SEASON AT LAKE COUNTY FAIR at EUSTIS, FLA.

Concessions—No X at this spot. Come in, will place you. Opening for entire season. Long and Short Range, Photos, Striker, Balloon, all Stock Stores, get in touch. Bud Point needs Agents. Call St. Pete 414-5544. All those contracted please get in touch. Shows—Stan Risley needs Magician, Talker and Bally Girls. Place Mechanical City, Big Snake. Good opportunity for Plantation with own outfit. Rides not conflicting. Coca, Fla., Fair, this week; then Eustis Fair, March 19-24. Will be in Eustis March 15 at Fairgrounds.

C. A. STEPHENS SHOWS

## Winter Quarters

### Virginia Greater

SUFFOLK, Va., March 3. — With good weather prevailing for the past several days much of the work here is being done in the open. Arthur Gibson, show's chief electrician, reports from his Charlottesville, Va., home that he will be here within a few days. H. (Red) Underwood, of the org's cookhouse staff, pens from his Durham, N. C., abode that he will join shortly.

Chester, Frank and Eugene Piotrowski came in from Buffalo this week and contracted to operate bingo this season. The show's three midgets, Ike, Mike and Leo Matina, returned to quarters after a vacation of a few weeks as the guest of Bill Wendt at his hotel and nitery in Springfield, O. Leo is back at his old job of quarters' chef, assisted by Manager Rocco Masucci at the Sunday dinners in the cookhouse.

Mr. and Mrs. Oscar Moore of Milford, Del., spent a few days here on their way home from a Florida vacation. Bill Sanders, of the American Tent & Awning Company, Norfolk, visited Manager Masucci here this week. Among guests at a dinner given by the manager were Suffolk residents Evelyn Mitchell, Joe Filippi, M. (Bum) Bradshaw, Tony Fen-ton, Frank Morrison and H. Out-law. Show personnel at the dinner were General Agent William C. (Bill) Murray, George Gillespie; Ronnie, Dot and Pumpkin Prue; F. Stubs, Ike and Mike Matina, James and Stella Bowser, Tommy Kinder and Sam (Sheriff) Mitchell.

Other visitors during the week included Tommy Poplin, of Norfolk, and Harvard Birdsong of this town.

### Continental

LOWELL, Mass., March 3.—Four new tractors have been bought and delivered, two from Berman Sales in Pennsylvania, Pa., and two locally; also three semi trailers. Rolling stock now totals 20 units. Three hundred feet of banner lines and show fronts have been built for the back-end. New sound wagon for street advertising has been purchased and three new tops have been delivered. Color scheme will be red for tractors; white for semis; ticket boxes, white with modernistic designs in yellow, blue and red.

General Agent Fred B. Perkins is a frequent visitor. Doris, daughter of Roland Champagne, was recently married to Fred Fritz, of Lowell, and 300 friends attended a banquet in their honor. She will continue as her father's secretary. Frenchie Doucette will be electrician; Frank Forest, superintendent of transportation; John Falato and Fred Bennett, rides; Bob Sherry, sound car and front gate. A four-room ranch type house was built at quarters for caretaker, Doucette.—S. GOR-SKI.

### Nessler's Greater

SANDOVAL, Ill., March 3.—With only eight weeks before the opener, activity has been stepped up here. Al Gilbert, mechanic, has the rolling stock in good shape. Two more trucks have been added and are also ready to roll.

N. K. Allen is winding up his painting chores and J. E. Nessler is repainting the Tilt-a-Whirl and the Ferris Wheel seats. B. V. Nessler, owner, and Al Gilbert are expected back soon with a new Spitfire, which will make a total of eight office-owned rides.

Mr. and Mrs. J. E. Nessler are framing two new concessions. Owner Nessler is contemplating operating of a second unit this season at a park.

### Gifford's

NOBLE, Okla., March 3.—Quarters work is progressing rapidly for an early opening here. Two of Manager C. F. Gifford's sons are in the army. Benton is with the air force in California, while Samuel is stationed at Fort Sill, Okla.

The Giffords are celebrating the arrival of a grandson, Allen Ray, born to their daughter-in-law, Mrs. Chester Gifford Jr., in Norman, Okla., February 20. Manager Gifford returned last week from a booking tour thru Oklahoma and Kansas. Shows also plan to play some Texas dates in the fall.

### Leader

EDMONTON, Alta., March 3. — Work is in full swing here and all equipment will be ready for a week stand, opening here May 14. Org will play in this province and Saskatchewan. Shows will move on 14 trucks and trailers and are scheduled to carry 7 rides, 2 Side Shows, 25 concessions, 3 light towers, with a new 50-kva power unit added.

### Eddie's Exposition

BUTLER, Pa., March 3. — Org opens its season April 28, Eddie Deitz, owner, announced. Deitz and C. A. Hannah recently returned here from a tour of fair meetings and disclosed the org would move over some new territory this year.

## Club Activities

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, March 3. — Past President Ernie Young again presided at the Thursday (1) meeting. Also on the roster were Treasurer Walter F. Driver and secretary Joe Streibich.

Mel Harris and Joe Shapiro were back after absences due to illness. Clifford Dearing and George C. Oleson are still confined. Nothing new on W. O. Perrot and W. C. Deneke.

Rube Liebman, chairman of the membership committee, spoke briefly, and announced that he and Co-Chairman Ralph W. Glick were planning an extensive membership drive this summer.

President Lou Keller was in town for a day but left on a business trip. Sam Solomon came in from Florida but took off again for Texas.

Callers at the club included Paul Eagles, Louis Maius, Arthur Sturmak, William E. Snyder, Louie Berger, Jimmy Murray, Bob Sugar, Cecil and William Meyers, William A. Hetlich, Sam Menchin, Nate Nye, Hy Neitlich, Solly Wasserman and Sam Glickman.

President Keller and Vice-President S. T. Jessop are expected back in Chicago soon to confer with the ways and means committee on summer plans.

### Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, March 3.—President Estelle Regan called the meeting to order with 32 members present. She was assisted by Norma Lang, treasurer; Verna Schantz, secretary; Babe Weinstein, social secretary, and Rose Brown, chaplain.

Reported on the sick list were Minnie Quillion, Verna Wilson, Catherine Thomas and Ruth Martone. Letters were read from the Lone Star Showmen's Club, Dallas; Jane Bunting and the American Red Cross. Zella Hulcheson and Madlyn Schouter were elected to membership.

Ida McCoy donated a lamp as a door prize for the coming card party. Meeting door prize, donated by Floella Chaney, was won by Elsie Wear. Second prize donated by Ida McCoy, was taken by Clara Campbell.

Others at the meeting included Loretta Dodd, Edna Delaney, Florence Cobb, Mary Thompson, Daisy Davis, Jeanette Hart, Joan Lipsky, Lillian Davis, Gertie Lange, Ida McCoy, Elsie Wear, Nora Dignia, Clara Campbell, Lela Graber, Kathleen Gawle, Lotis Francis, Gertrude Donnelly, Faye Davis, Mary Russo, Alene and Teresa Sidenberg.

### Miami Showmen's Association

236 W. Flagler St., Miami

Ladies' Auxiliary

President Dolly Young planed in from Tampa to preside at the regular Monday (26) meeting, which drew over 100. All other officers were present.

Visitors included Dorothy Pachtman and Anna Halpin, who spoke briefly.

On the sick list are Rita Palitz and Babs Geffin. Rose Lang is up and around after a flu attack.

Refreshments were served after the meeting.

## Racing Expo Bows In Hartford, Conn.

HARTFORD, Conn., March 3.—National Auto Racing Convention and Exposition, which opened in the State Armory here this morning will run thru Sunday (11), Tom Roots, public relations director for the event said today.

On display are Indianapolis race cars, half-mile dirt track cars, midgets, three-quarter midgets, stock cars, hot-rods, antique cars, sports and custom cars and accessory and hop-up equipment layouts. The exhibit is valued at \$5,000,000.

All leading racing organizations are represented, as are accessory firms and manufacturers.

### Mass. Mulls Moisture

BOSTON, March 3.—Question of whether Massachusetts will have rain and snow-making is before the Legislature's special committee. Rep. Howard S. Russell has sponsored a bill calling for the creation of a weather amendment board, which would issue licenses for rain or snow making.

### Hale With Capell

YUMA, Ariz., March 3.—Tige Hale's Gold Medal Circus Band, currently on a 20-week tour of indoor dates with West Bros.' Circus, this week signed with Capell Bros.' Circus for the summer. Capell opens the season at McAlester, Okla., March 29.

## AGENTS WANTED

FOR SIX CATS, BUCKETS, PITCH-TIL-YOU-WIN, BALLOON DARTS, SLUM BOWLING ALLEY, SHOOT-TIL-YOU-WIN. WANT TO HEAR FROM THOSE WHO WORKED FOR ME BEFORE.

Opening April 19 with W. G. Wade Shows in Springfield, Ohio. I furnish transportation.

DWIGHT J. BAZINET  
200 Prospect Ave., Hot Springs, Ark.

## CARNIVAL WANTED

July 9 to 15  
40th Anniversary Celebration  
Borough of Alpha, N. J.  
Baby Parade, Civic Parade, Firemen's Parade and Fireworks. Address:  
Mrs. Irene DeFay  
Sigsbee Ave. ALPHA, N. J.

## FIVE LEGGED CALF FOR SALE

For full information address  
GILBERT S. FORTUNE  
Livestock Order Buyer  
Kissimmee, Florida

## FOR SALE

One 5 HP G.E. Reverse Repulsion Single Phase, 220 volts, Intermittent Duty Motor adapted for the Loop-o-Plane amusement ride. Completely reconditioned and guaranteed for the normal use for one year. The best offer takes.  
KEHNE ELECTRIC CO.  
722 Raymond Ave. St. Paul 64, Minn.

## CLIFF PATTON

WANTS COOCH AND STRIP DANCERS

Those with me before, come in. Wire

Care HEART OF TEXAS SHOWS

Brownwood, Tex., until Mar. 10

## RIDES WANTED

Will book 3 Major and 3 Kiddie Rides. No junk. Will buy Rides if priced right. Will book some Stock Concessions not conflicting. Opening March 23. No canvas allowed except on rides. No gift. This location is Jacksonville Beach, Fla., the best location in the South. Plenty military personnel. Wire or Write  
BOX 100, Ponte Vedra Beach, Fla.

## FOR QUICK SALE

8-Car Octopus Ride, \$3,500  
HOWARD INGRAM  
Route 3, Box 275, Lockwood Ridge Road  
Sarasota, Florida

## WANTED

A good, clean Carnival to run one week in a town of about 6,000. Sponsored by the Knights of Pythias Lodge. Address:  
CHAS. W. LaFORCE  
Box 815, Pawhuska, Okla.

## FOR SALE

Complete Monkey Show; no truck. Exact duplicate of Rex Barnes Show. All in A-1 shape, come and get it, \$1,100.00.  
MRS. MIRIAM WINSLOW  
10600 Biscayne Blvd. MIAMI, FLA.

# HARRISON GREATER SHOWS

**WANT WANT WANT WANT**  
 Opening March 30th in Aiken, S. C., two Fridays and Saturdays. Positively the first show in the heart of the W-Bomb Project; \$660,000,000, plus \$4,000,000 weekly mills pay roll; Soldiers' pay day; plenty soldiers. Sponsored by Lions' Club Hospital Fund. New car to be given away on show grounds.

### 15 BONA FIDE FAIRS STARTING IN JULY

Chestertown, Md.	Taslev, Va.	Goldsboro, N. C.	Smithfield, N. C.
Easton, Md.	Franklinton, N. C.	Durham, N. C.	Orangeburg, S. C.
Salisbury, Md.	Whitaker, N. C.	Dillon, S. C.	Walterboro, S. C.
Cambridge, Md.		Shelby, N. C.	

Concessions of all kind open—Pop Corn, Candy Apples, French Fries, Custard, Diggers, Potatoes, Glass Pitch, Fish Pond, Penny Pitch, Ball Games, what have you? Percentage open if you have other Concessions. Will book Pan Game and Rat Game. A few choice Concessions open. Will book for this spot and season: Wild Life, Motordrome, Fun House, Snake Show, Animal Show, Unborn. Have Side Show and Banners for right party. What have you to put in it? Have complete Girl Show outfit if you have sound and two or more girls. Want Man to take care of Snake Show and make openings. Will book Little Dipper or set of Kiddie Rides for all season. Want Ride Help and Semi Drivers for following Rides: Merry-Go-Round, Ferris Wheels, Octopus, Rolloplane, Chairplane, Spitfire, Caterpillar, Flyoplane. All Ride Help report in winterquarters not later than March 15th. Show leaves winterquarters March 20th. Robert Terrell, Danny Dannani, Doc Anderson, get in touch at once. Last call. Want Man with flashy sound car that can advertise. Hobart Thomas, get in touch at once. All mail and wires to FRANK HARRISON, MANAGER, RT. 2, BOX 35, SYLVANIA, GA.

# HILL'S Greater SHOWS

### WANT FOR SEASON 1951

Legitimate Concessions of all kinds. Shows—Fun House, Side Show, Monkey Show, Iron Lung, Wild Life or any Show of merit not conflicting. Rides—Will book Octopus, Looper, Caterpillar, Rock-o-Plane. All must have own transportation. Want sober, reliable Ride Men on following Rides: Spitfire Foreman and Second Man, Second Man on Flying Scooter, Second Men on Wheel and Merry-Go-Round, Foreman and Second Man for Roll-o-Plane. General Help for five Kiddie Rides. Also want capable 24-Hour Agent who can and will put up paper or capable Billposter. Have 10 Fairs and five Celebrations now contracted, with outstanding spring route.

"Go West With the Show That Has the Best"

Opening Around March 15. Opening Date to Parties Interested. Wire or Phone: C. O. or H. P. HILL (Phone: 413-W), Aransas Pass, Tex. P.S.: Snappy Cobb wants Cooks and Waiters for A-1 Cookhouse that caters to show people.

# C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

### Opening Owensboro, Ky., April 19-10 Big Days

Want legitimate concessions of all kinds: Ball Games, Pitch-till-you-win, Penny Pitch, Water Games, High Striker, Short Range, Custard, etc.

SHOWS: Opening for Wild Life, Monkey, Motordrome or any good Grind or Bally Show with own transportation and equipment. Liberal proposition.

HELP: Can place foreman for twin wheels. Must know his business and be able to open Monday night. Want foremen for Tilt and Rolloplane, Canvasman for Marquee, Girls for Hollywood Revue. Salaries guaranteed from office. All address

C. C. Groscurth, Gen. Mgr.

P. O. Box 621, Owensboro, Ky. Phone 3-5321.

## TIVOLI EXPOSITION SHOWS

OPENING CAMDEN, ARK., DOWNTOWN, SATURDAY, MARCH 17, FOR TWO WEEKS. SPRING ROUTE TAKES US INTO BIG DEFENSE AREAS IN ARMY CAMP WITH CONTINUOUS ROUTE OF FAIRS AND CELEBRATIONS STARTING LAST OF JUNE.

CONCESSIONS: Want Hanky Panks of all kinds except Balloon Darts, Popcorn, Floss, Arcade, Diggers, Bingo and Penny Pitch. Can place Mouse and Pan Games.

SHOWS: Want Ten-In-One Side Show, and Shows of all kinds except Fun House and Monkey Speedway.

HELP: Want Merry-Go-Round Foreman who can drive Semi-Truck. Charlie Elder and F. W. Pauli wants Agents for Concessions. WIRE OR WRITE:

H. V. PETERSEN, Gen. Mgr.

c/o Tivoli Exposition Shows, Camden, Ark.

## WILSON FAMOUS SHOWS

"ILLINOIS' FINEST"

OPENING ABOUT MAY 1 IN CENTRAL ILLINOIS

WANT any Ride not conflicting with CAT, FLYING SCOOTER, SPITFIRE, WHEEL, MERRY-GO-ROUND, Kiddie Auto, Kiddie Airplane and Streamliner. Have good opening for good SHOWS with own equipment. Mr. Lang, get in touch with us. Can place a few more legitimate Concessions that work for stock. WANT FOREMEN and SECOND MEN on all RIDES who drive and have license. We play Illinois only and have the best ROUTE of Fairs and Celebrations. Contact us at once.

WILSON FAMOUS SHOWS, ASTORIA, ILL.

## J. A. SPARKS SHOWS

OPENING MARCH 10, DOWNTOWN SAMSON, ALABAMA

Will sell exclusive on Cookhouse, Bingo, Long and Short Range Gallery, Photo Gallery. Will book Cork Gallery, Fish Pond, Six Cats and all kinds of Concessions. Reasonable privilege. Due to disappointment want Manager with Girls for two Girl Shows, or will book Girl Show, Snake Show, Monkey Show, Wild Life, Unborn, Illusion or Geek. Ride Help wanted.

Winterquarters now open at Malvern, Ala., #12 Highway. Wire

J. A. SPARKS

c/o WESTERN UNION, DOTHAN, ALA., or call MARTIN HOTEL.

## MEEKER SHOWS

16 FAIRS AND CELEBRATIONS STARTING FIRST WEEK IN MAY

WANT

CONCESSIONS: String Game, Basketball, BB Gun, Ball Game, Long Range Gallery, Photo Gallery, Jewelry, Slum Spindle, High Striker, Scales, American Palmistry, NO GYPSIES.

SHOWS: Worthwhile Shows with own transportation and equipment. Good proposition for good Hawaiian Show, Western or Hillbilly Unit. Have complete tented Theater. Will furnish route to interested parties.

If interested in a profitable season with show with a proven route, write

RALPH MEEKER

3305 EAST J STREET TACOMA, WASHINGTON

### GRAND OPENING

## IDLE HOUR PARK, MARCH 15TH

Located right outside main gate, Ft. Leonard Wood, Mo., 90,000 Soldiers to draw from. Want Hanky Panks of all kinds, also independent Shows with own equipment, also Cookhouse. Mr. Eisenhower, contact me. Can place Help on all Rides, also can place P.C. Dealers. Want Party with Girls and Wardrobe to handle two Girl Shows. Also will sell exclusive on Diggers, Custard, Popcorn, Floss. We have seven major rides but will place a complete Kiddie Land. Contact

MGR. IDLE HOUR PARK, General Delivery, Waynesville, Mo.

### FOR SALE

Tilt-a-Whirl, a 9-tub Tilt made into a straight ride for kiddies and adults—\$2,500.00.

DOUBLE-DECKER BUS, 1929 Fagool all-metal 5th Ave. style, for transportation or perfect for publicity—\$500.00.

Merry-Go-Round ORCAN, Wurlitzer "25" double roll with snare and bass drums, needs some repair but will play—\$1,200.00.

LINDY LOOP, a large Allan Herschell ride, now in operation—\$5,000.00.

### LAKEVIEW AMUSEMENT PARK

16 W. Fourth Tulsa, Oklahoma

### AFTER COMPLETE RECOVERY

of my recent illness, am open for position as Adjuster. Address

BUCK DENBY

1707 1/2 Spring Garden St., Greensboro, N. C.

### FOR SALE

Completely booked, Six Ride Carnival with '48 Eli 5, '48 Merry-Go-Round, Bingo Truck, Stock, Seven Trucks and Tractors, Hot Wagon, Cables, Show Front. All above average. Price \$15,500. Also Eli 12, \$3,500.

### STRONG'S AMUSEMENT COMPANY

Route 1 Hugo, Oklahoma

### FOR SALE CHEAP

1. Smith & Smith Chairplane, 24 seat; 24-Ft. Trailer, good Gas Engine, Dome Arch and Ticket Box, \$500.00. Come and get it. 1 International Tractor with 24-Ft. Van Trailer, \$500.00. 1 Cab-Over Engine Chevrolet Tractor with 24-Ft. Open Trailer, \$500.00.

F. M. SUTTON SR.

Osceola, Arkansas

### MERRY-GO-ROUND FOR SALE In El Paso

Come and get it for \$1,250.00 including 4-Wheel Trailer. Has 24 large Horses for adults or kids. Has fluid drive. Single phase Motor. This is Flying Jenny type. No platforms. All loads on trailer. Also for sale—Octopus and Calliope in good condition. Calliope \$700.00.

FRANK BURKE

214 No. Walnut St. El Paso, Texas

### WANT TO BUY SHOW FRONT

Mounted on Semi-Van Trailer. Must be flashy and suitable for Girl Show. Send photo.

F. W. MILLER

Route 6, Box 265, New Orleans, La.

### FOR SALE

7 TUB TILT-A-WHIRL With or without transportation. Come and see it at Coffey Trailer Camp, Augusta, Ga.

AL WALLACE

Augusta, Ga.

### FOR SALE

One Allan Herschell Merry-Go-Round, 36 ft. 3 abreast, used only 12 months; also one 1950 Eli #5 Wheel used only two months. Price \$18,000.

WILLIAM LEWIS

16 Mellon Ave, Troy, N. Y. Ashley 4-2812

### WANT FOR SEASON

Kid Rides, Major Rides, non-conflicting Shows with own outfit. Concessions—What have you? Sound Car with Concessions. Ride Help who drive, Electrician.

Ray Nord, Smilie Meyers, W. A. Page, Earl Davis and J. W. Byers, contact. Open March 31 (2 Saturdays).

YAGER UNITED ATTRS., Caraway, Ark.

### WANT TO BOOK

A #16, #12 or #5 Ferris Wheel for '51 season. Good deal—in the only park within 175 miles, 200,000 population and bomber plant going in this year.

### LAKEVIEW AMUSEMENT PARK

16 W. Fourth Tulsa, Oklahoma

### W. H. "Duke" Brownell AT LIBERTY

Special Agent or Union Biller, Railroad or Truck Shows. Address:

224 N. Miami Ave. Miami, Fla.

### WANTED TO BUY FOR CASH

New or used Power Jeep with winch or a similar power vehicle, also Metal Trailer with combination office and living facilities. State price and complete description with photographs if convenient. Will make personal inspection within 500 mile radius of our address.

CAPITOL AMUSEMENTS, INC./

Box 100, Erwin, Tennessee

### FOR SALE

## A 16-Unit Metro Derby

In a 28-foot tandem all-steel and aluminum Trailer, good tires, a real buy. A \$6500.00 job for \$2750.00 cash.

VERNON R. HALL

317 West Hines Tucumcari, New Mex.

# PENN PREMIER SHOWS

World's cleanest Midway

### FIRST CALL—OPEN APRIL 1

#### CONCESSIONS

Can place all type of legitimate Concessions only. No Wheels or Coupons; sorry. Good opening for Age, Scales, Hi-Striker, Hoop-La, Derby Racer, Photo, Ball Games and other legitimate Concessions.

#### RIDES

Will place Fly-o-Plane, Caterpillar or Spitfire. We have a real ride territory and can offer good proposition.

#### SHOWS

Can place any Show not conflicting. Can also use good Animal Show; Capt. Munn and Carl Thompson, answer. Al Renton wants good Freak to feature in Side Show, good M.C. who can double with Magic or what have you. Can place Manager for pickled punk Life Show; Joe, answer this ad. Want to buy two 75-KW Transformers.

#### HELP

Can place first class Ride Superintendent, also first class Mechanic with Tools; must be strictly sober and drive. Want Lot Man who can handle twenty rides and fourteen shows; Johnny Watkins, answer.

We have sixteen Fairs already signed, none pending. First Fair starts Selinsgrove Fair week July 15, and all Fairs from then on. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS, Goldsboro, N. C.

## \*\*\* LONE STAR SHOWS \*\*\*



### WANTED

### WANTED

## Opening Downtown—Macon, Ga., Friday, March 23

RIDES—Opening with 10 Rides. Want Foremen and Second Men for Merry-Go-Round, Tilt-a-Whirl, Twin Wheels, Rollo Plane, Whip, Octopus, Chairplane, Kiddie Land. Semi-Drivers preferred. Want Man and Wife to handle Kiddie Land. WILL BOOK Spit Fire, Caterpillar, Little Dipper. SHOWS—Minstrel Show, have complete outfit, including piano. WILL BOOK one or two Girl Shows, Wild Life, Side Show, Snake Show, Monkey Show or any worth-while Shows with their own outfits. WILL PLACE A-1 ELECTRICIAN. CONCESSIONS—Everything open except Bingo and Pop Corn. Will place Hanky Panks of all kinds. NO FLATS WANTED. This Show carries no grift. WANT Union Billposter, also Clown for kiddie matinees. Have Chairplane for sale, in good condition, has Eli clutch and power unit. THIS SHOW WILL PLAY EXCLUSIVELY IN THE SMOKE STACK AND DEFENSE PLANT TERRITORY. WANT Truck Mechanic with own tools. People with me formerly, contact me. All replies to

J. R. McSPADDEN, Manager, this week, Dania, Fla.; Pahokee, Fla., March 12 to 17.

### W. R. GEREN PRESENTS

## MIGHTY HOOSIER STATE SHOWS

INDIANA'S MOST MODERN

Now booking. Season opens first week in April. Playing all Industrial and Defense Towns in Indiana and Ohio.

### 10 Brand New Rides—Light Towers—Searchlights

Have now booked: Bingo, Diggers, Long and Short Ranges, Corn and Floss, Scales and Age, Color Block, Photos, Mitt Camp, Cook House. All other open. Want Ball Games, Pitches, Derby, Arcade or any stock line Concessions. Privilege, Hanky Panks. Still Dates, \$26.50; Fair and Celebrations, \$36.50. Have 9 Fairs starting Marion, Ind., July 9-14; 8 in row to follow. Celebrations until October 15. Shows with own Outfits and Transportation 25 per cent plus tax.

Ride Help: Can use Foremen and Second Men, must drive; salary tops and sure always. Write, do not misrepresent.

For Sale: Spillman Merry-Go-Round, 40 foot 2 abreast, in the best of shape. Can be seen here at any time. Price: Cash only, \$4,500.00. Also one Kid Train Engine and two Coaches. Capacity 16 to 18 kids, good condition, price \$1,000.00. All replies:

BILL GEREN, Box 29, Greensburg, Ind.

## BUFF HOTTLE SHOWS

OPENING BOGALUSA, LA., SATURDAY, MARCH 24

Playing the cream of Louisiana Still Spots and 20 Fairs and Celebrations starting July 1 at Metropolis, Ill., and including such outstanding spots as Marion, Ill.; Lincoln, Ill.; Peoria, Ill.; Jackson, Mo.; Oberlin, La.; Franklinton, La.; Donaldsonville, La.; Oak Grove and Sulphur, La. Free gate at all still spots and all Louisiana Fairs.

ALL SHOW PEOPLE CONTRACTED BE IN COVINGTON, LA., BY MARCH 21. RIDE HELP REPORT MARCH 19. ERNIE SLAVIN, MOON RITCHIE, CONTACT ME.

BUFF HOTTLE, MGR.

Box 833, Covington, Louisiana

# WANT

Attractive, Entertaining Midgets ★ Fat Family Must be reliable—we own and operate our Midget and Fat Family Shows. Salaries and good treatment guaranteed.

Address Inquiries—Gooding Amusement Company, Inc.

1300 Norton Avenue—Columbus 8, Ohio

## PAGE BROS.' SHOWS

Opening Springfield, Tenn., April 14

Want Popcorn, Floss, Apples, Snow, Custard, Mitt Camp and Hanky Panks of all kinds. Want Arcade, Manager for Side Show, Monkey Show and Fun House. Also Ride Foremen and Second Men on all rides. Must drive Semis.

W. E. "SHOTGUN" PAGE, MGR. E. H. BROOME, ASST. MGR.

Box 244, Springfield, Tenn.—Phone 349

P.S.: Winterquarters now open. Plenty parking space for house trailers.

# WOLFE Amusement

### LAST CALL

### LAST CALL

OPENING TRYON, N. C., MARCH 17-2 SATURDAYS

Want Concessions that work for stock, also Long and Short Range Galleries, Custard, French Fries, few choice Wheels open. Will buy or book Flat Ride or Rolloplane. Second Men on all rides, Drivers preferred; good treatment, good pay and bonus. Want Man who is familiar with Monkeys for Monkey Show. O'Dell Swicegood wants Agents for Hanky Panks, Lady Ball Game Worker for Irene Halstead.

BEN WOLFE, Owner DALLAS DUNCAN, Bus. Mgr.

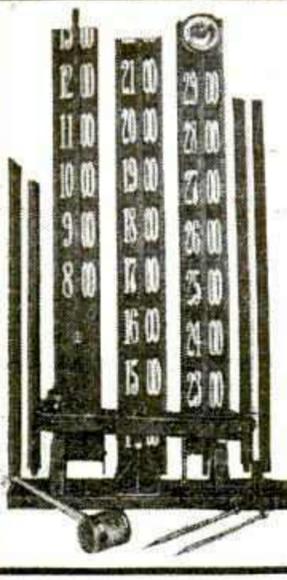
To March 15—All Mail Box 277, Landrum, S. C.

## FITZIE BROWN CAN PLACE

Agent for Count Store; Extra Help, come on. Custard Man that can handle truck; Ike Johnson, come on, and Counter Man for Bingo.

Jacksonville, N. Car., until March 10

Care ROYAL DUKE SHOWS



### EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

LAST CALL—LIGHT PLANTS LAST CALL—SEARCHLIGHTS

## DOWNRIVER AMUSEMENT CO.

Michigan's Cleanest Midway

Opening in River Rouge, Mich., April 5; followed by Wayne, Roseville, Ecorse, Ypsilanti, East Detroit, Ann Arbor—and the BIGGEST FOURTH OF JULY IN MICHIGAN. Booked Solid Till Oct. 15th.

WANT GRIND SHOWS of all kinds—Penny Arcade, Fun House, Glass House, Monkey Show.

CONCESSIONS—Hanky Panks that work for stock, French Fries, Novelties. RIDE HELP who can drive Semis. SPEEDY LONG or anyone knowing his whereabouts, please get in touch.

10138 W. Jefferson River Rouge, Mich. Phone: Vinewood 2-1810

**WANTED** Ride Help for Wheel, Tilt, Merry-Go-Round, Roll-a-Whirl and four Kiddie Rides for all year work here on the beach. Good salary for good men. If you drink, don't come here. Want Agents for Ball Game, Duck Pond, Penny Pitch and Shooting Gallery.

**FOR RENT** Concession Space on the Boardwalk and Pier for Lunch, Cotton Candy, Apples, Sno Balls, Popcorn, French Fries, Novelties, Mug Outfit, High Strikers or anything legitimate. This amusement area has been operated successfully for years. We truly believe this to be the best season yet, as there are several hundred thousand servicemen in a radius of 100 miles of here.

Wanted to Buy, Lease or Book one or two Major Rides not conflicting with the above. Must be in good shape and priced right for cash. With or without transportation. Also want Short Range Shooting Gallery.

**NOTICE** Jimmie Fry, please get in touch with me. I have a proposition for you to take my Bingo out this season. Pearl Hill, get in touch with me.

LEO LANE, BOX 12, SAVANNAH BEACH, GA.

## FOR SALE—CARNIVAL—FOR SALE

WILL SELL ALL OR ANY PART

Show consists of "Little Beauty," 32 Ft. Merry-Go-Round, 2 years old; 8-Tub Octopus, 4 years old; 25 Eel Ferris Wheel, tip top shape with new leather seats; Smith & Smith Chairplane, 24 seats; Allan Herschell 8-Car Kiddie Ride, 2 years old; 28-ft. raked Semi-Trailer for each Ride, 28-ft. semi Office Trailer with built-in Apt.; 28-ft. special built Concession Trailer with 7 frames & tops (3 new); 90 K.W. Light Plant, General Motors Diesel, like new, mounted on 6 wheel drive army truck with winch and light tower, 1,000 feet of cable, 20 junction boxes; Sound Car; 25-ft. House Trailer; factory built Popcorn Trailer. All tractors and trailers in perfect condition with practically new rubber. Will furnish with complete sale 30 weeks in exclusive territory with Manager and Advance Agent if needed. All replies

H. GRAHAM, 2066 S.W. 12th Street, Miami, Fla.

## Want—SIDE SHOW ACTS—Want

FOR RIVERVIEW PARK, CHICAGO, ILL. 15 pleasant weeks' work, then 10 Fairs. Ticket Sellers, Knife Thrower; must have new costumes. Magician, Novelty Acts. Want Dwarfs, Runts and Midget Team, young, new costumes.

ALL ANSWER: R. E. "DICK" BEST Sarasota, Florida

FOR WORLD OF MIRTH SHOWS 30 weeks' solid work. Best conditions and top salaries. Runts, white or colored. Working Acts of all kinds. All who wrote before, write again. Talker, Fat Girl, Mental Act, Glass Blower (Willis Cain, write).

DeWayne

## WANT DROME RIDERS

Men or Women. Best equipped Dromes in America. Trick and Straight. Good pay plus tips. Work either in park or road.

EARL PURTLE 7612 SWEET BRIAR RD. RICHMOND, VA.

DETROIT'S BEST PARK WANTS TO BOOK FOR ENTIRE SEASON

## FREAK or ANIMAL SHOW

100 Ft. Banner Line

EDGEWATER PARK, 23500 W. SEVEN MILE ROAD, DETROIT, MICH. Phone: Kenwood 1-2660

## WHITESIDE CONCESSIONS

WANT AGENTS

For Grind Stores, Wheel, Skillos and Percentage Dealers. Outside Help for my personal Spindle. Also General Concession Help. For Sale—Complete Walk-In Bingo. 20x36. Show opens March 15th, Barnwell, S. C.; then all army camps. All replies: WINTER QUARTERS

A. R. "DUTCH" WHITESIDE MARION GREATER SHOWS, ST. GEORGE, S. C.

## Sunset Amusement Company

WANT WANT

CAN PLACE RIDE MEN WHO DRIVE. (JOE WYSPISZ, WRITE.) NEED DODGEM FOREMAN. WILL GIVE EXCLUSIVE ON DERRY, SCALES AND AGE OPEN. ALL BALL GAMES EXCEPT COKE BOTTLES OPEN.

FOR SALE—CRUISE FOR SALE WITH TRANSPORTATION. PRICED TO SELL. Terms to responsible party in our territory. Write K. H. GARMAN, MGR., BOX 468, DANVILLE, ILL.

<b>STOCK TICKETS</b>	Cushions are the only underthings nudists bother about.	<b>SPECIAL PRINTED</b>
One Roll ..... \$ 1.50	Manufacturers of	Cash With Order Prices:
Five Rolls ..... 4.50	<b>TICKETS</b>	2,000 ..... \$ 6.90
Ten Rolls ..... 6.50	of every description	4,000 ..... 7.50
Fifty Rolls ..... 22.00	<b>THE TOLEDO TICKET COMPANY</b>	8,000 ..... 9.40
100 Rolls ..... 40.00	114-116 Erie St.	10,000 ..... 10.50
<b>ROLLS 2,000 EACH</b>	Toledo (Ticket City) 2, Ohio	20,000 ..... 15.50
Double Coupons		50,000 ..... 20.50
Double Bills		100,000 ..... 25.00
No C. O. D. Orders		500,000 ..... 125.00
Size: Single Tkt., 1x2		1,000,000 ..... 258.00

## Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

### Parcel Post

Anderson, John E., ToBrunett, Sally .27c

Abbott, Geo. Feutz, Eddie  
Abshire, Herb Fisher, Eddie (Crooner)  
Adams, Dewey P. Fisher, Robt.  
Adams, Geo. Fleming, Bud  
Adams, Mrs. Lillian Folkard, Robt.  
Adams, Mike Fondenberger, Chas. Leo  
Adams, Mrs. O. E. Forbes, Joe L.  
Agin, Beul, E. E. Friend, John Miller  
Alres, Mrs. Viola Friend, Eddie J.  
Albert, Raym. Fulgona, Louis C.  
Alford, James Furr, Clarence  
Alexander, W. E. Gallap, Theo. T.  
Alland Maurice Glinney, Jack  
Allen, Charley S. Galt, Florice  
Allen, Mrs. Mildred Gayer, Archie L.  
Allen, Mr. Sunny (Ward Bros. Circus)  
Anderson, Minstrel Show George, Tom

Anderson, Ralph Gilbert, Allen  
Andrykow, J. J. Gleece, Jr., Marvin  
Anthony, Mrs. Lucille Gillis, Mrs. Irene  
Anthony, Milo Gipson, G. G. Butch  
Anthony, Bethel Chester Glover, John  
Atkins, Mrs. Beatrice Goad, Dan  
Atkins, Carl Goad, J. D.  
Aughtman, Jake Goffey, Ernest  
Bailey, Bill Gorenau, Charlie  
Bailey, Claude W. Gossett, James  
Ballance, Alfred O. Graham, Wm. Pata  
Balmer, Carl H. Green, Mary  
Barker, Geo. Green, R. H. (G. & M.  
Barker, Rand Griggs, Charlie  
Barley, Fred Grish, John W.  
Barrett, John Guadagnino, Robt.  
Barry, Don Gunn, J. C.  
Bass, H. H. Hahn, Bob  
(Trombone Player) Halstead, Roy E.  
Beale, Howard Hamilton, W. D.  
Bell, M. E. Harmon, Betty Lee  
Benson, Edw. Norman Hamling, E. Alaka  
Bennett, Walter R. Hancock, Vera  
Bentley, Johnny Hanson, Walter  
Bernard, J. M. Hardy, Ernest Lee  
Bikely, Benton H. Hare, Huak O.  
Bikely, John Harper, E. A.  
Biosler, W. L. Harris, Geo. Raymond  
Bockert, Roy Hassett, Helen & Jerry  
Boggis, John Allen Hassett, Frank  
Bons, Howard Havens, Jerry  
Boone, Geo. Wm. Heath, Harold (Janet)  
Bottom, John F. Hern, Gary  
Boyd, Neal F. Hill, Marvin Wm  
(Whitey) Hill, Miss Jean  
Brandt, Leonard Hinkle, Mill (Rodeo)  
Brayman, Pauline Hixon, Robt. A.  
Brewer, Roy Hodges, Virgil Deibert  
Briggs, Harry Joe Hoff, Matthew  
Bright, James H. Hoffman, Mrs. Margaret  
Brink, Arthur Holeman, T. C.  
Brock, Harry Holliday, Louis Veru  
Brockhahn, Jr., Geo. Wm. Horne, Freddie & Mrs.  
Brown, Norman Drake Hoskinson, Howard H.  
Brown, Paul A. Hoy, Joe E.  
Bryant, Wm. Franklin Humphreys, Warrick  
Buchanan, J. C. Hudson, Mrs. Alice  
Buck, Dottie Hudson, Mrs. Ruth  
Burge, Lloyd A. Hudson, Wm.  
Burger, Clyde Leon Hughes, Marie  
Burke, Anthony Humes, Ann (Romeo)  
Burke, Raymond Humphreys, Warrick  
Burnett, Smiley Hunter, Robt. H.  
(White Horse Troupe) Hutchison, June  
Burton, Billie Hutzler, Virgil  
Bush, Clyde Hyman, E.  
Butler, Michael Hyman, Ida B.  
Butterfield, Louis J. Irish, Walter Lester  
Buxbaum, Mrs. Marion Jablonaki, Francis  
Byrd, Marian Jackson, H. H.  
Camden, Chas. S. Jackson, Mrs. Louise B.  
Campbell, Raymond Carl Jacobs, Pauline  
Canady, Jack Jacobson, Ed Martin  
Cann, L. H. & Mrs. Jenky, Eugene  
Caper, Don Jess, Arnold  
Carden, Tom Johnson, Chas.  
Carmia, Derrell Johnson, Frank  
DeWayne Johnson, Herschell  
Carroll, Marie Johnson, Ken  
Carroll, Mrs. Arthur Johnson, M. F.  
Carter, Cloe (Smoker)  
Carnio, John J. Jones, Clifford Oliver  
Castle, Lee Jones, Dewey  
Casper, Johnny Jones, Doc Johnny  
Caudill, Mitt Jones, Randolph  
Cavilla, Don Joyner, Victor  
Cerrone, Vito Kammerich, Paul Hencel  
Chapman, Lawrence Wm. Karr, Miss Jo Ann  
Charity, A. L. (Al) Kearns, Dirk  
Chase, Josiah Wm. Keane, Harold  
Chilcott, Ed Keller, Prof. George J.  
Christiani, Miss Corke Kelley, Mr. & Mrs. David  
Christy, Capt. Eugene Kelley, James  
Church, L. C. Kellow, Jack  
Churchwell, Bill Kelly, Fred (Cyclone)  
Clagett, Jr. Maybury Kennedy, Jimmy  
Clark, Mrs. Danny Kenworthy, Mr. & Mrs. Grant  
Clarke, John James Kerr, Jack  
Cofield, Ralph Kessler, Joe  
Clotfelter, Leon R. Kesler, John  
Collins, Earnest & Mrs. Keya, Geo.  
Cooper, James Kibel, Harry  
Cooper, Noah Kibler, William  
Cortes, Rita King, F.  
Costa, Frank King, Jerry  
Courtney, Jerry King, Joseph Morris  
Kirshman, Bill  
Cowden, John Thoa Knighton, Albert Lero  
Cox, Frances Korie, Jack  
Crane, Edw. Kortz, Peter  
Crandall, Ray (Side Show)  
(Annex Attraction) Krouse, John  
Crane, Dick Kummelne, Donald H.  
Craycraft, Henry M. Kunkel, Arlene  
Cundy, Art Kusela, Aleta  
Cunningham, Con Kutsner, Steve J.  
D'Arcy, Paula La Rue, Frenchie  
Dane, Myrna Lane, George  
Dale's Circus Langie, George  
Darpell, Joe Lankford, Harold  
Davenport, Chilton Lanko, Eunice  
Davis, Mrs. Chester O. Lario, Fred  
Davis, Dick Lashley, Charles  
Davis, Geo. O. Laughlin, John J.  
Davis, J. P. Lawrence, Wilfred (H)  
Davis, Tommy Lawrence, Billy  
Dawley, Mrs. Vicki Leahy, Marion  
Del Flore, Al Ledbetter, Floyd  
DeMitchell, Otto P. Lee, Miss Bobbie  
Decker, Robt. C. Lee, Patsy  
Demetro, Archie Lee, Sandra  
Demetro, John Dutch Leggett, E. H.  
Demetro, Tom Lester, The Great  
Diamond Jim's Circus Lewis, Harry V.  
Dillman, Slimmy Lewis, Samuel E.  
(Robt.) Lindermann, Mrs. M.  
Dimmick, Carl L. Lipaky, Ralph  
Doby, James Litzburg, Mr. & Mrs. John  
Doyle, Frank Lockaby, Mrs. M. Beals  
Ducharme, Curley Long, Mr. & Mrs. Frank  
Ducharme, Henry Loverel, Buddy  
Duchene, Lewy Lucas, Charlie  
Duffey, Jr., Harry Wm. Lucky, Justice B.  
Dugge, Beatrice Luck, Lynn, Mr. Shorty  
Durns, Ralph L. McAllister, Henry  
Duval, Nanette McCarthy, Daniel  
Dykes, Frank McCann, Mrs. Mary  
Eastlick, Arthur McCoy, Johnny  
Edgar, Alvin W. McCooy, Mickey  
Edwards, Geo. E. McCondonald, Jack  
Edwards, Alvis McCondonald, Jack  
Emond, Gilbert McKenna, Edward W.  
Erhart, Ralph Emory McKinley, Barry  
Ernst, P. O. (Formerly of "The  
Ernst, Tom Radio Program")  
Ewell, Peggy  
Felts, Johnny (Robin Hood (Expo.)  
Fenske, Jerry  
Fertell, J.

McLean, Mrs. Mary  
McNally, Harry  
McNeil, Scotty  
McShane, James H.  
McSpadden, John R.  
McSpadden, Richard  
Mace, Herbert  
Mack, Robert L.  
Macolly, Paul  
Manson, Mickey  
Maltan, M.  
Maloney, John Joseph  
Marcus, Mrs. Helen  
Markovitch, Mrs. Luana  
Marks, Jimmie  
Marr, Robert Hunt  
Marshall, Ray  
Marshman, Howard  
Martin, Arthur  
Martin, Carl G.  
Mason, Harry W.  
Mathis, Claude  
Matthews, "Sport" Claude  
Mays, Roy Ornes  
Meyer, Earl F.  
Migrothy, Curly (Shows)

Miller, Carl  
Miller, Cole  
Miller, Dave  
Miller, Mrs. Gertrude  
Miller, J. T.  
Miller, Wm. J.  
Minor, Frank  
Mitchell, Mr. Pat  
Mitchell, Tennis G.  
Moffett, Charles & Sally  
Moore, Miss Billie  
Moore, Harry Z.  
Moore, Wilson C.  
Moran, James M.  
Morrison, Melvin Terrel  
Morrisey, J. A.  
Mortenson, Ray  
Murdock, Robert W.  
Murray, Robert G.  
Murtha, Philip Joseph  
Mynitt, A. B.  
Neece, Henry C.  
Nelson, Bob (Blackey)  
Nelson, Tommie  
Neville, Ray Ashley  
Newson, J. T.  
Newton, John Robert  
Nicholas, John  
Nonnemacher, M. Oliver

Norton, Jacob Francis  
Novarro, Monte  
Nuckols, Mr. & Mrs. Grafton  
O'Bryan, Jack L.  
O'Collin, Larry  
O'Donnell, Skip  
Odem, Almeda Steele  
Orle, Joe Nelson  
Olegario, Ollie  
Orton, G. S.  
Osborn, Walker  
Overstreet, Mrs. Bobby  
Padgett, Lily  
Page, P. E.  
Pager, Steve  
Paige, Betty  
Palmer, Ervin  
Palmer, Dick  
Palmer, E.  
Parenteau, Joseph  
Paris, Herman  
Parrott, Harry  
Partee, Dale  
(Partee Hallion Co.)  
Patterson, Rodney  
Pearson, Eugene Oliver  
Penny, Stella Rogers  
Perry, Mr. & Mrs. Bob  
Perry, Cookie Sr.  
Perry, Captain Jack  
Perry, Mickey & Curley  
Perullo, Winn (Circus)  
Phillips, James  
Pierce, Carl Webster  
Pike, W. D.  
Pinkleton, Earl B.  
Porter, Bill  
Posey, B. D.  
Post, Jimmy  
Powers, Walter J.  
Pridmore, Charles W.  
Price, Harry & Lucille  
Pughe, George W.  
Puteet, Dorothy  
Pyle, Bill  
Ralford, Allen James  
Raines, Ben  
Ranelle  
Ravell, Blanche R.  
Rawlings, Bill or Dotty  
Rea, Russell  
Reed, Mrs. Beatrice  
Reed, W. C.  
Reynolds, L. C.  
Rhines, Gerald

Rinehart, Jack  
Ritter, Robt. E.  
Robbins, Vic  
Roberts, Max  
Rosenberg, Mrs. Benny  
Ross, Jack R.  
Rouse, Rusty  
Royal, Danny  
Royark, Alonso  
Russell, Mr. & Mrs. Fred  
Ryan, Eugene James  
Ryan, Thomas A.  
Ryan, W. C.  
Sallust, Wm.  
Samma, Mr. & Mrs. Lou  
Sandbrink, Patty  
Sands, Jack W.  
Sells, Wesley (Bookhouse Mgr.)  
Saraze, Jimmy (Yellow)  
Scheel, Glenn R.  
Schultz, Jack  
Scott, Tommy  
Seamus (Peerless Shows)  
Scully, Tom  
Seahy, Buck  
Sealo, Chas.  
Seely, Victor Wallace  
Sella, Wesley  
Seymour, Robert Taylor  
Shaffer, Frankie  
Shaffer, H. T.  
Shaffer, Howard  
Sheeley, Chas. E.  
Shumaker, J. Raymond  
Singer, E. H.  
Sivak, Joseph M.  
Slim, Nylon  
Smith, Charles H.  
Smith, Curly & Ruby  
Smith, Roland  
Sneider, Whitie  
Snow, Charles "Red"  
Snyder, Mr. & Mrs. Harry  
Sparrow, Kid  
Stafford, Mack  
Stanley, Helen  
Stanley, Richard B.  
Stanley, Robert  
Starr, W. D. (Bill)  
Stevens, Ed J.  
Stevens, George  
Stewart, Dan  
Stevenson, Daredevil  
Stockdale, Jr., Jack  
Stokes, Charles  
Stone, Mrs. Billie  
Stuiber, Mrs. Josephine  
Sugar, Robert (Bob)  
Talley, Clifford "Tex"  
Tansy, Robert L.  
Tansy, Frank Dusty  
Taylor, Joe Harry  
Taylor, Mickey  
Temple, Lawrence  
Temple, Tina  
Terry, C. H.  
Thomas, Danny  
Thompson, Kirby  
Thompson, George A.  
Thompson, George Edward  
Timberlake, John E.  
Tobell, Allen  
Tomkins, Tommy  
Toombs, Doc  
Toussaint, Yvonne  
Utah Exposition Shows  
Vogstad, George  
Vost, Joseph  
Wagle, John W.  
Wallace, David  
Walker, Lester Irish  
Walters, Benie  
Ward, John  
Waring, Arthur  
Weller, S. E.  
Welchek, Joseph  
Wheeler, Frank Edward  
Wheeler, G. D.  
Wheeler, Harry  
Wheeler, N. E. "Micky"

Whittaker, Olive  
Wiburg, John J.  
Wilde, Carl  
Wildman, Jack  
Williams, Blackie  
Williams, Preeland E.  
Williams, Harold W.  
Williams, "Hen"  
Wilmonth, J. B.  
Wilson, J. D.  
Wilson, Raymond  
Wilson, Tex  
Wise, Mrs. Johnny  
Woodward, Ralph  
Wuetherick, John C.  
Yates, Roy E.  
Young, Albert Grant  
Young, Reubin

(Continued on page 68)

## Wants—KARL ALZORA—Wants

Useful Sideshow People. Sober Half and Half, Jackie Lynn, Francis Jolobonskey, answer. Canvas Men, Fire-Eater, Pin Cushion, etc., come on. Good proposition to Magician or any Novelty Act with transportation who can lecture inside. Tattoo Artist, 15% to show. Want good One-Man Band. This is one of the flashiest Sideshows on the road. Open Andalusia, Ala., March 10th, with Magic Empire Shows. If you want good treatment, good pay and long season, wire or write KARL ALZORA, GEN. DEL., ANDALUSIA, ALA. P.S.: Bill Bratton, unless you advise me where to send your drag at once, I shall return to goodwill store.

## FOR SALE

Complete set of Rides and Trucks. Little Beauty, Eil No. 5, Rolloplane, S. & S. Chairplane, Kid Train and Octopus. 100 Kw. Transformer mounted on truck with plenty of wire, mostly new. Has steel work bench, tools, spare parts, air compressor, paint spray, fire extinguisher, 1/2 in. drill and extras too numerous to mention. Canvas on rides is very good and rides are in better than average shape. Will give detailed list to interested buyers. These rides are booked solid for 23 weeks in Wisconsin and Illinois in territory that is tops. Will sell only on this basis and only as a unit. This is a cash deal.

BOX D-1, c/o THE BILLBOARD, CINCINNATI 22, O.

## A "TAILOR-MADE" BINDER

for Your Own Personal Copy of The Billboard

Keep it at hand for instant reference with a "personalized" binder.

FREE with ONE YEAR subscription at regular \$10 rate

Binder alone—only \$3

The Billboard 2160 Patterson St. Cincinnati 22, Ohio LL-3-10

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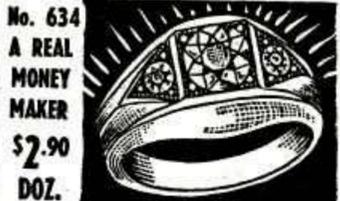
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## The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

300% TO 500% PROFIT !! EVERY DAY !!



No. 634 A REAL MONEY MAKER \$2.90 DOZ.



No. 301 AN EYE CATCHER! \$2.90 DOZ.

PROVIDENCE RING COMPANY

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers RATE: 12¢ A WORD—MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

NOTICE New Rate Effective March 24 Issue 15c A WORD — MINIMUM \$3

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS MATERIAL for any act; 1951 catalog free.

ANOTHER BEST BUY! TEN SOLID PARODIES of current hit songs for discriminating singing comics.

"ARE YOU LONELY?"—HIGH-YOCTANE gag routine for male singles, club emcees; bold, belly-full!

ATTENTION—SMART SONGS, PARODIES, Monologs, Ventriloquial Dialogs?

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues.

LAUGH LINES—#3 READY; ALSO NOS. 1-2-3-4 at \$1 each; bits, comedy, patter, gags, radio, MC bits, hecklers, answers.

PARODIES, GAGS, SPECIAL SONGS, SPE- cial Material, Guitar Solos, Piano Arrangements, Orchestration, etc.; list free.

SENSATIONAL COMEDY MATERIAL— Monologs, Blackouts, Gags, etc.; list free.

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY. Italian Mosaic Inlaid Jewelry; Chinese, Mexican Jewelry; real Butterfly Wing Jewelry; real Feather Bird Pictures, Ivory Whale Teeth, Dressed Fleas, Carved Coconut Faces, Sea Shell Lamps, Tropical Souvenirs and Novelties.

ABCO PRICES—NO BULL, WOLFDECKS. \$9.75 doz.; Salome and Shimiquen, \$3 doz.; 12 Jackass, \$1.50; send \$5 cash, receive \$10 worth merchandise.

ADVERTISING BARGAINS—ADVERTISE in 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet.

ADV. NOVELTY FITS OVER TELEPHONE dial; fast seller, liberal comm.; free samples.

AGENTS, DEALERS—ART STEREO SLIDES and Viewer at prices where we all can make money; also other Art Products.

A GORGEOUS SET OF 10 GIRL POSES, cellophane wrapped; 3 samples, \$1; other wholesale prices; with order.

ALL METAL KEY CHAIN FLASHLIGHTS—Fast sellers; \$2.40 doz., \$27 postpaid; samples, 4 for \$1; batteries included.

ART STUDIES—FOR ARTISTS, PHOTO- graphers; beautiful and alluring models; 12 glossy 4x5 photos to set; sample set \$1; 12 sets (all different), \$7.20; 100 sets, \$50.

AWAY AHEAD—"WOODEN NICKELS" on sight; tremendous profits; no shortages; immediate delivery; literature and saleable samples.

BARGAINS! SAVE UP TO 50%—BAL- loons, Combs, Novelties, Notions, Sundries, Specialties.

BARGAINS! SAVE UP TO 50%: HOSIERY, Lingerie, Toys, School Supplies, Blades, Novelty Carded Goods, Drygoods, Cosmetics, Stationery, Notions, Perfume, Soaps, etc.

BEST MEXICAN SPIDERS—HUNDRED, \$10; dozen postpaid, \$1.50.

BIG PROFITS—MAKE FAST-SELLER Christmas Holiday Flowers, Monkey Trees, Dolls; literature free.

BUY NYLONS DIRECT FROM MILL— Write for jobbers' prices.

BUY THOUSANDS OF NATIONALLY AD- vertised products direct from manufac- turers and distributors; write for "Buy Direct and Save."

COMPLETE LINE OF PLASTICS—SCAL- oped Table Cloth, 54x54, latest prints, \$5.50 doz. and up; aprons, drapes, curtains, quilted spreads and other novelties; lowest prices; free literature.

DO YOU NEED MONEY? \$40 IS YOURS selling only 50 boxes of our 200 Greeting Card line. And this can be done in a single day.

EVER SEE THE FLAMELESS MATCH? It's really the newest thing; large Match- book of 15 color art poses, \$25 gr.; sample dozen and list, \$2.

FIREWORKS WHOLESALE—SAMPLE BUN- dle Firecrackers, \$2; 1 dozen Flying Saucers, \$4.

FREE FOLIO—700 MONEY MAKING Deals: Plans, Formulas, Supply Sources; unusual items.

HULA HULA, SHADOW DANCER—THE famous popular fast-selling novelty for men; retails \$5 to 10¢ each; sample order, \$5 for \$1 postpaid.

ILLUSTRATED COMIC CARTOON AND JOKE BOOKS. Illustrated Comic Post- cards, Party Paper, Fun Novelties for big assortment, \$1 postpaid.

JEWELRY BOXES—GOVERNMENT SUR- plus; for Pearls, Earrings, Brooch, Pins, Men's Sets; rayon plush lining; leatherette outside.

GLAMOUR GIRL PICTURES—CALENDAR Girls; beautiful poses; 25 assorted \$1.

LADIES' FULL FASHIONED NYLONS— Converters #1 grade, \$6.50 per dozen; #2's, \$3.50; #3's, \$1.50 per dozen.

LUCKY CALENDARS—TELL LUCKY DAYS, lucky numbers; people anxious to know; you collect fast dough.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed.

MAKE PERFUME AT HOME—INFORMA- tion free; many women Write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo.

MODELS OF ALL NATIONS—MOST BEAU- tiful Plastic Coated Playing Cards you've ever seen; sample deck, \$3; quantity prices.

NEW HOLLYWOOD HITS—SQUIRT GOG- gles, 50¢; Squirt Cane, \$1; Slapstick Art Fans, 15¢; Pompoms, 18 inch handles, any colors, 25¢; send \$2; this asst. prepaid; extra discount quantities; agents, dealers wanted; don't delay.

OUR AGENTS MAKE BIG MONEY SELL- ing all occasion Greeting Cards; terrific box at 21¢ only \$1; over 75 other boxes; profits to 100% plus bonus; free samples; kit on approval.

RED SALES DEAL FOR YOU—NEW, unique product needed and used in every home, hotel and institution; does double job at fraction of usual cost.

RED HOT MONEY MAKER—SELLS FOR \$1; 1000 cost you \$6; \$994 profit; sample, instructions, \$1.

RED HOT SALES DEAL FOR YOU—NEW, unique product needed and used in every home, hotel and institution; does double job at fraction of usual cost.

ROUTE MEN AND JOBBERS—SEND ONLY one dollar for a complete starting outfit. Seven full size bottles of our best selling Lavatives, Liniment, Flavoring and Tonics.

SALESMEN, DISTRIBUTORS—FAST SELL- ing Jewelry Items; direct factory connec- tion.

SELL DUPONT UNIFORMS—COMPLETE line famous exclusive Hoover styled nylon uniforms for beauty shops, nurses, doctors, waitresses, others; best quality, splendid values; exceptional income; real future; equipment free; write fully.

SELL PAPER SIGNS! 25 SIGNS IN SET; Dozen Restaurant Sets, Dozen Sandwich Sign all for \$5; sell for \$1 per set.

SELL! BUY! TRADE! ANYTHING, IN "Trading Post Magazine." Details free!

SPARK INTENSIFIERS—ONE GROSS "Colmaster" left; perfect condition; make offer.

STAG ASSORTMENT—FOR MEN! RED HOT Cartoons, Photos, Insect-taking novelties, \$1 postpaid.

TV-ART ALBUMS—A NEW PORTFOLIO Female glamor; sample \$1; quantity prices.

WAGON JOBBERS—MAKE BIG PROFITS "Bills 13" Insect Repellent; send this fast money-making item to you; line; "Bills 13" Insect Repellent keeps insects away; effective for hours; odorless, color- less, stainless; sells on-sight; every home, a sure customer; brings you big profits. Send for free details and get started making extra money now!

YOUR OWN BUSINESS SELLING ARMY surplus, new and used clothing, lowest prices; enormous profits; catalog free.

2 HOLLYWOOD MODELS IN EVERY KEY Chain; 2 dozen, assorted, per card, b/w, \$3 per card; technicolor, \$3.70 per card.

4-IN-1 NOVELTY PEN—PENCIL, PEN, Cig- arette Holder, Compass; sample, \$1 coin.

100 COMIC CARTOON CARDS, \$1—FREE List for your Letterhead, Chesires Farm House, 739 Poydras, New Orleans, La.

ANIMALS, BIRDS, PETS

ATTENTION, CARNIVALS—ORDER NOW; Mice, White, Colored; Rats, White, Hooded; Cavies, Hamsters, quality breeding stock.

BABY ELEPHANT, CHIMPANZEE, PYGMY Hippo, Lion Cubs, pair Zebra Yearlings, tame Mandrills, tame Pigtales, Baboons, Pumas, tame Capybara.

FOR SALE—BEAUTIFUL EDUCATED COL- lege; props for dogs and monkeys.

FOR SALE—DEER, WHITE FALLOW, two years old, two males, two females bred, \$55 each; also would like to buy a pair of Antelopes.

KEEP REPTILES ALIVE! NEW BOOK GIV- ing instructions on food chart, treatment of diseases, handling, cages, etc.; important tips on care of snakes, lizards, alligators, crocodiles, turtles; postpaid, 75¢.

SHOWMAN'S SPECIAL—FULL GROWN 1947 Ford, in cage, ready to dis- play, \$125. When you order Reptiles, Animals or Birds, write, wire or call Wild Animals, Inc., Silver Springs, Fla.

NOBODY BEATS "GEM'S" LOW PRICES!



STILL BIGGEST EVER! PISTOL LIGHTER \$8.00 per doz.

Sells like wild! Original "Continental" model. Black plastic handle grips, heavy chrome. Packed in individual display cartons.

\$12.00 per doz. Sample \$1.25

MECHANICAL TOYS ARE EASTER MONEY-MAKERS! Jumping Fur Rabbit \$5.25 Doz. Mech. Easter Parade 6.50 Doz. Large Walking Bears 6.75 Doz. Jumping Fur Dog 4.50 Doz. Itchy Dog 1.80 Doz. Large Walking Elephants 6.75 Doz. Banjo Musical Bunny 8.50 Doz. Dancing Couple 3.00 Doz.

WRITE FOR OUR BIG FREE WHOLESALE CATALOG! 25% deposit with order, balance C.O.D. F.O.B. Detroit.

GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

For EASTER and MOTHER'S DAY!

Advertisement for Parfums de Cherigan. Includes image of a perfume bottle and text: "Nationally Advertised Imported Loveliness".

PARFUMS DE CHERIGAN, the lovely imported ODEURS OF CHANCE for exquisite sophistication, and FLEURS DE TABAC, the coy, bewitching scent, can readily be identified with the smartest women wherever they assemble.

Table with columns: The PERFUMES, The COLOGNES, and reduced prices for various products.

SPECIAL PRICE ON LOTS OF 50 OR 100 BOTTLES. WRITE FOR DETAILS! 25% Deposit Required on All Orders.

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

Advertisement for Elgin, Benrus, Bulova, Gruen, and Waltham watches. Includes image of a watch and text: "Factory Closeout! Rings! Will bring you our new 1951 72 page wholesale catalog."

Advertisement for Pot of Gold New Beacon Leopard Design Blanket. Includes image of a blanket and text: "WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin"

Advertisement for Karl Guggenheim Inc. One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

WE HAVE THE GOODS

- 10 Piece Men's Military Sets, ea. \$3.75
Councillor Scale, ea. 4.75
Toba and Midway Blanket, Carlton Lofs, ea. 3.25
Picnic Jug, One Gallon, ea. 2.25
5 Piece Cleaver Sets, set. 1.90
Deluxe Aluminum 6 Qt. Pot, dz. 11.75
Deluxe Aluminum 5 in 1 Cooker, dz. 13.20
5 Piece Pantry Sets, Tin, Lg. Bread Box & 4 Pc. Canister Set, set. 1.75
Fancy Pillow, ea. 1.10

Send for free list of other items. 25% deposit, balance C.O.D. LOUIS L. SCHAFER, INC. 1257 W. 3rd St. Cleveland 13, Ohio

MECHANICAL TOYS (Occupied Japan)

- EASTER SPECIAL PICK CHICK \$1.25 Doz.
ITEM DOZ.
BOXERS \$4.80
Crawling Baby 5.30
Dancing Couple 2.30
Duck with Frog 2.75
Frog 2.00
Jockey and Horse 3.65
Naughty Dog 4.70
Pig 2.70
Small Porter 2.50
Traveling Boy 3.95

LUCKY NOVELTY PRIZE BOXES ASSORTED NOVELTIES OF ALL KINDS. 10¢ Items, \$8.00 Gr.; 25¢ Items, \$13.50 Gr.; 50¢ Items, \$25.00 Gr.; \$1.00 Items, \$41.00 Gr.

HAWAIIAN NUDE DOLL Made of soft flesh-like plastic rubber—like life, over 7 1/2" high. She wiggles, she shimmyes, she bumps, she grinds without any mechanical device.

"Sweetheart" Bracelet \$18.00 GR. - 1165 DOZ. EXPANSION IDENT. \$13.50 PER DOZEN. SPORT PENDANTS 1/2 DOZ. GR. - 13 DOZ. SAMPLE ASSORTMENT \$6.00 25% DEPOSIT ON ALL C.O.D. ORDERS. "Misco Pete" 604 W. LAKE ST. CHICAGO 6, ILL.

**JOBBER-DISTRIBUTORS**

Terrific Values & Flash in Real Fur, Plush and Plastic Stuffed Toys for Carnival and Concession Trade. Buy Direct!



#500  
Send for FREE catalog of new Jumbo Concession and Carnival numbers. Close outs always on hand. Special Jobbers' set-up. Write today.

25% dep. req. bal. C.O.D. if not rated.

◆ "500" Series, 14 1/2" to 19" standing Rayon Plush Terrier (illus.), Donkey, Elephant and Horse. All dressed in plastic collars, saddles, blankets, etc. Specially low priced \$36.00  
◆ #114-22" Cloth Carnival \$15.00  
◆ Doll, asst. colors \$5.00  
◆ #113-19" Rayon standing \$15.00  
◆ Majorette, asst. colors \$7.20  
◆ #18-11" Rayon Plush \$7.20  
◆ Scotty Dog, asst. colors \$7.20

**SPECIAL OFFER!**  
11" stuffed plastic doll. Pressed face. Dressed in skirt and hood, asst. colors \$7.20. In gross lots \$6.50 dz.

Send \$21.75 and Receive 27 SAMPLES in this ad POSTPAID!  
1 dozen Scotties, 1 dozen plastic Dolls, plus 1 each of the Carnival Doll, Majorette and one of the "500" series. All for \$21.75 postpaid.  
State nature of your business. No curiosity seekers.  
See our display at the Toy Fair, March 5-16, Hotel McAlpin, Room 772.  
Rep.: Mr. M. M. Chimaoff,  
**ACE TOY MFG. CO.**  
122 West 27 St. New York 1, N. Y.

**DELICIOUS CHOCOLATE EASTER EGGS**

Direct From Factory. Jobbers' Prices  
Luscious Coconut Fruit Cream Center. Hand Made. Hand Dipped. Each in Fancy Box. 1 Lbs., \$5.00. 24 to Case. Case Lots Only. Sample \$1.25 Cash C.O.D.  
**BARBARA FRITCHE CHOCOLATES**  
Frederick, Maryland

**CLEAN UP WITH PLASTIC RAYON TOWELS**

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch! All orders 50% deposit, balance C.O.D.  
**SUNBEAM PRODUCTS**  
434 4th St., South St. Petersburg, Fla.

**BUSINESS OPPORTUNITIES**

ADVERTISE IN 40 WEEKLY NEWS-papers; \$3.50 (24 words); 132,000 readers; Texas or elsewhere. M. Pennebaker, Kerrville, Tex. mh10

AN OPPORTUNITY TO INCREASE YOUR present income with a route of White's Comb Vendors; put one in every rest room; steady, proven profits, minimum servicing; a real service for patrons; each vendor holds 200 combs; write for sample comb and price list. White's Comb Vendor, Inc., 865 Grace, Elgin, Ill. mh24

ATTRACTIVE DEAL FOR PARTY WITH Tent Outfit; no seats needed; two day stand, sponsored show with kiddie rides. Sam Fraser, Safford, Ariz.

CALUMET COACH - CONCESSION Trailer; equipped for sandwiches and drinks, \$1,400. Frank Vlahov, 6848 Peoria, Chicago, Ill. Hudson 3-2065.

COLLECTION AGENCY BUSINESS EASILY learned by mail; pays big; free booklet Franklin Credit School, Roanoke 7, Va. mh10

FOR SALE - MINIATURE TRAIN AND Kiddie Car Ride; located in nationally known Lando Park; full price, \$4,900. Ray Biedermann, 1135 W. Mill St., New Braunfels, Tex. mh10

FOR SALE - KIDDY PLAY LAND AT WIS. Dells on Hy. 16; can gross \$60 per hour. Gus Sweeney, Reedsburg, Wis. mh17

FORTUNE RIGHT HERE - FINEST HAMBURGER spread in the world; you cannot stop eating it; secret formula, \$1 bill. Ed's Sales, Box 207, Timmins, Ontario, Can. mh17

FREE INFORMATION OF MANY SPARE time money making opportunities and small enterprises. Midwest Sales Co., Box 106BB, Nevada, Mo.

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies; buying direct from Indians; prices reasonable; free list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. ap28

IN OKLAHOMA CITY - CIGAR, NEWS AND Fountainette; sandwiches; leading office building; net profit over \$400 per month; beautiful fixtures; short hours; price, \$8,000 cash; write for free bulletin all kinds of business opportunities in Oklahoma. 228 Okla. Natural Bldg., Oklahoma City, Okla. Knapton Business Brokers, Inc.

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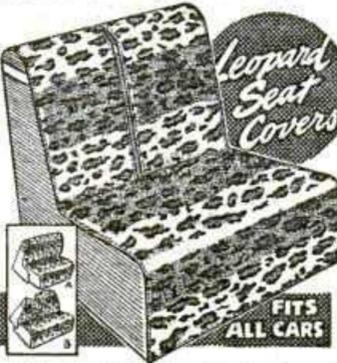
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A Large List of Secondhand Coin Machine Bargains will be found on p. 68 in this issue.

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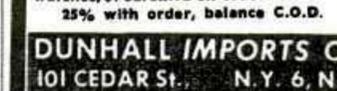


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NEW MEXICAN—(Top photo.) This volume-building shoulder bag has a squared, boxed, sturdy bottom for maximum capacity . . . two roomy, convenient side pockets and zipper compartment . . . lined in durable Suedette. (Suggested retail, \$35.) \$14.25

COLORADAN—(Middle photo.) This large shoulder bag has an adjustable strap . . . two roomy, convenient side pockets . . . wall zip compartment . . . durable Suedette lining. (Suggested retail, \$30.) \$13.25

ARIZONAN—(Bottom photo.) A real volume seller, this handsome underarm bag is something to rave about . . . 14-inch zipper top . . . large zip pocket inside . . . three separate, inside, roomy side pockets . . . Suedette lining. (Suggested retail, \$30.) \$12.75

**MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED! ORDER BY MAIL:** Send check or money order in full confidence. Postpaid if remittance sent in full, or send 25% deposit, balance C. O. D. For resale. DON'T DELAY! SEND YOUR ORDER TODAY!

**Atlas Novelty Mfg. Co., 1128 16th Street • Denver 2, Colorado**

**LOW-COST PHOTOMOUNTS—3x5, \$3 100;** write free samples, prices, other sizes. Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. ap7

**RELIGIOUS FILMS—ALL TYPES, NEW,** used, available rental or outright sale; lists free. Mosquill, 112 W. 48th, New York 19.

**THE NEW EASTMAN IMPROVED TYPE** Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. mh31

**PRINTING**

**ALWAYS LOWEST PRICES! QUALITY 3-**color 14x22 Window Cards, \$6.50 hundred; 16x28 size, \$11 hundred. Tribune Press, Earl Park, Ind. mh17

**ATTRACTIVE 100 8 1/2x11 LETTERHEADS** and 6 1/2 Envelopes, Hammermill bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. mh10

**ATTRACTIVE 175 8 1/2x11 LETTERHEADS** and 6 1/2 Envelopes, five lines copy, \$2 postpaid. Atlantic Printing, Box 224, Clifton, N. J.

"NEARGRAVURE EMBOSSED" LETTER-heads! Sparkling! Dynamic! Special En-gravings in Golds and Colors for Midways, Orchestras, Magicians, Circuses, etc. Samples Dime—Be Surprised! Solidays Color-print, Knox, Ind.

**RUBBER STAMPS, 3 OR 4 LINES, \$1** postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printery, 2715 Vine, Cincinnati O. mh17

**WINDOW CARDS, PROGRAMS, HERALDS:** Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. ap7

**ZINC PRINTING CUTS—2x3, \$1; 3x4, \$1.75;** 4x5, \$2.50. Cozart Engraving Co., Danville, Ill., Box 290.

**14X22 WINDOW CARDS, THE BELL PRESS,** Winton, Pa. mh31

**1,000 POSTCARDS, \$10, REPRODUCED** from photograph-negative or picture; 15 word advertisements, name and address; 16x28 size, or give them, mail for 1¢ sample, 10¢. Tuclaw Art, Stanhope, N. J. Dept. D-47, Chicago 32, Ill.

**1,000 DISTINGUISHED EMBOSSED BUSINESS** Cards, \$2.98; plain, \$2.75; samples, mail orders only. Ortiz, 1050 Fox St., New York 59.

**SALESMEN WANTED**

**AD MATCHES; SELL AMAZING DESIGNS:** 20, 30, 40 and 240-light book matches; bigger spot cash commissions; every business a prospect; repeats; start without experience, men, women; full, part time; buy nothing. Sales kit furnished. Match Corp., Dept. D-47, Chicago 32, Ill.

**EARN SPARE TIME EXTRA MONEY**—Show amazing cushion comfort shoes; to \$3.25 commission per pair, plus big Cash Bonus; experience unnecessary; write for Free Catalog, full information. Tanners Shoes, 776 Boston, Mass.

**MAKE MONEY WITH FAMOUS, EASY-**selling Bostonian Shirts; spare time, full time sideline; fabrics, outfit free. Bostonian, 89 Bickford, Dept. B-77, Boston 30, Mass.

**REGULAR \$35 SPINNER CLOCKS, NOW** \$20.2 for \$25; Plastic Face in standard colors, still retailing for \$50 in most States. EL-AY Novelty Co., 3400 N. E. 54th, Portland 13, Ore. mh10

**SALESMEN-AGENTS—SELL DIRECT:** BIG advanced commissions showing 1951 Rivercook suit line for men, women, fast sales, priced as low as \$26.50 and \$23.50 for volume sales; exp. unnecessary; free sample outfit. Inter-State Garment Mfg. (Est. 1922), 819-B Congress, Chicago 7.

**SCENERY & BANNERS**

**NIEMAN CARNIVAL-CIRCUS BANNERS** the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, Ca 6-2544. mh10

**SIDE SHOW BANNERS, 8x10 FEET, \$34.75;** artistic painted; also other banners made; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. mh17

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, DESIGNS** Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 200 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. Mitt Zels, 728 Lesley, Rockford, Ill. ap21

**WANTED TO BUY**

**BANNERS WANTED FOR MONKEY AND** Snake Shows; must be reasonable. Send description to Bernstel, 329 N. 10th St., Reading, Pa.

**MERRY-GO-ROUND, KIDDIE RIDES,** Horses, Parts, etc., used. Marquis, 12210 E. Kerrowood, El Monte, Calif.

**USED PHONOGRAPH RECORDS—1920 TO** 1940 period; any quantity, any label. Jacob Schneider, 128 West 66th St., N. Y. C. ap21

**WANTED—EVANS 5 FT. BIG SIX WHEEL;** must be reasonable; quote price, write. Carl H. Huff, 614 Chestnut St., Pittsburgh 12, Pa.

**\$4.20 Each**  
6 or more Sample \$4.70

**STEIN CLOCK**  
(Electric)



Durable Plastone case finished in beautiful harmonizing fast color. Dependable electric clock movement. Dimensions 9 1/2" high by 7 1/2" wide. Individually boxed. 25% dep. with order, bal. C.O.D., F.O.B. Chicago.

**COOK BROS.,** 816 W. Maxwell St., Chicago 8, Illinois  
WHOLESALE ONLY

**Fast Selling Magic Tricks!**

**MAGIC LIGHT BULB**  
Lights without any visible connections. Blow on it—the light goes out.  
SAMPLE \$1.50 Wholesale \$0.90 Doz. \$9.00

**MYSTIC PILLARS**  
Amazing cut and restored string trick. No skill required. Sells like hot cakes.  
SAMPLE 50¢ Wholesale \$2.00 Doz. \$4.80

**NICKELS TO DIMES**  
Place brass cap over 4 nickels—PRESTO! They change into 4 dimes! Precision made, brass. Sample \$1.00 DEALERS: 2 Doz. \$10.00 Postpaid

**REMIT WITH ORDER. WE PAY POSTAGE**  
DEALERS: Write for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. Please mention your line of business. 131-B W. 42nd St., New York 18, N. Y.

**D. ROBBINS & CO.**

**BALL POINT PENS \$1.25**  
Per Gross

WITH METAL CAPS & CLIPS  
CHEAPER THAN REFILLS  
Full Pen Visible Ink Supply

25¢ deposit with order; balance, C. O. D.  
**ARTHUR LEE CO., Dept. 88-10**  
16 Court St., Brooklyn 2, N. Y.

**BINGO Supplies and Equipment**

Red or Black Plastic INDESTRUCTO BALLS

ELECTRIC FLASH BOARDS  
ELECTRIC BINGO BLOWERS

Immediate Delivery  
Write Dept. K for Catalog and Sample Ball

**MORRIS MANDELL, INC.**  
26 E. 13th St., New York 3, N. Y.  
Phone: ALgonquin 5-5912

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24K Gold Plated 5-Piece Jewelry Set. Gold embossed \$29.50 price tag and 24K gold plate label. Plush silk-lined box. Must be seen to be appreciated. This set cannot be duplicated for anywhere near this price. SATISFACTION GUARANTEED. Immediate delivery. Available in other styles than illustrated. Comes in Rose, Blue and Multi.

#7008 \$51.00 doz. Samples, \$5.00 ea.  
#7008X NEW SPECIAL 3-PC. SET. Same high quality merchandise as above. Must be seen to be appreciated. Gold embossed Price Tag. \$27.00 doz. Samples, \$3.00 ea.

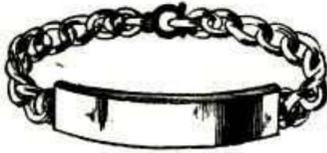
25% Deposit, Balance C. O. D.  
If not for resale add Federal Tax  
Phone: OREGON 3-6330



**CUTTLER & COMPANY, INC.**  
928 Broadway...New York 10, N. Y.

### IDENTS ARE HOT!

Extra-heavy, nickel-plated identification bracelet with heavy, flat link chain and sister hooks. Every family a potential customer.



**\$7.20 DOZEN \$72.00 GROSS** (Include 50¢ postage for sample dozen)

—Write for New 1951 Price List—

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893 Broadway New York 3, N. Y.

The Most Beautiful Table Lighter

"Tudor Castle"

### Candle Lighters

The only fully automatic Candle Table Lighter in the world. Fully automatic... a masterpiece of engineering.

- Extra large full capacity
- Fully guaranteed
- Moderately priced
- Highly polished Gold-toned finish or sparkling Nickel finish

For operators and jobbers only.  
WRITE FOR ILLUSTRATED PRICE LIST



**ALLWIN CORP., 9 N. 4th St., Minneapolis 1, Minn.**

### BARGAINS!



FREE!

SEND FOR OUR LATEST CATALOG

AIR CORPS GLASSES

Plastic case shaped to fit the glass  
**\$7.00 dz.—\$81.00 gr.**  
F.O.B. Phila.

NOVELTIES  
PREMIUMS  
NOTIONS  
JEWELRY  
GIFTS

**O. FAUST** WHOLESALE DISTRIBUTORS SINCE 1932  
223 N. 8th St. PHILA. 6, PA.

OUR LATEST GENERAL CATALOG

SEND FOR FREE COPY TODAY!

IS NOW AVAILABLE ATTENTION, CONCESSIONAIRES AND NOVELTY WORKERS

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

**GELLMAN BROS. INC.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**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

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.



### All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold.  
#B2256—Genuine 1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby amethyst, emerald sapphire, aquamarine, topaz, white fire opal.  
Per Doz. \$15.75



NEW CATALOG Listing Complete Line Sample Assortment—\$7.50, \$15.00, \$25.00. \$1 Per Doz. Deposit on all C.O.D. Orders.  
**DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa**

### \$1.00 STARTS YOU IN BUSINESS • NO COMPETITION

Start a year 'round business. Steady income. America's fastest selling religious jewelry. Millions of prospects. Sells on sight!  
FREE... New 1951 CATALOG of Proven Fast Sellers. Send \$1.00 today for a sample Miraculous or Sacred Heart pendant. The medal is encased in crystal clear EVERLASTING Plexiglas, 18" gold plated chain with lock. Red, Blue, Green, Gold, White or Crystal backing behind medal. Gift Boxed. Retail \$2.50; your profit over 100%. Send \$1.00 for sample and Catalog today.

**STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B-11, New York 23, N. Y.**

### 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

**AERIALIST FEMALE OR MALE—HIGH** ladder trapeze act; long outdoor season opening April 2; top salary, sleeping accommodations; state full experience, late photos. Cliff Curran, Box 558, Riviera Beach, Fla. mh17

**BASSMAN OR ACCORDIONIST, MUST** read, have tenor band conception; ballad vocalists preferred; long locations, wire or write; send picture, opening immediately. Jack Kerns, Elmo Club, Billings, Mont. mh17

**CAN PLACE EXPERIENCED DANCING** Girls and Girl for Sword Box and Ball; top salary, state room and meals; for further information write. Mel Lewis, Side Show Mgr., c/o Al G. Kelly & Miller Bros., Circus, Hugo, Okla. mh17

**CLARINET MAN, DOUBLE EITHER ALTO** or tenor for polka band; must have tone and good reader, start at Easter. Write Viking Accordion Band, Albert Lea, Minn. mh17

**DANCE MUSICIANS—GUARANTEED SALARY.** Cliff Eyes, Box 611, Mankato, Minn. mh17

**DANCE MUSICIANS—PREFERABLY DOUB-** bling vocals; weekly salary. Phone: 8-1295, Sioux Falls, S. D. mh17

**GIRL VOCALIST—CONGENIAL COMBO;** state all and enclosed photo; others write. Jim Peddycord, 444 Indiana Ave., Chester, W. Va. mh17

**LADY—HIGH TYPE, REPRESENT 45-** year-old company booking latest entertainment feature with civic and church groups in smaller cities; dignified, high earnings; need car. Write United Productions, 3419 Broadway, Kansas City, Mo. mh17

**LEAD ALTO AND CLARINET MAN—** Salary; also interested in Musicians doubling vocals. Lee Williams, 301 S. 45th St., Lincoln, Neb. mh10

**MEDICINE PEOPLE IN ALL LINES—** Show opens in May; Novelty Acts, Hillbillies, People that know the medicine business. Jerry Frantz, Slaton, Pa. mh17

**MUSICIANS FOR TWO-BEAT BAND—** Guaranteed salary, sleeper-bus. Write Bob Calame, 2107 N. 18th St., Omaha, Neb. mh10

**MUSICIANS—FOR REPLACEMENTS ON** territory band; no characters; salary guaranteed. Bandleader, Box 89, Grand Island, Neb. mh24

**NAME BAND NEEDS 3 MEN—1 LEAD** Alto, Clarinet, Baritone Sax, Bass Clarinet; 1 Lead Trumpet; 1 Violin; others also write; don't misrepresent, just write. Orchestra Leader, 6800 W. Roosevelt Rd., Oak Park, Ill. mh17

**MUSICIANS — COMMERCIAL DANCE** band; have every night; weekly salary; no lay offs; finest transportation. Bobby Mills, Columbus, Neb. mh10

**PERMANENT POSITION FOR GOOD MAN** with car; 45-year-old company serving school and civic groups with proven, no cost, fund-raising program; 3000 communities served, all groups interested; \$150-\$200 weekly commissions, plus bi-monthly bonuses. Write Field Director, 3419 Broadway, Kansas City, Mo. mh17

**TOP MAN FOR STANDARD KNOCKABOUT** Act; all summer's work. Contact Mike Taffan, Woods Theater Bldg., Chicago. mh17

**TRUMPET, DOUBLING VOCALS — SIXTY** per week; year around job; band on tour past three years. Wire or phone 2-4543, Jimmy Catchings, 500 10th St., Columbus, Ga. mh17

**WANT TO HEAR FROM SOMEONE WHO** has worked with Harry Houdini in his escape act; "Vulcon," contact Prof. Erwin Spies, 202 Lyell Ave., Rochester, N. Y. mh17

**WANTED—HAMMOND ORGANIST, PREFERRED** one that sings; also a Vocalist wanted. Aragon Tavern, 610 Sycamore, Waterloo, Iowa. mh31

**WANTED — EXPERIENCED, RELIABLE** Reptile Man; Assistant Manager, reputable, well-established reptile garden, April 1-October 1; salary plus housing, quarters for couple; send late photograph, full details, references, in first letter. Box 360, Park City, Ky. mh10

**WANTED FOR COMING TENT SEASON—** Song-Dance Team, Novelty Team, Canvasman, other useful people, write; making two-week stands, opening May 21; state salary. Barton's Ideal Comedy Co., 137 E. Spring St., Columbus, O. mh17

**WANTED—GIRL DANCERS AND STRIP-** pers for girl revue on large and cleanest carnival in the East; also a good Talker and a Canvas Man. Write. Revue, Box 1848, Uniontown, Pa. mh17

**WANTED—MUSICAL MED. SHOW PER-** formers, opening March. Write. Jostro, Box Three Hundred, Route 2, Dunn, N. C. mh17

**WANTED, IMMEDIATELY — ACCORDION** or Piano Man for high caliber trio playing pop, jazz, novelty, Western, club location; free to travel. Write (send picture) Orchestra Leader, 214 Second Ave. North, Great Falls, Mont. mh17

**WANTED — COLORED COMBINATION** Singer-Emcee; personable, attractive, young; call after 5 p.m. Columbia 2680, Florida Cafe, 14 Florida Ave., N.W., Washington, D. C. mh17

### 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 BARGAIN—CIGARETTE AND CANDY** Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago, Ill. mh17

**CAST IRON STANDS—WEIGHT, 25 LBS.** \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates, for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; 1/2 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill. mh17

**DIGGERS—SELLING OUT, EASY TERMS;** Eries for carnivals, without coin chute, and cabinets, Mutoscopes, Electro-Hoists, Exhibit Rotary Merchandisers (pushers), Digger Paris. National, 4243 Sansom, Philadelphia, Pa. mh17

**FOR SALE—ARCADE MACHINES AND** Equipment; send for list. McKee Sales Co., 2041 Kenneth Rd., Glendale 1, Calif. mh17

**FOR SALE—29 VICTORY STAMP VENDING** machines; like new; 5¢ 10¢ drop chutes; \$7.50 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. mh10

**FOR SALE — WURLITZER'S 6-1015'S,** 3-1080's, \$250; 1/3 with order, balance c.o.d. Knudsen Music Co., Wurlitzer Distributor, 201 E. 2d South, Salt Lake City, Utah. mh17

**FOR SALE—30 EXHIBIT IDEAL 1¢ CARD** Vendors, counter models, all steel cabinets, nearly new, price \$10 each. A. Gerry, Box 6435, Philadelphia 45, Pa. mh17

**FOR SALE—KEENEY TEN PINS, WILLIAMS** Twin Shuffle, Williams Deluxe Bowler, Pin Balls, Arcade Equipment of every description; buy direct from owner, save real money; send for list. Tri-S Amusement Enterprises, P.O. Box 642, Appleton, Wis. mh17

**FOR SALE—5 SEEBURG RAY-O-LITE** Shoot-the-Bear Guns, \$350 each, at 1/2 deposit, balance c.o.d. Earl's Novelty Service, 105 N. Parkerson, Crowley, La. mh17

**FOR SALE—SHUFFLEBOARDS, USED NATIONAL** 18 and 22 ft., adjustable fluorescent lights, excellent condition, \$75; or will trade for Universal Shuffle Alley. Chicago Bowling Machine, 2127 Belmont, Chicago. mh17

**FREE STAMP FOLDERS GIVEN WITH** every order; write for details and samples. Box 305, Miami 44, Fla. mh17

**FOR THE FINEST IN CIGARETTE AND** Candy Machines see Central; completely overhauled and refinished; see us on 30¢ mechanisms; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. mh17

**MUTOSCOPE SILVER GLOWS, GRAND-** mother Herooscope, Scroll Machine, Western Baseball, good condition; make offer. Kelley Ingoe, Route 1, Lakeside Park, Salem, Va. mh17

**ONE 1947 EVANS DOMINO, \$250; ONE 1947** Evans Bangtails, \$250; one late model Evans Races, payout and free-play with automatic horse selector, \$350; one late model Evans Lucky Lucr, 5¢, 5¢ 5¢, 25¢, 25¢ play, \$250; one good Track Odd, single tube, \$175; one good prewar Evans Domino, \$125; all these machines are in tip-top shape and ready for location; will accept model slots on trade-ins. Allan Russell, Box 223, Douglas, Ga. mh17

**PENNY THREE OR FIVE COMPARTMENT** Vending Machines, \$10; Penny Flipper Counter Games, \$10; Art Movies, \$10; Hamilton Scales, \$45. Al Hoff, 1918 Rose, Balto. 13, Md. mh17

**SELLING 200 O.K. GAMES, SHUFFLES;** low Billboard or highest offer; one or route. 3516 Tangerine, St. Petersburg, Fla. mh10

**ROUTE FOR SALE — PHONOGRAPHS,** Shuffles, Pins, Guns, Spare Parts, Tubes, Bar Boxes. John Kalasardo, Ladysmith, Wis. mh17

**STAMP FOLDERS—DIRECT FROM MANU-** facturer; unlimited quantities; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. L0cutt 7-1448. mh10

**STAMP FOLDERS DIRECT FROM MANU-** facturer; low, low prices; immediate delivery; write for prices and sample. J. Schenbach, 1645 Bedford Ave., Brooklyn, N. Y. mh21

**STAMP MACHINES WANTED—PLEASE** state make, condition and price wanted. Box 305, Miami 44, Fla. mh17

**WANT—SEEBURG THREE WIRE POST** War Boxes, Basketball Champ, Silver Bullet, Metal Typer, Midget Movies. Ace Music Co., Waukon, Iowa. mh17

**WANTED FOR CASH—BALLY CHAM-** pions, late series, and late Five Balls; state numbers, condition and best prices. Winton Brown, McMinnville, Tenn. mh24

**WANTED TO BUY—MILLS "ANIMATED"** Emerald Prediction Machine, Mutoscope Reel Machine, other Arcade Equipment. Kelley Ingoe, Rt. 1, Salem, Va. mh17

**WANTED—USED ATLAS BANTAMS; GOOD** condition, priced right; give key numbers. Write Vendors, Inc., Station E, Atlanta, Ga. mh17

**WANTED—MILLS 1-2-3 MACHINES, EX-** hibit Merchandisers; state price and condition. Marcus Holmes, 208 Harvard Ave., Point Pleasant Beach, N. J. mh17

**WANTED—USED FORD GUM MACHINES,** Stands; state condition, price. Write W. J. Kaib, 7 Thomas Ave., Butler, Pa. mh24

**WANTED—USED COIN OPERATED RA-** dios; state price and description. Winters, 9280 Yellowstone, Detroit 4, Mich. mh17

**IF MASTER BALL GUM MACHINES—WILL** vend 210, 170 or 140 count gum with charms; clean and in good operating condition; \$5.50 each in lots of 50 machines. Northwest Gum Co., 659 Adams St. N. E., Minneapolis 13, Minn. mh10

**8 FLASH BOWLERS—LIKE NEW, CHEAP.** Marcus Holmes, 208 Harvard Ave., Point Pleasant Beach, N. J. Phone Point Pleasant 5-1961 J. mh17

**40 ADVANCE BALL GUM MACHINES** with large Globes, good condition, \$4.50 each; send 1/2 deposit. A. Gerry, Box 6435, Philadelphia 45, Pa. mh17

### EASTER SPECIAL!



**MECHANICAL FUR COVERED HOPPING RABBIT \$4.50 DOZ. \$48.00 Gr. Individually Boxed. Immediate Delivery.**

#11 PRINT BALLOONS... \$5.25 Gr. 25% dep. with order, bal. C.O.D.  
**Kim & Cioffi** 912 Arch St. Phila., Pa. Market 7-2283

### PENNANTS

For All Purposes.  
Send 25¢ for Samples and Prices.  
**THE FELT WORKS**  
55 EDDY ST. PROVIDENCE 3, R. I.



**AGENTS—SALESMEN STREETMEN!**  
Just Out  
1951 Sensational "LAUGH GAG"  
"World's Biggest" Key Chain! 150% Profit  
Millions Waiting To Buy.  
Presents an unusual TIMELY picture—set in beautiful Plastic Case of attractive amber, crystal or green colors—filled with gold-tone beaded chain. Present world aggression makes this a wildfire seller. Just show and sell 50 to 300 every day for easy money.

Quantity	Your Cost	Sells 5¢ Each	Your Profit
25	\$ 2.00	\$ 3.75	\$ 1.75
50	3.50	7.50	4.00
100	6.25	15.00	8.75
250	15.00	37.50	22.50
500	27.50	75.00	47.50
1000	50.00	150.00	100.00

ORDER NOW—Be first. Send cash with order for immediate shipment—postage prepaid. HURRY—HURRY!  
**SELLWIN CO.** Flomor Building Chicago 5, Ill.

**ATTRACTIVELY GIFT BOXED**  
10 pc. Kitchen Set Stainless Steel... Each \$2.80  
15 pc. Cutlery Set, Stainless Steel... 4.00  
5 pc. Cleaver Set, Stainless Steel... 1.35  
**SILVERWARE**  
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.  
25% with orders—Prompt delivery.  
**THOMAS A. WOLFE, INC.** Dept. B2, 1133 Broadway, New York 10

**BALL POINT PENS \$6.50**  
Satisfaction Guaranteed For 1/2 Gross  
TRIPLE USUAL INK SUPPLY  
Cheaper than refills. Sample order 3 doz. for \$3.50 1/2 gross \$6.50 gross lots \$12.00 Postpaid, if check with order  
Low Prices on Walking Toys.

**EASTERN SALES CO.**  
MANUFACTURERS AGENTS  
DISTRIBUTORS NOVELTY GOODS  
P.O. Box 1047 Akron 9, Ohio

**SENSATIONAL PRICES Watches for Big Profits**  
GENTS' SWISS \$6.95  
LADIES' RHINESTONE SWISS \$7.95  
GENTS' ELGIN AND WALTONS \$8.95  
All Gents' Watches are complete with stretch bands and rhinestone dials or plain figured dials.  
PEARLS 25% deposit, balance C. O. D. Satisfaction \$9.00 per dz. \$15.00 per doz. refunded.  
**JEAN AND ENES** 2121 S. Bancroft St. Philadelphia 45, Pa.

**PHOTO STUDIOS—NOVELTY and CIGAR STORES**  
Brand new plastic Photo Key and Luggage Tags. Holds one small photo. Larger photos can be cut down to fit. Best identification for your keys. Suit Cases and Luggage if lost. Has space for name, street address and city, also car license number. Price \$12.00 gross, postpaid. Retail at 25¢. Free Display Cards. Fast seller or money back. Sample 25¢ in stamps.  
**C. GAMEISER** 146 Park Row New York 7, N. Y.

**AUTO WASHER**  
Your car sparkling clean—in a jiffy—Amazing "Suction" Auto Washer Simply glide over car. FIGHTS! Dust, grease, dirt, and grime disappear like magic. Leaves finish clear, lustrous. Auto washes like a mirror.  
**SAMPLES FOR AGENTS**  
Sample set sent immediately to all who send no money. Post your postal will do. SEND NO MONEY!  
**KRISTEE CO.** Dept. 1582 Akron 8, O.

**ZIRCONS**  
Set in Sterling Silver, Rolled Gold Plate and Gold Filled Mountings. Samples, \$1 each (no C. O. D.). Wholesale circular FREE. State your business.  
**GLOBE JEWELRY CO.** DEPT. 21-G WHEELING, W. VA.

**CHUCK FULL - CANDIES TOYS & NOVELTIES Wholesale 80¢ per Doz. "E" SALES**  
PARK RIDGE, N.J.

"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.

**MISS LOO LOO.**  
A similar number to above in Size and Performance and Make. Operates the same without transparent box.  
\$3.00 doz.—4 doz. lots  
\$4.50 doz.—Minimum 2 doz.  
\$2.75 doz.—Gross lots

**FAN DANCER — OO' LA SHEBA QUEEN**  
The lady is apparently alive. When stuck with suction cup to car or any surface, she bumps, wiggles and shakes—or stands on table in showcase. Made in full color magic skin like plastic with rainbow fan feathers.  
\$20—4 dozen \$38.00 Gross  
Minimum Order: 2 doz. \$7.00  
6 Samples, 2 each, \$3.00  
Jobbers, write for quantity discount.  
**HOT ITEMS—RUSH YOUR ORDER**

**LARGE MECHANICAL FUR COVERED TOYS**  
4 Doz. Lots Doz.  
Large Plush Hopping Rabbits \$4.25 \$4.50  
Large Fur Gorilla ..... 4.25 4.50  
Large Fur Jumping Dogs ..... 4.00 4.25  
Large Plush Circus Seals ..... 4.25 4.50  
Large Plush Bears ..... 5.75 6.00  
Large Plastic Itchy Dog ..... 1.50 1.75  
New, Improved Visible Fluid  
Lighter, 1 Doz. to Attractive  
Display ..... \$4.00 Doz.; \$45.00 Gr.  
We Prepay With Full Remittance or  
25% Deposit, Balance C. O. D.

**UNITED ENTERPRISES**  
175 5th Ave. New York 10, N. Y.

Merchandise Topics

Chicago

Unique and novel in the electric clocks field is the Stein clock offered by Cook Bros. It has a durable plastone case shaped like an old-fashioned beer stein with an electric clock in it, and is proving to be a good seller. . . . Joseph Bros. has announced a complete line of luggage, both leather and airplane style.

Pittsburgh

Edward Steele is selling for \$1.49 a transparent pouch of one-rib plastic material with bound edges to slide on an auto visor. An aluminum zipper holds the pouch in place. Pouch holds driver's accessories. . . . Brinn's China & Glassware Company offers a novelty salt and pepper shaker set. Salt shaker is cast as a browned, dressed turkey fresh from the oven; pepper shaker is the platter on which the turkey is served. . . . Cash Sales Company is presenting matched compact and costume jewelry. . . . A. H. Rapport Company reports chrome finish, automatic pencil lighters are going fast at prices from \$2.98 to \$3.50.

Los Angeles

Pico Novelty Company announces a new Comet wrist watch lighter for jobbers. Designed like a watch, the item is fully chromed. Its expansion bracelet, also chromed, gives eye-appeal. Touching a release opens lighter. A second flip ignites the lighter. The item is also handled by Frank Stein, of Frank Stein Jobbing. . . . According to Edward Israel at Normandie Sales, the firm has added four types of flatware to its line of premium merchandise. The company also carries a complete line of toasters, broilers and cutlery. . . . At Acme Novelty Company, Ben Goldfarb reports that he now has in stock a complete line of miniature cups and saucers as well as salt and pepper shakers. Nate Gainsburg, of Acme, is marooned temporarily in the Northwest due to floods.

From All Around

Mutual Distributing Company, Omaha toy and gift merchandise jobber, is on the lookout for new items, according to Jack M. Saferstein. . . . Something for the kids are the Ever-Ready Doodle Pad and Trace-Em of Tracies, Inc., Holyoke, Mass. The 79-cent retail pad holds 35 sheets of paper for pen, pencil or crayon. Trace-Em holds 20 Western pictures for tracing and a 28-sheet tracing pad retailing for 10 cents. . . . Hubbard & Company, East Alton, Ill., has metal lamp shade clips that prevent wobbly shades by securely fastening the shade to the reflector bowl. Three sell for 15 cents. . . . Tip-Top curl clips carded four for 10 cents or 10 for 25 cents are offered specially by Tip-Top Products Company, Omaha.

They're said to form a perfect curl. . . . Oval styrom plastic framed miniatures of floral, fashion, bird and religious subjects are offered by J. A. Grawemeyer & Son Company, Inc., Louisville, at 98 cents each. Gift-boxed and ready to hang, the pictures have over-all size of 9 by 11 1/4 inches. . . . Bill's Specialty Manufacturing Company, Milwaukee, has introduced glazed ceramic miniature beer steins with Gainsborough portrait decals and gold trim to retail at 79 cents. The same item, equipped with salt and pepper shaker tops, sells for \$1.49 per pair gift-boxed. . . . For premium users is Plas-Tex Corporation's cake plate with transparent cover.

INK-TO

**BALLPOINT PENS**  
\$11.00 PER GROSS

With **DISPLAY CARDS**

- Cheaper Than Refills
- Ink Visible at All Times
- Miles of Smooth, Clear Writing

Minimum Order—One Gross  
25% Deposit With Order

**INTERNATIONAL PEN CORP.**  
7 W. 22nd St. New York 10, N. Y.

We Sell Wholesalers Only **BINGO**

Specials—5 ups, 6 ups, 7 ups  
7 COLORS PAPER  
PLASTIC BINGO BALLS—MARKERS  
SERPENTINES—CONFETTI  
STAGE MONEY

**A. J. Wildman & Son**  
139 W. 19 St. New York 11, N. Y.  
Samples and quotations upon request

**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.

EXTRA SPECIAL

Get this beautiful, fast-selling 5-Piece JEWELRY SET in 24-K gold plate plus this lovely 7-JEWEL WATCH with sparkling new Rhinestone case and genuine Swiss movement rebuilt like new! BOTH for only . . .

\$12.95

Watch Only . . . \$8.45  
Jewelry Set Only . . . 4.50



Elgins, Walthams, Benrus with **RHINESTONE DIALS**  
Precision rebuilt movements. Lovely new cases, round or long, with lovely Rhinestone and simulated Ruby dials.  
7-Jewel, \$9.75; 15-Jewel, \$12.45; 17-Jewel, \$14.40.

\* Order in lots of 3 or more. 25% deposit on C.O.D. orders.

**Cel-Max**  
198 S. Main St., P. O. Box 473  
MEMPHIS, TENNESSEE

**MARDI-GRAS BOUDOIR DOLL**



The newest sensation of the season. Be FIRST with this NEW number, JUST OUT. Beautifully styled and dresses in Rayon Silk in gay carnival colors. The full polka-dot skirt has a two-tone color ruffle to match the bodice. A polka-dot clown style hat with gay ribbon streamers completes the costume. Sleeves and neckline of bodice, as well as hat, trimmed with lace ruffling. Unbreakable head, arms and legs. Hand painted facial features. Genuine Mohair wig. Overall length 30 inches. Individually boxed.

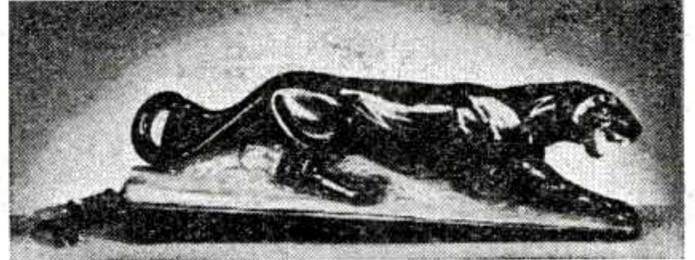
Number 4544—\$3.50 each in lots of 16 or more.  
Packed 16 to carton. Sample \$5.00 prepaid.  
Each \$4.00. Dozen \$46.50. F.O.B. Eastern Warehouse.

**FLOWER GIRL DOLL**

36" high with beautiful flower dress—long eyelashes, wig and hat—F.O.B. Milwaukee. \$40.70 Doz.  
Eastern shipping point, \$36.00 Doz.  
Packed 16 carton.  
Sample prepaid parcel post—\$4.50 Ea.

**WISCONSIN DELUXE CO.**  
Milwaukee 12, Wis.

Attention, Coin Machine Operators and Jobbers  
**Unusual Rock-o-Stone Television Lamps**



\$3.95, 6 TO CASE SAMPLE \$4.50  
Panther, Tiger or Leopard TV Lamps, 17 1/2" long, 6" high. Light fixture in body for indirect lighting. Hand-painted natural colors. Immediate delivery.

**H & H DISTRIBUTING COMPANY**  
5713 EUCLID AVE., CLEVELAND, OHIO 918 W. MARKET ST., LOUISVILLE, KY.

**HOSIERY**

ALL TYPES  
You save if you buy direct from the mill. Nylons, 51, 54 & 60 gauge. Men's 9 1/2 to 13 inch Anklets, 4 to 11. Mercerized (Durene), seconds and irregulars, priced to sell. Satisfaction guaranteed or money refunded.  
**TENNESSEE VALLEY MFG. CO.**  
2400 Dayton Blvd., Chattanooga 5, Tenn.

OUR MOTTO  
**A SQUARE DEAL**  
TO EVERY CUSTOMER

Fast Sales. Big Profits—Part or full time, original Koehler stock signs. 1500 varieties, sell all places; 4 1/2 x 11", 7x11". Also religious and changeable signs. Special offer, \$5 per 100 or \$1 for 15 7x11 best sellers, or for free catalog write KOEHLER, 135 Goetz Ave., Lemay 23, Missouri.

**PEEK-A-BOOS**  
With Key Chains, with all the new and latest sensational pictures. All assorted beautiful models in EACH dozen with gorgeous looking girls.  
\$10.00 Gross

**MIDGET LIGHTER**  
Smallest lighter in the world for ladies and men. Beautiful chrome and mesh finish.  
\$3.50 Dz.

**PENCIL Gold Metal Pencil and Lighter**  
\$3.50 Dz.

**JUMPING DOG**  
Fur jumping dog with rubber ball.  
\$24.00 Gr.

**Rubber Squeeze-Me Easter Rabbit Special, \$9.00 Gr.**

**FANETTE**  
The animated Pocket Show, made of soft flesh-like plastic rubber. She shakes, bumps—she wiggles and she is full of life-like color. Her dance is enchanting and she comes to life for the entertainment of all. Pocket sized and mounted within a clear plastic fish bowl.  
\$4.00 Dz. \$45.00 Gr.

**FISH SHIP GLOBE**  
Antimony Table Lighter. Large size . . . \$7.00 Dz.

**3-Piece Jewelry Set**  
\$13.00 Dz.

**WALLET—Pass Case and WALLET**  
With secret money compartment . . . \$4.50 Dz.

**MECHANICAL RABBIT**  
The mechanical fur jumping rabbit—the best jumper in the world. Terrific seller . . . \$4.50 Dz.

**FATIMA**  
Sensational Dancing Girl  
\$3.25 Dz.  
\$6.00 Gr.

**MILD CIGARETTE PACK VIEWER**  
20 poses of gorgeous girls to each pack—\$5.50 per carton—10 packs in carton.

**MATCHLESS FLAME**  
Sells on sight . . . \$1.75 Dz.  
18.00 Gr.

**MEN'S EXPANSION WRISTBANDS—Chrome**  
\$3.50 Dz.  
4.50 Dz. (Gift color)

**3-Piece PEN SET**  
consisting of ball point pen, fountain pen and pencil. In beautiful box. Assorted colors. Beautiful gold embossed \$7.50 tag comes with set.  
\$4.00 per dz.  
\$45.00 per gr.

**4-PIECE PEN SET**  
Contains Fountain Pen, Pencil, Ball Point Pen and Pen Knife . . . \$6.50 Dz.

**BOOT and HORSEHEAD TABLE LIGHTERS**  
Antimony \$6.00 Dz.

The newest sensation of the year  
**The New HOLLYWOOD GLAMOUR GIRL PENCIL**  
Big Flash  
It propels, repels and has a beautiful gold finish. All you have to do is press the top of the pencil and the barrel lights up and shows the most beautiful girl in the world. It is really a knockout. Assorted beautiful girls.  
SAMPLE \$1.00  
This is one of the outstanding numbers of all time.  
SELLING LIKE WILD FIRE  
\$4.00 Per Doz.

25% WITH ORDER, MONEY ORDER OR CASH, THIS IS OUR ONLY STORE  
**HARRIS NOVELTY COMPANY**  
1102 ARCH STREET PHONES: WA 2-6970—MA 7-9848 PHILADELPHIA 7, PENNSYLVANIA

### LOW PRICES—While Stocks Last!

In spite of rising markets, we will not raise prices while our stocks on hand last!!

### Popular Styled LIGHTERS



Best Quality CAMERA STYLE LIGHTER With Compass

Camera style with compass on front. Tripod and release can be removed for use as a pocket lighter. Each in box

No. BB83J822 Dozen \$12.00

**PISTOL LIGHTERS**  
Small size. Highly polished chrome plated with black trim on handle. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J852 Dozen \$6.75

Large size. Highly polished, chrome plated with black trim on handle. 3 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J852 Dozen \$9.00

**PEARL HANDLE PISTOL LIGHTER**  
Highly polished chrome plate with mother-of-pearl handle. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J851 Dozen \$12.00

### SPECIAL!! MINIATURE POCKET LIGHTER

On base. 1 1/2 inches high. Highly polished chrome plated. Individually boxed.

No. BB83J872 Dozen \$4.00

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

### ELGIN • BULOVA • BENRUS

Watches for Big Profits

Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new.

7-Jewel \$9.95

25% Cash or brings you our 72-page new 1951 wholesale catalog—will be credited to your first order.

### CHRONOGRAPH

Copies of \$75 watches with auto. colored radium dials, genuine leather strap. White cases. Individual gift box. Lots of \$3.95 Ea.

Rose colored case. Lots of 6, ea. \$4.75.

Samples, \$1 add'l. 25¢ add. Rhinestone Dial, 50¢ add. Wholesale Only—25% Deposit With Order, Balance C.O.D. Open account to Rated Houses.

\$235 Brings You Back -622.45

Start your own business—be independent—we will set you up with a well-balanced variety of fast selling watches, jewelry, etc.—and our new 72-page wholesale catalog. Write today for full details and listing of this sensational \$235 assortment.

### BRAND NEW RHINESTONE CASE WATCH

7-Jewel \$9.95

17-Jewel \$12.95

Copies of expensive \$200 and \$300 watches.

MIDWEST WATCH CO. 5 S. WABASH AVE. CHICAGO 3, ILL.

**Chi-Chi AND Fanny**

**THE FAN DANCER**  
She appears ALIVE when stuck, with suction cup, to surface in car, car motion makes her wiggle and shake or stand on desk in "showcase." Full color, soft, flesh-like plastic, colorful feather.

**THE POCKET PEEP SHOW**  
She bums, wiggles, nods her head. Just turn crank and this little blue-eyed blonde comes to life. Soft flesh-like plastic, clear "fish-bowl" box.

**Fanny**  
Same as above but without "fish-bowl" box.

Price: \$2.50 Doz. \$25.00 Gr.  
SAMPLES 50¢ with One ea. of all, ord. Bal. \$2.00. No c.o.d. c.o.d. Jobbers, write for prices.

Price: \$2.40 Doz. \$24.00 Gr.

**Standwell COMPANY** 2709 SOUTH HILL STREET LOS ANGELES 7, CALIF.

### 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

HARRY MAHREN RING CO. 303 5th Ave., N. Y. 16, N. Y.

**JEWELRY SETS—COMPARE PRICES**  
Style packed value 24 kt. G.P. matching Necklace, Earrings and Bracelet in rose, aqua and amethyst colors, large stones. \$19.95 Tag—\$30.00 Doz.

Popular rhinestone Chain Sets—100 sparkling 16 S.S. stones, each set rhodium finish, will not tarnish. Neck, Earrings and Bracelet to match, \$25.00 Tag—\$36.00 Doz. All sets plush covered satin lined boxes. 25% deposit, balance C.O.D. Add \$1.00 for samples.

**RAY BAR CO.** Providence 7, R. I. 862 Broad St.

**LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.**  
Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C.O.D.

**GAINOR SALES CO.** 414 Transportation Bldg., Detroit 26, Mich. Phone: Woodward 2-8015

**ENGRAVERS** with it since 1907 phone: BAYport 1-5338 day and nite service

**MILLER CREATIONS** 7739 Avalon Ave. Chicago, Ill.

send for new 1951 CATALOG

**STEEL OR WOOD CHAIRS**  
Folding or Non-Folding  
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.

**ADIRONDACK CHAIR CO.** 1140 B'way, N. Y. (27 St.), Dept. 4. MU 3-1285

## Pipes for Pitchmen

By BILL BAKER

DR. DAVIS... is working South Carolina sales, with headquarters in Columbia.

We've yet to see a pitchman who was at a loss for words.

FURNE SPAIN... is purveying his wares out of Columbia, S. C., to good returns.

Believe in your item and your tip will follow suit.

POTTIE DILLAN... is reported to be working to good scores at Minnesota spots. Pottie has been spending his winters in the North and his summers in the South in recent years.

Live up to your possibilities by doing your best work all the time.

DOC ROBERTS... had his med show clicking in Albany, Ga. He's located just across the street from the winter quarters of Tennessee Valley Amusement Company.

Hard work and effort is the answer to ease, comfort, rest and relaxation.

NITO ALMENDEREZE... the Monkey Man, left for Alice, Tex., after working the Fat Stock Show at Fort Worth.

Confidence in yourself and your item go a long way in assuring your success.

RIC BELLE... is reported to have chalked up some good scores with gadgets at the Fat Stock Show, Fort Worth.

The successful worker makes his exit before he wears out his welcome.

LOUISE MOORE... is working shampoo in Woolworth's five-and-dimer, New Orleans. She'd like to see pipes here from Eugene Loveless.

Let your actions be determined by selfish motives and you are without friends.

"EVERYTHING WENT as expected here," blasts Big Al Wilson from the Fat Stock Show, Fort Worth. "Much rain fell and several nights were cold. Children's Day, February 23, was lost to rain. Gadgets got a little money but outside spots suffered because of no afternoon shows. The show

is greatly overrated for pitch business outside. Yet, I believed that if a strong straight 10-minute or five-minute pitch could have been made inside it would have clicked. The next hitch was the money they were asking for the spots. They were way out of line. Some day these smart operators will wake up and float down to earth. The only way this clip will stop is when the boys back up and don't come in. Then, they'll talk business. I worked cards and also spent a few days on screens to good returns considering the weather."

Patch up your pitch if you will, but remember you can't keep the patches from showing.

BARNEY KAPLAN... and Al Parker are in New Orleans, following a successful two-month stand in Detroit.

You don't have to continually tell your cohorts how good you are. You'll get credit if you are deserving of it.

"I'VE BEEN HERE... all winter," letters George H. Brooks from Houston. "Spent most of the time working balloons and monkeys at college basketball and football games. The Fat Stock Show and Rodeo here was the worst blank I ever played. I worked Hopalong Cassidy books for Lefty Shapiro, who was concession manager for Red Lux, of Cleveland. The only items that sold were the souvenir programs. Among novelty agents working the event were H. J. Weiss, Al Weston, Johnny Barber, Joe Marks, Tommy Hudson, K. Odell and Lefty Mason. Following the local show, most of the boys left for San Antonio. I plan to take in the race, meet in Hot Springs and then head for Memphis."

We know some pitchmen who seldom think of saving money until they realize that they don't have much left.

SIGHTED IN... New Orleans recently were Slim McKnight, Morris Bluestein, Morris Mann, Jack Allen, Sammy Drucker and Ben Terpin.

Most lobby gows don't hold the respect of others because they have none for themselves.

DR. M. J. LOCKEY... is working sheet at South Carolina locations to good returns. He's headquartered in Columbia. He says that Spud Mangrum was a recent visitor and that Mangrum is in good shape excepting that he's having trouble with his eyes. "He can't see anything less than a double Willie," Lockey adds. Lockey says he'd like to read pipes here from Pardee, Al Harvey, Dr. Dale and Jack Ryan.

"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."—Mickey Evans.

SAM GOLDON... known to the knights of the tripe and keister as Sam Conley, is at his home, 612 Henry Clay Avenue, New Orleans. He recently had to have both legs amputated and would like to read letters from friends.

**NOTICE**

First time available to general trade, year's finest toy, the BRONCO PONY, television's inflated hobby horse, 28" high, made of vinylite plastic so strong it holds 250 lb. man... as advertised (at \$2.49) on over 450 television and radio stations throughout country this winter, creating huge ready market waiting for your Children Love It Demand is terrific... and will still increase, for Bronco Pony is also ideal water toy (beach men, note). Production costs rising due to vinyl scarcity; soon unobtainable. ACT NOW! First come, first served. Dealers, concessionaires, \$16.20 doz.; by carton, 50 pcs. \$45; all F.O.B. 25% dep., bal. C.O.D. Samples, \$2.00 ea. pp. Jobbers invited. Write, wire

**GRAND NATIONAL DISTRIBUTORS** 4248 Fourth St., S. E. Washington 20, D. C.

FLASH! Just out for Easter! Similar 2" vinylite BUNNY! Kids all ages can ride it, too—same prices. Order now!

**NOTE**  
We regret the delay in shipping many orders which followed the first appearance of the above ad in the Feb. 10 issue and thank you for your indulgence. The unexpected avalanche of mail orders received threw us off schedule, however we have greatly expanded our production and distribution facilities and now ASSURE IMMEDIATE DELIVERY ON ALL FUTURE ORDERS! You have ample time for Easter!

**DIRECT From Manufacturer Sensational Value**

Beautiful 3 piece set Hoods point fountain pen, automatic pencil and precision ball pen. Assorted colors, smart finish. Attractively boxed.

**SPECIAL PRICE \$54.00** Per Gross Sets  
Sample Set, \$1.00.

25% deposit with order. Send \$5.00 for complete Sample Line.

**ORDER NOW!**

**H. EPSTEIN** 27 East 22nd St. New York 10, 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.** 1012 W. Belmont Chicago 13, Ill.

**COLOR CATALOG SENT FREE!**

**NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS**

**PREFERRED DISTRIBUTING CO.** 5911 BAUM BLVD., PITTSBURGH 6, PA.

**\* Bulova \* Waltham \* Elgin \* Gruen \* Bonrus**

Latest Style Cases. Men's Rebuilt Wrist Watches. Fancy Crystals. New Type Rhinestone Dial. Alligator Strap.

\* 7 Jewel \$9.95 \* 15 Jewel \$11.25 \* 17 Jewel \$12.95

**Special Men's Lucerne Wrist Watch**  
Gold-Plated Case. New Rhinestone-Type Dial. Alligator Strap.  
\* 15 Jewel \$8.95 \* 17 Jewel \$10.95

**Gold-Plated Expansion Band, 7 1/2" Additional.**

**LADIES' LUCERNE WATCHES**  
White or Yellow Rhinestone Cases. Beautiful Snake Bands.  
\* 7 Jewel \$9.95 \* 17 Jewel \$10.95

**BULOVA or GRUEN Ladies' Watches**  
\* 17 Jewel \$15.50

All orders C.O.D. Resale only. \$5 deposit. Money refunded 10 days. Write or phone. We ship Railway Express. All mose. guaranteed.

**K. & L. JEWELERS** 442 So. Spring St. Los Angeles 13, Calif. Phone: Michigan 4678

**"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"

**ATTENTION Man'fact'rs—Jobbers**

**Miniature & Pocket PIN-UPS**

In natural color from Kodachrome, photos of Glamorous Art-Models, exceptional quality, assd., on fine glossy stock, for insertion or paste on Wallets, Keytabs, Novelties, Liters, Compacts, Cases, etc. add real sales punch to your line with these. \$3.50 M up. Sizes: 1 1/4/1 1/2 to 2 1/2/3 1/2.

Samples and prices on request

**GOLD ARROW PRODUCTS** 7509 Melrose Ave. Hollywood 46, Calif.

**OAK-HYTEX FLYING SAUCER BALLOON**

.. Red Hot Pitch Item  
Action! Noise! order from your jobber

**The OAK RUBBER CO** RAVENNA OHIO.

**PITCHMEN! SALESMEN! HOTTEST, CLEANEST, FASTEST—COSMETIC DEAL!**

Terrific for demonstration—nationally advertised—proved by terrific gross wherever worked. Available only for fairs, home shows, garden shows, expositions, celebrations. Not a "gimmick"! Largest selling cosmetic item of its kind in the world. Write for complete details.

**GUITARE, INC.** 652 N. Robertson Blvd. Hollywood 46, California

**PHOTOS in MILLIONS**  
QUALITY PHOTOS IN QUANTITY  
8 x 10—5¢, Postcard—2¢, Blowup, 20 x 30—\$2, 30 x 40—\$3. NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes. Write for FREE sample & list 88

**MOSS PHOTO SERVICE** 350 W. 50, N. Y. 14

**Big Profits**  
Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.** 303 Degray St. Brooklyn 2, N. Y.

**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. about March 18, President Hotel.

# END SHORTAGE WORRIES NOW FREE

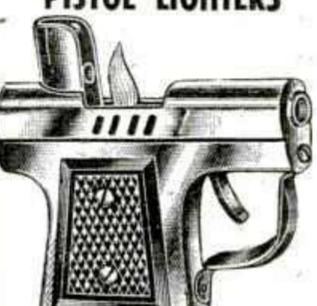
674 Profit Proved Salesmakers

• No shortages here! Dozens of household winners! Hundreds of grab-on-sight specialties! Scores of office and business necessities! Gobs of apparel hits for the whole family! Each a tested money-maker. If you're a distributor, jobber, crew manager, specialty man, we've got the big profit line you're looking for RIGHT NOW! Send for huge package of proved salesmakers—absolutely FREE! Write now while they last.

## HAMILTON SALESMAKERS

Dept. B  
421 N. Oak Park Oak Park, Ill.

### PISTOL LIGHTERS



No. 106195.....\$8.40 Per Doz.  
Regular size, highly polished, chrome plated with black trim handle. Size 2 3/4 x 2 inches. Each in box.

No. 106177.....\$6.75 Per Doz.  
Small size, 2 1/4 x 1 3/4 inches. Same as above.

No. 106111.....\$12.00 Per Doz.  
Regular size with Mother of Pearl handle. 2 3/4 x 2 inches. Each in box.

CATALOG NO. 55 B F  
Contains most everything in merchandise for the Jeweler.  
CATALOG NO. 105  
Contains complete selection of engraving jewelry..... especially for the engraver and the demonstrator.  
(STATE YOUR BUSINESS)  
All Orders Shipped Same Day Received

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ALL PHONES: Central 6-7966

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### 12 SETS FOR THE PRICE OF 1

Necklace, brooch, bracelet, earring set. This remarkable 5 piece 24K gold plate ensemble contains 10 gigantic, beautifully colored center stones surrounded by 24 luxurious full-cut, sparkling rhinestones. All in a gorgeous 2-tiered satin-lined, velvet lined covered, hinged box measuring 14"x7" open. What an assortment! What a Buy! Regularly \$39.50 retail only.....\$39.50 DOZ.

Sample.....\$4.  
\$3.50 cleaver cutlery sets \$1 ea.  
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MU 4-6756

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ONLY \$675

NOVELTIES  
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—SPECIALS—  
BUY NOW WHILE SUPPLY LASTS!  
Dart Balloons, Gr. .... \$ .99  
1-inch Circus Print Balloon, Gr. .... 4.80  
Asst. Key Chains and Charms, Gr. .... 2.50  
1-inch Feather Doll, Celluloid, Gr. .... 13.50  
Lick Lash Whip, Tipp, Gr. .... 15.60  
5% Deposit With Order, Balance C.O.D.  
Send for Free Catalog No. C51.

### OPTICAN BROTHERS

SINCE 1909  
10 W. NINTH ST., KANSAS CITY 6, MO.

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DRAWINGS FROM  
HUMAN FIGURES!

For the artistically inclined! Contains HUNDREDS of illustrations—Nude, Charts and other Detailed and Painted information on every Part of the Body, Both male and female. Paced—in Repose and in Action. Priced \$1.00 specialty at.....\$1.00

VERLY BOOKS, 80 E. 11 St., Dept. B-16 N. Y. 3, N. Y.

### SOMETHING NEW!

Unpainted Home "Television Bar."  
Travelite Electric Bingo Blower.  
Priced so you can buy today!

**LIPKA MFG. CO.**  
New York 9, N. Y.  
East 11th St. Spring 7-2327

### Flu Slaps Acts

• Continued from page 50

died Friday after extensive efforts to save her had failed. Prince also battled with three lions during the week and in each case Beatty was able to separate them without serious injury.

Beatty stated again that he would keep Prince in the act. It also was learned that he had ordered four new tigers from Henry Trefflich, animal importer, and that the recruits probably would be flown from India.

Week-end shows (23-25) were turnaways, with 6,000 overflow Saturday and 5,000 on Sunday. Mid-week shows ran close to three-quarter houses in the second week of the stand, and full houses were promised again for the closing week-end (2-4).

Normal capacity under present regulations here is figured at from 12,000 to 13,000. Use at week-end shows of movable park benches in the arena makes an exact count impossible.

### Davenport Tells

• Continued from page 50

has been engaged as superintendent of the welding and work shop. The show will move on between 18 and 25 show-owned trucks. Davenport said government busses had been purchased for use as sleepers and that two elephant semi-trailers have been delivered to quarters by the Fruehauf shop in San Antonio. It also was reported that Baxter Bros. will use a canvas spool truck built under Kelly-Miller patents.

Baxter and Davenport recently returned from Mexico, where they signed talent. Among those reportedly under contract is a South American magician. The show's 12-lion act is being worked by Arumai Singh Saboo. Frank Fizzell will be superintendent of 10 elephants. Ed Martin will have the horses and ponies.

Already engaged for the staff are Pete Linderman, general agent; Harry Hammond, boss butcher and concession manager, and Joe Baker, legal adjuster.

Dave E. Temple, of Central Show Printing, has been in quarters here arranging for 1951 paper.

### HOTTEST DEAL IN THE WORLD

Everyone wants this Daring New Deck of

## 52 TEMPTING ART STUDIES

in Natural Color  
—a Plastic Coated PLAYING CARDS!  
MODELS OF ALL NATIONS! Most startling deck of playing cards you ever saw. REAL art studies. Every card different. Loveliest models photographed in most inviting poses—in full color. Sells on sight. Rush order today! You won't be disappointed.

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- 188 W. RANDOLPH ST. CHICAGO 1, ILL.
- 390 ARCADE BLDG. ST. LOUIS 1, MO.
- 6000 SUNSET BLVD. HOLLYWOOD 28, CALIF.
- FOX THEATRE BLDG. DETROIT 1, MICH.

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All Kinds—PULL TICKET GAMES

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1000	5¢	J.P. 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

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DISTRIBUTORS AND OPERATORS

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## Salesboard Sidelights

Universal Manufacturing Company, Kansas City, Mo., reports that president **Joseph Berkowitz** is rooting for the new Match Pak release, Big Haul, featuring a jackpot in its cover. Altho just introduced, Berkowitz says initial response is already outrunning expectations. Universal general manager, **Sol E. Levinson**, tells the tale that Joseph has been staying close to home grounds lately, doing everything possible to spur production on Jar-O-Do products so that demand can be met. He says sales are now at a higher point than anytime in Universal's history.

Berkowitz chimes in that Bee-Jay Products, Chicago, is also loaded down with orders and its salesboards are flooding thru the production lines. Both plants are in the process of releasing many new board and ticket numbers in the next 30 days, he announces. **Henry Gutentag**, sales manager for both plants, is setting his plans for an extended tour thru the country beginning about April 1. He will be carrying most of the new deals being released.

Big news from Superior Products, Inc., Chicago, is the trade reaction to the nickel Smoky Ben and quarter Aces Up boards. **Ralph Cryer**, advertising manager, states both numbers are cropping up top winners on both the player and operator fronts. Superior's trio of new dime play boards, Easy Tens, Rabbit Foot, and Clover Queen are continuing in the velvet, sales-wise, Ralph adds.

**Roy Galentine**, Galentine Novelty Company, South Bend, Ind., sums up a satisfied outlook on business with the comment that his firm is working practically "day and night to fill orders for Blackhawk boards and jar deals": ... Werts Novelty Company, Inc., Muncie, Ind., is also riding the

good-order-rate news wagon. **Ralph Young**, general manager, tells of maintaining peak production.

**Jerry Scanlan**, Chicago, has boosted coverage and order demand for his Little Chief games line by increased representation over the past year. Jerry backs up this claim with reports of personal contact with the field during recent treks, supplementing fieldmen's better business tidings.

## 17-Act Bill

throws knives and torches at Suzi after a lariat routine. The Great Fallini does an aerial bit in white tie and top hat, smoking a cigar. The drunk act makes up in style what it lacks in thrills.

In front of the band above the entrance to the ring is a stage where Mercaux and Lilane's hand balancing and Willy Jo and Company, cyclists, were spotted while ring changes were made. The four Kleins come on with a trick cycle routine that features an interloper a la Hanneford. The Dinnats, billed as trapezists, work a stationary, four-sided bar and wind up with a death jump minus a net.

## Polar Bear Act

The Rigettis, boy and two girls, work a free-ladder number. Big animal feature is the nine polar bears who do a simple routine on slides. Aspect of the show strange to America is the talking clown. The comic always is a tramp, and the white-face is dressed in satin and sequins and plays it straight. The first pair, Maiss and Mimille, did a record mimicing number to music from *Carmen*. The second pair, Rolph and Zavatta, do a bird whistling courtship and follow with a musical instrument run which involves bugles, bass drum and cymbals. Routine garners some of the show's top applause.

Considering the difficulty of moving acts in and out of one ring, the show moves fast, but the acts lack American flash. Circus directors are Rosier and Weberty, and the band is led by Raymond Brunel, with the outfit augmented by a Hammond organ.—ARTHUR ROSETT.

## Pawnee Starts

Continued from page 50

boss canvasman, assisted by Verne Monroe; Squaw Willie, elephants; George DeSilva, Side Show; Eddie Comstock, music; Benny Wells, front door; Mr. and Mrs. Ben Martin, cookhouse, and Bill Volin, boss butcher. Concessions are show-owned.

Big top is an 80 with three 40s, and the Side Show is a 50 with two 30s. Both were purchased from Bernice Mendelson, of O. Henry Tent & Awning Company, Chicago. A pit show is to be added later, Vandegrift stated.

Benny Wells did the scenic work and lettering on the white rolling stock.

Green was with the Queen City Shows in 1950 and formerly was with Royal American Shows for many years.

## Clarke Dies

Continued from page 50

Hippodrome and in Cuba and Mexico a year, the act joined Ringling Bros. in 1906 and remained 21 years.

After 1927 they were with Sells-Floto, Al G. Barnes, Hagenbeck-Wallace, Cole Bros., Gorman Bros., Patterson, Tom Mix, Hagen Bros., Horne Bros. and other shows. The brothers and their families were versatile performers, presenting various equestrian, aerial and ground acts as well as clown turns and concert bits.

Clarke is survived by a son and three daughters, including Mrs. Kay Clarke Burslam, of the Ringling show. Mrs. Ernestine Clarke-Bear, of the Polack show, is a niece.

## Letter List

Continued from page 60

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 19, N. Y.

Arckerman, Eddie  
Adams, George Pete  
Adams, Steve Pete  
Alvarado, Toni  
Andrews, Lois  
Betekey, Frieda  
Bixler, Elsie  
Carlwell, John  
Clifford, Addie  
Corington, Johnnie  
Ferrose, Mike  
Flynn, Jack  
Frakson, Jose  
Hanna, Morris  
Hudson, Billy T.  
Julien, Leo  
Kayee, Mary  
Kiddon, George

Lang, Harold  
Langston, Barbara  
Latourelle, Violette  
Lynn, William  
O'Donnell, Skippie  
Pickard, Charles & Whitey  
Poole, E.  
Rivard, Bernard A.  
Rogers, James  
Schermmerhorn, Arthur C.

Scott, Mary  
Taylor, John William  
Tinsley, J.  
Woodman, Carl W.

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Alvarado, Tom & Betty  
Bockett, Joe  
Brown, Roy  
Brady, Robert S.  
Bruckner, John  
Friedler, Chas. Steven  
Gierist, Gus  
Hager, Dotie  
Hennessey, Russell  
Kenworthy, Grant  
Ku, George

Lester, Veronica  
Murphy, Warren  
Muto, Frances  
Palmer, Albert  
Rogers, Dick  
Sparks, Max  
Spensberg, Henry  
Wallace, David  
Wristley, Stan & Tiny  
Young, Harold

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

Akins, C. W. "Brownie"  
Alkon, Harry  
Arluengo, Leo  
Austin, Frank L.  
Bailey, Wm. J.  
Baldwin, B. J.  
Bales, Mrs. Dorothy  
Baysinger, Al  
Bennett, Charles  
Beos, Rubb House

Lee, Jeaney  
Leight, J. R.  
Litta and Wiburg  
Litta, Goss Frank  
Lopez, Linda  
Love, Harry G.  
Lunzer, Richard  
McCoy, Mr. & Mrs. A. A.  
McCrary, Tex  
McGuire, Arthur E.  
McLean, Ray  
Malone, William Tracy  
Marsh, Frances T. & Marshall W.  
Martin, Louis James  
Melbye, Viggo  
Melvin, Bob  
Meyers, Gypsy Bob  
Middleton, Mrs. Ann  
Moller, Bertram E. & M.  
Moodle, Harry  
Morehouse, Clinton M.  
Morse, Virgil L.  
Murphy, Jack  
Nelson, Mr. & Mrs. John  
Nelson, G. E.  
Ogden, William  
Osborn, Friday & Math  
Page, W. A.  
Payne, John  
Peters, J. W.  
Peters, Ray & Margaret  
Pierce, James C.  
Pigg, Dennis  
Powers, Cecil J.  
Prewett, Mrs. David  
Ranzanski, U.  
Redd, Delbert E.  
Reis, John A.  
Remirro, Rickey  
Reynolds, L. C.  
Reynolds, Peggy  
Riley, Ted  
Rinehart, S. W.  
Robinson, Bob  
Rosier, Roy  
Ruddy, George  
Ruth, Mrs. & Mrs. Ted  
Satterly, Esther  
Serbia, Edward F.  
Shavane, Jimmie  
Shepherd, Merton U.  
Shipley, Leonard L.  
Sims, J. W.  
Simmons, Morris  
Skenn, Lloyd G.  
Smith, Albert F.  
Smith, Francis Milford  
Smith, Iola B.  
Sorenson, C. H.  
Staley, Loyal G.  
Stewart, F. E.  
Striegel, Charles  
Sulzinger, Jim W.  
Tabert, Henry C.  
Thornton, Dick  
Thornton, R. R.  
Tomblin, L. L.  
Turner, Cowboy & Cow Girl

Vining, Bill  
Vommer, Albert J.  
Wadsworth, Harold V.  
Wells, Sam B.  
Wells, Thomas F.  
Wetherbee, Mrs. Harold  
Wigman, Edwin  
Wilson, Blackie  
Wilson, H. A.  
Wilson, R. A.  
Wuetherick, Mr. & Mrs. John

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1800 5¢ Lulu, X Thick ... Prof. 18.00 1.25

1000 10¢ READY MONEY ... Prof. \$50.00 \$ 1.00  
1000 25¢ J.P. Charley, X Seal ... Prof. 52.00 1.25  
1000 25¢ Texas Charley, X Seal ... Prof. 102.28 1.25  
240 6 for 25¢ Giant Hole ... Prof. 33.00 1.25  
1000 5¢ J.P. Girlie Bds. ... Prof. 28.00 1.25

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**SIDE SHOW ENTERTAINER, MAGICIAN**, Musician. Acts. Ray Lynch, R.D. 2, Coatesville, Pa. mh17

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**ELECTRICIAN, TRANSFORMERS OR GENERATORS**, knowledge truck repair; sober, reliable, own car and tools. Wm. Hastings, 1309 S. Toberman, Los Angeles 15, Calif.

**MECHANIC—EXPERT, TWELVE YEARS' experience**, all phonographs, amplifiers, Games, Consoles Slots; Seeburg 100, Wurlitzer 1250, all remote control; am dependable and want permanent employment. Write Box #C-323, c/o Billboard, Cincinnati, O.

**MR. MUSIC? WELL, NO—DIGNIFIED WAX-waxer**; word-weaver seeks congenial announcing job; two years' experience; small, progressive Eastern station preferred; 34, married. Box C-325, Billboard, Cincinnati, Ohio.

### MUSICIANS

**AT LIBERTY—ATTRACTIVE GIRL**, Trombone, double alto sax, experienced with large and smaller orchestras; prefer small combo, location job; read, ride and union. Laura Pastor, 807 S. Barnett, Dallas, Tex. Phone Yale 0761.

**A FIRST-CLASS RINK ORGANIST** desires connection progressive year 'round rink; 10 years' experience better BSRGA rinks. Box C-323, care Billboard, Cincinnati, O.

**ATTENTION—BANDS, COMBOS, WESTERN and Hillbilly**; best Fiddler-Violinist available; sober, black hair, 5'8", 150 lbs. Tony Franklin, Kellogg 4-4004, P.O. Box 154, Oakland, Calif.

**AVAILABLE—VIOLINIST WITH SYMPHONY, hotel band, Western, radio and television experience**; play hot fiddle, double trombone; draft exempt, union. Musician, 713 West 14th St., Austin, Tex. Phone 25532.

**AVAILABLE—EXPERIENCED, RELIABLE, sober, solo or combo pianist, double organ**; draft exempt. Contact Oliver Compton, "Once the Ship," Dresbach, Minn.

**HAMMOND ORGANIST WITH ORGAN, Chimes**; sweet music for your cash register, customers! Photo, record, reasonable; draft exempt P. O. Box 206, Chicago, mh10

**PIANO AND SOLOVOX ENTERTAINER**—Attractive girl; all types of music, no vocals; reasonable salary. Box C-327, care Billboard, Cincinnati, O.

**VOCALIST—EXPERIENCED QUARTET work**, solo, clubs, bands; just completed 2 months N. Y. Henry MacKay, 731 S. Crescent Ave., Cincinnati 29, O.

### PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE jumping**; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

**"ENGAGE" CHARLES LA CROIX, O.U.T.** 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.

**PAMAHASUKA'S FAMOUS TROPICAL BIRD Circus**; it's tops; macaws, cockatoos; the oldest, the best in America; also Dog, Pony, Monkey Circus. Geo. E. Roberts, Manager, Pamahasuka's Studio, #3504 N. 8th St., Philadelphia 40, Pa. Telephone Sagamore 5536, mh31

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**AT LIBERTY—VERSATILE QUARTET**; piano, bass, vibes, guitar; doubles drums, accordion; everybody sings, novelty material and comedy routines; play all styles, top presentation; all draft exempt; extensive radio and television experience. Write, wire or phone "The Overtones," Vine Morgan, 1807 Liberty St., Erie, Pa. Phone 67-260.

**AVAILABLE FIRST TIME IN TWO years**; Billy Stewart's comedy Mule Act including "Smadu" the best high school comedy mule in the business, along with Riding Monkey and Comedy Dogs; open for club, theater and fair dates. Billy Stewart, care Billboard, 1564 Broadway, N.Y.C.

## LEGISLATIVE ROUND-UP

### State Assemblies Quiet On Coin Machine Proposals

CHICAGO, March 3.—There was little legislative activity affecting coin machines this week—few new proposals and a minimum of action on bills already introduced. In Iowa the Legislature is again considering proposals to permit the operation of cigarette vending machines, and in New Mexico the Legislature turned thumbs down

on two measures which would have relaxed that State's anti-gambling laws.

A round-up of the week's legislative highlights follows:

#### Ban Loss Leader

**ARKANSAS:** Cigarettes cannot be used as a loss leader in this State. Effective immediately, the State has enacted a fair trade law governing cigarette sales, providing stiff penalties for sales below cost.

**ARIZONA:** Last day for introduction of bills was February 26. Senate Municipal Committee recommended the proposed tax on coin vending machines (except penny machines) be increased from \$5 to \$10, but there was no action on the measure.

#### No Board Action

**IDAHO:** No action yet on two proposals designed to increase the State's income from licensing salesboards. One measure would increase the stamp tax on boards to 3 per cent of the board's gross and require \$100 license for wholesalers in boards, \$25 for salesmen and \$2.50 for retailers using them.

Idaho's second board proposal would also increase the stamp tax to 3 per cent, but in addition would tax boards 2 per cent on the value of the merchandise they award.

#### Seek Iowa Repeal

**IOWA:** House and Senate here (Continued on page 82)

## Gov't Reports Coin Machine Tax Yield Up

WASHINGTON, March 3.—Bureau of Internal Revenue has reported a yield of \$447,685 in January from tax on coin-operated devices. This is an increase of \$131,757 over the return for January, 1950.

For the first seven months of the current fiscal year which began July 1, the yield from the tax is running \$1,579,563 ahead of the tally for the corresponding period of last year. The seven-month total for the current fiscal year is \$18,533,212, compared with \$16,953,649 for the equivalent period in the previous fiscal year.

Total collections from the federal excises on tobacco in January this year reached \$125,824,035, a gain of \$16,510,551 over the previous January collection. Seven-month total this fiscal year is \$808,806,185, an increase of \$36,140,083 over the total for the equivalent period the previous fiscal year.

## Nuisance Bite Killed in Ga.

ATLANTA, March 3.—An act signed into law by Governor Talmadge, effective July 1, abolishes 127 "nuisance taxes" as part of the State's tax revision program. Coin machine operators, distributors and manufacturers are among those affected by the legislative action.

Some of the businesses benefiting by the tax move are manufacturers or vendors of carbonated soft drinks; coin operated amusement games; operators or users of bell machines and makers or sellers of soft drink sirups.

## '51 Tourney Season Readied in Wisconsin

MADISON, Wis., March 3.—Wisconsin, already one of the leading Midwest States in shuffleboard league play, will become the center of tournament play the next six weeks with three major tournaments planned. Several important local meets also are being staged. Two of the big meets will take place in Madison, the other in Wausau.

First of the Madison meets—Saturdays and Sundays—will be the Midwest Shuffleboard Sweepstakes under the management of Hardy Endres, beginning March 24 and continuing thru April 2. Already entered are teams from Indianapolis and Dubuque, Ia., plus several teams from Wisconsin and Illinois. Second tourney here will be the third annual Men's and Women's Wisconsin Shuffleboard Championships. Dates for this session are April 13-16 and will be highlighted by a number of teams made up of undergraduates of the University of Wisconsin. Both Madison tournaments will be under ASLI rules,

## Gottlieb Sets 1st Shipments Of New 5-Ball

CHICAGO, March 3.—Gottlieb & Company, distributors, have started showings of the new five-ball Minstrel Man, which features animated manikin targets and a closing gate that guarantees a minimum point score.

The key manikins are located near the center of the playfield. Each has a target and when player makes a hit a manikin is knocked down. Minstrel has a 1-5 numbered sequence, four roll-overs, extra score bumpers and pop bumpers.

Gate at bottom of playfield closes until a certain score has been made. On key plays it also shuts permitting player to push ball back up on the playfield for additional hits on bumpers and other scoring features.

and Ken Poulsen, executive league adviser for ASLI in this area, has been a major factor in promoting the events. Another tourney expected to draw a lot of entries is the Dane County cushion board championship which is under the direction of Lee Kellesvieg, who is now working out schedule dates.

#### Wausau Meet

The Wausau meet is being handled by Mickey Green and Dewey Wright and is billed as the Wisconsin State Cushion Championships. It will be held April 21-22, probably in the Eagles' Club, Wausau.

One of the gimmicks being used to promote the Madison meets is a radio program over Station WISC every Sunday at 1:30 p.m. On this program Poulsen interviews shuffleboard fans and leading players, location owners, operators and distributors. Since the program is tape recorded two days in advance all people set to be on the program have a chance to build up interest by telling friends to listen in.

## Demand for Used Jukes, Game Equipment Grows

### 5-Ball, Shuffle Prices Advance; Venders, Arcade Units Steady

CHICAGO, March 3.—Amusement games and music machines were the active types of coin equipment the past two weeks, according to *The Billboard's* Index of Advertised Used Machine Prices (appearing elsewhere in this issue). Shuffle games as a whole showed the greatest percentage of price increase, while vending and arcade unit prices remained virtually unchanged in the week-to-week price comparison. The latest Index includes 24 per cent more prices than the previous one (*The Billboard*, March 3) and has already grown to the listing of 444 separate items covering all phases of the trade.

In amusement games, including five-balls, giant pinballs, novelty

units and roll-down, 83 per cent of all listings remained at the same price levels of a week ago and 14 per cent advanced from \$5 to \$30.50. Remaining 3 per cent dropped an average of \$5. At the same time 18 per cent of listed shuffle game prices advanced from \$5 to \$14.50. Among the advertised game prices increased were Chicago Coin's Baseball, Genco's Bowling League, Universal's Twin Bowler, Keeney's Pin Boy, and United's Shuffle Alley Express.

#### Up and Down

The highly active, the music market indicated both advertised price hikes and decreases, most of the lower prices centering on the accessory end of the business. Ap-

proximately 4 per cent of all complete units advertised prices listed increased mostly from \$10 to \$24, with one late model phono jumping \$65. Used jukes offered for sale at higher prices included Rock-Ola's 1422 and Master 45; Wurlitzer's 850, 1915 and 1100 and the AMI Model B.

The automatic merchandising division showed few price changes, (Continued on page 75)

## PRACTICAL EXPANSION

### 'Bama Op Finds \$\$ In Diversification

MONTGOMERY, Ala., March 3.—About the only practical means by which the coin machine operator can increase profits under current conditions is to "expand into every practicable phase," according to Isaac Cohen, head of Cohen Amusement Company here.

The Southern coin machine firm, which was founded in 1935, has managed to "get its fingers into every pie" during the intervening years, now operating a large retail record shop near the Alabama State Capitol, running a full-size route of music machines, another of commensurate size in the vending field, plus a "back-up" number of pin games and other amusement devices. Each facet of the firm's operation has earned a definite place in the operation, according to Cohen, who has enlisted the services of sons, Eli and Raymond Cohen, in thus "covering the entire field."

#### Record Store

Probably the most interesting aspect of Cohen's far-flung operations is the retail record store, which carries all nationally known labels, a stock of around 5,000 records and does one of the South's retail businesses. Not only does the record shop insure maximum savings in purchase of records for the routes but it likewise provides a secondary means of capitalizing on popular new tunes.

"The phonographs introduce the number on the routes," Cohen said, "and we immediately begin getting calls at the record store. Merely posting a notice on all our phonographs that any record which the customer enjoys on the tavern box is available at the store, insures a steady flow of customers."

Needless to say, photograph route operation has sharply shaped the nature of the phonograph record inventory carried. There is

very little "longhair" music at Cohen Amusement Company's record shop; instead, popular new swing tunes with special departments for hillbilly records comprise 90 per cent of the stock.

"One helps the other," Cohen said. "While we have, of course, many customers coming into the record shop who can scarcely be considered route customers, as a general rule, the market is the same. We sell records to customers who have enjoyed hearing them on the routes, on the air, etc., and thus enjoy two opportunities to profit."

#### Used Records

Not an inconsiderable factor in operation of the retail store is the fact that it provides a perfect outlet for used records. Cohen, whose string is one of the largest in the Southeast, sells well-used records at 10 for \$1 and can scarcely keep the table stocked. For quick, simple demonstration of any number the customer wants to hear, there are simple turntables at various points around the counters which (Continued on page 83)

## Pitt Distrib Changes Name

PITTSBURGH, March 3.—Rake Coin Machine Agency has changed its name to Coin Machine Agency, according to Lester D. Wynick, a partner. The change, which severs the firm's connection with Rake Coin Machine in Philadelphia, was made amicably, "with the mutual consent and agreement of the Rakes in Philadelphia and the partnership in Pittsburgh."

Affiliation had been experimental and resulted from an attempt to improve sales results. Effort might have succeeded, Wynick pointed out, had both firms been (1) located farther apart geographically; (2) and/or not been located in the same State. However, confusion about the firms' specific connections too often resulted in one firm receiving the other firm's mail.

The agency here, which began operation in November, 1949, has developed into one of the most active firms in its field here. Since Christmas the firm has carried a complete line of premiums.

Partners are Joseph Blonstein, Munroe Greene and Wynick. Coin Machine Agency services Pittsburgh and a 200-mile radius, offers truck, railroad and air freight delivery, and exports to Canada, Mexico and Belgium.

## Key Material Shortages New Mfr. Problem

### Game Plants Mull Lack of Motors, Rubber and Steel

CHICAGO, March 3.—Altho some relief was given manufacturers of amusement games in the form of an amendment to National Production Authority's order M-12 (*The Billboard*, March 3), a survey of factories this week indicated that several items are becoming more critical.

High on the shortage list are such essentials as steel balls used in pin games, many types of transformers, small motors and rubber. In many cases the suppliers of these parts pointed out they are still working on orders placed 60 or more days ago by other than coin machine firms. At this time a year ago most of the game plants were producing shuffle games which primarily used a high per cent of pure rubber to develop rebound action. However, the type of rubber used in current five-ball game output is a relatively different product. Since the NPA order on rubber states that manufacturers can have up to 80 per cent of this type of rubber used a year ago, this poses a problem.

As a result of the growing supply shortages, manufacturers are more than ever in doubt about production schedules in the weeks ahead. But all stressed they would continue to fill requests in the order received as long as they can produce games. It was also explained that most of them expect to be producing defense materials in the near future.

## Sked Show Dates For Bowl-o-Matic

NEW YORK, March 3.—Definite plans have now been made to introduce the new Bowl-o-Matic coin game at trade showings in New York and Chicago, Nat Cohn, president of Bowl-o-Matic Sales, has announced.

The 18-foot bowling units will be unveiled at the Park Sheraton Hotel here Wednesday and Thursday (14-15). This will be followed by a three-day showing at the Palmer House, Chicago, March 19-21.

Cohn also announced the appointment of Lou Wolcher, of Western Distributors, as outlet for the game in California, Nevada, Oregon and Washington. Deliveries of sample units to Wolcher and other distributors who may be appointed by that time will begin next week, Cohn said.

## Chi Exec Recovering

CHICAGO, March 3.—Len Micon, sales manager of World Wide Distributors, Chicago, is recuperating from an appendectomy at Michael Reese Hospital here.

Out Next Week!

# THE BILLBOARD'S 1951 JUKE BOX SPECIAL

40 Big Pages of Features and Reference Lists That Will Help Make 1951 an Outstanding Year for the Juke Box Industry

## DuGrenier Inks Baltimore Distrib for Direct Sales

BALTIMORE, March 3.—Out-right sale of cigarette vending equipment to locations will gain new impetus here as a result of a deal between Arthur H. DuGrenier, Inc., Haverhill, Mass., manufacturer, and F. A. Davis & Sons, 75-year-old tobacco distrib-

uting firm headquartered here.

Davis, committed to a direct-sale policy, already has negotiated sales to locations in this city. Deliveries of DuGrenier 7 and 9-column cigarette venders to these spots begins next week, according to Hamilton Davis, executive.

Thus the vending pattern to be followed by the Davis organization seems matched after that pioneered by the Joseph P. Manning Company, Boston. DuGrenier's abandonment of traditional sales practices startled vending circles late last year when it became known that the old-line equipment producer had tied in with the New England distributor (*The Billboard*, December 23).

### Activity Restricted

Davis asserted that DuGrenier had awarded his firm exclusive sales rights to their machines in Maryland. He indicated, however, that activity will be restricted at the start of the program to Baltimore and its suburbs.

Locations are being offered the cigarette venders on both a cash and time-pay-plan basis. But the Davis company is not primarily interested in profiting directly from equipment sales, he said. Its prime motive, said the spokesman, is to capture cigarette volume now

controlled by the route operator.

As in New England, the sales pitch aimed at the location owner stresses that cigarette profits are retained in their entirety by the location that owns its equipment. There is no need to share income with the operator.

### Service Guarantees

The distributor will use its own service organization to keep location-owned equipment in mechanical repair, Davis disclosed. Service guarantees remain in force for a year from the date of the sale and may be continued as long as the location continues purchasing cigarettes from the distributor.

Davis said his firm will push direct sales of the DuGrenier machines as rapidly as he can secure equipment from the manufacturer. He viewed curtailment of new-machine production due to government restrictions as the only possible bar to rapid expansion in the field.

The distributor is not a stranger to direct sales. For a time it handled the five-column manual produced by Yeaton Manufacturing, of Lawrence, Mass. About 100 of the small machines were sold outright in his territory, Davis said, with another 30 placed in locations on a rental basis.

## Brandstrader Probes Fed. Cig Tax Move

### 3-Cent Hike Would Pose Op Problems, Force 25-30c Pegs

CHICAGO, March 3.—If Treasury Secretary Snyder's proposed 3-cent increase in the federal excise tax on cigarettes goes through on top of increasing State and city tobacco and sales taxes—cigarette vending machine operators will be faced with a real dilemma, Fred L. Brandstrader, tax counsel for National Automatic Merchandising Association, pointed out this week.

According to a nationwide survey of vended cigarette costs conducted by NAMA, further cigarette taxes are likely to push the machine-vended pack price to as high as 25 or 30 cents in some States, Brandstrader said.

In all 48 States it would force hundreds of operators to convert machines to the next higher coin unit, he predicted. Many of those who now do not "penny the pack" would have to do so.

### Added Costs

"The operator of, say, 500 machines looks forward glumly to laying out \$12,000 to \$15,000 to install new coin mechanisms calling for a price he feels the public definitely won't like," he said. "And it's a price he's got to ask."

"The operator feels he must do this if he expects to continue in business, let alone trying to meet increased demands for vending machine service in the country's industrial defense plants, military installations and key civilian locations such as transportation terminals and hospitals."

(Continued on page 74)

## NCWA Show Space 50% Sold; List Exhibitors

WASHINGTON, March 3.—Reservations have been made for more than half of the 112 booths at the sixth annual convention of the National Candy Wholesalers' Association, Inc., June 6-9 at the Palmer House, Chicago, it was announced by NCWA. Expectations are that reservations for the rest of the booths will be completed long in advance of the convention's opening.

Theme of the convention will be *Highways Ahead for Wholesalers*, with emphasis to be made on more profitable wholesaler operations and sales. This was agreed upon at NCWA's recent executive committee meeting here, headed by association President J. V. Balocca. The committee voiced growing concern over shrinking margins in candy and expressed determination to build this year's conclave program around "an exchange of ideas on profitable operations thru increased efficiency, better merchandising as well as a removal of obstacles to profitable operations."

### Formal Opening

Formal opening session Thursday, June 7, will deal with *Highways to Profitable Operations*. Emphasis will be on ideas used successfully in the industry by wholesalers themselves. While this will be a general session, open to all branches of the industry, it will be devoted principally to wholesaler interests in order to avoid conflict with the final session of the convention of the National Confectioners' Association, to be held at the Stevens Hotel in Chicago at the same time, NCWA reported.

Thursday afternoon will mark

(Continued on page 72)

## Launch Move To Legalize Cig Units in Iowa

DES MOINES, March 3.—A move to legalize the use of cigarette vending machines in Iowa is under way with the introduction of bills in both houses of the Legislature.

Rep. Francis E. Tierney (R., Fort Dodge) introduced HF505 in the House and Sens. Paul McCarville (R., Fort Dodge) and J. Kendall Lynes (R., Plainfield) introduced SF446 in the Senate.

Iowa does not permit the use of cigarette vending machines. The move to obtain approval of their use in the State was started by merchants who claim it will result in savings from the loss of pilfering by employees and in other ways.

A similar bill was passed by the Iowa House two years ago but was killed by a Senate committee.

## MORE SILVER IN SWEETS

## Dime Candy Survey Shows Hyped Output; 107 Items by 59 Firms

CHICAGO, March 3.—Without fanfare, the manufacture of dime candy items has increased over the past year with the result that today at least 59 firms are offering some 107 10-cent bars suitable for vending. This fact, plus information on bar weight, dimensions, count, types of coating and center is brought out in the guide to dime candy feature in the March issue of *Vend*, sister publication of *The Billboard*.

With operator interest in the 10-cent field more pronounced during the latter part of 1950 and with nearly one-third of the nation's operators now using some dime merchandise in their equipment, the *Vend* survey was specially designed to develop a better knowledge of dime products.

The tabulation, while not purporting to be a 100 per cent coverage of the dime candy field, nevertheless carries product information from the great bulk of candy manufacturers. Every effort was made to reach and report dime candy production by every firm in the field.

### Highlights

Some of the highlights of the 10-cent candy study follow. Tabulation of the 59 firms revealed that 16 different weights were being

## PITNEY-BOWES EMPLOYEES TOP BLOOD DONORS

STAMFORD, Conn., March 3.—Employees of Pitney-Bowes, Inc., manufacturers of postage meter machines here, have set a new record for donations of blood for the Red Cross. On a recent visit of the Bloodmobile, 252 workers donated a pint each. Among the first donors at the plant were six known to have O-negative blood, which was urgently needed at Stamford Hospital.

Francis Delaney, executive director of the Stamford Red Cross, credited the success of the blood donation to Joseph J. Morrow, personnel director. Walter H. Wheeler Jr., president of Pitney Bowes, Inc., is also president of the New England Council of the Red Cross.

## Appoint Cigaromat Distrib in Canada

NEW YORK, March 3.—Martin Berger, president of Cigaromat Corporation of America, announced this week the appointment of Regent Vending Machines, Ltd., Ottawa, as distributor in the Canadian provinces.

Mack Levin, head of Regent, also will operate the selective cigar machines in his territory, Berger said.

## NAMA Predicts '51 Convention "Biggest Ever"

### One-Third of Show Space Sold; Name First Exhibitors

CHICAGO, March 3.—National Automatic Merchandising Association, basing its prediction on the fact that approximately one-third of available exhibit space for the 1951 convention was sold the first week, forecasts the show will be the largest in the association's history.

Space applications have been received from candy and beverage suppliers, machine manufacturers, tobacco product, coin mechanism and cup vender companies for the fifth annual event to be held in Cleveland November 12-15 at the Cleveland Auditorium, according to Tom Hungerford, chairman of NAMA's convention and exhibit committee.

The first three firms filing exhibit space applications were the Northwestern Corporation, Morris, Ill.; National Vendors, Inc., St. Louis, and James O. Welch Company, Cambridge, Mass.

Hungerford also announced appointment of the Cleveland host committee to assist in making arrangements for the convention and exhibit in their home city. Members of the committee are:

George Golden, chairman, Golden Cigarette Service; Richard Galvin, Consumers Cigarette Service; William A. Fleischer, Fleischer Vending; Charles H. Glueck, Charles Vending Company; Louis B. Golden, Ace Cigarette Service; W. M. Ischie, Canteen Company; Sheldon R. Lichtig, Richard Sales; Ralph D. Walters, Spacarb of Cleveland; Frank Fortune, the Nik-O-Lok Company; Don Kelling, Peterson Nut Company, and B. N. Osmond, NAMA secretary.

## Puerto Rican Gum Co. Aided by Ford

SAN JUAN, Puerto Rico, March 3.—The Ponce Candy Company here has started a \$125,000 expansion program, following an agreement with the Ford Gum & Machine Company, Lockport, N. Y., to enable a \$700,000 chewing gum output per year. The plant addition is being made under an Economic Development Administration arrangement.

offered, with the 2-ounce bar leading with 22 brands. Next most popular size is the 2½ ounce, available in nine items. The five runner-up weights most mentioned are 2½, 1¾ and 1½-ounce bars, in eight varieties each, and 1½ and ¾-ounce weights in four items each. Remaining nine weights being offered are ¾, 1, 1 1/6, 1 1/8, 1 1/4, 1 1/2, 1 3/4, 2, 2 1/4 and 2 1/2 ounces.

Dime candy is available in at least 15 different counts. Most common is the 100-count, offered in 36 bars. Second and third leading packs are 60-count in 32 items and 24-count in 19 bars. Other packs are 72 and 12, three items each; 48, 55, 96 and 140, two bars each and one offering each in 30, 36, 50, 80, 108 and 120-counts.

## CUSTOM DRINK VENDER SET-UP A JIT CATCHER

NEW YORK, March 3.—A custom-built cabinet encloses all but the front panels of a battery of five drink venders in the Times Square subway station and the dressed-up installation is attracting more nickels from riders.

The three three-drinkers flanked on either side by a Snively juice machine are topped by a common overhang and large block letters inviting passers-by to "have a drink." Hidden fluorescent lamps illuminate the battery. Between each vender there is an opening for disposing used cups. A door on the side of the installation provides access to the rear of the machines and for removing cup-disposal cans.

The installation was made by Automatic Canteen which operates all cup equipment on the IRT division of the subway system.

## Melba Sweets Eyes Vender Potential

CLIFFSIDE PARK, N. J., March 3.—The Melba Sweets Company, manufacturer of Boston baked beans, jelly beans and other pan candies, is setting up a vending department to supplement present distribution among jobber and grocery chain outlets.

The firm recently added new production facilities, according to Chick Galena, vice-president in charge of sales. He said activity in vending would be stepped up following completion of this season's Easter specialty runs.

## Keeney Distribs Show Packaged Candy Units

CHICAGO, March 3.—J. H. Keeney & Company distributors started shipments this week on the five-column refrigerated vender which handles small boxes of candies. The manufacturer has issued a brochure on the new model, prepared by Grant Shay, which shows pictures of the vender and explains its technical features.

Capacity of the candy machine is 180 boxes. Three columns handle candy in approximately quarter-pound boxes, the other two vend one-eighth pound boxes of candy. The unit is sold to operators thru distributors as a package unit complete with confectioneries made by two nationally known firms. Shay stated operators now handling the machine report profits averaging between \$15 and \$30.

## Wives Guests At Ops' Meet; Tax Big Topic

LOS ANGELES, March 3.—Wives of operator members of the Western Vending Machine Operators' Association were honored at the regular monthly meeting Tuesday (27). M. I. Slater, president, thanked the guests for attending and took time off from the discussion of business matters to explain what the association sought to achieve.

License fees in Redondo Beach and Burbank were discussed. It was pointed out that the matter had been discussed with the city manager in Redondo and that he had taken it under advisement. The fiscal year in this city begins July 1, assuring operators that some action will be taken on their requests. Burbank's city meet-

The Keeney candy unit is self defrosting, controls temperature in the machine at between 60 and 70 degrees (or whatever temperature desired) and measures 61 by 21 by 35 inches. It is equipped with all rustproof parts and a flexible changemaker which accepts any coins in multiples of nickels, dimes and quarters up to 50 cents.

## Artkraft Obtains Defense Contract

LIMA, O., March 3.—Artkraft Manufacturing Corporation, producers of beverage coolers, adaptable for coin operation, has received an initial order for 200,000 galvanized powder cans from the Bureau of Ordnance. Production will start at 1,000 cans a day rate within the next 40 days, according to Morton L. Clark, president.

Defense work will not interfere with firm's civilian production, according to Clark.

# Supplies in Brief

## Mixed Report

WASHINGTON, March 3.—Outlook for several crops used in vending machine products is mixed, according to Agriculture Department's latest forecasts.

The 1951 preliminary forecast of the Brazil nut harvest is 35,500 short tons, unshelled basis, compared with 23,300 tons in 1950 and 35,200 tons in 1948. The present forecast exceeds the 10-year (1939-'48) average of 22,600 tons by 57 per cent and is about double the five-year (1944-'48) average.

Preliminary estimate of walnut production in the leading commercial producing countries of the Mediterranean Basin and in the U. S. is 124,300 short tons, unshelled basis, compared with 153,900 tons in 1949 and 121,000 tons in 1948. Present estimate is 2 per cent above the 10-year (1939-'48) average of 121,600 tons and 6 per cent above the five-year (1944-'48) average of 117,800 tons. Stocks remaining in Italy, France and Turkey on January 1 were estimated to have totaled 20,100 short tons, unshelled basis, or about a third the 1950 harvest.

Ag Department has announced that the estimate of India's 1950 peanut output has been revised downward to a level below that of 1949. Estimates early in the season had indicated the largest crop since 1944, but unfavorable weather has cut the expected output to 2,296,000 short tons of kernels.

## Sugar Distrib

WASHINGTON, March 3.—Agriculture Department announced that distribution of sugar by primary distributors in the continental U. S. for civilian and military use during the week ending February 17 totaled 138,747 short tons, raw value, compared to 125,320 tons during the corresponding week last year.

Ag Department also announced initial allotment of 1951 sugar quotas for Puerto Rico. Total allotment for the mainland was announced as 910,000 short tons, raw value. Allotment of direct-consumption portion of 1951 mainland sugar quota for Puerto Rico was listed as 125,133 short tons, of which 78,841 short tons went to Puerto Rican American Sugar Refinery, Inc.; 20,073 short tons to Central Roig Refining Company; 19,454 short tons to Western Sugar Refining Company and the balance to Central Aguirre Sugar Company and Arturo Lluberas.

## Peanut Supply

WASHINGTON, March 3.—Stocks of peanuts in off-farm positions on January 31 totaled 1,121,000,000 pounds, farmers' stock equivalent, according to the Bureau of Agricultural Economics. This compares with 743,000,000 pounds on January 31 the previous year and the record high of 1,158,000,000 pounds in January, 1948. Holdings of shelled, edible peanuts totaled 152,000,000 pounds compared with 142,000,000 in December and 159,000,000 a year ago.

Shelled peanuts used for candy during 1950 totaled 95,017,000 pounds, comprising 69,362,000 pounds of Spanish type peanuts, 9,454,000 pounds of Runner type and 16,201,000 pounds of Virginia shelled peanuts. Used for salt peanuts were 118,159,000 pounds, including 79,992,000 pounds of Virginia type, 33,635,000 pounds of Spanish type and 4,532,000 pounds of Runner type. Used for peanut butter were 283,335,000 pounds, including 138,701,000 pounds of Spanish type, 121,916,000 pounds of Runner type and 22,718,000 pounds of Virginia type.

Total millings of farmers' stock peanuts thru January 31 were 901,000,000 pounds compared with 1,081,000,000 to the same date last season. Disappearance of shelled peanuts, all grades, thru January 31, this season totaled 431,000,000 pounds, of which 294,000,000 were edible grades and 137,000,000 oil stock. Comparable figures for last season were 328,000,000 pounds edible grade, 276,000,000 pounds oil stock, totaling 604,000,000 pounds.

## Coffee Stock Down

WASHINGTON, March 3.—Inventories on green coffee in the U. S. at the end of 1950 amounted to 2,936,000 bags, Commerce Department announced, based on reports of a coffee survey conducted by the Census Bureau in conjunction with Agriculture Department. This amount represented a drop of 4 per cent from the September

30, 1950, level and a drop of 12 per cent below stocks on hand December 31 the previous year.

Stocks of roasted coffee in the hands of roasters were estimated at 527,000 bags (green coffee equivalent) at the end of the year, up 2 per cent from September 30, but down 22 per cent from year-end 1949 roasted coffee inventories. Roastings during the fourth quarter amounted to 4,560,000 bags, a drop of 12 per cent from the previous quarter and 23 per cent below the amount roasted during the fourth quarter 1949.

## Chocolate Talk

WASHINGTON, March 3.—Manufacturers' sales of confectionery and chocolate products are estimated at \$91,000,000 for December, with reported figures running 9 per cent below November's level but 8 per cent above December of last year, according to the U. S. Commerce Department's Bureau of the Census.

Manufacturer-wholesalers reported sales 23 per cent below November but 7 per cent above December, 1949. Sales of manufacturers-retailers, altho only 6 per cent above December of last year, were up 158 per cent from November, representing the heaviest November-December increase by manufacturers-retailers in recent years. Chocolate products sales dropped from the November level but were still 20 per cent above December of the previous year.

For the year 1950 reported dollar sales were 7 per cent above last year's 12-month total.

Candy bar goods last year reached a value of 3 per cent greater than the previous year and poundage of bars rose 5 per cent above the previous years, the report showed. These figures are

based on reports from 36 selected establishments reporting total bar goods value in 1950 at \$278,292,000 (m) compared with \$269,507,000 the previous year, and 1950 poundage at 797,027,000 (m) compared with 761,476,000 pounds in 1949. Package goods last year were valued 5 per cent higher than in the previous year and poundage rose 5 per cent ahead of 1949. Bulk goods value soared 9 per cent ahead and poundage was 3 per cent greater.

## Mo. County Cig Tax

JEFFERSON CITY, Mo., March 3.—Officials of St. Louis County this week urged passage of a bill for a 2-cent cigarette tax in the county. County Counselor J. J. McAtee said the tax would yield between \$300,000 to \$400,000 a year.

# Appoint Rapp Automatic V.-P.

NEW YORK, March 3.—Melville B. Rapp has joined Automatic Products Company as vice-president, according to Sam Kresberg, executive vice-president. Formerly with Kresberg in another vending enterprise, Rapp has more recently served as Eastern sales manager for Cole Products, a post he resigned to rejoin Kresberg.

Kresberg declared Automatic is setting up a program of national expansion to further distribution of its 1,000-cup Sodashoppe, still-drink Refresh-o-Mat and Smoke-shop.

## profits disappearing?

When profits disappear it's time to install Chicago ACE Locks on all your equipment!

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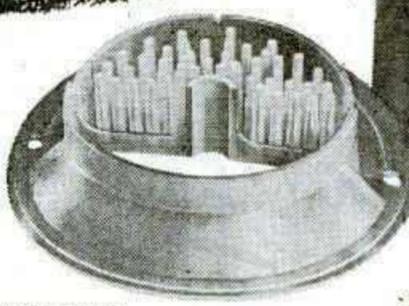
WHITE FLASH developed by Oak Manufacturing Co. engineers at the cost of thousands of dollars is the long awaited "trouble shooter" of the vending industry.

Designed of Polyethylene, a plastic substance with all the properties of synthetic rubber—resilient—durable—non-contaminating and, withal, economical!

WHITE FLASH increases machine efficiency 300%! Tested and proved by OAK on actual location in 12,000 machines on the West Coast for more than six months of constant use. NOT ONE INSTANCE OF MACHINE FAILURE DUE TO HOUSING WEAR! Any operator will testify—that's results!

WHITE FLASH assures greater merchandise wheel coverage! This integrated and engineered housing is complete in itself... requires no extra fittings! Does away with gaskets, springs, brushes... nothing to wear... machine cannot be "milked"... impossible to shake merchandise into dispensing column. Think what that means!

WHITE FLASH is now being used in all new ACORN 1c and 5c All-Purpose and All-Charm Vendors. Made to fit any ACORN machine. Easy to clean as the dinner dishes. Just wash in warm water!



JUST \$7.20  
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## DISTRIBUTORS

- |  |   |
|--|---|
| Acorn Distributors<br>4217 Spring Grove Ave.<br>Cincinnati, Ohio                   | Kenneth McPhail<br>16 Charteris Street<br>Chatham, Ontario<br>Canada                    |
| Bunny Vending Co.<br>27 Emery Street<br>Methuen, Mass.                             | Monroe Coin Mach. Exch.<br>2323 Chester Avenue<br>Cleveland, Ohio                       |
| B & W Distributing Co.<br>324 E. Magnolia Ave.<br>Knoxville, Tenn.                 | Northwest Vend. Supply<br>Angus P. Grant<br>3114-16 West 28th St.<br>Minneapolis, Minn. |
| Coin Machine Agency<br>2123 Fifth Avenue<br>Pittsburgh, Pa.                        | Oak Sales Co.<br>1349 Fifth Ave.<br>Pittsburgh, Pa.                                     |
| Danco Coin Machine Co.<br>1304 E. Baltimore St.<br>Baltimore 31, Md.               | Rake Coin Mach. Exch.<br>609 Spring Garden St.<br>Philadelphia 23, Pa.                  |
| Empire Coin Mach. Exch.<br>1012-14 Milwaukee Ave.<br>Chicago, Illinois             | J. Rosenfeld Co.<br>3218 Olive St.<br>St. Louis 3, Mo.                                  |
| Florida Distributing Co.<br>111 W. Columbus Drive<br>Tampa, Florida                | J. Schoenbach<br>1645 Bedford Ave.<br>Brooklyn, N.Y.                                    |
| Dominic Gagliano<br>6115 Canal Blvd.<br>New Orleans, La.                           | Seacoast Distributors<br>1200 North Avenue<br>Elizabeth, New Jersey                     |
| Hankin Distributing Co.<br>1307 Spring St., N.W.<br>Atlanta, Georgia               | Mort Simon<br>3817 N.E. 2nd Ave.<br>Miami, Florida                                      |
| Hart, W. B.<br>Mercury Distributing Co.<br>3502 E. 12th Avenue<br>Denver, Colorado | S. P. Distributors<br>7525 Parkdale<br>Clayton, Missouri                                |
| T. B. Holiday Co., Inc.<br>1200 W. Morehead St.<br>Charlotte 1, N.C.               | Weidman Nat'l Sales Co.<br>5911 4th Ave.<br>Detroit, Michigan                           |

DISTRIBUTORS!  
Choice Territories Still Open—  
Write, Wire, Phone!  
East & Midwest  
M. J. Abelson, gen. sales mgr.  
1349 5th Ave., Pittsburgh  
AT 1-6478  
Pacific Coast Distributor  
Operators Vending  
Machine Supply  
1023 Grand Ave., Los Angeles

**OAK manufacturing co., inc.**  
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIF

**Limited Offer!**  
Send us your old brush housing worth 70c toward the purchase of the new WHITE FLASH. Get to know the extra efficiency—extra savings of the new WHITE FLASH! Act today!

Available Now!  
**1c or 5c**  
**ACORN**  
ALL-PURPOSE  
BULK MERCHANDISER  
Featuring the new  
**WHITE FLASH**  
BRUSH HOUSING  
**Empire**  
COIN MACHINE EXCHANGE  
1012 Milwaukee Ave. • Chicago 22, Ill.

**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 7, L.I., N.Y.

# DISTRIBUTORS WANTED

You Can Earn Upward of

**\$10,000.00**

**IN NEXT 6 MONTHS**

Hottest deal in the country. Manufacturer of automatic equipment that makes and dispenses frozen custard—**MORE DELICIOUS THAN ICE CREAM**—offers exclusive franchises in several available territories.

The product is nationally advertised, is well known for its high operating efficiency and rates first in its class . . . backed by 26 years of experience. Fully protected by patents.

You can be richer by at least \$10,000 within the next 6 months if you act promptly. That's the least you can earn if you work diligently. An exclusive franchise may be available to you on a capital investment up to \$10,000 for equipment that is self-liquidating in less than 6 months. For every dollar invested two dollars come back. This deal offers to operators of dispensing equipment an opportunity to open up a new source of income that could surpass any previous endeavor. Get particulars right away. The deal is too good to go "begging."

WRITE • WIRE • TELEPHONE

## FREEZ-KING CORPORATION

2518 W. Montrose Ave.

Chicago 18, Illinois

Telephone CORnelia 7-2070

# NCWA Show Space 50% Sold

Continued from page 70

the opening of the Confectionery Exposition, one of the feature attractions of NCWA's annual meetings. From 2 to 3 p.m. a round-table discussion entitled *By-Ways of Wholesaler Experiences in Operations* will be held.

Friday, June 8, the general convention session theme will be *Removing Roadblocks to Successful Wholesaling* and will deal with wartime and other government regulations, wholesaler-manufacturer relations and similar topics. This will be followed by a luncheon session for NCWA members only. This is the convention's executive session for electing officers and handling other association matters.

The final day's program, Saturday, will have as its theme *Highways to Successful Selling*. On the agenda will be talent in the fields of sales and merchandising to discuss selling problems, including the important one of *Selling in an Emergency Era*. At 2:30 p.m. a round-table discussion period will be held, devoted to *By-Ways of Wholesaler Experience in Sales and Merchandising*, based on subjects introduced at the morning session.

In addition to laying the groundwork for the 1951 convention program, the executive committee of NCWA at a recent Washington meeting approved plans for the Confectionery Exposition. The 1951 show will consist of "98 show windows of product information and knowledge, along the highway ahead for wholesalers." The open hours for the exposition will be geared to the general convention program at the following times: Thursday, 2 p.m. to 9 p.m.; Friday, 1 p.m. to 9 p.m., and Saturday, 1 p.m. to 5 p.m.

A welcome hour Wednesday evening, June 6, will also be devoted to registration; the annual *Knight Kap and Kitty* will be held Thursday evening, and Saturday evening the annual NCWA banquet and ball. A cocktail party will precede the banquet, which will be highlighted by a Stuart McClellan production—one of the biggest attractions of NCWA's annual sessions.

### Social Events

Friday evening will be open so that private dinner parties may be held, coupled with a hospitality hour later. At luncheon sessions during the convention two groups of industry leaders will be honored. A luncheon Thursday will honor NCWA area chairmen, State councilmen and board members. At Saturday luncheon tribute will be paid to presidents, vice-presidents and secretaries of local, State and sectional associations and candy clubs.

An extensive program of entertainment is also being provided for the women, including a get-acquainted party Thursday, sight-seeing tours and other events.

Manufacturers who have already reserved space at the show include the following:

Bunte Bros., Chicago; Jack Newberg Co., Bronx, New York; James O. Welch Co., Cambridge, Mass.; New England Confectionery Co., Cambridge, Mass.; Shotwell Manufacturing Co., Chicago; F. & F. Laboratories, Inc., Chicago; Paul F. Beich Co., Bloomington, Ill.; Sylvan Sweets Co., Easton, Pa.; Leaf Brands, Inc., Chicago; Bryn Mawr Smokers Novelty Co., Chicago; Hershey Chocolate Corp., Hershey, Pa.; Charms Sales Co., Asbury Park, N. J., and Switzer's Licorice Co., St. Louis.

W. E. Bassett Co., Derby, Conn.; Adolph Goldmark & Sons Corp., New York; C. M. Pitt & Sons Co., Baltimore; George Ziegler Co., Milwaukee; McGarry Nut Products, Ltd., Chicago; Drake-America Corp., New York; Henry Heide, Inc., New York; Squirrel Brand Co., Cambridge, Mass.; Nestle's Chocolate Co., Inc., New York; Crystal Pure Candy Co., Chicago; Walter H. Johnson Candy Co., Chicago; Sweets Company of America, Inc., Hoboken, N. J.; E. J. Brach & Sons, Chicago, and Sperry Candy Co., Milwaukee.

R. L. Albert & Son, Inc., New York; Mars, Inc., Chicago; Bowman Gum, Inc., Philadelphia; Hoben Candy Corp., Ashley, Ill.; Chase Candy Co., St. Louis; Robert A. Johnston Co., Milwaukee; Elmer Candy Co., New Orleans; Topps Chewing Gum, Inc., Brooklyn; Sisco-Hamilton Co., Chicago; Rockwood & Co., Brooklyn; Quaker City Chocolate & Confectionery Co., Philadelphia; Hollywood Candy Co., Centralia, Ill.; Fred W. Amend Co., Chicago, and

Thinshell Candies, Inc., Chicago.

Merchants Box Co., New York; Howard B. Stark Co., Milwaukee; Schutter Candy Division of Universal Match Corp., St. Louis; Par Beverage Co., Cincinnati; National Licorice Co., Brooklyn; Edward Sharp Sales, Inc., New York; Goelitz Confectionery Co., Chicago; Alva Pen Co., New York; Walter Baker Chocolate & Cocoa, Dorchester, Mass.; Brock Candy Co., Chattanooga; Cadbury-Fry (America), Inc., New York; I. Roseman & Associates, Philadelphia; Spangler Candy Co., Bryan, O.; Blumenthal Bros., Philadelphia; Ross Products, Inc., New York; Queen Anne Candy Co., Hammond, Ind.; Reed Candy Co., Chicago; Thomas D. Richardson Co., Philadelphia; Mason, Au & Magenheimer Confectionery Co., Mineola, L. I., New York; Ce De, Inc., and Carnival Candy Corp., Bloomfield, N. J.

## NCA Booklet Tells How, Where Candy Sold to Military

CHICAGO, March 3.—National Confectioners' Association has prepared and published a booklet called *How to Sell Candy to the Government*, designed to help members service all candy requirements of the armed forces.

Booklet contains all available information on the purchasing offices and methods of the various services and the Veterans Administration, NCA officials report. Included is information on how to sell candy to the government for operational rations, resale at army, air force, navy, coast guard and marine exchanges and at Veterans Administration canteens.

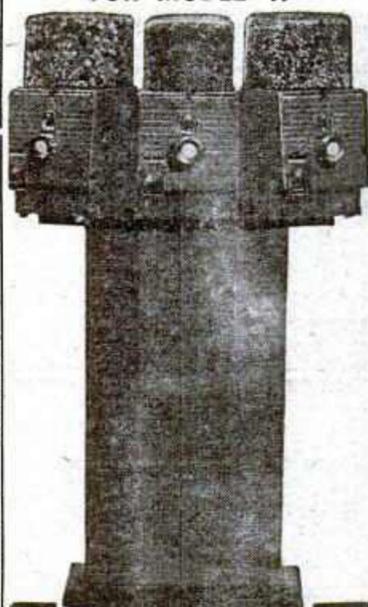
Of interest to operators is the booklet's listing of military installations where candy is sold.

## PEANUTS

Delicious Large Red Roasted Virginia Peanuts—a sure way to increase the take from your machine.  
Extra Large .37¢ Lb. | Medium .35¢ Lb.  
Write for special price on large amounts.  
**TRAHD NUT CO.** Granville, Illinois

**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**  
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.

Sensational  
**MODEL 49**  
Prices  
LESS THAN 25  
\$17.35  
•  
LESS THAN  
100  
\$17.15  
•  
100 OR MORE  
\$16.95



### GUARANTEED SPECIALS

**NORTHWESTERN MODEL 33 BALL GUM**, 1c, porcelain, reconditioned, like new, \$6.95 ea.  
Money Refunded if Not Satisfied

MERCHANDISE AND SUPPLIES		M & M
PISTACHIO, Jumbo	ALMONDS, 480 Count	JELLY BEANS
Queen	5 Lb. Vacuum Packed 85¢	BALL GUM, All Sizes
FANCY TULIP, Large 38¢	RAINBOW PEANUTS 28¢	(150 Lbs. Min.)
INDIAN NUTS	MIXED NUTS	Freight Prepaid
CASHEW, Whole	BOSTON BAKED BEANS	ADAMS, All Flavors
CASHEW, Butts	LICORICE LOZENGES 25¢	WRIGLEY'S, All Flavors
VIRGINIA PEANUTS, 34¢	Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.	
Whole	1/3 Deposit, Balance C. O. D.	

Time Payment Plan Available—Trade-Ins Accepted.

## NORTHWESTERN SALES AND SERVICE COMPANY

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

## 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



**SPECIAL!**  
\$80.00  
Rowe Royal  
8 Col., 320  
Pack Cap.

### 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., SPECIAL . . . . . 90.00  
Rowe Imperial, 6 Col., 180 Pack Cap. . . . . 69.50  
Uneda Model 500, 9 Col., SPECIAL . . . . . 100.00

### 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  
Uneda Candy Vender, 5 Col., 102 Bar Cap. . . . . 75.00

### TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D.  
Parts and Mirrors available for all makes and models.

## UNEDA VENDING SERVICE, INC.

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
New 166 CLYMER ST. EVergreen 7-4568 Reconditioned—LIKE NEW BROOKLYN 11, N. Y.



**DON'T MISS EXTRA PROFITS!**

The ATLAS BANTAM 5c Tray Vendor fits more locations . . . gets more play. Small size, light weight and eye appeal make it ideal for bar, counter, table top. Vends almonds, pistachios, other nuts and candy.

Make EXTRA PROFITS yours with the ATLAS BANTAM.

SALESMEN! DISTRIBUTORS!  
Write for free catalog of the complete ATLAS line.

MANUFACTURING & SALES CORP.

1925 1730 TRIMBLE RD. DEPT. 15-311 CLEVELAND 11, OHIO

## SALESMEN

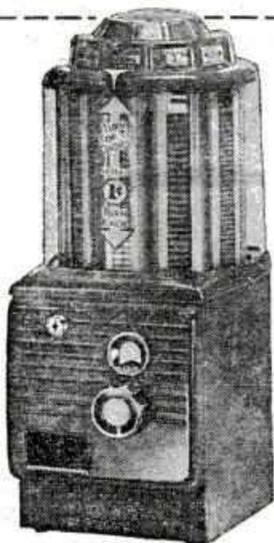
National manufacturer has opening for salesmen to sell to new operators, new coin-operated Vending Machines. Must have car. Free to do extensive traveling. Prospects obtained through business opportunity columns. Earnings well over \$1,500 to \$3,000 monthly commission. Men with franchise, intangible or promotional experience preferred. Permanent. Reference required. Strong company with excellent selling material.

BOX D-492

CINCINNATI 22, OHIO

THE BILLBOARD

**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

**Simple, Foolproof  
CONVERSIONS**

for C-8 ELECTRIC  
25c VENDORS ONLY

Are you ready for the increase in cigarette prices? Our easy method of conversion saves you time and money... makes your machine vend for 25c-30c-35c or 40c. Mechanically perfect! When converted, machine can still be used for quarter operation until new price is effective.

**HURRY!  
BE READY!**

Average operator has no parts to buy. Utilize old parts. Let us send you our conversion method, illustrated with step-by-step diagram and photograph; easy to follow. Send \$10 check or money order to

**TOOMEY**

VENDING SERVICE COMPANY  
Box 775, Atlantic City, N. J.



Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS. ORDER TODAY!

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

**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

**New Officers  
For Wash Ops,  
Seek Nat'l Org**

DETROIT, March 3.—Warren Ryan, of the Self-Serve Laundry of Royal Oak, was elected president of the Michigan Self-Service Laundry Association, succeeding Fred W. Moellman, of the Dearborn Laundrette. Other new officers for 1951-'52 are vice-president, William Ruh, Joyfield Self-Service Laundry; secretary, Buck Reed, Ferndale Self-Service Laundry, and treasurer, Marvin Shoen, Berkley Self-Service Laundry. Only Ruh operates in Detroit, the others having their establishments in the suburbs.

Ryan is the third president of the group, which was organized in the fall of 1949. Philip H. Bryan, of the Bryan Self-Service Laundry, was the first, succeeded by Moellman.

The association is now functioning on an expanded basis, with associate memberships provided for up-State members, tied in with a series of quarterly meetings. A well-attended meeting was recently held in Saginaw and another is being scheduled for Flint.

In addition, the regular monthly meetings in Detroit will be held the last Thursday of each month, usually at the Detroit-Leland Hotel.

**Two Plans**

Two major plans are on the agenda for early action, according to President Ryan:

1. Meeting with representatives of the industry from other cities, looking toward the formation of a national association.

2. Formal and co-ordinated association action in the important matter of priorities in the present emergency.

It is felt that the importance of automatic laundries, particularly industrial areas where the number of working members of the family is expected to increase and in new housing areas, is generally recognized, and that adequate priority for both essential equipment and supplies will be secured.

**Cig Op Group  
Backs Two Biz  
Control Moves**

BUFFALO, March 3.—In a rather unusual move, the Western New York Cigarette Vending Association here this week appeared to endorse two regulatory, per-machine ordinances which were later tabled by the city council after a public hearing.

One proposed ordinance provided a license fee of \$50 on all vending machine concerns, plus \$3 for each establishment using a machine. The city license director would have been given sole discretion to award licenses. The second proposal would embody all the features of the first but would require council approval for the issuance of a license.

**Objection**

Joseph H. Reingold, representing the cigarette association, said his organization objected only to the provision that council should pass on the issuance of licenses. He said there are approximately 60 operators and some 2,000 establishments using the machines and council supervision would be "complicated and confusing."

Frank J. Bradley, owner Automatic Equipment Company, one of Buffalo's oldest and largest merchandise vending machine operations, said Reingold did not speak "for the entire industry, only one segment of it." He did not elaborate on which segment he meant.

The association also was chided by Vincent C. Manzella, attorney for Kings County Cigarette Service, Inc., who commented, "In 25 years, members of this association have never seen fit to ask that their business be regulated."

**RAKE'S  
SUPER-SPECIALS!**

**Immediate Delivery!  
NEW Northwestern  
'49 Special**

Cuts Costs and Servicing Time in Half  
Less Than 25... \$17.35  
Less Than 100... \$17.15  
Over 100... \$16.95

AVAILABLE IN 1c OR 5c PLAY. PLEASE SPECIFY WHEN ORDERING.

**RECOND. VENDORS**

Columbus 46Z, 1c Bulk ..... \$ 7.50  
Columbus 46ZB, 5c Bulk ..... 8.00  
SK 1c or 5c Bulk ..... 8.00  
NW Deluxe 1c & 5c ..... 12.50  
NW Model 39, 1c Bulk ..... 7.50  
Shipman Stamp, 1c & 5c ..... 22.50  
NW Model 33 Ball Gum ..... 7.50  
SK Ball Gum ..... 7.50  
Victor Model V ..... 8.50  
Lucky Boy, 1c Bulk, new ..... 9.75  
N. Y. Stamp, 1c & 5c ..... 12.50  
Exhibit Card Vendors, 1c ..... 15.00  
Adams Gum, 6 Cols., 1c ..... 14.50

**WE TAKE TRADE-INS**  
LIBERAL ALLOWANCE  
1/3 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

**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 for operators.  
**BERNARD K. BITTNER**  
2002 Truman Rd. Kansas City 1, Mo.

**Move To Repeal Pa.  
Beverage-Sirup Tax**

HARRISBURG, Pa., March 3.—Legislation to repeal Pennsylvania's soft drink tax before its expiration May 31 has been introduced in the State Legislature.

The Republican party, in its 1950 campaign, pledged to repeal the levy by allowing it to expire when the current fiscal year ends.

Imposed at the rate of 1 cent on each 12 ounces of bottled drinks and 1/2 cent an ounce on sirup used in the manufacture of fountain drinks, the levy was first enacted for two years in 1947 and renewed for two more years in 1949. It yields about \$14,000,000 a year in revenue.

The bill to repeal the soft drink tax immediately (H. 374) was introduced in the House by Reps. Daniel Verona and George Sarraf, both Allegheny County Democrats.

**IMMEDIATE DELIVERY  
ON NORTHWESTERN 49**

SILVER KING CANDY MACH. 50-Bar Vendor, New ..... \$69.50  
Reconditioned Like New ..... 19.50  
1c-3c STAMP MACHINES ..... 29.50  
Used Stamp Machines ..... \$7.95 Up

**COIN MACHINE AGENCY**

Formerly Rake Coin Mach. Ag.  
2116 Fifth Ave. Court 1-3842  
Pittsburgh 19, Pa.

**NEW 25c A.B.T. SLUG REJECTORS**

Used in C-8 and other machines.  
**\$4.50** each  
Quantity discounts  
1/3 deposit with order, balance C.O.D.  
**J. V. CHERRY**  
361 Avon Ave. Newark, N. J.



**An Amazing Variety in Plastic & Metal**

For immediate delivery—shipped the same day your order is received! An entire series of proven best-sellers! Order today!



**"WILD WEST" CHARMS**

Guns, Chaps, Bucking Broncos, Saddles, Indian Heads, Boats & Spurs.

Plastic ..... 2.50 per 1000  
Copper ..... 4.75 per 1000  
Silver ..... 4.95 per 1000  
Gold ..... 5.35 per 1000



**"SPORT-TIME" CHARMS**

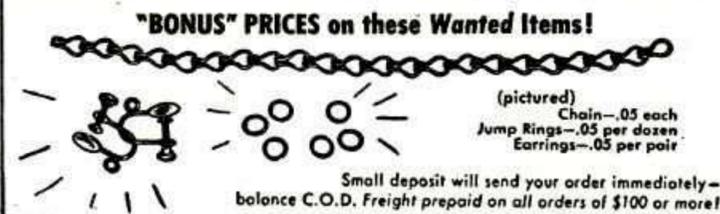
Bowling Balls, Baseballs, Footballs, Basketballs.

Plastic ..... 4.00 per 1000  
Copper ..... 7.10 per 1000  
Silver ..... 7.55 per 1000  
Gold ..... 8.50 per 1000

**"SKULL" CHARMS**

Exceptionally fine and full.

Plastic ..... 4.25 per 1000  
Copper ..... 7.60 per 1000  
Silver ..... 8.25 per 1000  
Gold ..... 9.50 per 1000



**"BONUS" PRICES on these Wanted Items!**

(pictured)  
Chain—.05 each  
Jump Rings—.05 per dozen  
Earrings—.05 per pair

Small deposit will send your order immediately—balance C.O.D. Freight prepaid on all orders of \$100 or more!

**OPERATORS VENDING MACHINE SUPPLY CO.**  
1023 SOUTH GRAND AVENUE • LOS ANGELES 15

**CLIP THIS AD! MAIL TODAY!**  
**NEW DISTRIBUTORS!**  
**IMPORTANT MONEY TERRITORIES STILL OPEN**

- Alabama
- Arkansas
- Indiana
- Kansas
- Kentucky
- Louisiana
- Mississippi
- Montana
- Nebraska
- New Mexico
- New York
- North Dakota
- Oklahoma
- South Dakota
- Texas
- Utah

Check this list of profitable areas—then write OAK for information about ACORN, the only completely die-cast aluminum precision-built All-Purpose 1c and 5c Vendor on the market today! Get in on the ground floor of a rapidly growing industry! Remember, from little ACORNS mighty INCOMES grow!

Oak Manufacturing Co.  
11411 Knightsbridge Avenue  
Culver City, California  
I am interested in the money-making opportunities offered in territory checked above. Please send me, free of charge and without obligation, complete information regarding the ACORN 1c and 5c All-Purpose Vendors.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**OAK manufacturing co., inc.**  
11411 KNIGHTSBRIDGE AVE. • CULVER CITY, CALIFORNIA

**-LARGEST-  
PROFIT MAKER**

5c Silver-King for Pistachios



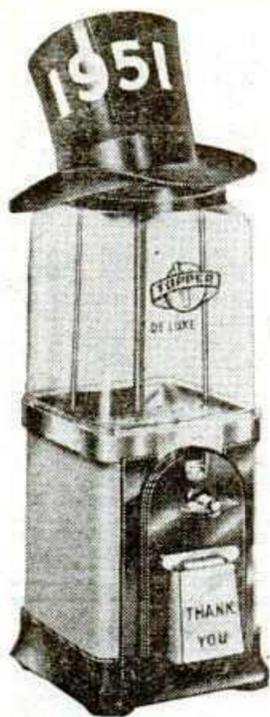
Change NOW to 5c Model for REAL PROFITS

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 Diversy Parkway Chicago, Ill.



**GET YOUR VICTORS WHILE YOU CAN**  
ONLY A LIMITED SUPPLY AVAILABLE  
because of government restrictions on materials

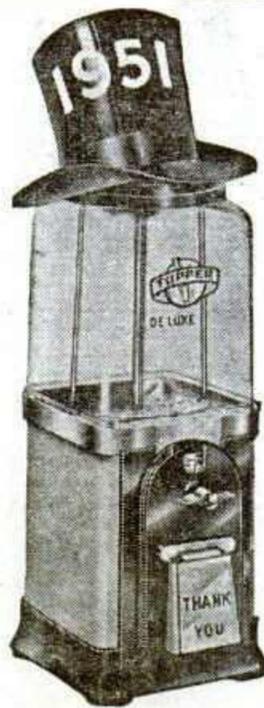
**VICTOR VENDING CORPORATION**  
5701-13 W. GRAND AVENUE  
CHICAGO 39, ILLINOIS

## Amer. Citrus Readies \$1,495 Hot Dog Vender

CHICAGO, March 3.—American Citrus Corporation announced production plans for its Electronic Hot Dog Vender this week, following a period of test operations. The machine, designed by John P. Yarmack and originally scheduled for production in 1949 by his firm, Electronic Sandwich Machine Company, Louisville, is now controlled by Jack C. Webb's American Citrus firm which has acquired manufacturing and sales rights.

Webb reports the vender, to be turned out under contract by a Morrison, Ill., company, will list at \$1,495 f.o.b. Chicago. Arrangements have been made with Swift & Company, meat packing house, to supply a ready-packaged frankfurter and American cheese sandwich. To retail at either 20 or 25 cents, at the operator's option, the sandwich comes in a cardboard carton measuring 5 3/4 by 1 7/8 by 1 7/8 inches. An inner paper wrapper covers each sandwich. Cooking is accomplished by induction heating, from the inside out. A six-inch square glass window in the vender face permits customers to view the cooking process when sandwich drops into the electronic unit. Each vending-cooking cycle requires 18 seconds.

The vender, finished in white enamel with a stainless steel kick-plate, stands 75 inches high, 30 inches wide and 20 inches deep. A coin changer is standard equipment. Capacity is 104 sandwiches. According to Webb, first deliveries of a maximum 500 unit production will be within 30 days.



**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.

## Auto. Products Appoints Coven

CHICAGO, March 3.—Automatic Products has appointed Coven Distributing to handle its Smokeshop cigarette vender in this territory. Ben Coven, head of the distributing firm, said salesman began covering the territory this week.

Coven also distributes products manufactured by Bally and Wurlitzer and the Chicago Coin Band Box unit.

### Brandstrader

Continued from page 70

"Until the national defense emergency arose, the cigarette operator was considered to be in a more 'comfortable' spot than the candy or beverage operator, who was and still is being squeezed by inflationary pressures while being limited, in the majority of cases, to the nickel price.

"But the cigarette operator now finds himself in the same spot because, in common with the beverage and candy venders and unlike other retailers who handle many kinds of items, he can't pass along State and city sales or occupational taxes to his patrons."

Brandstrader further pointed out that venders are not likely to take a stand against a federal tobacco tax of 10 cents because they are concerned about the availability and expense of obtaining coin mechanisms, let alone consumer resistance.

**See Volume Cut**  
Now the possibility of 25 and 30-cent-per-pack sales threatens to cut volume—just when the operator needs additional volume to pay for expansion to meet increasing defense demands (meaning more machines on location) and to pay for converting his units to take the new price.

Brandstrader offered a tabulation showing what he thought likely would happen to vended cigarette prices in 48 States should the present 7-cent federal tax be upped to a straight dime. He said that under the present federal levy the most common vending price can usually be determined as being 20 cents more than the State tax. Whether merely adding 3 cents, in the event of the increase being approved, would determine the new vended price, nobody knows, he declared.

Following are the present common vending prices and per pack State tax:

MOST COMMON VENDING PRICE	STATE PER PACK TAX
25c	Alabama 3c
	(+ 2c city)
20c	Arizona 2c
23c	Arkansas 4c
20c	California None
20c	Colorado None
23c	Connecticut 3c
22c	Delaware 2c
25c	Florida 5c
25c	Georgia 5c
25c	Idaho 3c
23c	Illinois 3c
23c	Indiana 3c
None	Iowa 2c
22c	Kansas 3c
22c	Kentucky 2c
28c	Louisiana 8c
23c	Maine 4c
20c	Maryland None
25c	Massachusetts 5c
23c	Michigan 3c
23c	Minnesota 4c
25c	Mississippi 4c
20c	Missouri None
25c	Montana 2c
23c	Nebraska 3c
23c	Nevada 3c
22c	New Hampshire 2 1/2c
23c	New Jersey 3c
25c	New Mexico 4c
24c	New York 3c
20c	North Carolina None
25c	North Dakota 5c
22c	Ohio 2c
24c	Oklahoma 5c
20c	Oregon None
24c	Pennsylvania 4c
23c	Rhode Island 3c
25c	South Carolina 5c
20c	South Dakota 3c
23c	Tennessee 3c
25c	Texas 4c
22c	Utah 2c
24c	Vermont 4c
20c	Virginia None
25c	Washington 4c
22c	West Virginia 1c
23c	Wisconsin 3c
20c	Wyoming None
20c	District of Columbia 1c

**GET NEWER CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
415 Neptune Street, Pittsburgh 20, Pa.

## NCA Appoints Show Officials

CHICAGO, March 3.—National Confectioners' Association has appointed Victor H. Gies, Mars, Inc., vice-president, general chairman of the 1951 NCA exposition, June 3-7, at the Stevens Hotel here. Frank K. Gleason, E. J. Brach & Sons, named program chairman, is charged with presentation of all phases of candy business operation under the nation's mobilization program.

The exhibit portion of the convention will be handled by D. P. O'Connor, Penick & Ford, Ltd. NCA said other convention committee heads would include Neal Diller, Nutrine Candy Company; O. W. Johnson, Callerman Company; R. J. Iversen, Nutrine Candy Company; Mrs. Julia Stevens, Stevens Candy Kitchens; Max Gartner, Fascination Candy Company, and Frank H. Hanscom, Walter H. Johnson Candy Company.

## Fred Hebel Corp. Moves Chi Office

CHICAGO, March 3.—Offices of the Fred Hebel Corporation, manufacturers of the FHC ice cream vender, are now located at 126 North Union Street. Firm previously occupied quarters at 20 North Wacker Drive.

## Wives Guests

Continued from page 70

ings at night on the second and fourth Thursdays were reported, and a delegation will attend one of these sessions to discuss the proposed levies.

Bob Lydenbarger, secretary, spoke on the matter of setting a regular procedure for the figuring of sales tax on bulk merchandise. The matter is being referred to the board of equalization in Sacramento.

Slater read a letter from his son in the Korean War theater. He wrote that he had just bailed out of a plane that later crashed. Young Slater served in World War II and is now serving as a photographer.

## Beich Names New Reps

BLOOMINGTON, Ill., March 3.—Paul F. Beich Company announced the appointment of two new representatives this week. John O. Espenschied will cover the Ohio territory and George W. Bradley has been assigned the Philadelphia area.

**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 1/2" x 2 1/2" x 3 1/4" 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.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 5, \$47.50  
EACH Lots of 25, 1¢ or 5¢ MODEL \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.  
1/3 Deposit, Balance C.O.D.

**FREE**  
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**INDIAN BRAND PISTACHIO NUTS**

delicious

RED—WHITE—NATURAL  
Freshly Roasted and Salted

**WRITE FOR PRICES**

**AGRESS NUT & SEED COMPANY**  
Third St. at Third Ave., Brooklyn 15, N. Y.  
MAIn 4-3213

**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.

**CHARMS**

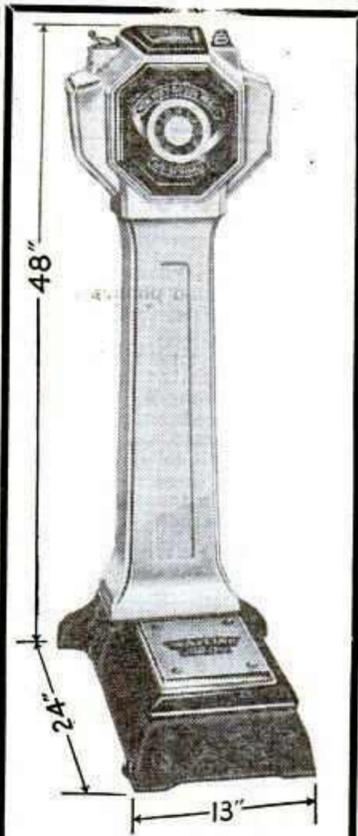
**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

The First Really New Cup Drink Dispenser in More Than a Decade

**Automatic Soda Shoppe**  
Featuring JET CARBO-COOLER

Tear Out And Mail Ad For Details

**AUTOMATIC PRODUCTS COMPANY**  
250-B W. 57th St., N. Y. 19, N. Y., Plaza 7-3123



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

**WRITE FOR CATALOG**  
On Bulk Vendors, Merchandise, Games, etc.

**ALMONDS**  
California Vendsize, packed in 5 lb. vacuum sealed tins. 30 lbs. per case. 79¢ LB. \$3.95 Can.

Plastic Charms, small, 1,000 \$2.75  
Metal Colored Charms, small, 1,000 4.25  
Plastic Charms, large, 1,000 3.25  
Copper & Nickel, large, 1,000 5.25  
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 5.95

**STANDS**  
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$3.25 each EXTRA HEAVY STANDS**  
**\$3.99 each**

We are factory distributors for all leading makers of VENDING MACHINES. One-Third Deposit on All Orders.

**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.

**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

**PLASTIC CHARMS**

Special Large Disney & Tracy Comic Series \$2.75 Per M  
Special Large Detailed Western Series \$3.25 Per M

Minimum order 10,000  
Add 25¢ per thousand for smaller quantities.  
Deposit With All Orders.

**CHARACTER CHARMS**  
1703 Fifth Avenue Pittsburgh, Pa.

## Merchandising Music

**PLUG HITS.** . . . Visual promotion has helped build phonograph play for **Carl Fisher**, Inglewood, Calif., operator. About one week every month Fisher places a strip on his phonos with the following title: "Hit Tune of the Week." Another legend used is "Special tune most requested this week." Fisher makes sure to use appropriate tunes with these strips, and as a result play on these numbers has shown steady increases.

**MORE VISUAL AIDS.** . . . Another suggestion on eye-catching promotion comes from Gilles Amusement Company's chief, **William Gilles**, Osage, Ia. This operator has found that by placing a card the size of a post card on the front glass of his phonographs, listing a new tune and the artist, the majority of people will try the suggested platter at least once. Naturally, Gilles uses only those tunes which he personally feels

will climb into the hit class for this promotion, and to date he has found it to be a real money-maker.

**LOCATION GRIPES.** . . . This subject is perhaps the most widespread in the operating field today. While the current international situation, the defense program, rising costs, manufacturing and collections all come in for a great deal of conversation whenever ops gather—locations are still the center of attraction.

Here are some of the most common complaints heard in recent (Continued on page 78)

## Capitol Execs, Artists Attend MOA Convention

**HOLLYWOOD, March 3.**—Capitol Records will be represented by artists and executives at the second annual convention of the Music Operators of America (MOA) in Chicago.

Among the artists who plan to attend are **Les Paul** and **Mary Ford**, **Jimmy Wakely**, **Tennessee Ernie**, **Hank Thompson** and **Cliffie Stone**.

**Hal Cook**, promotion department head, left here last week for a brief visit in Chicago before attending the convention. Following the meeting, he will make a tour of the East, checking with the platter's distributors.

The company will maintain headquarters in Room 731 in the Palmer House, where the artists will be on hand to meet operators.

## Runyon-Permo Feed Attracts 350 Jukemen

**NEWARK, N. J., March 3.**—Juke servicemen and collectors of Northern New Jersey were special guests at a dinner and social hosted jointly by **Runyon Sales** and **Permo** at the **Essex House** Tuesday (27). And joining in the festivities were their operator bosses, record-company brass and coin industry representatives.

**Eddie Burg**, manager of Runyon's branch, set the tone of the affairs in introductory remarks which pointed up the importance of routemen to the juke industry. Then, aside from short introductions of prominent guests, the bulk of the evening was given over to entertainment and contest awards.

A feature of the program was a special showing of a 15-minute film tracing the manufacturing process of Permo needles. Interest in the film was heightened by the quiz program which followed, with prizes awarded to those who remembered most of the points covered.

The grand door prize, a 17-jewel watch, went to **Alan Kronberg**, of **Crown Music**, here.

Thirteen prizes were awarded in all. They went to **Tony Andes**, **Belmont Music**; **Peter Richardi**, (Continued on page 76)

## MOA Needs Help in Fee Fight: Levine

Continued from page 1

could wreck the coin music business.

Rep. **Hugh Scott Jr.** introduced a bill to revise the copyright law last month (*The Billboard*, February 17). Among his most enthusiastic backers in this and earlier revision attempts has been the **American Society of Composers, Authors and Publishers (ASCAP)**.

"Passage of the Scott bill, in the opinion of well-informed people in the industry, would be disastrous," **Levine** declared. "It could do more harm to the successful operation of phonographs than anything that has yet occurred. All operators should unite in opposing such harmful and deleterious legislation."

Phonograph manufacturers, distributors and operators should work hand in hand to meet this legislative threat, **Levine** asserted. He said all facets of the industry would feel its effects if it were allowed to slip thru unchallenged.

The attorney warned that **ASCAP**, thru **Arthur Newmeyer & Associates**, a Washington public relations firm, "is underwriting a tremendous public relations campaign propagandizing legislators to

see the merits of their claim. A great many pamphlets have been placed in the hands of congressmen giving the history and arguments of why **ASCAP** should be entitled to receive license fees on all records played in juke boxes."

Altho **ASCAP** has tried for many years to secure passage of similar legislation, **Levine** expressed the view that the organization "has made great strides since the Scott bill was first introduced in 1947."

Urging operators in large numbers to attend the MOA convention at the Palmer House, Chicago, March 19-21, he disclosed that **Rep. George P. Miller**, of California, will address the conclave on *The Meaning of ASCAP Legislation*.

"It was primarily due to **ASCAP** pressure to revise the copyright law that **MOA** came into existence, **Levine** stated. "It is a credit to the founders of **MOA** that they instituted a long-range plan to create a national organization that would be ready when the time came to successfully combat this vicious attempt to destroy the coin-operated music business."

## Record MOA Turnout Forecast At Meet in Chi March 19-21

**CHICAGO, March 3.**—With plans now completed and reservations for exhibit space running far ahead of last year, officials of the **Music Operators of America (MOA)** predicted a new all-time high attendance at the organization's annual convention here March 19-21 at the **Palmer House**.

Business sessions will cover the reintroduced **Scott bill** (see separate story), the subject of increased income (covering 10-cent play and revised commissions), operator-manufacturer relations, public relations and other subjects of interest to the music operators in the emergency period.

Two new phonos will be unveiled at the convention—both in the counter model classifications. **Ristaurat** will debut its new **S-45**, a selective unit, while **Chicago Coin** will introduce its new selective 45 r.p.m. juke in its display

which will also include the **Band Box** play promoter. **AMI** and **H. C. Evans** will again display their current model phonographs, while **Permo** and several other needle firms, as well as all major and many indie record labels, will also participate.

**Assn. Meets**  
As was the case last year, the national convention also will serve as a meeting grounds for individual orgs which will convene on their own during the get-together.

It was for this reason, as well as to allow all out-of-towners to have as much time as possible to cover the exhibits, that business sessions of the convention were scheduled for the morning hours only.

A late development this week indicated that individual associations will maintain their own headquarters on the exhibit floor at the convention—thus making

possible a meeting place for their members.

### Urge Turnout

With reservations for the 1951 gathering already surpassing those of last year, **MOA** execs, including **George A. Miller**, national chairman; **Al Denver**, co-chairman, and **Ray Cunliffe**, co-convention thruout the country urging a heavy turnout at this, possibly the final national music operator conclave for the duration of the emergency period.

The banquet will be held Tuesday (20) to allow those desiring to return to their homes the final day of the convention the opportunity to attend. An all-star show has been set for the entertainment portion of the banquet.

### Exhibitors Rooms

- AMI, Inc.**, Grand Rapids, Mich., 738, 739.
- Abbey Records**, New York, 743.
- The Billboard**, Chicago, 703.
- Broadcast Music, Inc.**, New York, 740.
- Cash Box**, New York, 716.
- Columbia Records**, Bridgeport, Conn., 702.
- Chicago Coin Machine Company**, Chicago, 733.
- Capital Records**, Los Angeles, 731.
- Coral Records**, New York, 704.
- Decca Records**, Chicago, 705.

(Continued on page 76)

## DEVELOPS SYSTEM

### Pickin' Hits by Ear Pays Off for L. A. Op

**LOS ANGELES, March 3.**—After five years as a music operator, **Earl H. Bryden** has come to the conclusion there is no set formula for picking hot tunes. However, he has discovered that his ear is pretty much the average and he relies upon it. He has done quite well at it too.

**Bryden** has boiled his personal formula down to "rhythm that is cute and catchy" and works on that basis. He has missed some

good ones but not long enough to cut into his revenue. Facing the problem with an open mind, **Bryden** does not mind changing his first impression and buying a hit.

When *My Heart Cries for You* was released it did not particularly impress **Bryden**. It was not on his buying list. As the tune grew in popularity, he cast his opinions to the air and put it on his machines, netting a good revenue.

Conversely, **Bryden** picked *Orange Colored Sky* as a hit in his spots, which are mostly restaurants with a scattering of bars. The tune went great guns for some operators but not for **Bryden**.

### Bar Favorites

When it comes to buying for bars on his route of **Mills**, **Rock-Olas** and **Wurlitzers**, **Bryden** aims for something that goes with beer. In these locations **Eddy Arnold**, **Red Foley** and **Tennessee Ernie** have been his bread winners.

**Bryden** was born in **Upland**, near **San Bernardino**, and was always interested in anything mechanical or electronic. In high school days he began making the stops with a friend who was a route man. The interest led him into the business as an employee of **Milton Lang**, an old-time **Glendale** operator, and later with **Bill Leuenhagen**, who today has the popular **Record Bar on Pico**.

### Father-Son Deal

Going on his own, **Bryden** became associated with his father, a retired policeman. Today the elder **Bryden** attends to the office work, including the typing of the strips. The operator does all of his own buying as well as servicing.

He works on a 60-40 basis with his local locations. If a machine grosses \$20 or more it goes on that basis; otherwise it is split down the middle.

The music business gives him a chance to tinker, satisfying his desire for mechanics, along with a pretty good income. **Bryden** believes that he has had to meet just about every type of problem in the business, but he would not change his business for any other.

## Acid Damages Two Jukes in Detroit

**DETROIT, March 3.**—**Philip Berman**, owner of **Louie's Music Company**, an operating firm with 50 phonographs on location in the **Detroit** area, asked police protection after two of his machines were damaged by acid.

**Berman**, who said he had been in the juke box field for 25 years, the last 15 in **Detroit**, appeared before the **Senate Crime Investigating Committee** during its hearings here several weeks ago.

## GAL MAKES GOOD ON MUSIC ROUTE

**ROCK ISLAND, Ill., March 3.**—While **Toronto** recently doffed its hat to its first fem op (*The Billboard*, February 10), women continue to play an important role in the current affairs of the biz domestically.

**Pauline Smith**, trained in radio engineering, as was her husband, found it a difficult task to break into the broadcasting field. So while her husband worked full time as an engineer at a local station, she decided to become her husband's partner in an operation of music equipment. **Mrs. Smith** can handle any and all jobs on a route, from installation of equipment to servicing—and she has handled the route on her own for weeks at a time when her husband was ill or too busy on his radio job.

## Wurlitzer Co. Gets \$5 Million Defense Order

**NORTH TONAWANDA, N. Y., March 3.**—**R. C. Roling**, president of the **Rudolph Wurlitzer Company**, announced his firm has been awarded over \$5,000,000 in defense contracts by the **Army Ordnance Department** and the **Army Signal Corps**. Most of the work is the result of the company's program of engineering and research with government engineers since the close of **World War II** in 1945, he stated.

As a result of the new contracts **Wurlitzer** is rearranging its plant layout and acquiring new equipment needed to carry out the expanded production program. Output of civilian products, phonographs, pianos, organs, etc., will be modified in line with the government's limitation orders, **Roling** declared. However, production of such equipment is expected to be continued to fill a backlog of orders, he said.

## MOAI Slashes Dues To Help Member Drive

**INDIANAPOLIS, March 3.**—The **Music Operators Association of Indiana (MOAI)** will discontinue dues until further notice, according to an agreement reached at a meeting recently.

At the next meeting **MOAI** will invite all operators to join the group in order to increase membership.

## Used Jukes Demand Up

Continued from page 69

with 97 per cent of all advertised vendors offered at the same levels. Approximately 2 per cent had higher price tags and less than 1 per cent were slightly off. Arcade equipment, about to enter its high demand period, also had small variations in advertised prices. Less than 2 per cent of arcade pieces listed included price changes. All of these were up from \$5 to \$25.

Out Next Week!

# THE BILLBOARD'S 1951 JUKE BOX SPECIAL

40 Big Pages of Features and Reference Lists That Will Help Make 1951 an Outstanding Year for the Juke Box Industry

## 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:

**MINNESOTA WOULD TAX JUKES TO AID ORK.** State mulls \$10 tax to assist Minneapolis symphony (General Department).

**MOA NEEDS HELP IN FEE FIGHT:** Levine, Counselor sends out plea for aid in struggle against copyright rewrite (General Department).

**PERRY, PATTI, GUY AND LES TOP WAXERS.** Pop disk selections put singers on seven of top 10 (Music Department).

**CORAL HYPOS INSTRUMENTAL SPECIALTIES.** The diskery is in the throes of rounding out catalog (Music Department).

And other informative news stories, as well as the *Honor Roll of Hits and pop charts.*



**IT'S ALL  
PAY LOAD  
WHEN YOU  
OPERATE**

### EVANS' 20 Record 40 Selection CONSTELLATIONS

How well you do from now until (?) depends on how much of your equipment stays faithfully on the job. Machines constantly in the repair shop obviously can't return the proper revenue requirements.

Evans' Constellations carry the freight, day in and day out. They're rugged, possessed of durable quality and they deliver trouble free performance without costly assists from the repair department! See your Evans Distributor for all the reasons why, or write Factory direct.

**MOA CONVENTION VISITORS**  
Attend the  
**CONSTELLATION DEMONSTRATIONS**  
Rooms 734-735  
Palmer House, Chicago  
March 19, 20, 21

AVAILABLE NOW — Evans Record Play Meter for Original Constellation.  
GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

#### H. C. EVANS & CO.

1556 W. Carroll Ave.  
Chicago 7, Illinois

See Evans' Profit Stimulators, Pages 87, 91.

## NO GENIUS NEEDED!

It's a snap to figure out how this MUSIC BOX works!

### the RISTAUCRAT S-45

#### 12 Record SELECTIVE Model Music Box

Don't miss the easiest-to-operate music box ever assembled. This magnificent beauty is completely different!

**RISTAUCRAT, Inc.**  
1216 E. Wisconsin Ave. Appleton, Wis



See the S-45 at the M.O.A. Convention Palmer House Chicago March 19-21

## MOA Turnout

Continued from page 75

- H. C. Evans & Company, Chicago, 734, 735.  
Hirsh Coin Machine Corporation, Washington, 745.  
Hit Parade Program Service, New York, 717.  
La Salle Industries, Chicago, 719.  
MGM Records, New York, 729.  
James H. Martin, Inc., London Records, Chicago, 742.  
Mercury Records, Chicago, 706.  
M. A. Miller Manufacturing Company, Chicago, 726.  
National Rejectors Company, Chicago, 730.  
Permo, Inc., Chicago, 722.  
RCA Victor, Camden, N. J., 744.  
Ristaurat, Inc., Appleton, Wis., 720.  
Williams Manufacturing Company, Chicago, 732.  
Wood Printing Company, Dallas, 718.
- Assn. Reservations**  
Following associations have reservations:  
Automatic Music Operators' Assn., New York.  
Automatic Phonograph Owners' Assn., Cincinnati.  
California Music Guild, Oakland.  
Michigan Automatic Phonograph Owners' Assn., Detroit.  
Music Guild of America, Newark, N. J.  
Phonograph Merchants' Assn., Cleveland.  
Phonograph Operators' Assn., Philadelphia.  
Recorded Music Service Assn., Chicago.  
Washington Music Guild, Washington.  
Wisconsin Phonograph Operators' Assn., Brodhead, Wis.

## Runyon-Permo

Continued from page 75

- Ramco; Harry Milkin, Emerson Music; Tony Bernieri, Alden Distributors; Bob Kerns, Capitol Records; Harry Knowles, Valley Amusement; Tom Galasso, Atlas Music; Peter Reda, J. & R. Distributors; H. Werner, Mayfair Music; John Sofchak, Carmen D'Agliano and John Batko.
- Recording stars who entertained included Georgia Gibbs, Frankie Laine, Helen O'Connell and Don Cherry.
- Runyon and co-owners Barney Sugerman and Abe Green shared host duties with Gail Carter, Bert Davidson and Kermit Suits of Permo.
- Guests asked to take a bow included Dick Steinberg and Sol Kesselman, of the Music Guild of New Jersey; Ben Becker and Art Garvey, of Bally Manufacturing; Jack Mitnick, of AMI, and Ed Pecora, of the local jukemen's union.

## 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
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Continued from page 32

- | ARTIST LABEL AND NO.   | TUNES COMMENT | POPULAR        | CHILDREN |
|--|---------------|----------------|----------|
| <b>TONY MARTIN (Henri Rene Ork)</b><br>I Cried for You<br>VICTOR 20-4049—Martin sells this one with much feeling and romance. Side could step out.   |               | 86--87--85--84 |          |
| <b>You Are My Lucky Star</b><br>Easy, light, rhythm rendition, perhaps a shade casual.   |               | 77--77--77--77 |          |
| <b>TONY MARTIN (Henri Rene Ork)</b><br>You Were Meant for Me<br>VICTOR 20-4050—Martin registers with a warm, engaging treatment at effective medium-dance tempo handsomely backed by group and ork.  |               | 82--82--82--82 |          |
| <b>It Was So Beautiful</b><br>Slow, mellow and romantic job.   |               | 75--75--75--75 |          |
| <b>LISA KIRK</b><br>I Feel a Song Coming On<br>VICTOR 20-4030—Musicomedy thrush does an exuberant, brisk job in typical "opener" production fashion. Good bet for jocks.   |               | 80--83--80--77 |          |
| <b>Don't Blame Me</b><br>Competent but not remarkable rendition of the ballad. Solid orking in back.   |               | 68--68--68--68 |          |
| <b>LISA KIRK</b><br>I'm in the Mood for Love<br>VICTOR 20-4031—Echo mike endows Miss Kirk's breathy, intimate treatment with a dramatic personal impact.   |               | 75--77--75--73 |          |
| <b>I Can't Believe That You're in Love With Me</b><br>Thrush does a neat rhythm job, backed by smart vocal group and ork.  |               | 72--74--72--70 |          |
| <b>LISA KIRK</b><br>You're a Sweetheart<br>VICTOR 20-4032—Miss Kirk does an adequate job, to an effective ork setting, at a light, easy beat.  |               | 68--68--68--68 |          |
| <b>Exactly Like You</b><br>Similar to flip.  |               | 68--68--68--68 |          |
| <b>JAN AUGUST</b><br>Jan's Cucaracha<br>MERCURY 5589—This is a piano dinking with rhythm accompaniment of the well known Mexican tune the August dresses it up with his usual tricks.  |               | 69--71--69--67 |          |
| <b>Perfidia</b><br>More of the same technique using another Latin-American standard.   |               | 71--73--71--69 |          |
| <b>DINAH SHORE (Henri Rene Ork)</b><br>Orchids in the Moonlight<br>VICTOR 20-4046—The thrush is handicapped by a slightly too brisk tempo as she spreads her warm style over the tango.  |               | 70--70--72--68 |          |
| <b>Around the Corner</b><br>The rhythm novelty with the military touches starts out with promise but doesn't hold together all the way.  |               | 75--78--72--75 |          |
| <b>FRAN WARREN (Hugo Winterhalter)</b><br>Over the Rainbow<br>VICTOR 20-4027—Fran does herself credit with a glowing reading of this evergreen ballad. Fine conception, excellent arrangement.   |               | 83--84--82--83 |          |
| <b>Stormy Weather</b><br>This is probably the most effective slicing Fran has made since she went on her own. She is aided by a superb Winterhalter orking. The whole thing stacks up as a topnotch torch dinking sure to attract spinner action.  |               | 86--87--86--85 |          |
| <b>FRAN WARREN (Hugo Winterhalter)</b><br>I Gotta Right to Sing the Blues<br>VICTOR 20-4028—A fine effort by Fran with an anthem that has been a jazz-singer fave over the years.  |               | 72--75--72--70 |          |
| <b>One for My Baby</b><br>The noted torcher is done well by the thrush.  |               | 72--75--72--70 |          |
| <b>FRAN WARREN (Hugo Winterhalter)</b><br>Let's Fall in Love<br>VICTOR 20-4029—This lovely ballad is revived in an easy flowing reading.   |               | 75--75--75--75 |          |
| <b>Between the Devil and the Deep Blue Sea</b><br>This is the change of pace item in Fran's contribution to the Victor vocal series and she delivers it with zest and a big beat.  |               | 72--73--70--74 |          |
| <b>EDDIE FISHER (Hugo Winterhalter)</b><br>Mammy<br>VICTOR 20-4036—Pushed by a sparkling up orking, with a show-type flavor, Fisher belts the late Al Jolson's pet song in a winning fare-thee-well effort. A flashy, appealing slicing.   |               | 86--87--86--86 |          |
| <b>My Blue Heaven</b><br>Fisher takes the fave at a deliberate pace. Makes a pleasant, un-spectacular face.  |               | 74--76--74--72 |          |
| <b>EDDIE FISHER (Hugo Winterhalter)</b><br>(What Can I Say) After I Say I'm Sorry?<br>VICTOR 20-4037—Fisher, with aid of a vocal group, fashions a pleasant straightforward reading which will serve also as a neat dance whirl.   |               | 75--76--74--75 |          |
| <b>My Mom</b><br>A glowing effort by the youngster of a wonderful oldie.   |               | 82--85--82--80 |          |
| <b>EDDIE FISHER (Hugo Winterhalter)</b><br>My Buddy<br>VICTOR 20-4038—A warm, feelingful job by Fisher backed up with a sensitive Winterhalter orking.   |               | 85--85--85--85 |          |
| <b>At Sundown</b><br>The rhythm fave is sold in a dance setting as a group joins to support the warbler.   |               | 73--74--72--73 |          |
| <b>PERRY COMO (Mitchell Ayres)</b><br>It's Only a Paper Moon<br>VICTOR 20-4034—Perry spreads his silky sounds across the rhythm fave with skillful support of a tasty rhythm group.  |               | 83--82--82--84 |          |
| <b>Me and My Shadow</b><br>The warbler is not quite as convincing in the handling of another of the Billy Rose songs which make up his set in the Victor vocalist series.  |               | 79--80--80--78 |          |
| <b>PERRY COMO (Mitchell Ayres)</b><br>Without a Song<br>VICTOR 20-4035—One of Como's all-time great recordings! Supported by a chorus and ork, Perry is simply magnificent as he sensitively belts the daylights out of this rich standard.  |               | 90--90--90--90 |          |
| <b>More Than You Know</b><br>Sensitive Como as he effectively spreads his magic all over one of the masterful ballads in the popular catalog.  |               | 86--87--86--85 |          |
| <b>CHILDREN</b>  |               |                |          |
| <b>GENE AUTRY (Carl Cotner Ork)</b><br>Rusty the Rocking Horse<br>COLUMBIA (78) MJV-94—Despite the combination of Autry and the kidisk packaging, the material may be a bit too pop for the kids. Autry, however, hands it a good commercial reading.  |               | 73--73--73--73 |          |
| <b>Bucky the Bucking Bronco</b><br>Material here is slightly better in its realistic approach.   |               | 77--77--77--77 |          |
| <b>RICHARD MOHAUPT-DELMAR MOLARSKY</b><br>Billy Rings the Bell (Parts I & II)<br>CHILDREN'S RECORD GUILD CRG 5008—This is one of the more unusual educational ideas recorded for children. Based on the Haydn idea in his "Toy Symphony," Mohaupt and Molarasky have developed an extremely interesting story about children participating in musical selections. Production, music, orchestration and packaging are excellent. tops for the school age set. |               | 81--81--81--NS |          |

(Continued on page 78)

# "I couldn't believe it!"

Remember the farmer who saw his first giraffe? "There ain't no sech animal!" he insisted. *He couldn't believe it.*

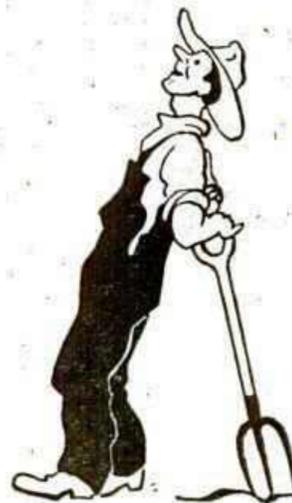
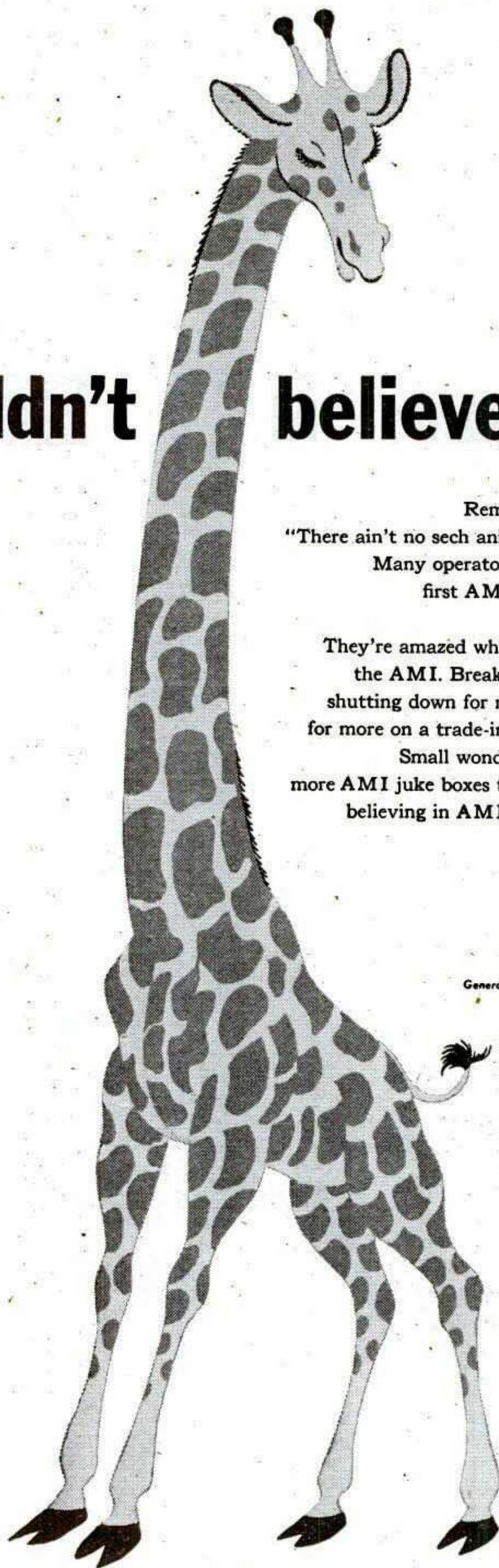
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**WURLITZER**  
*Fourteen Hundred*  
 Plays All  
 Speed Records

# Merchandising Music

• Continued from page 75

weeks: Location owners leave radios on even tho nobody in the spot listens—but the patrons don't play the juke either; plugs are not inserted when the location is opened, and in some cases the juke is inoperative for hours; poor volume levels and the lack of small change. Ops'all over the country would like to know what their fellow ops are doing to overcome these and other gripe conditions. Send them along for use in future issues.



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## 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 76

### CHILDREN

- (No Artist Listed)  
**Sunday in the Dark (Parts I & II)** 77--77--77--NS  
 CHILDREN'S RECORD GUILD CRG 1010—For moppets in the 2 to 4 age group, this double-sided disk tells the story of a Sunday walk with simple tunes about walking, stretching, rolling over, running and a see-saw.
- RICHARD MOHAUPT-DELMAR MOLARSKY**  
**The Clock That Went Backwards (Parts I & II)** 80--80--80--NS  
 CHILDREN'S RECORD GUILD CGR 5016—Purpose of the fantasy is to the youngsters an opportunity to hear the various styles of music. As the clock goes backward, the minuet, the madrigal, church music and primitive chants are all presented with clarity and good taste. Disk ends with a modern work. For the 5 to 8 year olds.
- GLENN ROWELL (Ray Carter)**  
**David and Goliath** 76--76--76--NS  
 COLUMBIA MJV 100—Narrator Rowell, ork and chorus combine to present the familiar Bible story in an effective disk. Production and packaging are excellent.
- Daniel in the Lion's Den** 76--76--76--NS  
 Same comment.
- WILLIAM KEENE (Merrill Joels-Peter Monsen)**  
**The Adventures of Peter Cottontail (Parts I & 2)** 77--77--77--NS  
 COLUMBIA MJV 99—By this time, the Peter Cottontail character is sufficiently well known to stand up in a series. And tho the material here is ordinary, production is strong enough to carry the story.
- FLOYD SHERMAN**  
**Children's Favorite Hymns (Parts 1 & 2)** 70--70--70--NS  
 COLUMBIA MJV 97—Tenor Floyd Sherman handles the standard hymns with proper reverence and with diction well-suited for children. Hymns sung are "Stand Up for Jesus," "Away in the Manger," "Jesus Calls Us," and "Now the Day Is Over."
- ROSEMARY CLOONEY**  
**Fuzzy Wuzzy (Wuz a Bear)** 77--77--77--NS  
 COLUMBIA MJV 95—Clooney gal's diction and a heavy assist from the Tony Mottola ork add up to a neat kidisk that's smartly packaged. For moppets of all ages.
- My Chocolate Rabbit** 70--70--70--NS  
 As Easter material, ditty has strong competition. Interpretation, tho, is fine.
- GENE AUTRY**  
**Sonny the Bunny** 88--88--88--88  
 COLUMBIA MJV 103—In a colorful envelope, the Autry kidisk, previously reviewed as a pop, should be a seasonal click.
- Bunny Round-Up Time** 85--85--85--85  
 For the younger, pre-school crowd, this combination of Easter and cowboy material is good fare.
- GLENN ROWELL (Ray Carter)**  
**Jonah and the Whale** 76--76--76--NS  
 COLUMBIA MJV 10—Well-produced narration of the well-known Bible story includes some well-sung ditties. Rowell's voice is near-perfect for the job. For the younger set, up to about 8 or 9.
- Noah's Ark** 76--76--76--NS  
 More of the same on another Bible favorite.

### HOT JAZZ

- OSCAR PETTIFORD**  
**Take the "A" Train** 68--75--70--60  
 MERCER M 1959—Pettiford provides another fascinating slicing as he plucks the cello to the tune of Duke's theme. Ellington is part of the accompanying rhythm section.
- Blues for Blanton** 65--75--65--55  
 Pettiford plucks out some moving blues passages to the memory of Jimmy Blanton. Ellington guides Pettiford from the keyboard.
- COLEMAN HAWKINS**  
**Sophisticated Lady** 72--78--72--67  
 MERCER M 1962—The fat, gusky tone of the Hawk's tenor is most effective on this lovely evergreen. Recorded in France with French rhythm section. Certainly one of Hawk's best recent waxed noodlings.
- It's Only a Paper Moon** 67--71--67--62  
 Bits of bop sneak into Hawk's go on the standard at a medium-tempo. Pleasant diskings spots a couple of Frenchmen, one an alto and another on tram, bopping with scholarly deliberation.
- ELLINGTONIANS**  
**The New Piano Roll Blues** 70--79--72--60  
 MERCER M 1958—Something unusual here as Ellington beats out some impressionistic blues ideas on the mandolin piano. Inevitably he winds up with a variation on "Dancers in Love" but generally this is off-the-beaten-track Duke.
- The Man I Love** 37--38--38--35  
 (Sara Forde-Billy Strayhorn)  
 Miss Forde apparently is brand new and unskilled. She hasn't made up her mind whether she wants to be a Ruth Brown or a Sarah Vaughan. Her quality is not entirely of a pleasant variety.
- GENE AMMONS**  
**Jug** 72--75--70--72  
 PRESTIGE 735—Ammons shows the way on his tenor for a romping honker which swings somewhat and has a Basie-ish flavor. R & B market biz is likely.
- 'Round About One A.M.** 65--65--62--67  
 Ammons turns his tonsils towards blues warbling and comes off passably in that department in the usual blues vein.
- JOHNNY HODGES ORK**  
**June's Jumpin'** 68--70--68--66  
 MERCER M 1961—Hodges' alto is featured on a light jump blues in the Ellington tradition. Recording could have been cleaner. From the Hodges' album.
- Violet Blue** 72--75--72--70  
 A typical Hodges go on another sensuous blues theme creates a deep mood. Another side from the album.
- JOE ROLAND**  
**Half-Nelson** 75--80--74--72  
 MERCER M 1964—Re-release of a splendid experiment in bop spotting a "new" sound in the use of chamber strings. Greater distribution in jazz circles should pave the way for sales in modernist quarters.
- Sally Is Gone** 76--80--75--72  
 The chamber bop group with strings gets a fine ensemble sound that's different enough to attract attention at least among die-hard bop collectors. Excellent modern jazz wax.
- L. & N. GOSPEL SINGERS**  
**Lord, You've Been So Good to Me** 71--71--71--NS  
 FEDERAL 12011—Male group has a fine hand-clapping opus sung a cappella.
- Going To Move** 70--70--70--NS  
 More of the same takes at a slower tempo. Fine revival meeting feeling.
- SWANEE RIVER BOYS**  
**Sim Is What's the Matter** 73--73--73--NS  
 MGM 10913—Excellent vocal group get a good musical blend into their chanting of a rhythmic tune with a neat lyric idea.
- Carry Me Back to Old Virginny** 60--60--60--NS  
 The Stephen Foster oldie is handled in a mood reading by the group, with a bass voice recitation.

(Continued on page 83)

**OUT NEXT WEEK**  
 in the March 17 Issue ...

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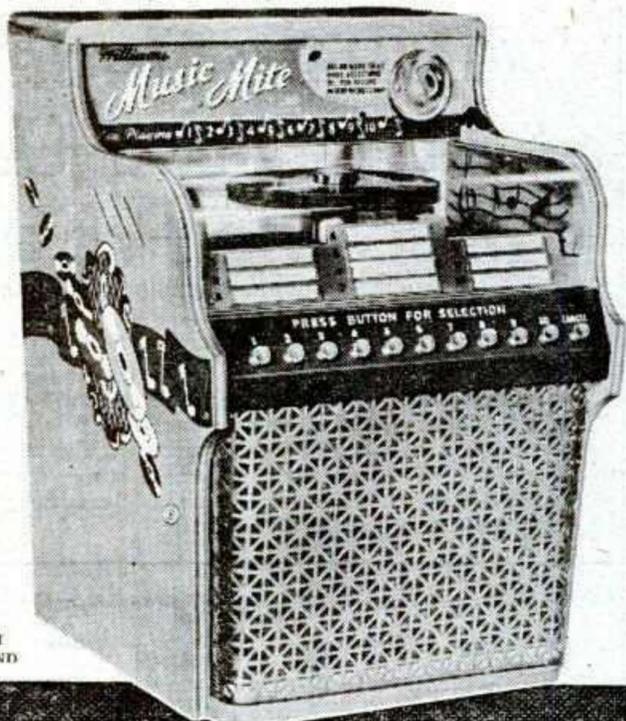
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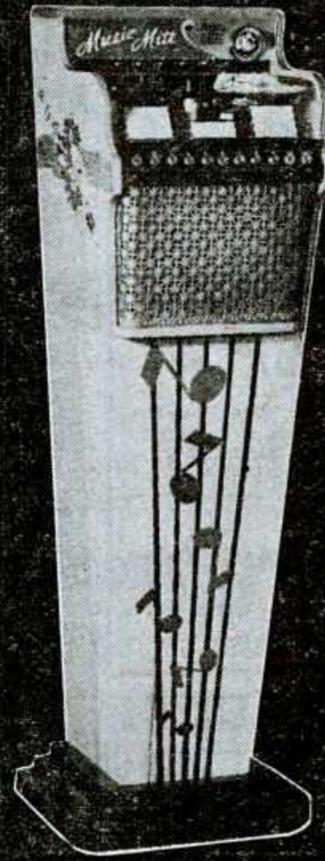
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**THE BILLBOARD Index of Advertised Used Machine Prices**

**• 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 March 3	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10
Advance Rolls (Genco) (roll-down).....		\$29.50		
All Baba (Gottlieb).....				\$54.50
Alice in Wonderland (Gottlieb).....				69.50
Amber (Williams).....	\$ 35.00			
Aquacade (United).....	80.00	80.00	\$80.00	70.00
Baby Face (United).....	85.00			
Bally Hoo (Bally).....		39.50		
Banjo (Exhibit).....	50.00			
Barnacle Bill (Gottlieb).....	75.00			54.50
Bermuda (Chicago Coin).....	29.50 65.00	29.50	29.50	29.50
Big Top (Genco).....	85.00	99.50		
Bing a Roll (Genco) (roll-down).....	89.50	89.50	89.50	89.50
Black Gold (Genco).....	105.00		89.50	
Blue Skies (United).....	85.00			
Boston (Williams).....			99.50	139.50
Bowling Champ (Exhibit).....	100.00	100.00	100.00	90.00
Buccaneer (Gottlieb).....	49.50 70.00	75.00	70.00	60.00
	95.00			
Build Up (Exhibit).....			95.00	59.50
Butterfly.....				79.50
Buttons and Bows (Gottlieb).....	69.50			
Canasta (Genco).....		150.00	150.00	
Caribbean (Williams).....				45.00
Carnival (Bally).....	89.50 110.00	65.00 89.50	89.50	89.50
Carolina (United).....	44.50 75.00 (3)	75.00	65.00 75.00	65.00
	95.00			
Catalina (Chicago Coin).....	29.50 34.50	29.50	29.50	29.50 40.00
Champion (Bally).....	349.50			425.00
Champion (Chicago Coin).....	95.00 125.00	95.00		
Cinderella (Gottlieb).....	34.50			39.50 59.50
Citation (Bally).....	224.50 325.00	300.00	275.00	
Cleopatra (Marvel).....	95.00	29.50		
Dallas (Williams).....	95.00			99.50
Dew-Wa-Ditty (Williams).....				89.50
El Paso (Williams).....				74.50
Floating Power (Genco).....	79.50 85.00 (2)	69.50 79.50	79.50 85.00	75.00
	95.00	85.00		
Flying Saucers (Genco).....				174.00
Football (Chicago Coin).....	95.00			99.50
Freshie (Williams).....	119.50			
Georgia.....	175.00			99.50
Goalie (Chicago Coin).....		39.50		59.60
Gold Ball.....			39.50	
Gold Cup (Bally).....	109.50 165.00	165.00	165.00 175.00	
Gold Mine (roll down).....	29.50			39.50
Gondola (Exhibit).....	74.50		70.00	70.00
Grand Award (Chicago Coin).....		65.00	65.00	65.00
Harvest Time (Genco).....				149.50
Hit Parade (Marvel).....		29.50		
Hot Rods (Bally).....	99.50 124.50			
	150.00 195.00			
Humpty Dumpty (Gottlieb).....	29.50 45.00	29.50	29.50	29.50 59.50
Hy-Roll (Bally) (roll-down).....	69.50	69.50	69.50	69.50
Jack 'n Jill (Gottlieb).....	34.50 75.00			44.50
Jamboree (Exhibit).....	44.50			59.50 65.00
Jockey Special (Bally).....	94.50 125.00	110.00	110.00 125.00	
Just 21 (Gottlieb).....	79.50 99.50	99.50		79.50 119.50
	119.50			
Lady Robin Hood (Gottlieb).....	49.50 55.00			49.50
Lariat.....	95.00			
Line Up (Keeney).....		32.50	32.50	32.50
Lucky Innings (Williams).....		110.00		
Lucky Star (Gottlieb).....		65.00		
Magic (Exhibit).....				55.00
Major League Baseball (United).....	34.50 49.50	45.00		34.50
	65.00			
Majors of '49 (Chicago Coin).....	49.50 65.00	49.50		49.50
	75.00			
Mardi Gras (Genco).....	24.50 29.50	29.50	29.50	29.50 39.50
	39.50 50.00			
	65.00			
Marjorie (Gottlieb).....		29.50		
Maryland (Williams).....	95.00 125.00	95.00	95.00	79.50 85.00
Melody (Bally).....		39.50		69.50
Melody Roll (Bally).....			34.50	34.50
Merry Widow (Genco).....	34.50 65.00	29.50 34.50		
Mexico (United).....	35.00			
Montefrey (United).....			49.50	59.50
Morocco (Exhibit).....	34.50			
Nifty (Williams).....	210.00			
Nuddy (Bally).....		39.50		
One, Two, Three (Mills).....	54.50 75.00	54.50 75.00	54.50 75.00	54.50 65.00
Paradise (United).....	44.50 75.00			79.50
Photo Finish (Universal).....		400.00		
Pinch Hitter (United).....	69.50			69.50
Pinky.....	210.00			
Play Box.....	50.00			
Pro-Score (Ponsler) (roll-down).....		49.50		
		49.50	49.50	49.50 89.50
Puddin' Head (Genco).....	79.50 110.00	99.50 110.00	110.00	99.50 110.00
Quarterback (Williams).....				
Rag Mop (Williams).....	210.00			
Rainbow (Williams).....	65.00			
Ramona (United).....			65.00	
Rip Snorter.....	145.00	155.00	155.00	145.00
Robin Hood (Daval).....	34.50			59.50
Round-Up (Gottlieb).....	39.50 85.00			54.50
Sally (Chicago Coin).....		59.50		55.00 79.50
Saratoga (Pace).....	49.50			
Samba (Exhibit).....	34.50			
Screwball (Genco).....	39.50 (2) 55.00	39.50 55.00	39.50 55.00	39.50 45.00
	65.00			59.50
Select-A-Card (Gottlieb).....	95.00 99.50	134.50 155.00	32.50 95.00	99.50
	155.00			
Shanghai (Chicago Coin).....	44.50 60.00	49.50		59.50
Sharpshooter (Gottlieb).....	79.50			99.50
Short Stop (Exhibit).....	29.50			
Show Boat.....	49.50			
Singapore (United).....		29.50		
South Pacific.....	124.50			129.50
Special Entry (Bally).....			90.00	
Spinball (Chicago Coin).....	29.50	29.50	29.50	29.50 49.50
Spot Lite (Gottlieb).....		399.50 (reg.)		
		49.50 (spec.)		
Stardust (United).....				79.50

**THE BILLBOARD Index of Advertised Used Machine Prices**

**• Arcade Equipment**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 3	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10
Air Raider (Keeney).....	\$125.00	\$100.00	\$100.00	\$95.00 100.00
All Stars (Williams).....	125.00	125.00	125.00	125.00(2)
Astroscope.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope).....	150.00	150.00	135.00	135.00
Ball Grip.....				95.00
Bally Bowler (Bally).....	65.00	65.00	65.00	65.00
Bank Ball (Amusement Enterprises).....		150.00		
Basketball Champ (Chicago Coin).....	80.00			
Bat-A-Ball.....				19.50
Batting Practice (Scientific).....	75.00	75.00	75.00	27.50 75.00
Bear Gum (Seeburg).....	374.50 375.00	375.00	365.00	365.00
Big Jinning (Bally).....			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	75.00	75.00	75.00
Candid Camera.....	15.00	15.00	15.00	15.00
Challenger (ABT).....	20.00	20.00	20.00	19.50 20.00
Chicken Sam (Seeburg).....	69.50 95.00	95.00	95.00	95.00
Cross Country (Mutoscope).....				425.00
Dale Gun (Exhibit).....	49.50 95.00	85.00 95.00	95.00 129.50	80.00 95.00
	129.50 (late)	129.50 (late)		129.50
Diggers (Exhibit).....	95.00	95.00	95.00	95.00
Drive Mobile (Mutoscope).....	150.00	150.00	135.00	95.00 135.00
Goalie (Chicago Coin).....	75.00 125.00	125.00	125.00	95.00 125.00
Grip Scale (Mercury).....				95.00
Grip Vue (Silver King).....	17.50	17.50	19.50	17.50
Heavy Hitter (Bally).....	65.00	60.00	60.00	60.00 75.00
Hi Ball (Exhibit).....	60.00	60.00	60.00	60.00
Hockey (Chicago Coin).....	95.00	95.00	95.00	95.00
Irish Poker Pool.....	90.00			
Jack Rabbit (Amusement Corp.).....	100.00	100.00	100.00	100.00
Knock Out Punch (Exhibit).....				150.00
Lighthouse Grip.....				95.00
Magic Pen.....	125.00	125.00	125.00	125.00
Mystic Pen.....				125.00
Panorams.....	250.00	250.00	225.00	225.00
Peek (Shipman).....		35.00		35.00
Periscope.....	125.00	125.00	125.00	125.00
Phil Toboggan Ski Ball.....	375.00	375.00 795.00	750.00	750.00 (late)
Photomatic (Mutoscope).....	795.00 (late)	150.00 159.50	145.00 159.50	159.50
Pistol Pete (Chicago Coin).....	150.00 159.50	150.00 159.50	145.00 159.50	159.50
Pitch Em & Bat 'Em.....	225.00	225.00	225.00	225.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Pool Table (Edelco).....	189.50			
Punching Bag (Mills).....				125.00
Punching Bag (Mutoscope).....				185.00
Punch Bag Trainer (Exhibit).....				150.00
Quizzer.....	95.00 125.00	125.00	125.00	125.00
Rapid Fire (Bally).....	85.00	85.00	85.00	85.00 115.00
Recordio (Wilson-Gay).....	175.00	175.00	175.00	175.00
Rotary Claw.....	225.00			
Rotary Pusher.....	275.00			
Seven High (Edelman).....	49.50	49.50	49.50	49.50
Shoot the Bea (Seeburg).....				395.00
Silver Bullet (Exhibit).....	195.00	195.00	195.00	225.00
Silver Gloves (Mutoscope).....				275.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skee Roll (Wurlitzer).....		125.00		
Sky Fighter (Mutoscope).....				115.00
Speedway Bombsite.....		175.00	175.00	175.00
Spitfire (Genco) (Scientific).....	15.00	15.00	15.00	15.00
Standard Metal Typer.....	349.50	362.00		
Striking Clock (Exhibit).....				150.00
Team Hockey (United).....			185.00	185.00
Ten Strike (Evans).....	50.00 75.00	75.00	75.00	75.00
3-Way Gripper (Gottlieb).....	18.50	18.50	18.50	18.50
Tommy Gun (Evans).....			85.00	85.00
Undersea Raider (Bally).....		125.00	95.00	95.00
Victory (Victor Vending).....				19.50
Vitalizer (Exhibit).....	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope).....	395.00	395.00		
Western Baseball.....	85.00	85.00	85.00	85.00
World Series (Rock-Ola).....				50.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

	Issue of March 3	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10
Star Series (Williams).....	165.00 (2)	165.00 (2)	165.00 (2)	165.00 (2) 195.00 (late)
				29.50
Stormy (Williams).....	29.50 50.00	29.50	29.50	29.50
Summer Time (Gottlieb).....	39.50			74.50
Sunny (Williams).....	29.50 45.00	29.50	29.50	29.50
Super Hockey (Chicago Coin).....	90.00			95.00
Tahiti (Chicago Coin).....	99.50 105.00	105.00		89.50
Telescope (Gottlieb).....	120.00			79.50
Temptation (Chicago Coin).....				79.50
Tennessee (Williams).....	75.00			50.00
Texas Leaguer (Keeney).....	50.00	50.00	50.00	50.00
Three Musketeers (Gottlieb).....	135.00			
Thrill (Chicago Coin).....	29.50	29.50	29.50	29.50
Total Roll (Genco) (roll-down).....		19.50 25.00	29.50 49.50	29.50 45.00
		29.50 55.00	29.50 55.00	
Trade Winds (Genco).....	29.50 (2) 55.00	65.00	55.00	
		65.00		
Trinidad (Chicago Coin).....	29.50 34.50			34.50
	50.00			
Triple Action (Genco).....	29.50 55.00	29.50 49.50	29.50	

# 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 March 3	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10
<b>AIREON</b>				
Deluxe	\$ 79.50	95.00	\$79.50	95.00
Deluxe 75			\$95.00	\$80.00
Fiesta	125.00	125.00	125.00	125.00
<b>AMI</b>				
Model A			375.00	375.00
Model B	550.00	575.00	475.00	550.00
Streamliner	65.00	65.00	65.00	65.00
<b>MILLS</b>				
Empress		65.00		
<b>PACKARD</b>				
Chrome Packard	20.00	20.00	20.00	20.00
Hideaway	125.00	125.00	125.00	125.00
Manhattan '47	219.00	285.00	249.00	249.00
7	79.50	124.50	79.50	
<b>ROCK-OLA</b>				
Commando	69.00	49.00	49.00	49.00
Deluxe	75.00	85.00	85.00	85.00
Deluxe '39	69.00	75.00	69.00	75.00
Master 40	49.00	69.00	69.00	
Master '45	79.50	74.50		
Playmaster	79.50	79.50		79.50
Premier	49.50			
Standard 39	69.00	79.50	69.00	79.50
Super	85.00			
Super 40	69.00	79.50	69.00	79.50
'47	275.00	275.00	275.00	275.00
1422	234.50	169.50	189.00	225.00
1426	239.00	239.00	239.00	239.00
1428	469.50	475.00	400.00	475.00
<b>SEEBURG</b>				
Cadet	50.00	50.00		
Classic	50.00	69.00	69.00	69.00
Colonel	50.00	60.00	69.00	69.00
Commander	50.00	50.00		
Envoy	79.50	79.50		
Gem	79.50	79.50		
H 146 M Hideaway	259.00	259.50	250.00	259.00
Hightone ES	59.00	59.00	59.00	59.00
Hightone RC	79.00	79.00	79.00	79.00
HO 246 M Hideaway	79.50	79.50		
Lotone	79.00	79.00	79.00	79.00
Major	50.00	79.00	79.00	79.00
Mayfair	50.00	50.00		
Regal	50.00	59.00	59.00	59.00
Victory	50.00	39.50		
Vogue	50.00	69.50	79.50	
WL 56				59.50
47	299.50		299.50	299.50
146	249.50			
146 M	299.00	299.50	244.50	299.50
146 S	245.00	249.00	249.00	235.00
147 M	325.00	349.00	325.00	339.50
147 MA	350.00	339.50		325.00
147-BM	389.00	389.00	389.00	389.00
147 S	325.00	299.50		299.50
148 M	385.00	409.00	395.00	409.00
H 148M Hideaway	359.00	299.50	299.50	359.00
148 ML	415.00	449.00	425.00	449.00
148 SL	329.00	329.00		319.00
H 146 M RC Spec.	255.00			
H 246M Hideaway	299.00	269.50	299.00	299.00
1941 RC Special	75.00	99.00	99.00	99.00
1946 Hideaway	185.00		185.00	185.00
8200	69.50	69.50	69.50	69.50
8800	69.50	79.50	69.50	69.50
9800	69.50	79.50	69.50	69.50
<b>WURLITZER</b>				
Colonial	95.00	95.00	95.00	
24	79.50	79.50	79.50	75.00
41	65.00	79.50	65.00	75.00
61	75.00	79.50	75.00	79.50
71	79.50	85.00	79.50	85.00
219 Stepper				59.50
500	79.50	49.50	79.50	75.00
600	75.00	79.50	75.00	59.50
600K	64.50	69.00	69.00	69.00
600R	64.00	64.00	64.00	64.00
616	65.00	79.50	65.00	79.50
700	95.00	99.50	95.00	95.00
750E	96.50	134.50	125.00	129.50
780	129.00	129.00	129.00	129.00
800	95.00	100.00	95.00	95.00
850	89.00	99.50	65.00	89.00
850E	79.50	125.00		
950				89.00
1015	265.00	269.50	269.50	289.00
	275.00	295.00	295.00	275.00
	289.00	289.50		289.00
	295.00	295.00		
1017				250.00
1080	249.50	275.00	269.50	289.00
	289.00	295.00	249.50	289.00
	395.00		249.50	250.00
1100	425.00	469.00	425.00	469.00
	469.00	525.00	450.00	469.00
	495.00	525.00		
1250	565.00	675.00		
Victory	39.00	35.00	39.00	39.00

## Parking Meter Ads Promoted By N. Y. Firm

NEW YORK, March 3.—Meter-Ad Corporation of America, formed to offer municipalities a special patented advertising device for placement on parking meters, this week initiated a national sales promotion program. James Mazin, president, said the ad unit, called Meter-Ad, can be installed on the top of any type meter. Made of aluminum die casting with baked enamel finish, unit offers a double-face ad space between two heavy panels of plate glass.

The nature of ads appearing in the Meter-Ads will be subject to approval by the municipality, according to Mazin. Municipal revenue from the ads will be one-third of the monthly gross earnings received by Meter-Ad Corporation. Ad rates range between \$1.50 and \$3 per meter per month, or 75 cents to \$1.50 per side, depending upon population factors, etc., Mazin stated.

Ad units will be placed and maintained by Meter-Ad, according to a written contract offered municipalities by the firm.

Harold S. Rand, industrial public relations consultant, will join the firm to assist in the expanded sales program. Rand formerly was director of public relations for Rochester, N. Y., and a past president of the Association of Municipal Public Relations Officers.

## Bottler Expands

INDIANAPOLIS, March 3.—Barnett Bottle Company, Inc., has expanded its plant to include a new warehouse at 817 South Meridian Street. Company representatives said the building will house supplies used in soft drinks as well as stocks of paper goods, cups, milk bottles and soda fountain supplies for wholesale distribution.

The building, which will cost an estimated \$70,000, will include office facilities.

## GUARANTEED BOWLING GAMES AT LOWEST PRICES

- 18 Bally Speed Bowlers lifting pins EACH \$94.50
- 14 Bally Shuffle Bowlers lifting pins 82.50
- 17 Bally Shuffle Bowlers plain 49.50
- 1 Universal Twin Bowler 89.50
- 1 United Shuffle Alleys lifting pins 69.50
- 1 United Shuffle Alleys plain 37.50
- 6 Keeney Pin Boys lifting pins 89.50
- 1 Keeney Pin Boys plain 47.50
- 1 Keeney Ten Pins lifting pins 64.50
- 1 Chi. Coin Shuffle Baseballs 89.50
- 23 Rock-Ola Shuffle Lanes 37.50
- 6 Rock-Ola Shuffle Jungles 37.50
- 1 Genco Bowling Leagues 37.50

**SICKING, INC.**  
America's Oldest Distributor  
Established 1895  
1401 Central Pkwy., Cincinnati 14, O

**ON HAND FOR IMMEDIATE DELIVERY!**  
**AND I MEAN ON HAND!**  
Brand New in Crates  
Bally TURF KING Keeney Elec. CIG. MACH. Universal WINNER Chi. Coin THING  
Exhibit SIX SHOOTER  
WRITE, WIRE, PHONE FOR SPECIAL PRICES  
**MAX BROWN**  
844 N. Broad St., Philadelphia 30, Pa. And No. N. J. STevenson 2-2576

**N. Y. & N. J. OPERATORS! WE ARE NOW DELIVERING**  
EVANS NEW CONSTELLATION PHONOGRAPH 20 RECORDS-40 SELECTIONS  
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.  
594 Tenth Ave., NEW YORK, N. Y. Phone: CHickering 4-3100

# 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 March 3	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10
<b>ABC Bowler (Keeney)</b>				
Ace Bowler (Chicago Coin)		\$62.50	\$62.50	\$62.50
Baseball (Chicago Coin)	\$89.50	45.00	45.00	89.50
Baseball (Genco)		89.50	89.50	
Baseball (Nation Wide)		99.50		
Bowling Classic (Chicago Coin)	129.50	190.00	195.00	200.00
Gowl-A-Line (Genco)		30.00	30.00	225.00
Bowler (Williams)		30.00	30.00	40.00
Bowlette (Gottlieb)	42.50	59.50	42.50	75.00
	75.00	89.50	89.50	105.00
	135.00		110.00	75.00
Bowling Alley (Chicago Coin)	59.50 w/p	57.50	80.00	57.50
	80.00	94.50	89.50 w/p	85.00
			99.50	89.50 w/p
			109.50 w/p	90.00
			120.00 w/p	125.00
			125 w/p	149.50
Bowling League (Genco)	37.50	39.50	25.00	37.50
			49.50	30.00
Deluxe Bowler (Williams)	145.00	79.50	105.00	79.50
			99.50 w/p	89.50
			110.00	110.00
Double Bowler (Keeney)		220.00	225.00	124.50
			225.00	215.00
Double Header (Williams)	139.50		149.50	89.50
Double Shuffle Alley (United)		124.50	89.50	164.50
Glider (Genco)	34.50	20.00	34.50	20.00
		44.50	34.50	19.50
			34.50	35.00
			44.50	99.50
King Pin (Keeney)	140.00	165.00	140.00	165.00
League Bowler (Keeney)		378.50		165.00
Lucky Strike (Keeney)		129.50		
Pin Boy (Keeney)	47.50	59.50	30.00	47.50
	89.50 w/p	59.50	85.00	49.50
	145.00	89.50 w/p	85.00	89.50 w/p
			89.50 w/p	89.50 w/p
			140.00	140.00
Shuffle Alley (United)	37.50	50.00	30.00	37.50
	69.50 w/p	49.50	50.00	35.00
	75.00	69.50 w/p	69.50 w/p	50.00
	129.50 w/p	89.50 w/p	129.50 w/p	69.50 w/p
		129.50 w/p	74.50	74.50
			85.00	85.00
			95.00 w/p	95.00 w/p
			129.50 w/p	129.50 w/p
			149.50 w/p	149.50 w/p
Shuffle Alley Express (United)	139.50	145.00	99.50	104.50
			104.50 w/p	145.00
			125.00	125.00
			145.00	145.00
Shuffle Bowler (Bally)	49.50	82.50 w/p	49.50	82.50
		82.50 w/p	49.50	82.50
Shuffle Champs (Bally)			124.50	149.50
			175.00	175.00
Shuffle Jungle (Rock-Ola)	37.50	37.50	37.50	39.50
Shuffle Lane (Rock-Ola)	34.50	37.50	37.50	39.50
			49.50	35.00
Shuffle Slugger (United)		129.50		
Speed Bowler (Bally)	94.50 w/p	94.50 w/p	94.50	115.00
		110.00	125.00	99.50
		149.50	119.50	140.00
Strike (Exhibit)		99.50	99.50	99.50
Super Bowler (United)			59.50	49.50
Super Twin Shuffle (Universal)	119.50	169.50	69.50	129.50
Ten Pins (Keeney)	64.50	89.50	64.50 w/p	89.90
		89.50	39.50	64.50
		89.50	89.50	125.00
Trophy Bowl (Chicago Coin)		219.50		
Twin Bowler (Universal)	75.00	124.50	80.00	114.50
	169.50 w/p	124.50	85.00	109.50
		169.50 w/p	124.50	95.00
		169.50 w/p	169.50 w/p	124.50 w/p
		245.00	169.50 w/p	169.50 w/p
Twin Express Rebound (United)		249.50		
Twin Shuffle Alley Rebound (United)			124.50 w/p	124.50 w/p
Twin Shuffle (Williams)	89.50	35.00	39.50	35.00
		89.50	49.50	89.50
			89.50	89.50
Two-Player Shuffle Alley Express (United)		219.50		

(Continued on page 82)

## BENELUX OPERATORS!

We Have in Europe For Immediate Delivery

THE SENSATIONAL WILLIAMS

# MUSIC MITE

SELECTIVE PHONOGRAPH

Order Today From Our Belgium or Newark Offices

INTERNATIONAL AMUSEMENT CO. BELGIAN AMUSEMENT CO., LTD.  
5 Parkhurst St., Newark 2, N. J. • Kronstraat 138, Antwerp, Belgium  
Bigelow 8-9707 Telephone 54035

## ROUTE FOR SALE

One of the best routes in healthful Southwestern city. Population approximately 150,000. Extremely rich city with good business all year round. Several industries working 24 hours day. No competition. Route established several years and first time offered for sale. All equipment post-war.

90 Phonographs—Seeburg 100, AMI Model A, Mills Constellation, Packard Model 7, Packard Hideaway, Aireon Super Deluxe 1948.

400 Packard Hi-Chrome Wall Boxes. 100 Speakers.

90 Pinballs, Shuffleboards, Shufflelanes, Six-Shooter, etc.

\$10,000 in parts, tubes, etc. Large record shop. Completely equipped office. Service car and trailer. Will guarantee \$600.00 net profit weekly. Will give 30-day option to qualified buyer. Total price \$125,000. Down payment \$75,000, balance payable from 3 to 5 years. Don't write unless you have needed cash.

BOX D-4

c/o THE BILLBOARD

CINCINNATI 22, O.

## Trailer Co. Directors

CINCINNATI, March 3.—The Trailmobile Company, manufacturers of commercial trailers, announced the election of two new directors. They are William A. Burns Jr., vice-president and sales manager, and J. B. Wharton Jr., vice-president and treasurer.

## Madison Assn. Bows Shuffle Radio Show

MADISON, Wis., March 3.—The Madison Shuffleboard Association has inaugurated a Sunday radio program over WISC designed to build greater interest in shuffleboard play in this area.

*Runzel*

**PUSHBACK WIRE**  
18 OR 20 STRANDED

NOW AVAILABLE IN

# 90

COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE  
CHICAGO 41, ILL.

## Calendar for Coinmen

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 12—Wisconsin Phonograph Operators' Association (WPOA), monthly meeting, Eagles' Club, Broadhead, Wis.

March 13—Automatic Phonograph Owners' Association (APOA), monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

March 13—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

March 13, 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia

March 14, 28—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

March 19-21—Music Operators of America (MOA), annual convention, exhibit, Palmer House, Chicago.

March 20—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

March 20—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

March 21—Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.

March 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

March 26—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

March 27—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 27—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

March 29—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

April 2—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

April 4—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

April 5—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hotel Hollenden, Cleveland.

April 5—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.

April 5—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

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.)

## THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 81

### Vending Machines

Equipment and prices listed below are taken from advertisements in *The Billboard* issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price/frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Other 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 March 3	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10
Adams Gum	\$ 14.50	\$ 14.50	\$14.50	\$14.50
Advance Gum	7.95	7.95	7.50	7.50
Asco Hot Nut, 5c	12.50			
Atlas Bantam	7.50	7.50	7.50	7.50
Card Vender (Exhibit)	15.00	15.00	15.00	15.00
Columbus 1c Nut	7.95	7.95		
Columbus 5c Nut	7.50 7.95	7.95		
Columbus 4c 2 1c Bulk	7.50	7.50	7.50 (2)	7.50(2)
Columbus 4c 2B 5c Bulk	8.00	8.00	7.50 (2)	7.50 8.00
Columbus Gum, 1c	7.95	7.95	7.50	
DuGrenier Candy Man	57.50	59.50		57.50 59.50
DuGrenier Challenger	95.00	95.00	95.00	95.00
DuGrenier Champion (9-10 col.)				89.50
DuGrenier Model S (7 col.)	69.50	69.50		69.50
DuGrenier Model W (9 col.)	82.50	82.50		82.50
DuGrenier Model W	50.00	50.00	50.00	50.00
Guesser Scale (ABT)		139.50		
Kirk's Astrology Scale	95.00	50.00	50.00	50.00
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Boy Vendors	9.75		9.75	9.75
Master	7.95	6.00 7.95	7.50	7.50
Master 1c, 5c	10.00	10.00		
Master Pistachio 5c	7.95	7.95		
Mills 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 950	95.00	95.00	95.00	95.00
N. Y. Stamp	12.50	12.50	12.50	12.50
Northwestern DeLuxe	12.00 12.50 (2)	12.50	12.50	12.50
Northwestern Model 39	7.50	7.50	7.50	7.50
Northwestern 33 Nut	7.95	7.95		
Northwestern 40	7.75	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	7.50	7.50 (2)	7.50(3)
Pop Corn Sez	89.50	89.50		
Rowe Candy Vender (120 bar)	85.00	85.00		85.00
Rowe Gum, 1c, 5c (5 col.)	9.95			
Rowe Imperial (6 col.)	69.50	69.50		69.50
Rowe President (8 col.)				120.00
Rowe President (10 col.)				125.00
Rowe Royal (6 col.)	82.50	82.50		82.50
Rowe Royal (8 col.)	85.00	85.00		85.00
Rowe Royal (10 col.)	85.00 95.00	85.00 95.00	85.00 95.00	45.00 45.00 95.00
Siros Brush-Up	75.00	75.00	75.00	75.00
Silver King 1 and 5c	7.95 (2) 8.00	7.95 8.00	7.50 8.00	6.95 7.50 8.00
Silver King Ball Gum	7.50 7.95	7.50	7.50	7.50
Silver King Hunter				19.50
Silver King Target King				19.50
Stamp Vender (Shipman)	22.50	22.50		
Uneed-a-Pak (5 col.)	75.00	75.00		59.50 75.00
Uneed-a-Pak Model A (8 col.)				85.00
Uneed-a-Pak (15 col.)	85.00	85.00	85.00	85.00
U-Select-It	27.50 35.00	35.00	35.00	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	7.95	7.95	7.50	7.50

**Neatest Trick of the Year!**  
Rebound Conversion for BALLY SPEED BOWLER

FIRST again! Now you can modernize your Speed Bowler. Make them twice as fast with our new rebound conversion! Simple to install—takes only 5 minutes! Be FIRST with \$49.50 FIRST!



**Another HOT Conversion for SHUFFLE ALLEY EXPRESS**

This conversion not only makes a rebound out of your express, but also has an entirely full-length playing field board. Complete instructions for installation. Only \$55.00 Complete

**PREMIUMS GALORE**

A huge array of fascinating premium merchandise now available! Country's most complete stock. Stop in and see our display, or write today!

**WANTED**  
MORE CASH AT FIRST FOR FIVE BALL GAMES ONE BALL GAMES LATE PHONOGRAPHS DALE GUNS ARCADE EQUIPMENT

Reconditioned SHUFFLE GAMES, FIVE BALL GAMES and ARCADE EQUIPMENT. Guaranteed LIKE NEW! Check with FIRST for FIRST CLASS Equipment.

**ATTENTION SHUFFLEBOARD OPERATORS!**

Convert your idle boards and reap those lush collections again with Keeney's amazing new 4 WAY CONVERSION

Makes your board a 4 player, 22 ft. shuffle game. Simple to install. No marring of board. Now delivering.

**ONE BALLS**  
New and reconditioned NOW Available! FIRST come, FIRST served!

**FIRST DISTRIBUTORS**  
Wally Finko & Joe Kline  
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

### Dixie Cup Report Cites Biz Gains, Lauds Cup Venders

EASTON, Pa., March 3.—Dixie Cup Company, in its annual report, announced that sales and earnings in 1950 were at a record high—\$29,328,490 in net sales compared with \$23,163,114 in 1949. Steady upward trend in volume was indicated by the 27 per cent increase in net sales over 1949 and the 49 per cent jump over the 1948 level.

Consolidated net earnings for the fiscal year 1950 were \$2,914,554 compared with \$1,953,443 in 1949.

Cup venders came in for a portion of the illustrated report, with reference to earlier mention in firm's 1947 release on development of this market. Dixie Cup declared the importance of bulk beverage vending had increased constantly since early postwar years and that there were now four times as many automatic drink venders in use as there were three years ago.

Announcement was also made of new plant additions to firm's Pennsylvania and Arkansas factories. Now under construction, the new facilities will cost an estimated \$2,000,000.

### RHYTHM AND BLUES NOTES

Roy Milton left Wednesday (28) on a p.-a. tour after cutting four sides for Specialty. Camille Howard, Lillie Greenwood, Johnny Rogers and Freddie Clark made the trip with Milton. . . . Percy Mayfield due back in Hollywood in June. . . . Ruth Brown, Dinah Washington, Amos Milburn and Lynn Hope making their way to the Coast via one-nighters. . . . Maestro Joe Liggins has opened his own pubbing and p.m. firm, Joe Liggins Enterprises, Inc. . . . Capitol Record Shop on Central Avenue is planning a r. and b. platter show from its window. . . . Ben Waller Agency prepping a revue featuring Jimmy Grissom, Little Willie Littlefield, Mickey Champion, and Smilin' Smokey Lynn. Unit is already booked in Oakland, San Francisco, Bakersfield, Vallejo and Richmond. . . . Modern's Saul Bihari leaves Tuesday (6) for a three-week Eastern biz trip.

### State Assemblies

considering identical bills to set aside Iowa's long-standing prohibition of cigarette vending machines and to license cigarette machines at \$10 each per year. Similar legislation was proposed two years ago but failed to obtain committee approval.

(Editor's note: Iowa is the only State prohibiting the operating of cigarette vending machines. The prohibition originally stemmed from drug-store owners who feared cigarette machines would cut into their sale of smokes.)

**MASSACHUSETTS:** House bill to specifically ban gaming devices was withdrawn after the mercantile affairs committee reported it out with an unfavorable recommendation.

**Minnesota Use Taxes**  
MINNESOTA: House is studying a bill to put a \$25 per machine use tax on cigarette machines—the tax to be paid by the owner of the machine, not the location. Senate and House are considering \$10 per machine use tax on juke boxes, part of the proceeds to be used to finance the Minneapolis Symphony (see separate story).

**NEW JERSEY:** Slated for introduction early this week is a bill which would prohibit the dispensing of medicines or medicinal devices thru vending machines.

**NEW MEXICO:** Proposal to license bell machines in fraternal organizations was killed. Another proposal, to allow local option on bell machines, was reported unfavorably and will probably be withdrawn or killed.

**NOW DELIVERING THE NEW 1951 MODEL**

# KICKER and CATCHER

NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!  
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls \$37.50 F. O. B. CHICAGO  
for One Cent  
5 BALLS FOR 5 CENTS, \$41.25

**ORDER TODAY!**  
Try it for 10 days! Money back if not satisfied! You keep receipts!

**BAKER NOVELTY CO.**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

**FOR IMMEDIATE DELIVERY . . .**

8 BALLY "Champions" . . . . . \$385  
7 UNIVERSAL "Photo Finish's" . . . . . \$365  
6 BALLY "Citations" . . . . . \$265

All very clean, ready for location.

Also Available Immediately . . .

UNIVERSAL WINNERS  
BALLY TURF KING  
GENCO TRI-SCORE

GOTTLIEB MINSTREL MAN  
WILLIAMS SHOO SHOO  
CHI. COIN PLAY BALLS

**WANTED** → Bally Hot Rods, Sky Fighters and all Late 5 Balls.

**EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS**

**TRIMOUNT**  
Remember IN NEW ENGLAND IT'S TRIMOUNT!  
40 WALTHAM STREET  
BOSTON 18, MASS  
7-1, LI. 11-7-3490

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 TUNES LABEL AND NO. COMMENT

Continued from page 78

CLASSICAL

- VLADIMIR HOROWITZ Rakoczy March (Parts 1 & 2)
MARIAN ANDERSON (Franz Rupp) Handel: Come to Me, Soothing Sleep
MARIAN ANDERSON (Franz Rupp) Schubert: Liebesbotschaft
ITALO TAJO (RCA Victor Ork.) (Renato Cellini) Gounod: Le Veau D'Or (Faust, Act II)
MARIO LANZA (RCA Victor Ork.-Callinicos, Cond.) Leoncavallo: Vesti La Giubba (From Pagliacci)
LEOPOLD STOKOWSKI Bach: Jesus, Joy of Man's Desiring

Gott Sums Up Candy Sales Pic, Demand

CHICAGO, March 3.—Philip P. Gott, president of National Confectioners' Association (NCA), traced the development of American candy production, demand and method of sale in an address at the annual Wholesale Grocers' Association (WGA) here.

Eat on Job

Quoting a survey made by NCA of plant workers' candy consumption, Gott stated that the country over, 63.3 per cent of the "men in overalls" reported they ate candy daily, 85.3 per cent ate candy weekly, and of both groups, 91.5 per cent ate candy on the job.

Turning to armed forces demand for candy, he said a Quartermaster Corps release stated candy is now being purchased thru April for over 26,000,000 separate combat ration units.

Billion Dollar Mark

Harking back to the beginnings of the candy industry Gott pointed out that there were 383 firms in the United States doing an annual business of \$3,000,000 in 1850.

Chocolate Bar Tops

Of this production of confections, about 28 per cent was represented by chocolate covered bar goods, the largest single item by weight.

'Bama Op Finds

Continued from page 69

require merely the lifting of the tone arm to set a record into play. The record store was started in 1936. It was not long after that that the war put a stop to any thoughts of expansion.

Now, after several months of cigarettes, it has been found that vending machine sales have doubled volume, altho the net has not been too greatly increased, according to Eli Cohen, who swings the bookkeeper's pen.

Games

Pin game operation likewise has shown its rightful place in the multifarious Cohen operations, altho it is the smallest individual operation of the three.

All machines are serviced in a well-equipped machine shop directly behind the panel at the record store. Here, with son Raymond in charge of the music department, a lot of friends have been made for future route operation.

Roberson to Memphis

NEW ORLEANS, March 3.—Ed C. Roberson, manager of Music Sales Company here, which has just been sold to International Phonograph Company, will leave about April 1 to become sales manager of Williams Distributing Company at Memphis.

Dad's Readies South American Expansion

CHICAGO, March 3.—Dad's Root Beer Company has announced preparations to enter the South American market. Sales and export manager Mark Maxwell reports negotiations are under way with prospective agents and bottlers there.

Dad's has 105 bottlers in the U. S., according to Maxwell.

It Pays To Deal With Your Exclusive Distributor! World Wide Is Your Exclusive Distributor for EXHIBIT, WILLIAMS, KEENEY, ROCK-OLA

WILLIAMS MUSIC MITE 10 Record 45 R.P.M. selective phono. Best by test in all locations where space is at a premium.

Reconditioned SHUFFLE GAMES Bally SPEED BOWLER \$125 Genco GLIDER \$30 Gottlieb BOWLETTE 95 Keeney PIN BOY 30

Misc. EQUIPMENT Exhibit SIX SHOOTER. Write Exhibit SILVER BULLET \$225 Exhibit DALE GUNS 125 Mut. SKY FIGHTER 125 Seeburg BEAR GUNS. Write

New PIN GAMES Williams SHOO SHOO Genco TRI SCORE Gottlieb KNOCK-OUT Chi. Coin THING

READY FOR LOCATION PHONOGRAPHS 1 1428 ROCK-OLA \$469.50 2 1100 WURLITZER 395.00

TURF KINGS GUARANTEED PROFESSIONALLY CRATED WRITE-CALL-WIRE STRAUSS VENDING MACHINE CO.

New Welch Dime Bar CAMBRIDGE, Mass., March 3.—The James O. Welch Company has introduced a new dime bar, Mr. Jones, weighing 2 3/4 ounces.

Vote for Meters WINDOM, Minn., March 3.—Following local controversy over use of parking meters, the city council referred the question to a local vote last week with the result that the meters will remain.

New Orleans F. A. Blalock, head of F. A. B. Distributing Company, says Wurlitzer's new Models 1400 and 1450 are selling so fast he is getting behind in deliveries.

Immediate Delivery! VICTORY SPECIALS \$ 65.00 SPECIAL ENTRIES 85.00 JOCKEY SPECIALS 125.00 GOLD CUPS 175.00 CITATIONS 290.00 CHAMPIONS 425.00

CLEANING UP A FEW ROUTES 5 BALL GAMES Star Series \$169.50 Quarter Back 139.50 Maryland 119.50

# finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in Beautiful Shape, Ready for Location

### MUSIC

- Rock-Ola 1428 (Late) ..... \$449.50
- Rock-Ola 1426 ..... 269.50
- Rock-Ola 1422 ..... 219.50
- 52 ..... 17.50
- Wurlitzer 780E (Colonial) ..... 129.50
- Wurlitzer 750E ..... 129.50
- Wurlitzer =3020 Wall Boxes, 52-10c-25c ..... 39.50
- Solotone Selective Master Entertainer Unit, brand new ..... 225.00
- Selective Boxes for above ..... 19.50

**BRAND NEW CHICAGO COIN PLAY BALL... Write**

**BRAND NEW UNIVERSAL WINNERS... Write**

### SHUFFLE ALLEYS

- United Double Shuffle ..... \$89.50
- United Super Shuffle ..... 49.50
- United Shuffle Alley with original Fly-Up-Pin Conv. .... 79.50
- Williams Twin Shuffle ..... 39.50
- Williams Deluxe Bowler with original Fly-Up-Pins (not a Conv.) ..... 99.50
- Williams Double Header, late ..... 149.50
- Chi. Coin Twin Alley ..... 69.50
- Chi. Coin Twin Alley with Fly-Up-Pin Conv. .... 99.50
- Keeney Pin Boy ..... 39.50
- Universal Twin Bowler ..... 69.50
- Fly-Up-Pin Conv. .... 99.50
- Genco Bowling League ..... 39.50
- Genco Shuffle Baseball ..... 79.50
- Rock-Ola Shuffle Lane ..... 39.50
- Bally Speed Bowler ..... 99.50
- Bally Shuffle Champ ..... 139.50

**SAVE ON PARTS! Write For Our List! THIS WEEK'S SPECIAL BANG BUMPERS FOR ALL GAMES \$3.95 Pr. (2)**

1/2 dep. with orders under \$50  
1/2 dep. with orders over \$50

**Scott-Crosse Co.**  
1423 Spring Garden Street  
Philadelphia, Pennsylvania  
Rittenhouse 6-7712

# Coinmen You Know

## Philadelphia

**Sterling Devers**, who used to be associated with **David Rosen**, music distributor, came up from Atlanta where he is now located, to take unto himself a bride, **Anne Frizani**. . . . By a coincidence, **Leo Beresin**, of the Berlo Vending Company, who won a sterling silver dinner set for 12 last year, won the same prize again this year in the drawing of the Variety Club for the benefit of its Heart Fund. . . . **Mrs. Dorothy Fink**, of the Y and Y Popcorn, is back after being on the sick list. . . . **William J. Noonan Jr.**, for 10 years sales and advertising director for Bowman Gum, Inc., leaves to join the industrial and business management consultant firm of **Worden & Risberg**, headed by **Robert L. Worden**, former vice-president and general manager of the local bubble gum manufacturing firm.

**James Schwarz** has been promoted to vice-president of Y and Y Popcorn Supply Company. The popcorn vending firm also announced that **Charles Green**, a certified public accountant, is now associated with the company. . . . **Lenny Rosen**, nephew of **David Rosen**, has taken a fling at song-writing. He joined with **Dr. Herman Parris**, **Frank Capano** and **Morty Berk** to write a ballad called "Who's Cryin'?" The number is being recorded by the local Aqua label distributed by the Rosen firm. His father, **Harry Rosen**, manages the record distributing phase of the Rosen firm.

Police reported that a thief walked out of a candy store with a stamp vending machine worth \$60. . . . **William Rodstein**, former president of the Amusement Machines Association and still identified with the industry thru his machine arcade interests, is back at his night club operation after a spell in the hospital. . . . **Jack Beresin** heads the amuse-

ment industry division for the current fund-raising campaign of the Deborah Tuberculosis Sanatorium at near-by Brown Mills, N. J. **Beresin** is also serving on the committee arranging the convention here in May of the Variety Club International. . . . **Mrs. Ned Yaffee**, wife of the Y and Y Popcorn Supply executive, recuperating from an operation in St. Luke's Hospital.

**Tom Thumb Donut Corporation** of Philadelphia, to own, lease, sell and operate the midget donut making machines, has been organized here, with **Daniel S. Greenstein** handling the legal matters for the new firm. . . . Reorganization of the K. C. Novelty Company, amusement machines and merchandise specialty firm, lists the following as the owners of the firm: **Abraham Joseph Casnoff**, **Theodore S. Casnoff** and **Robert Casnoff**. Present quarters at 419 Market Street are continued. . . . At near-by Atlantic City, **Toomey Vending Company** adds two new cigarette machine locations at the resort with the opening of the **Wynn Mar Coffee Shoppe** and **Marty's Bar**. **George W. Walter** has the call to place the music machine at the **Wynn Mar** with **Music Box Company** handling the installation at **Marty's Bar**.

New wired music firm formed here, servicing commercial plants and restaurants, is **Musitone, Inc.**, with the law firm of **Wolf, Block, Schorr & Solis-Cohen** representing the new corporation. . . . Music machine veterans viewed with interest the visit to Philadelphia on the part of **U. S. Sen. Homer Capehart**, who came here to engage in a debate on foreign policy with **U. S. Sen. Paul H. Douglas** before the World Affairs Council February 23. . . . Coins took prominent space in the news this past week with the annual test of weight and fitness of the nation's

here by the Presidential Assay Commission. At the same time, the main lobby of the Real Estate Trust Company, with the Federal Reserve Bank of Philadelphia co-operating, displayed an exhibit of colonial coins and other early currency.

**N. B. Vending Company** increased the authorized capital stock of the corporation to \$50,000, divided into 500 shares at par value of \$100. **Martin H. Yusem**, attorney for the company, handled the legal aspects of the change in the articles of incorporation to provide for the increased capitalization. . . . **Scott-Cross Company**, machine distributing firm, added to the Employers Honor Roll of the Employment and Vocational Bureau of Philadelphia—its name added to other Philadelphia firms employing new Americans, formerly displaced persons from Europe, placed by the bureau. . . . **C. Ralph Yarnall**, vice-president of the Peter Paul, Inc., candy firm, and general manager of the Philadelphia plant, retired from active responsibilities to start his own specialty brokerage business catering to the confectionery trade. He joined Peter Paul in 1924 and has been active in the management ever since, being elected a director of the company in 1936 and a vice-president in 1944.

**Isaac Appel** is listed as the sole owner of the Appel Vending Company on Germantown Avenue, with **Martin Silverbrook** and **Sidney V. Dreer** named sole owners of the United Vending Company.

## Detroit

**Glenn Parsons** is the new secretary at **Miller-Newmark Distributing Company**, coming from the **Columbia Carbon Company**. She replaces **Edith Morris**, who left to take care of her mother who is ill. . . . **Reuben Hiltunen**, oldest member of the **Miller-Mark** staff, has been named manager of the service department, replacing **Horace Rankin**, who resigned. **Tony Sanders** points out the firm is adding **Keeney television** and has now complete coverage of the entire coin-operated field.

**Norman LaFleur**, Michigan Nickel Company, is in Florida for a short vacation, leaving his partner, **Michael Benson**, to run the business here. **Dan Evans**, formerly in the manufacturing end of the business with **Builders Specialties Company** in partnership with **Andrew McLean** and lately operating a repair service for amusement machine operators on Mack Avenue, has closed this operation, to become manager of the music vending department for **Miller-Newmark**, local **AMI** distributors. **Louis Kutack**, who was formerly service manager for **Atlantic Products Company**, is confining his activities to operation of his own route and is specializing in shuffleboards and amusement games.

**John S. Kaplan**, of **Panamerican Distributors**, left last Wednesday (28) for a month's trip to the West Coast, combining business with pleasure. His partner, **Bernard Besman**, is slated to head for California upon his return.

**Mrs. Justine Staffe** is getting around the **Lincoln Park Amusement Company** route, becoming well acquainted with locations and the owners. Her husband, **Frank Staffe**, who recently suffered a cerebral hemorrhage, is recovering satisfactorily.

**Ben Okum**, of **Okay Vending Company**, music and vending route operation, has a clear division of responsibility in his firm. He handles all record matters, and is a specialist in music, while his partner, **Alan Smith**, specializes in equipment. . . . **Louis Berman** is establishing the **Champion Music Company** on Rochester Avenue. . . . **Maxwell M. Gurman** is opening the **Gurman Sportland** on **Livernois Avenue**.

## Los Angeles

**Jack Johnson**, who recently returned from North Carolina, is back in the coin machine business and visited **Paul Laymon's**. . . . **Gravy DeWitt** and **Dick Harrison** made their usual weekly buying trip to coin row. . . . **Jimmy Wilkins** is the new outside salesman

at **Laymon's**. He will handle Southern California. . . . **Frank Dunkel**, of the **Badger Sales** premium department, has reported for recruit training at **Fort Ord, Calif.**

**Nick Cavagnaro** purchased the cigarette operation of **Louis Donaldson**, in **Eugene, Ore.** . . . **Peter M. Jacoy**, who has operated cigarette machines in **Tacoma** for a number of years, is switching to electric machines. He recently purchased a sizable order of **Electros**. . . . **Keilman Cigarette Service**, **Miles City, Mont.**, is getting into full swing following its debut in the business.

**Bill Kaiser**, of **Rogue Valley Venders**, **Medford, Ore.**, has been released from the hospital and reported on the mend. . . . **R. N. Jensen**, of **Basin Vending Company**, **Salt Lake City**, is expanding his operation. . . . **Al Weymouth**, of **Weymouth Service Company**, distributors for **Electro** cigarette line in 11 Western States, **Alaska** and **Hawaii**, and **Bob Griggs**, **Electro** factory representative, recently returned from three weeks in the Northwest. While in that section, **Weymouth** sold his interest in a cigarette route in **Everett, Wash.**

## Richmond, Va.

Parking meters in near-by **Petersburg** are taking a licking from vandals who are making a living at "collecting" after hours. . . . **Kenneth O'Connor**, of **O'Connor Distributors**, **Wurlitzer** rep in this territory, registering vigorous complaints about the already apparent shortage of the new models. Deliveries from the factory just won't keep up with sales, he says. . . . **Judson W. Williams** visited from **U. S. Veterans' Hospital** at **Kecoughtan**, where he is a patient.

**H. Corvino's** new **Globe Record Store** caused a near riot at its opening last week. Store had **Rosetta Thape** in person and drew so many people that the gardarmes called firemen who threatened to hose the crowd in order to keep traffic moving. The pretending to be perturbed at the whole matter, **Corvino's** face brightened up when he saw newspaper publicity. . . . Day of the nickel drink venders in theatres is over. All have upped to a dime but the bottle venders in industrial plants still stay at the old rate. . . . A new cigarette tax of 2 cents per pack was approved last week by the town fathers of **Virginia Beach**. Operators don't know just what to do about it. Cigs are going for 20 cents now and whether the ops will up to a quarter or insert change has not been decided.

No report yet on the proposed new organization of juke ops. . . . Joke of the season: Last week location owner had the serviceman from one of the largest ops remove four records from a box. Before the serviceman returned to the shop, location's partner had called requesting the same four tunes be put on. He'd been out of town.

Proposed new arcade on lower **Broad Street** fell thru when an insurance company leased the property for a branch office. . . . **Habouse Sales Company** reports business thru the first two months of 1951 way ahead of same period last year. . . . **Elks Club** here, from lack of business, did away with live music for its week-end dances. First two weeks thereafter, with a new phono, business practically doubled.

## Pittsburgh

**Sam Weissman**, president; **Sid Bloom**, secretary-treasurer, and **M. J. Abelson**, general sales manager, **Oak Manufacturing Company**, at their recent meeting at the **Thunderbird** in **Las Vegas**, arranged sales plans for 1951. The execs believe that with other firms cautiously considering their next moves, the new addition to **Oak's** **Culver City, Calif.**, plant, tripling its size, should boost morale in the industry.

**Eddie Shore**, manager, **Atlas Novelty Company**, says in most cases where a location owner has turned off TV and started his phonograph, his take has picked up 10-15 per cent. . . . **Vending Service Company** covers **Pittsburgh** and suburban districts with **Colsnac** ice cream bar machines and the **Kenro** juice machines. . . . **Ray Noonan**, of **Tri-State Autocoin Company**, which has been repairing phonographs, plans building up TV repair service. Firm has added a serviceman and plans hiring others. . . . **Howard**

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Begelman, who covers a route of music machines in the Bloomfield district, has traded in his station wagon for a 1950 blue four-door DeSoto Traveler, with a back seat that lowers to the floor, giving him room to carry equipment.

Two disk sources, including James Winston, general manager of distribution here for Columbia Records, have remarked favorably about Guy Lombardo's "Saturday Night Jump," "Roamin' in the Gloamin'" with Kenny Gardner and "Tennessee Waltz."

Thomas W. Moffat, office manager, Mills Automatic Merchandising Corporation, who spent his boyhood in Butte, Mont., located at the top of a mountain, says "weather there was 32 below, yet didn't feel as cold as zero or even 10 above here."

Harry Rosenthal, of Banner Specialty, is on a trip thru West Virginia. . . . Sydney Reinwasser, office manager, Pittsburgh Coin Machine Exchange, is limping about with a recurring and painful foot injury suffered two years ago.

Joseph McGlenn plans to try 10-cent candy bars. McGlenn owns a number of newer machines which can be changed to

dime operation "at the flick of a finger" simply by making an adjustment on the mechanism. The older machines, however, will require a \$10-\$15-\$20 expense to adapt them to the 10-cent bar.

Sidney Weinstein, of Sidmor Vending Company, feels the rise in prices may place in dire circumstances some of the smaller, unestablished penny gum venders who are unable to absorb increased prices.

As happens annually, Harry Rosen, president, Milk Vending Service Company, is spending the month of February vacationing at Miami Beach. . . . Johnny Collins, assistant manager for Capitol Records, says music may swing from "Tennessee Waltz" to a "Western trend." These include "Shotgun Boogie," "Mockingbird Hill," "Beautiful Brown Eyes."

Glen Gillette not only lost a couple hundred packages of goods when thieves broke into locations at Swissvale and Mount Washington, but the machines' doors were bent so that the repair-repaint job on each will cost between \$10 and \$15.

R. J. MacNeil, of Refreshment Service, Inc., reports candy venders selling 5-cent bars have held that same price since the depression, while costs have risen 100 per cent. Gasoline then, says MacNeil, was 15-16 cents a gallon and good trucks sold for \$800-\$900. Today's price differential is the reason candy venders, now encountering tax increases, are faced with a rugged stalemate instead of being able to expand.

**Hartford, Conn.**

A new Connecticut corporation, Automat-Food Service, Inc., 252 Franklin Avenue, Hartford, has filed a certificate of incorporation with the secretary of state, listing as subscribed capital, \$2,400; amount paid in cash, \$2,400; president and treasurer, Nathan Weil; vice-president and secretary, Gershon Weil; directors, same as the officers and Morris Crosky and William Weil.

Abe Fish, of General Amusement Game, Hartford, was in New York for a few days on business. Abe reports that the membership drive for the Connecticut State Coin Association continues, with membership rolls now over the 70 mark.

**Miami**

Introduction of premiums by pin and shuffle alley operators has supplied a much-needed shot in the arm. Harry Goldberg, of H & G Novelty Company, coin machine jobber who travels the area from Fort Pierce, to Key West, says the premiums have stimulated biz wherever they have been used. Goldberg reports that Fort Pierce was hit hard by the recent freeze, with the tomato crop badly damaged and a resulting financial loss for the area.

Al Bodkin, New York operator, dropped in to see Willie (Little Napoleon) Blatt, while vacationing at the Beach. . . . Hugo Higgs, of Sun Sales Company, believes that mounting costs of operating music will inevitably force a switch to dime play in Miami.

Jimmy Hubert, who travels Florida, Georgia and Alabama as a broker for several candy manufacturers, has been appointed sales representative by Arthur H. DuGrenier, Inc., cigarette machines. Jack Rose, factory representative, formerly covered the territory for DuGrenier.

Lou Koren, Distributing Corporation of Illinois, was host at the wedding of his daughter, Gerlo, to Robert Forman at a ceremony in the Saxony Hotel, Miami Beach. The reception which followed, attended by 800 persons, was held in Koren's own King Cole Hotel. Among the guests were coinmen Willie Blatt, Irving Sommer and Sam Taran. After a honeymoon in New York, the couple will live in Harrisburg, Pa.

Roy P. McGinnis, president of J. H. Keeney Company, vacationing at his winter home in Surfside, Miami Beach. . . . Duke Luker is putting out a considerable number of the improved Evans Shuffle Ten Strike on his route and reports excellent results.

Gleason Stambaugh, of Florida Music Company, West Palm Beach, working overtime placing new music boxes on location. . . . Jack McGriff, West Palm Beach and Lake Worth pin and shuffle

alley operator, doubling as mechanic since he lost his handyman.

Under a change of name and stock ownership, Ace-Saxon Candy Service has become Florida Vendors. President Charles Yelvington said the firm will continue to vend candy, crackers and gum but will stress cigarette sales.

Miami coinmen were saddened by the death of Myer Hurwitz, operator in Baltimore. Hurwitz is said to have constructed the first pinball machine in the Baltimore area and subsequently developed routes of pin games and penny bulk venders. In recent years ill health forced him to take a semi-active role in his firm, the Penny Vending Company, delegating most of the work to his son, Edward, who will continue operating the company.

R. W. Hood, president of H. C. Evans & Company, drove into Miami to see Duke Luker, of Christopher-Luker, during Hood's vacation in Fort Lauderdale. . . . Drink and ice cream sales have spurred back to normal in the Greater Miami area since balmy temperatures replaced the unseasonable cold which swept the entire State.

Harry Goldberg, back from a business trip to Philadelphia and New York where he purchased used cigarette machines and premium merchandise, made a bee-line for his rod and reel to indulge in his favorite hobby. Recently, Goldberg caught 27 bass in the Kissimmee River during a fishing junket with Bobby Cox, of Flamingo Music Company, West Palm Beach, and Cox's dad.

Don Boerema, Vending Corporation of America manager, finds that when the public is given the option of mixing three flavors in the company's SuperVend machines, 25 per cent of the drinks are sold this way. Women and children, particularly, like the three-way punch made with Coca-Cola, orange and grape flavors, says Boerema. The company's cartoon character, Mr. Perky, promotes the sale of mixed drinks with this message placed on the front of the machine "Perky Sez: Mix a three-way punch. Just turn the selector knob back and forth while your drink is pouring in the cup. You will get a combination of all three flavors. Same amount—no extra charge. Coca-Cola, grape and orange." "Perky" does a selling job for the machine as a whole.

Willie Blatt, of Smokes, Inc., purchased 25 new Rowe cigarette machines for his route. . . . J. G. Lovelady, owner of Sun Sales Company, is due back from his home in Ball Ground, Ga., according to routeman Ira Green. Sam Barnett, of Barnett Service, putting the accent on premiums these days and doing a big job expanding his pin and shuffle alley route.

**Indianapolis**

Joe Flynn, Shaffer Music Company manager, was on the inactive list four days last week suffering from a sprained back. . . . Mrs. Lottie Berman, of Sicking, Inc., returned to her desk after a business trip to Chicago where she added Genco's Tri-Star and United's Twin Shuffle-Cade. Genco's Tri-Scores is moving well, with orders waiting to be delivered. Operators are buying freely since the weather has moderated and given them an opportunity to come to the city and select merchandise.

Southern Automatic Music Company moved to its new building over the week-end. The concern has 6,000 feet of floor space in its new quarters. Included is a modern parts section and a new service department. The parking lot to the rear of the building will accommodate about 12 cars. Decorations have not yet been completed. Southern Automatic has on display the 45 r.p.m. conversion made by AMI, also Williams' Shoo-Shoo, Exhibit's Gun Patrol and a complete line of the latest games.

**Milwaukee**

Making the rounds of record distribs for his weekly wax needs, Love Amusement routeman, George F. Klamm, music operator, reports that the money makers on his machines in recent weeks have been "Aba Daba Honeymoon" on Mercury and Doris Drew's "Brown Eyes."

Art Mark, head man at Mark's Music Shop was elected president of the Green Bay Avenue Ad-

(Continued on page 86)

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Freshie ... 125.00	Bank-a-Ball ... 145.00
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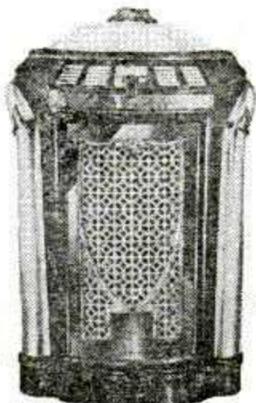
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3W5-L56	\$ 49.50		Write
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<p><b>NEW 1-BALLS</b> Universal Winner Bally Turf King</p> <p><b>USED PIN GAMES</b> Robin Hood Humpty Dumpty Mr. Boston Paradise Cinderella Spinball Temptation Just 21 Jamboree Screwball Star Dust Sally Puddin' Head Alice in Wonderland Build Up Tennessee Melody Shanghai Dew-We-Ditty Monterrey</p>	<p><b>NEW PIN GAMES</b> Chi. Coin—Playball Gottlieb—Knockout Genco—Tri-Score</p> <p><b>SHUFFLE ALLEYS—USED</b> 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</p> <p><b>MUSIC</b> 1946 Seeburg 1946 Seeburg Hideaway 1422 Rock-Ola</p>	<p><b>CLOSE OUT NEW SHUFFLE ALLEYS</b> United Shufflecade Twin United Skee Alley Roll United Twin Shuffle Alley Rebound United Single Shuffle Alley Rebound United Double Shuffle Alley Express, 9 1/2" United Single Shuffle Alley w/Return Puck United Shuffle Slugger Universal Hi Score Bowler (Twin) Chi Coin Ace Bowler Chi Coin Trophy Bowl Keeney 4-Way League Bowler, 8" Keeney 4-Way League Bowler, 9 1/2"</p>
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# Coinmen You Know

Continued from page 85

vancement Association recently. Art did a commendable job as chairman of the big celebration the association staged when the street widening project was completed last fall.

Chuck Story, routeman for L. R. Distributing Company, is back at work after a week's vacation. A steady stream of ops are beating a path thru Paster Distributing Company's showrooms, according to Manager Sam Cooper. Games and music equipment sales are staying at a high level, with Sam's only big problem seeming to be getting more merchandise out of the factory each week. High on the list of Paster's best sellers are the United 5 Player Shuffle-Cade and Williams's new Shoo-Shoo game and Music Mite machines.

Herman Paster visited the Milwaukee headquarters recently, his first in a long stretch, according to Cooper. The cigars have all been handed out already. It happened about a month ago when Chuck Aisbeth, Paster serviceman added a boy to his family.

If coin machine people are searching for one of the factors in the general decline in receipts in recent months, they no doubt can locate it in the publication of the federal government's report that Milwaukee has the nation's highest cost of living. Amusement receipts in general have dropped off and with it has been an attendant falling off of juke box and coin machine play.

Carl Happel, of Badger Novelty, is happy over the manner in which music ops are accepting the new Rock-Ola Rocket. "They're going out to our customers as fast as they come in," he reports. "We're not able to get equipment quick enough to keep up with the demand." Recent out-of-town visitors at Badger salesrooms were Roger Bookmeier and his father, from Green Bay; G. Schmitt, Manitowoc; B. Tillman, Oshkosh, and R. Tomkins, Two Rivers.

Another personnel change finds the MGM wax label sans a Wisconsin representative once more. The label has had unstable coverage in the past year in this territory. Latest MGM record man to leave was Angelo Ferland, who formerly plugged the Frumkin record distrib house.

Mike Rischmann, of Wisconsin Novelty, spent a couple of days in Chicago looking around at what the coin machine houses and factories had to offer. "I'm waiting for something new and different to come out," says Mike.

### New York

Dave Lowy, of the distributing and jobbing firm bearing his name, returned from a Chicago biz trip with an export franchise from one of the phonograph manufacturers. . . . Martin Berger, president of the Cigaromat Corporation of America, is back from a Canadian junket. While there, he named Mack Levin, of Regent Vending, Ottawa, distributor for his cigar machine line.

Al Simon, Chicago Coin factory agent, was host at a lunch date at Lindy's last week for shop talk with Abe Rechtshafer, of Reliable Coin Machine, Hartford, Conn.; Art Garvey, Bally rep, and Murray Simon, Hartford arcade op and jobber. But trade confab took a back seat as Garvey and Rechtshafer vied for chow-hound honors, with Al egging both on. With his third cup of coffee, the Bally rep, an ex-grid star, took the undisputed lead.

Lennie Schneller, co-chief of the Philly pin-conversion firm, was in town last week to map a campaign plugging his newest unit with ad man Ben Smith. . . . H. F. (Denny) Dennison, Chicago op and former coin machine manufacturer, was here last week on business. . . . Harry Koepfel, of Koepfel Distributing, is back on the job after a bout with the flu. His firm will exhibit at the Music Operators of America convention in Chicago next month, featuring a juke accessory line, including plastics and bubble tubes.

About 350 lucky Jerseyites attended Tuesday's (27) dinner and social sponsored jointly by Run-

yon Sales and Permo at Newark's Essex House. Hosting the affair (see separate story) were Barney Sugerman, Abe Green and Eddie Burg, of Runyon, and Gail Carter, Bert Davidson and Kermit Suits, of Permo, Runyon staffers, out in full force, included Morris Rood, Irv (Kempy) Kempner, Perry Lowengrub, Lou Wolberg, Jack Prigoff, Ralph Schneider, Butch Politka, Joe Jennings, Gene Daddis, Felix Fleischman, Sid Gerber and Ed Keiser. Gals from Runyon's Newark office who acted as receptionists were Lee Keiser, Ethel Berger, Rita Axt and Ann Selznik.

Harry Siskind, of Master Automatic Music, was a proud father at a sweet 16 party for his daughter Zelda last Saturday (24). Guests included singer Alan Dale and Columbia a. and r. chief Mitch Miller. . . . Sandy Moore, of Peninsula Vending, has returned from a month's Florida vacation. . . . Gil Engelman, of Columbia Music, is still trying to shake off an attack of the intestinal flu he came down with four weeks ago.

Ken Jensen, Eastern Electric sales manager, visited the company plant in New Bedford, Mass., last week. . . . Constantino (Pappy) Pappadopoulos, of Athens Music, was at home sick last week with la grippe. . . . Current sick list also includes Charlie Brinkman, Rowe veepee, down with the flu.

Mel Rapp, back again with Sam Kresberg as vice-president of Automatic Products, makes his headquarters at the firm's offices in the Fisk Building here. . . . Nat Faber, arcade op in the shore area, will place 13 new Bowl-O's in A. Joseph Geist's Playland in Rockaway. They will be installed this month. . . . Joe Young, Wurlitzer distrib, loaned Buddy Rogers a new 1400 to use as a prop on a WOR-TV show last week.

### Chicago

Roy McGinnis, president of J. H. Keeney & Company, left for Florida, last week. Among those on the train were Vince Shay, former Bell-o-Matic president. One of the first things the pair did on arrival in the Sunshine State was look up Tommy Grant, Advertising Posters, for a serious round of golf. The Keeney firm has just completed its first run of television sets and expects to make shipments on the next run in about a week. Grant Shay and Charlie Pieri report acceptance to the 17-inch tube receivers as encouraging to all staffers.

Ford Sebastian, Exhibit Supply, executive vice-president, is back from an Eastern trip. Frank Menceri, sales manager, has just started to sing the praises of Gun Patrol, a vari-speed target gun game with realistic war background. . . . Col. Lou Lewis, Merit Industries, reports a lot of action at his new South Side headquarters. He says clean merchandise is hard to find but his staff has managed to come up with a wide selection of this type of equipment, including giant pinballs, five-balls and shuffle games.

Over at World Wide Distributors, the staff led by Al Stern, Len Micon and Monty West, are busy handling a steady run of local and out-of-town ops who are in to get Rock-Ola '51's and the Williams Music Mite. Micon also reports a batch of inquiries on the Williams Shoo Shoo game.

Wally Finke and Joe Kline, partners in First Distributors, called off their respective vacations so that both would be available at the Music Operators of America (MOA) convention. Firm will have a room at the Palmer House during the March 19-21 meet. Meanwhile Mal Finke, head of the premium division, reports a shipment of hard-to-get premium items has been received, and from the looks of things, the firm will be able to supply ops thruout the coming months with standard and season items.

Billy DeSelm, general sales manager of United Manufacturing, reports orders are building up steadily for Twin Shuffle-Cade, and that due to the heavy list of back-orders production is now

stepped up. Herb Oettinger, comptroller, has moved into his Bud-long Woods home, but hasn't decided what to do about his co-op apartment on the South Side.

Trimax Industries, Inc., successors to Max Glass Distributing Company, reports it is back in production on aluminum disks for the Metal Typer units. Firm officials report there has been a resurgence of interest in this piece, especially in those areas where there are a number of army camps. Units are also going big in foreign markets.

Clayton Nemeroff, Monarch exec, reports the firm has been shipping a number of Evans' Constellations. Monarch only recently entered the phonograph field, but Nemeroff says it is in the business to stay. Meanwhile Roy Bazelon, Monarch president, says he has some new lotion and razor blade vendors which he is offering to his customers.

Coin Machine Service headquarters were humming last week as new premiums continued to ar-

### Housecleaning Sale

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|----------------------------------|--------------------|
| 2 Kilroys                        | ALL FLIPPER GAMES  |
| 1 Playboy                        |                    |
| 1 Carousel                       | \$15.00 each or    |
| 1 Bermuda                        | all 8 for \$100.00 |
| 2 Rio                            |                    |
| 1 Flying Trapeze                 |                    |
| 1 Bowlette                       | \$59.50            |
| 1 United Shuffle Alley           | 49.50              |
| 1 Keeney Ten Pins                | 49.50              |
| 3 Coin Operated Pool Tables, ea. | 79.50              |
| 3 Uneeda 500 Cig. Mach., ea.     | \$89.50            |
| 1 Rowe 10 Col. Cig. Mach.        | 49.50              |
| 3 Rock-Ola Scales, ea.           | 49.50              |
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  - 5 ROCK-OLA, MODEL 1428 . . . 475.00 EA.
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Write for Catalog — 120 Illustrations.

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**WURLITZERS**  
1015's, \$275      1100's, \$425  
Guaranteed A-1.  
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**SOLOTONE SELECTIVE MUSIC EQUIPMENT**  
2 Master Units, New @ . . . \$265 Ea.  
35 Selective New Wall Boxes @ 18 Ea.  
10 Bar Brackets @ 1 Ea.  
15 Menu & Napkin Holders @ 3 Ea.  
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Sunny	39.50
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Moon Glow	49.50
Sally	49.50
Dew-Wa-Ditty	49.50
All Baba	49.50
Cinderella	49.50
Alice in Wonderland	49.50
Land	49.50
Round Up	59.50

Specify second choice

rive. Seymour Golden, president, was away from the headquarters most of the time, however, visiting his son Jackie who is under observation in a local hospital. Meanwhile Jerry Zachery, sales manager, remained at the firm's office to take care of visiting operators who took advantage of the weather to catch up on their buying.

One of the major suppliers of parts in the coin machine business, Wico Corporation, has been going full blast keeping up with factory orders these days. Max Wiczer, president; brother Harry and the rest of the staff are all working the long hours to meet the production schedules.

Ted Rubenstein, head of Marvel Manufacturing, reports his firm will soon be in defense work. Meanwhile M & T Sales has been rushing to meet orders for the conversion unit for shuffle games which it introduced last fall, and still has in production. Meanwhile Rubenstein has been huddling with Harry Weiss, Fullerton Sales, on a shuffleboard deal.

Among those dropping in at the Universal Industries' plant for conferences with Mel Binks and Bill Ryan were Harold Leiberman, Leiberman Hy-G Music Company, Minneapolis; Norwood Veatch, Charles Kagel, Tony Koupal and Fred Pawllow, Central Distributors, St. Louis, and William (Connie) Confer, also of St. Louis. Firm continues to get heavy reaction to the giant pinball Winner.

At D. Gottlieb & Company the production lines started rolling on the five-ball Minstrel Man. Sol Gottlieb is in the East where he will make stops in Pittsburgh, Philadelphia, Baltimore, Boston, Syracuse and other large New York State cities. Meanwhile Elky Ray is making a Midwest swing which includes calls in Minneapolis, Omaha, Kansas City and St. Louis. He also will visit Denver coinmen. Both factory ambassadors plan to tell industry reps some facts about the trade which are aimed at clearing up many current misconceptions of the rumor type. Nate Gottlieb finally got that long deferred vacation in Florida. Firm president, Dave Gottlieb, is back from the same area ready for anticipated brisk March business.

Empire Coin Machine Exchange thru Howard Freer reports road man Stanley Levin has been sending in a steady run of orders from the Iowa-Illinois territory. Ralph Sheffield has been busy with executive duties and overseeing the firm's perpetual inventory control, which simplifies the keeping of information on incoming and outgoing equipment and parts.

Ray Raymond, A & M Music, reports serviceman Ed Helm became a father for the second time last week when his wife, Jean, gave birth to a girl. Ray is having his office troubles, pinch-hitting for expectant father servicemen and with his secretary, Esther Fietsch, home with the flu.

Frank Padula, Melody Music, lost his first man to the military recently, when collector Tom Minoia was called back to active duty with the air force. Tom, a fighter pilot during World War II, is now at O'Hare Field getting set to take off for duty, this time in a B-26. He holds the rank of captain. Joe Russo, proprietor of one of Frank's locations, Celebrity Lounge, is a frequent caller at the Melody Music diggings.

Bill Phillips, Atlas Music Company, is on a road trip calling on Seeburg operators in Decatur, Peoria and Watseka, Ill. Sid Schneider, firm's service manager, has been contacting music stops with operators to make sure all installations are working efficiently. Firm has had several inquiries from Canadian ops lately.

Herb Perkins, Purveyor exec, has been getting steady action on giant pinballs and rolldown units. His remote control game, Atom Jet, also is making headway in the field, he said.

At National Coin Machine Exchange, Joe Schwartz has been gratified with reorders on Gottlieb games. His roadmen have been covering Illinois and Wisconsin territory. . . . S. I. Neiman, public relations chief for National Coin Machine Distributors' Association, reports org members breathed a sigh of relief when they learned game output would continue on a partial basis for a while.

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AND THAT MEANS

MORE REAL INCOME FOR YOU

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PHILADELPHIA TOBOGGAN CO.

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- TAX FREE!
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 SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 76-91

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 ARCADE EQUIPMENT—RECONDITIONED—WRITE  
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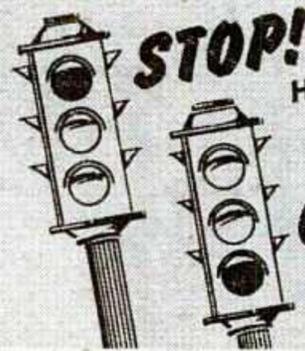


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Racer speeds around  
track... Piles up Score  
in laps and miles



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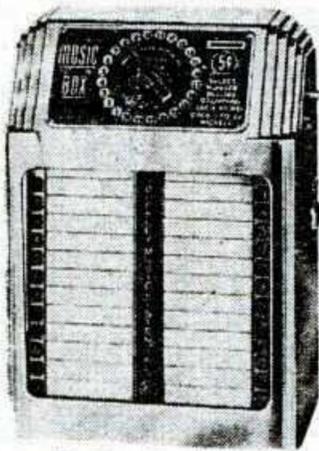
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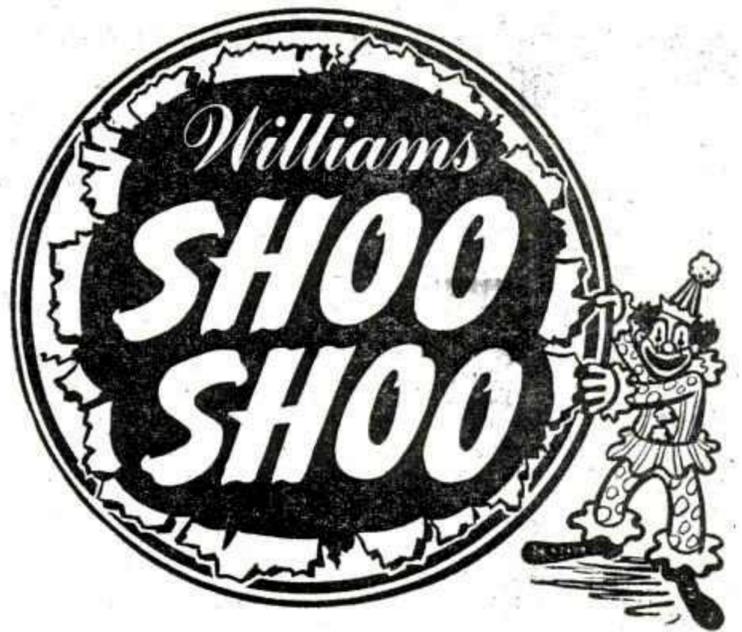
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 Builds Up to 10 REPLAYS! Remains Lit—  
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30 Second Changeover Without Tools From 78 to 45 RPM Records

**VISIT OUR SHOWROOMS AND SEE THE MOST VERSATILE PHONOGRAPHS EVER BUILT!**

Exclusive Distributors in S. E. Pa., So. N. J. and N. Dela.

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 THOROUGHLY EXPERIENCED  
 PINS—SLOTS—CONSOLES  
 Write, stating background.  
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New England's Largest Stock of New and Used Equipment

MUSIC	SHUFFLE BOWLERS	ONE BALLS
<b>WURLITZER</b>	<b>BALLY</b>	Large Assortment of Bally One Balls CALL OR WRITE
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1015 . . . . . Write	Speed Bowler . . . . . Write	
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600 . . . . . 50.00	<b>UNITED</b>	
674 . . . . . 40.00	Standard . . . . . \$38.00	
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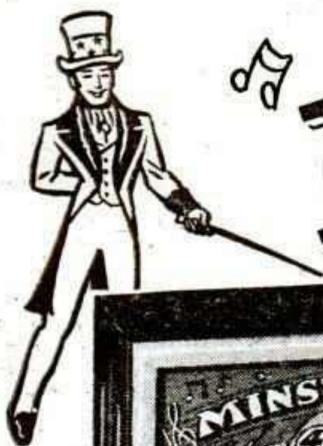
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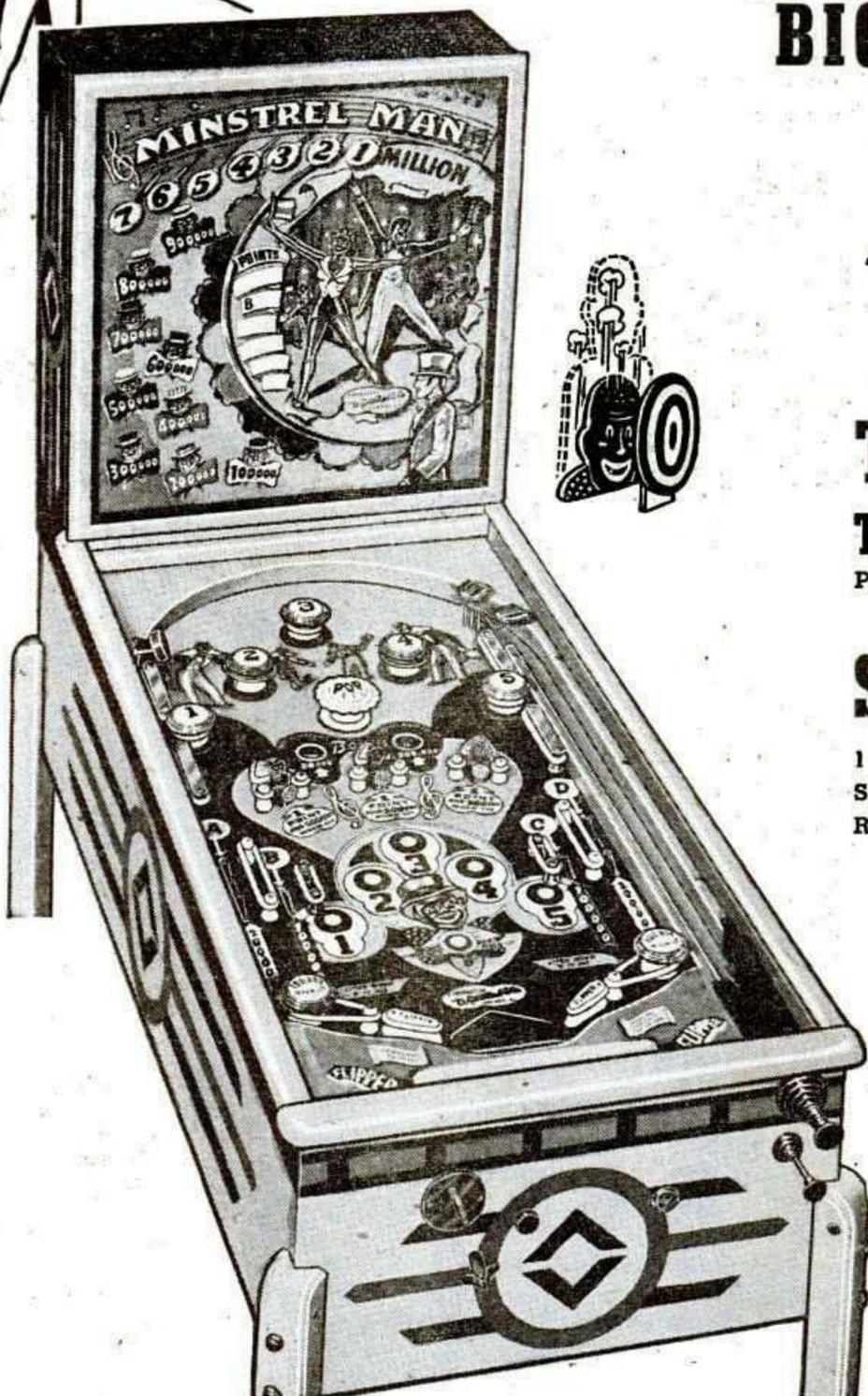
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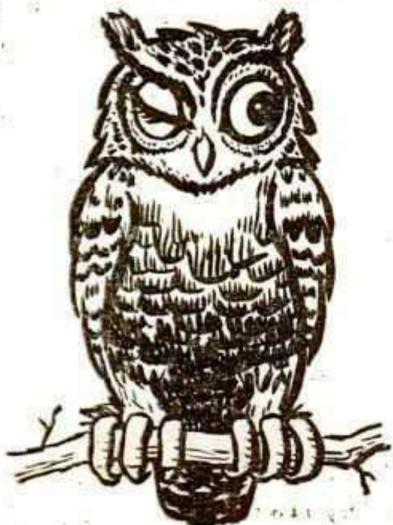
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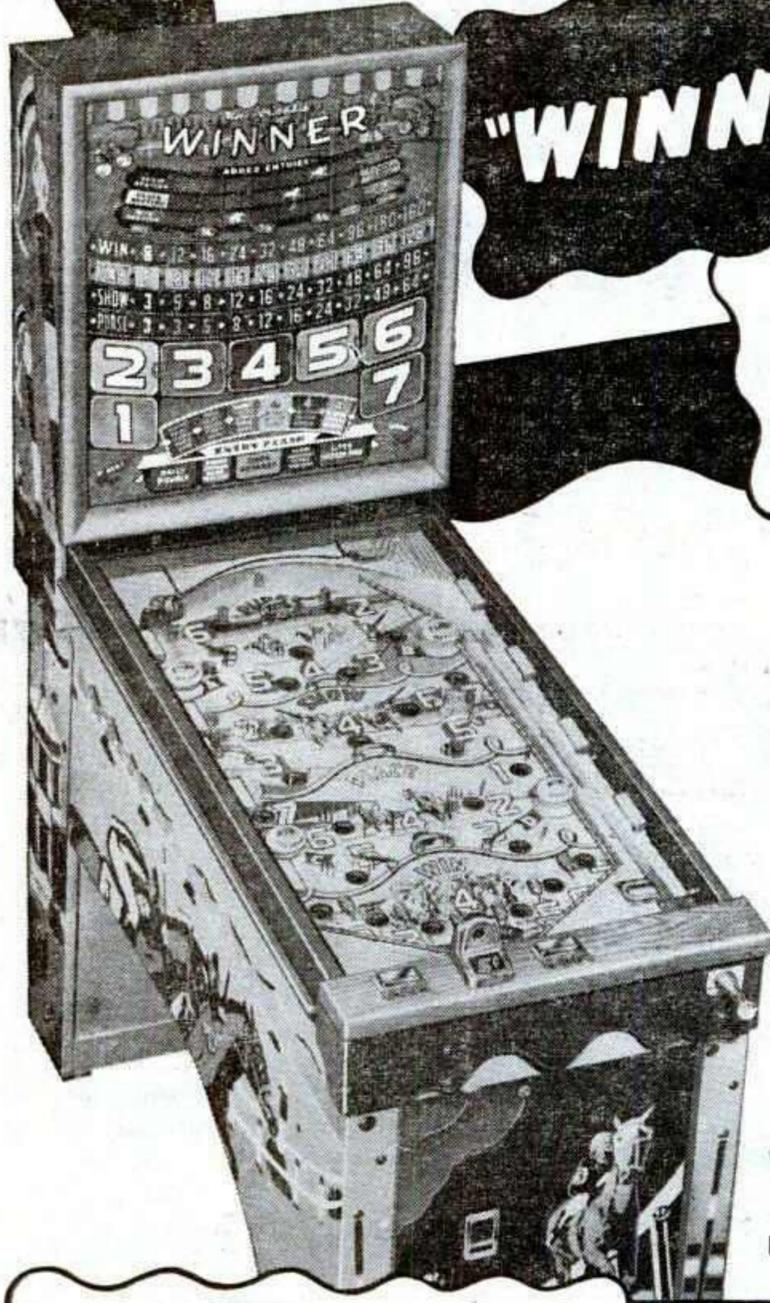


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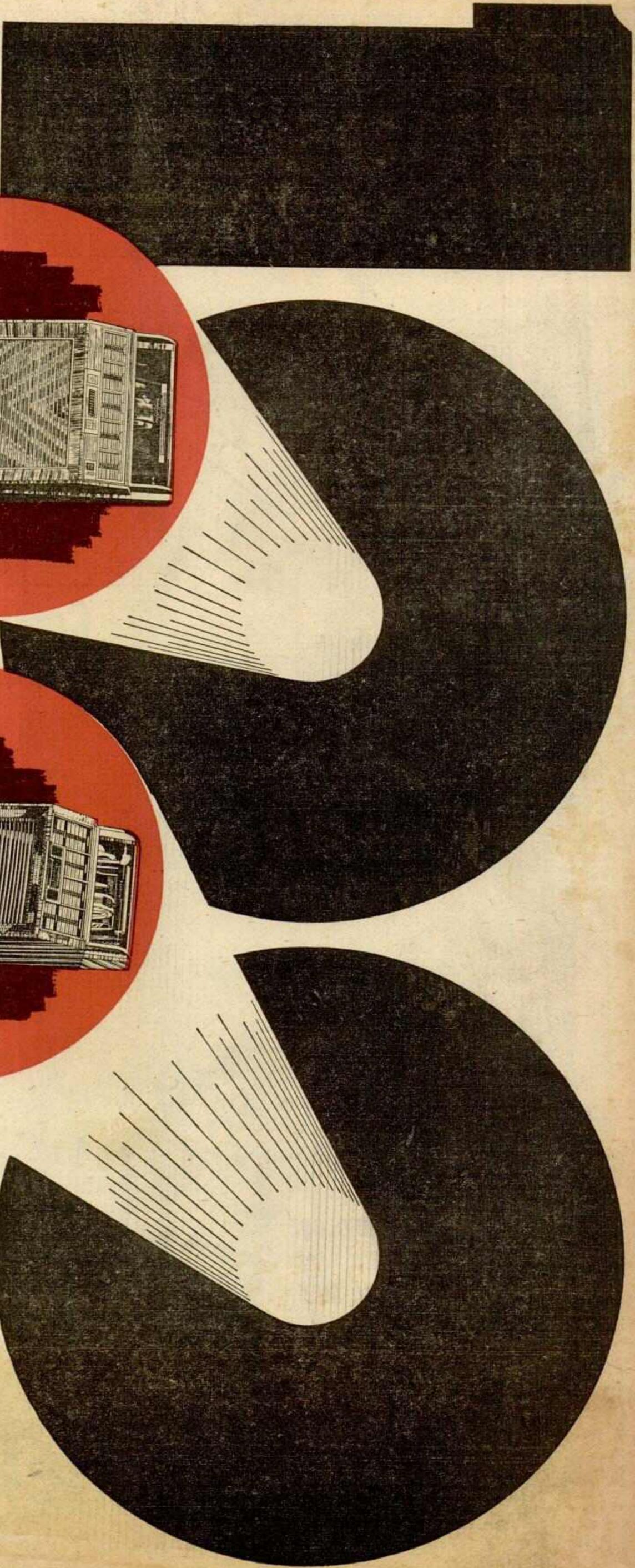
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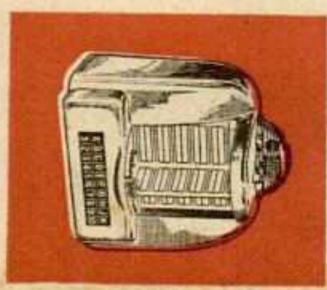


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