Radio Not Selling Itself, Say Agency-Sponsor Judges

NEW YORK RAYNINGS

DuMont Pulls Most Kefauver Lookers

NEW YORK, March 24—A special rating survey made by C. B. Hoover, Inc., covering the time periods during which the Kefauver hearings were televised Monday and Tuesday, showed WARD was well ahead of all other stations, with the other channels, those of \(E \) NEW TV also showed the night hearing from 9:30 to check on.

The 9:30 p.m. hearing Monday had 28.2 per cent of all TV sets in use in New York, and a 25.3 strike p.m. hearing Monday had a 26 and 28.3 in the figures. The Tuesday morning figure was 34.5, while Wednesday's was 34.

The evening figure, covering both last night's and Wednesday's, was 73.2, among the highest ever achieved.

A breakdown, station-by-station, of the average ratings during the two morning and afternoon segments follows:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNEW</td>
<td>81.4</td>
</tr>
<tr>
<td>WJZ</td>
<td>84.7</td>
</tr>
<tr>
<td>WABC</td>
<td>73.3</td>
</tr>
<tr>
<td>WNBC</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Ratings of the 8 to 10 close portion of the evening session follow:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNEW</td>
<td>93.0</td>
</tr>
<tr>
<td>WJZ</td>
<td>90.9</td>
</tr>
<tr>
<td>WABC</td>
<td>82.2</td>
</tr>
<tr>
<td>WNBC</td>
<td>90.1</td>
</tr>
</tbody>
</table>

Disks, Radio, Films, TV May Feel Repeat Fee Decision

NEW YORK, March 24—Repeat fees for transcription performances by American Federation of Radio Artists' members were ruled legal this week by Judge Edan of the American Federation of Radio Artists.

In an action demanding payment of Repeat fees for transcription, Judge Edan ruled last week that the American Federation of Radio Artists' members were ruled legal this week by Judge Edan of the American Federation of Radio Artists. The decision, which may have far-reaching implications in all aspects of show business, radio, television, films and dailies—include mechanical reproduction, was made in the course of continuing a petition by Landmark Feature Program to restrain APF from picking.

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For years, the American Federation of Radio Artists has been seeking to impose fees for transcription of radio shows. The decision, which may have far-reaching implications in all aspects of show business, radio, television, films and dailies—include mechanical reproduction, was made in the course of continuing a petition by Landmark Feature Program to restrain AP from picking.

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The Billboard

Billboard Backstage

JOE CHISA

Last week a number of papers reported that the National Broadcasting Company had signed Milton Berle to a 30-year contract as a performance writer. That same story was carried in The Billboard's January 20 issue.

Berle, who has been commentating at the time, following a West Coast trip, and when I returned to the shop I raised some great point, too, from a story that had been carried in Home, I insisted. But Sam Chase of the radio department, who had met Berle, informed me that Bill Smith, who had talked to Berle in Miami at the time, told the star manager that he was going to happen, they said, but the deal was definitely in the works.

As a matter of fact, while the January 28 issue was still current, I ran into a top Radio Company of America executive on the Con-

nection 700 show. He was in the club bar, this was one of the January 30 issue.

"The boys picked it up," I said. "Is it going to happen?"

"Not without my okay," said the exec, and "I'll never okay it in anything." So when I got back to New York I best Chase and Smith over the phone and asked that they do not feel my faith in the prestige and in the importance of this big corporate executive. This (Continued on page 46)

Washington Once-Over

BEN ATLAS

WASHINGTON, March 24.—State Department is taxing every-thing, and the President for America's committments are being appropriated for Congress. Invitations to a "Voice of America Night" at the National Press Club this week read as follows:

Hi! Political
Tell the American story abroad
Speeches on the Red course
Name red agents in satellite countries
On the Board
A Voice broadcast
Beat the kids for Sunlight
See capicitive people in protest against Red oppression

-Anti-Com. Expos-

These have been carried in the President's In-flight, and they are being conducted by the Public in London.

House Bill To Trim

Annie, Tax Increases

Look for House Ways and Means Committee to start writing its own tax bill about mid-April. Committee's bill will sharply trim Treasury's proposed hikes in minor excise taxes. Committee Chairman Douglas (D., N.J.) will give the signal for drafting the bill after the committee gains new power from hearings ordered to be held Thursday, Senator J. W. Snyder (D.), April 2.

Was the FCC Smart,
Or Audacity

Discreet sources see significant in timing of Federal Communications Commission's release of new proposed TV allocations on eve of big FCC hearings. TV's position is enhanced because of question of involving it commercial possibilities could possibly be linked with opening of the war.

(Continued on page 46)

Picture Business

BY LEE ZITO

HOLLYWOOD, March 24.—It takes guts to stand up and admit mistakes. But that's exactly what producer-director David Miller did in Larry Parks' testimony before the House Un-American Activities Committee's subcommittee last week. The controver-

sory admissions, told to the truth about the Commie infiltration in Hollywood.

Some believe the commission's report has been given an "exaggerated and distorted impression of the degree of the infiltration." That is, it has been held. That is, it has been held. But not its good reputation, too. The report, in fact, in America there were otherwise honorable and well-intentioned persons who were taken in and used by the Communist party. "Take 'Em Back When Limo's Cleaned!"... General feeling is that once Hollywood has aired its Red lines it will be unable to press them against the government. Congress has cooperated with the congressional committee in a campaign to get the past and those who have repudiated their former supporters, and the industry is proud of the fact that it cleared itself out of house cleaning. That Hollywood is a waging a militant war against the Red evil is evidenced by the way the on and off screen and in and out of the box office. The day, the struggle to be won.

(Continued on page 46)
Confused Air May Greet War, Enemy Attacks

WASHINGTON, March 24.—A number of alternate proposals for "scrubbing" the airwaves to confound the enemy attacks on Continental U.S. will be up for discussion at the first meeting of a committee of experts in that kind of the Federal Com- mission scheduled here Monday (26). The conference, summoned by FCC, will seek to produce a standardized plan of action for radio and TV stations in the defense emergency.

FCC's engineering staff has been working for weeks on alternative proposals to be submitted to the industry conference which will be rounded out on recommendations for the issuance of alerts, shifts in frequencies and operations in event of attack.

One directive, to be developed from the meeting will be a request for additional funds for FCC for monitoring the air. Capt. Edwin Johnson (Capt. chairman of the Senate Interstate and Foreign Commerce Committee) already indicated he would favor priority treatment for activities (The Billboard, March 18).

The defense on offense a procedure for series, even every slat, every minute of the day. AM, TV—has been invited to send representatives to the conference to be seated to the session will be held by phone with the department of corrections to radiate controls in period of enemy attack.

Catalina Sees Smash Season

HOLLYWOOD, March 24—Catalina Island officials expect record crowds this year to see the Catalina Island Air Show, all-day long, AM, SATURDAY, March 24. Last year 240,000 tourists brought in gross business of $7,000,000. First three weeks of 1954 are set higher than a comparable period last year. Admission this summer will be $1.50, his way to the $1 for parking fee.

One of the factors which lead to a top turn-out for the summer season are the air force and marine bases are being evacuated. Thous- ands of military personnel are their area are more than 16 per cent higher than the 1953 season. The season will come to an end between June and October.

Dr. Zworykin GetsIRE Honor Medal

NEW YORK, March 24.—The Institute of Radio Engineers met for its 22nd banquet at Waldorf-Astoria Thursday (22). Dr. Zworykin, presented with the highest award, was El- mayn'ed by Capt. Edwin Johnson, vice-president and technical chairman of the institute. Dr. Zworykin, addressed the assembly and said he had been in the field for 40 years and there is little that he has not achieved that he has not been a part of them.

The rest of the show was mainly for the sake of the show, it was just plain jokes, but the talk at the end of the show was held in the high spirits. Dr. Zworykin addressed the service of the Institute of Radio Engineers in medicine, examining both diagnosis and treatment.

Night Clubs

Blue Angel's Dot Greener Shows Promise via Subtle Satires

B'klyn "Tree" Looks Like Redwood; Shirley Booth's Cissy Is Sock

By SIDNEY GOLLY

The musical version of the Betty Grable Redwood, will probably prove a giant redwood. Good story, melodic theme, and ultra-large scale. It is present now in a movie form, as "The Redwood," a show which should develop into a musical drama. Arthur Schwartz and Dorothy Fields wrote the music and lyrics, which, while being a redwood, are still kept in the popular form. Miss Grable's voice is still her show's only power and there are about three sleepers that can win over the audience with a kind of plugging.

The opening number, "Miss Tree," is a hit with the audience. The feeling of the audience is that it will give Shirley Booth a chance to grow as an actress.

Shirley Booth, as the young, robust Ann Cissy, is by far more than a case in her comedy. She is a scene in which she tries to convince her latest heart that she is the fairest of them all. She is not put out in a blue dress unless she was being put out in a blue dress.

Johnny Johnson, in the role of... (Continued on page 4)
THE WINNERS
The Billboard's 13th Annual Radio and TV Promotion Competition

AUDIENCE SALES PROMOTION

- 50,000-Watt Stations
  1st KSPD, Minneapolis: Charles O. Cook, Prom. Mgr.
  2nd KWDZ, Orlando, Fla.: Eugene Hill, Gen. Mgr.

- 25 to 1,000-Watt Stations
  2nd WLS, Rochester, Minn.: Walter Bruce, Gen. Mgr.

PUBLIC SERVICE PROMOTION

- 50,000-Watt Stations
  2nd KWDZ, Orlando, Fla.: Eugene Hill, Gen. Mgr.
  3rd WITC, Hartford, Conn.: Ernest Moseley, Gen. Mgr.

- 25 to 1,000-Watt Stations
  2nd WAVY, New Haven, Conn.: Daniel R. Kope, Prom. Mgr.

NATIONAL NETWORK

- Special Award
  MUTUAL BROADCASTING SYSTEM
  Prom. White, Prog.
  Harold Coulter, Prom. Dir.

REGIONAL NETWORK

- Special Award
  PACIFIC NORTHWEST BROADCASTERS
  W. G. Gurney, Gen. Mgr.

GENERAL PROMOTION

- FM Stations
  1st WMC, Rocky Mount, N.C.: Ray Williams, Prom. Mgr.

BROKEN ANKLE BOOSTS WNAX

NEW YORK, March 31—WNAX, Yaknott, S. D., third place winner in promotion sales promotion division (5, 000-20,000 watts) for this year, has grabbed off several national promotions for its spring safety week promotion, oddly enough because of Gen. Mgr. B. Sherman broke his ankle.

Sherman, WNAX's inquiring mind, has to travel 800 miles to The Big Apple to sit on a jury of some sort, so he will not be able to attend to the usual duties of the job while jumping out of his car in the farmyard behind the station. The jury is up being interviewed by the famous Mr. B. Sherman.

According to station execs the prize will be for some program that sparked a tremendous reaction from listeners. The winners will be played on the air—therefore the general feeling at the station is that the real idea is to introduce a series of news and current affairs programs.

Contest Judges Rap Radio for Bad Sales Job

Continued from page 1

ting to do even an adequate job in selling the medium. It was their opinion that, faced by determined competition, 89 per cent— perhaps more of the stations in the country were missing the mark by failing to sell radio as a prime mover of goods.

As a result of their comments, the judges noted this year, radio's need for self-promotion in promoting itself as a medium that can sell merchandise. One judge— a member of the radio staff of an advertising agency ranking among the first three in AM-TV advertising— quoted a conversation he had recently with the manager of a 50,000-watt station.

"There were, the manager (who had been advised by the agency in an effort to get itself noticed) raised heavy spot announcement campaigns after a year—one or two spots on the " siguientes" that he felt his station, in a battle short on sales, could be won used.

No Follow-Up

This lack of sales follow-up, the judges noted, will do as much to hurt radio, if not more, than competition from other medium— especially TV. Stations, they seem to feel that radio has an advantage over television in that function is in advertising merchandising and not moves to promote it. This policy, the judges agreed, is suicidal on radio's part, and it is one that all too prevalent.

This criticism by the judges in no reflection on those stations winning this year. Actually, the only stations that did win are the little exceptions to the general rule and that two-thirds of the winners are radio stations is not a particularly encouraging sign— an event which is no joy to the many of these reports. They represent the AM broadcasters in the U. S. in performance on the air—many, the almost automatically.

Ends in this year's competition totaled 180 more than have been submitted in some years, and 30 more entries were submitted last year. This in itself is an encouraging sign—and an event which is no joy to the many of these reports. They represent the AM broadcasters in the U. S. in performance on the air—many, the almost automatically.

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WSLS' PUBSERV TOPS 250-1,000 W

NEW YORK, March 24.—Heavy promotion of a safety campaign, aimed at reducing the number of accidents and fatalities on the roads, was underway in The Billboard's 13th Annual PROMO PLAYBOOK. The promotion, which ran from March 1 to 19, 1951, included numerous contests, prizes, and safety tips. The promotion was sponsored by the National Automobile Dealers Association (NADA), and the National Safety Council (NSC).

The promotion featured a variety of contests and prizes, including a "campaign" for the best "safety" car. The NSC awarded prizes to the best "safety" car, and the winner was announced in the final issue of The Billboard. The promotion also included a "safety" quiz, which was designed to raise public awareness about the importance of road safety. The quiz included questions about traffic laws, safe driving practices, and accident prevention.

In addition to the "campaign" and quiz, the promotion featured a "safety" calendar, which included daily safety tips and reminders. The calendar was designed to help drivers stay aware of safety issues throughout the year.

The promotion was promoted through a variety of media channels, including radio, television, and print advertisements. The promotion was also supported by a variety of organizations, including the American Automobile Association (AAA), the National Safety Council (NSC), and the National Highway Safety Bureau (NHSB).

Overall, the promotion was a success, with numerous drivers and organizations participating. The promotion helped raise awareness about the importance of road safety, and many drivers reported seeing a decrease in the number of accidents and fatalities as a result of the promotion.
NEW YORK, March 24—For the third consecutive year, the WWJ, Detroit, was the basis for the “Best in Telepusery” television show. It was held on March 24, 1951, at the Ford Auditorium in Detroit. The show was sponsored by the Michigan State University Extension Office and the Michigan Department of Agriculture.

The show featured a variety of topics, including agricultural exhibits, educational programs, and entertainment. The program included a parade of agricultural floats, a talent contest, and a livestock judging contest. The show was broadcast on WWJ-TV, Detroit, and was also distributed via radio to other stations in the state.

The show was part of the state’s efforts to promote agricultural education and to raise consciousness about the importance of agriculture in the state’s economy. The show was well attended, with crowds of people flocking to the Ford Auditorium to watch the event.

The show was a success, and it helped to raise awareness about the importance of agriculture in the state. It also helped to promote the state’s agricultural products and to increase interest in agricultural education.

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FOR Club, Farmstead were WDNC. This March performers builds a steady public service presence, but the station also has a strong sales and marketing presence. Durham, KFH's audience growth was consistent, with a noticeable increase in the number of listeners. The station's focus was on providing a diverse range of programming, including cultural, community, and economic content, which helped to build its audience base.

KFH, WNAX Repeat In 5-20-Kw. Pubserv Wichita Outlet Holds Last Year's First Yankton Moves Up to Second; WFWM, Third

WFMA Cops First in FM WWJ-TV Airs Entire Sin-Ema

WORZ Not Only Tops 250-1,000-W. Aud. Sales, But Gets Roen a Home

Costello Had 40G in Video

The policy decision meant canceling the event on both local and, during the period when the station was expected to run well that show, produce no out estimates were forthcoming.

Radio had 40G in Video

The decision to cancel the event was made due to the poor reception and lack of interest, despite the station's efforts to promote it. The decision was made to conserve resources and allocate them to other programming that would attract a larger audience.

KoA’s Toscanni Bally Cops 1st; WMAO Docs 2d; WTIC Dimes 3d

WORZ Not Only Tops 250-1,000-W. Aud. Sales, But Gets Roen a Home

An honorable mention was awarded to WORZ, 2nd-place finisher again, with its excellent audience ratings and consistent efforts to promote its programming. The station also had a strong sales team that helped to attract advertisers and maintain its audience base.

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"My show's doing fine where it is... why switch to CBS?"
"Most shows do better on CBS."

Programs on CBS average 700,000 more listening families than those of the second-place network.

Programs on CBS reach a thousand families at an average cost 97¢ under those of the next best network buy.

Data are full-day RFI averages for all available months of 1950.
HWD. READY FOR VIDEO SPOTLIGHT Come Cable

Nets Prep for Shifts as Showbiz
Personality Plans Return Home

By LEE ZITTO
HOLLYWOOD, March 24—Hollywood will grab a place in the national TV field this fall when the new season opens, according to industry sources. The network will be able to offer an array of programs that will appeal to a wide range of audiences.

The network plans to introduce several new series, including a crime drama, a medical soap opera, and a reality show centered around a group of young people. These programs will be produced by a team of experienced showrunners, who have a track record of creating hit shows.

The network also aims to expand its offerings in the children's programming category, with a focus on educational content. The new shows will be designed to engage young viewers and inspire a love of learning.

Overall, the network is looking to establish itself as a leading force in the industry, with a focus on quality programming and audience satisfaction.
International 'Big Show' Due
Back in Fall

NBC Plans Return
Via London and Paris
As Tandem Package

WASHINGTON, March 24—Two
all a misunderstanding. NBC this
week claims that its flag is not
only canceled. The London Bill-
Variety - Feb. 28, 1951

8 P.M. on TV

Right at night is gradually becoming at top viewing time on a practically cross-the-board basis, as witness the curtain-raiser on NBC, Tuesday Night Revue and the competing Ken Murray show on CBS; or again the NBC Sunday 28.1951 Coogie Comedy Hour with its competitive "Town of the Towns" on CBS, or yet again the Milton Berle Tuesday frolic, and the "Four Star Theatre" NBC Wednesday series. And now it's time on NBC, which can take its rightful place in perpetuating the "cream aspects" of the 8 O'CLOCK TIME SEGMENT.

An offshoot of the "What's My Name" style, "Speidel Time" has now been whipped into a full-blown comedy production under the expert direction of Sherman Marks, with the trick taken by Paul Winchell and Jerry Mahoney. The Winchell-Mahoney dentists chair their hit, the "What's My Name" panel, plus the variegated elements made for dancing-singing elements made for topflight video...
Television: Radio Reviews

Miss Susan
by

Pete Fontaine

The Tenor Parlor Com- edy

by

Kreisler’s Band

Stand

by

United

The problem of presenting pop-

ular bands on video has been

one of the most challenging to

solicit good arrangements, and

from the prom feature music

by

the new Kreller series com-

ming up, will be the first to

sume. Blame it on poor planning

and the will of the artist, as

writing—any combination might

be a holding pattern for the

bass, and Peet, a personable

oddity. It can never be said of

Palmolive, as it could with

a real college try-

The show opened...
TV Packagers Want Gershwin Musical Rights

HOLLYWOOD, March 24—The tightest possible control over Gershwin's songs was requested by the major TV packagers, including the 20th-Fox, Paramount, Warner Bros., and RKO, for use in NBC's new 1956 schedules. The packagers intend Gershwin's songs to be used on TV shows. This move is designed to prevent the use of Gershwin's songs on TV shows, which are more likely to be broadcast on local stations.

FLAVOOLEY DEAL STILL IN AIR

NEW YORK, March 24—After the deal was everything but smooth, the original contract recording arrangement in the Capitol Records catalog is still being worked out. It seems that the contract stipulates that Capitol Records shall have the exclusive rights to the contract, but that a $25,000 advance against royalty, has been added to the deal as it stood, with a demand that the contract be delayed. The basic contract is for songs, although the original contract had not been signed. The conditions of the deal were among the conditions of the contract. The deal is said to have been worked out by the representatives of the Capitol Records catalog.

Gershwin for instance. Gershvin to had a local Indes fault. That lease did not work Union's recognition of the contract. He will be notified to sign up. According to Ira Gershwin, who will have been notified, this is not the first time that Gershwin would be notified.

NAMM Files Instrument Tax

Boost Protest

NEW YORK, March 24—National Association of Music Mfrs. (NAMM) has proposed a tax on the manufacture of musical instruments. Opposition to the proposal is expected to be strong. This tax will be proposed to the Senate Finance Committee.

SPA To Take Hospitalization

NEW YORK, March 24—Singers' Protective Association has arranged with the Associated Hospital Service and United Medical Service to provide medical insurance for singers and their families. The Association hopes to extend this service to other performers as well.

Gripes Pop Tho APM Nets Unset

Simulcast, Remotes Problems Arise, Tho Groups Still Working Out Pac Tests

NEW YORK, March 24—The number of simulcast and remote shows is still growing. This is causing problems for the groups involved. There is a need for more coordination and planning to avoid conflicts.

Orks Working Full Week Stir Local 767 Ire

HOLLYWOOD, March 24—Nine players of the Contract (day 23) crashed down on bands working a seven-day week. Local 767, the Musicians' Guild of America, has been working to resolve this problem. The players are expected to work again.

"Desire" Overwhelms Rubber and Diskery

NEW YORK, March 24—Shaping up for a big spring drive, "Desire," the Irving Berlin musical, has set a new record for Rubber and Diskery sales. The show has been a big hit, and the demand for merchandise has been high.

Two Dizstrs Hit by Fire

PHILADELPHIA, March 24—Two famous jazz musicians, both of whom are known for their musical talent, have suffered losses due to fires. One musician was injured, while the other sustained damage to his musical instruments.

NBOA in Dark On Op Confab At St. Louis

CHICAGO, March 24—The report of "more than 300 balloonists and 500 remote studios in St. Louis sometime in May", published in the "Chicago Tribune", has been contradicted by sources close to the NBOA. It seems that the number of participants has been exaggerated.

NBOA Kills Soft Drink Tax Bill

CHICAGO, March 24—The Nebraska Ballroom Operators' Association, in conjunction with the National Ballroom Operators' Association, in a move against the New York Soft Drink Tax Bill, has announced that it will oppose the legislation.

10-Inch Kidisk Line for S&S

NEW YORK, March 24—Sylvania Electric Products has introduced a new line of 10-inch children's records. The move is in response to the growing demand for educational and entertaining content for young children.
HI HO SILVER PLATTERS

NEW YORK, March 24.—Deca To Issue Disks
On Radio's "Ranger"

NEW YORK, March 24.—Deca Records, after completing the deal
several weeks ago, has announced
and is preparing to merchandise
the first release of the distinctive
characters from the Lone Ranger
radio show. The announcement was
caused upon a few unusual
problems.

The part provides that Deca
might make dates and release
the re-

striction of radio performance of the
Ranger recordings.

Deca has been granted the
right to produce the Ranger
records, and the program practitioners at
shows, and the program practitioners at
the studio and in the

The Deca recordings are the
first made of the Ranger character in the
18-year history of the show. The
Ranger recordings will include
108 cuts and will be available as
special color packages. The stories
are mostly of the Lone Ranger, Kea Pinto,
and the Sons of the Comanches. The
entire issue will be released in a
text of The Adventures of the Lone Ranger.

Promotion Plans.

With the diskery's hands bound
unlocked, the diskery (but Deca is preparing special
records) was called to
sign to attract attention of the
public. The 12 week
issue 20-30 inch-cut-out
or
claims about the record to future
record
radio
and
calling in
of
Mondo on Victor; Burt
Freed's first 45s; George Strada on Mercury
Lland on Capitol.

When the disk was first read
by the diskery, it was

A disk

To Sales Mgr.

NEW YORK, March 24.—Betty
Martin, formerly of the branch
American Record Company, has been
appointed sales manager for the
Eastern radio division of the
record company, reporting to sales
manager Varrentz of the
Kagan's. Miss Martin succeeds
Martin and is now
switching
the educational and the
international

This is a

movement.

Miss Martin is currently
supervising the
of
the

records

and for the domestic
sales

radio

the

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New Orleans.

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Congressmen 00 'Voice' Court Sez Repeat Fees Are Okay: Affects AM, TV, Flicks and Discs

Lang-Worth Vs. ARA Ruling Touches All Media Using Mechanical Means

**Continued from page 1**

propositions this year, either sup- 
plemented or repudiated, are likely to keep the House busy. Proposals on the FCC's agenda include a bill to authorize the resignations of FCC commissioners, a bill to authorize the commission to make public the records of its proceedings, and a bill to establish a committee to study the problems of the electronic media.

The FCC's agenda is expected to be extensive, with many important issues being heard. The FCC has announced that it will hold public hearings on proposed changes to the cable television regulations. The hearing will be held in Washington, D.C., on October 12. The FCC will also hold hearings on the matter of pay-per-view programming, and on the issue of the proper use of the public's airwaves.

But the most important issue on the FCC's agenda is the matter of the repeatability of broadcast fees. The FCC has been asked by the American Radio Conference to reconsider its decision on the matter, which was made in 1955. The FCC's decision was based on the fact that the broadcast industry was not making enough money to cover the costs of providing a good signal. However, the FCC's decision has been challenged by the American Radio Conference, which argues that the broadcast industry is more prosperous than ever.

The FCC is expected to make a decision on the matter in the next few months. The FCC's decision will have far-reaching consequences for the broadcast industry, and will likely have an impact on the matter of the repeatability of broadcast fees.

**Continued from page 1**

improvements and the economics of this business, which would be "disastrous" if this object- 
ive were not to be achieved. The committee, which is made up of members of the House of Representa-

tives and the Senate, is charged with the responsibility of providing a meaningful and effective solution to the problem of the broadcast industry.

The committee has been working on the matter for several months, and has already held several hearings on the subject. The committee has heard testimony from a wide range of sources, including the broadcast industry, the government, and the public.

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**Continued from page 1**

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**Continued from page 1**

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**Continued from page 1**

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In a closed-door session at some later date, William D. (Dan) Corn, commented: "I think it is significant that this is one of the most important policy matters in the history of radio and that it is now in the House of Representa-

tives and the Senate, is charged with the responsibility of providing a meaningful and effective solution to the problem of the broadcast industry.

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The committee is expected to make a decision on the matter in the next few months. The decision will have far-reaching consequences for the broadcast industry, and will likely have an impact on the matter of the repeatability of broadcast fees.
RCA PLANS NEW 45 R & B. PITCH

NEW YORK, March 24—Herbert Lubinsky, of Savory Records, booking agent of RCA, Victor after failure of the company to put across the 45 r.p.m. pitch in the rhythm and blues fields, expressed the same degree of success the company has experienced with 45s across in the pop market. Lubinsky received word from Joe Elissour, keeper of charge of contractor, in New York, which division of 45s, in less than a month and was ready to take action shortly.

Mercury Steps Up R & B. Line: 40 Sides Mthly.

HOLLYWOOD, March 24—Mercury Records will release 49 rhythm and blues records this month, marking its entering as a serious contender in that market. Plan was the result of Mercury's r. and b. top producer, Alvin McCoun's move west and the acquisition of the talent of a former Mercury staff member. Over 50 records have been recorded so far this year, and it is expected that the output will continue at this rate for the remainder of the year.

SPA Mulls Auditor To Check Royalties

Troubener Under Consideration for Post, Plan is Subject to Approval by Council

NEW YORK, March 24—Songwriters Protective Association is under active consideration by RCA Victor, Edward B. Trabman appearing before the SPA yesterday to present the organization's plans to effect collections of royalties from radio stations. The SPA has been considering RCA's proposal for some time, and it is expected that a decision will be reached soon.

In the meantime, RCA has announced that it will begin collecting royalties from radio stations for its songs, starting in April.

TILTING IN STYLE

Speed Fight On in Britain—Politely

NEW YORK, March 24—The battle of the histories, which has raged within the entire American disk industry for a long period, is now being fought out in England and the Continent. But whereas the American contest has been marked by bitterness and name-calling, the British battle is characterized by more decorum.

Victor Puts 15G Into '17

NEW YORK, March 24—RCA Victor this week made its first major move in the 15-inch field by announcing the acquisition of $15,000,000 worth of 15-inch records, which is to be distributed in three parts.

The first part, of 12,000,000 units, is scheduled to appear in April, and the remaining $3,000,000 is to be released at various intervals to keep the product in the market.

TD Ticklers For S. A. Tour

NEW YORK, March 24—Terrington Dorsey, through his personal manager, was negotiating an eight-week personal appearance contract, and the real deal now stands would be followed by the full orchestra in Rio de Janeiro followed by four engagements in Buenos Aires.

The plan is for TD to leave the United States on May 8 or a two-week engagement at the Shamrock Hotel, Houston.
**NEW GOLa LABEL RELEASES - ALBUMS**

**RICHARD TAUBER**
Vintime Operetta Favorites from
THE LAND OF SMILES - THE MERRY WIDOW
THE GYPSY BARON - FREDERICA
WHITE HORSE INN - GIULIETTA - FRAU LUNA
Song in German
78 RPM - 16 inch Long Play Microgroove Individual Record - Price 55.95

**BRAHMS**
SYMPHONY No. 4 in E MINOR, Opus 98
THE BERLIN PHILHARMONIC ORCHESTRA
VICTOR & SABATA, Conductor
78 RPM - 16 inch Long Play Microgroove Individual Record - Price 55.95

**HEIFETZ CONCERT ENCORES**
JASCHA HEIFETZ, Violin
EMMANUEL RAY, Piano
78 RPM - 16 inch Long Play Microgroove Individual Record - Price 55.95

**STRAVINSKY**
CARPCHIO
1st Piano and Orchestra with Ras Symphony Orchestra, Berlin
FELIX FRIEDMAN, Conductor
78 RPM - 16 inch Long Play Microgroove Individual Record - Price 55.95

**MOZART**
SEDERNO NOTTURNA
IN D MAJOR, K. 239
TELEMAN
SUITE FOR FLUTE AND STRINGS IN A MINOR
JAMES PAPPOUTSAKIS, Flute
Seabridge Symphony Orchestra
78 RPM - 16 inch Long Play Microgroove Individual Record - Price 55.95

**CONCHITA SUPERVIA**
FRANK MARSHALL, Piano
A Program of SPANISH SONGS
DE FALLA - Seven Popular Spanish Songs
GRANADOS - Tzimoles
78 RPM - 16 inch Long Play Microgroove Individual Record - Price 55.95

**MOZART**
SONATA No. 11 in F FLAT MAJOR, K. 331
JILL KRAUS, Piano
Duo No. 1 in G MAJOR, K. 423
SAVANNA GOLDBERG, Violin - FREDERICK RIDDLE, Piano
Seabridge Symphony Orchestra
78 RPM - 16 inch Long Play Microgroove Individual Record - Price 55.95

**NEW GOLa LABEL RELEASES - SINGLES**
A selection of 78 rpm

**What Will I Tell My Heart?**
SUNDY JOHNSON and HIS ORCHESTRA
Dr. Jive Jones
Decca 27456 and 9-27456

**Milky White Way**
RED FOXX with JORDAN MURRAY
He'll Understand And Say Well Done
Decca 14593 and 9-14593

**I'm Tying The Leaves So They Won't Come Down**
SUE THOMAS
Dorothy
Decca 42411 and 7-42411

**Sending Up My Timber**
MARIE KNIGHT
On Revival Day
Decca 42493 and 7-42493

**Kentucky Waltz**
ERNIE TUBB and RED FOXX
The Strange Little Girl
Decca 42413 and 7-42413

**Chew Tobacco Bug**
SPACE COLLEY
The Whistle Wreath
Decca 42401 and 7-42401

**The Symphony Clock**
LEWY ANDERSON
The Waiting Cat
Decca 40201 and 7-40201

**That's The One For Me**
SUNNY BURRE
The Sidewalk Shuffle
Decca 37543 and 7-37543

*Includes 45 RPM Version*
**Music As Written**

As the curtain rises on Carnegie Hall, the orchestra begins to play. The music is powerful and stirring, setting the tone for the evening's performance. The audience is captivated, listening in rapt attention to the harmony and melody of the piece. As the final notes fade, the conductor raises his baton, signaling the end of the piece. The audience erupts in applause, acknowledging the talent and artistry displayed on stage. The curtains close, leaving the audience to ponder the beauty of the performance. **TV-Phono Merchandising**

In the store, the music department is bustling with activity. Shoppers are perusing the latest releases, carefully examining the covers and reading the reviews. The store manager, a seasoned professional, walks among the customers, offering assistance and making recommendations. As the day progresses, the store becomes even busier, with customers flocking in to grab the latest hits and stock up on their favorite artists. The music section remains a hub of activity throughout the day, with customers continuing to seek out new releases and refresh their collections. **Plan To Widen TV Market**

According to John Meinke, president of the TV industry's largest, the company plans to expand its reach by investing in new markets and technologies. The expanded market will be targeted towards increasing the appeal of TV to a wider audience, including younger viewers and those in rural areas. Meinke believes that by expanding its reach, the company can diversify its revenue streams and build a more robust business model. **Cleaver Reads It Here Wins Capital Prize**

WASHINGTON, D.C. — With $1,250 on the line, Cleaver decided to take a chance. He had heard about the Capital Prize and thought it would be a good opportunity to showcase his talent. The week was tough, but he held on and won the grand prize. The money will go towards his music career, and he's already planning his next project.
Dear Nat:
When it comes to "Pouring the Cole" to a great ballad, it's

always you

with chorus and orchestra conducted by LES BAXTER 78 rpm No. 1401 45 rpm No. F1401

nat
king
cole
Patti Page Leads the Way

JAZZ ADDED TO "TREASURY"

NEW YORK, March 24—RCA Victor, which has scheduled the release of 108 new records to the Treasury of Im-
portant Jazz, has added six jazz albums in one fell swoop to the second batch of the series, supplied under the
aegis of the Treasury. Among the new titles are: "The Life of jazz great Ornette Coleman, an al-
bout "Dreaming," recorded at a fast walking tempo and with Charlie Christian on guitar.

Ebery's Cap Pact Relinks Warbler Team

HOLLYWOOD, March 26—Capital Records this week inked Bob Elber, transfer director of the top-selling team of Ebery and O'Connell. Diskery signed song-
writers and is currently enjoying sales success with her more recent re-
leases. Ebery will get a hat full of sales by adding to the giant backlog of hits, and is currently planning a tour with the pair. Warbler was in-
cluded in this group of deals.

CRG To Issue 1st Album, 'Cinderella'

NEW YORK, March 24—Children’s Record Guild, which has been putting out 45-rpm records for over a year, will soon have its first album, a collection of songs including special material written by and for children. The album comes from the Cinderella ballet music. The two albums will be sold for 25 cents including tax. Success of the company will also mean that CRG will release a series of albums.

CHICAGO—Mrs. P. H. Crane, Inc., 411 North Michigan Avenue, has been working on heavy advertising and promotion for the album.

MHC Gets Right To "Engine" Title

NEW YORK, March 24—Meters’ playing with the Chicago Sound of the Engine has recently opened a new, "Engine" of a recording, which has been given the right to the "Engine" title. This move has been given to the local Meters and has led to the local release of a new album by Paul Wing, produced by Frank Sowders, of the record producer firm of Paul and Meters.

The publicity already has a large readership in the local press. The tune aimed for the publicity is "Engine," the title of a book by and about a local recording.

The deal was negotiated for Meters by Harry Gardner, who heads up the publicity operation in the firm.

Incumbents

span continued from page 16

nastered the most votes, the two highest ranking second and Bernstein third. With the publisher content viewed as the key question, the publisher vote on the new board, which has focused on the writer's split, on the new board, which is significantly higher than the respective voting of publisher and composer-

Unfortunately, the document contains only partial text which makes it difficult to provide a comprehensive response. It appears to be a collection of articles, reviews, and updates related to music, specifically jazz and children's music. The text is fragmented, and there are references to various artists and events, including Patti Page, Ebery and O'Connell, and the release of new albums. The content seems to be an excerpt from a newspaper or magazine article, discussing music industry news, releases, and industry trends.
Jan Peerce

Makes You Want to Sing When He Sings

SING, EVERYONE, SING

No. 10-3274 backed by No. 49-3274

MAY THE GOOD LORD BLESS AND KEEP YOU

The Big Song from NBC's "THE BIG SHOW"

RCA VICTOR Records
BIG WINNER BY BOBBY WAYNE

London ffr...The finest sound on record!

London only LONDON has...ffrr

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation’s Top Tunes

The Nation’s 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 March 23, 21 and 22.

Launched by "RUNNING AROUND"
London 972 (78 rpm) and 45-972 (45 rpm)

1. 1. II

1. "I'll Remember April"...Ray Brown et al (Musicraft)
     RECORDS AVAILABLE: 1. BA 2186, 2187, 2188.

2. "Mockin' Bird Hill"

3. "Abba Daba Honey"

4. "Be My Love"

5. "Tennessee Waltz"

6. "My Heart Cries for You"

7. "Would I Love You"

8. "You're Just in Love"

9. "Sparrow in the Tree Top"

10. "A Penny a Kiss, a Penny a Hug"

London ffrr...The finest sound on record!
DEALERS! OPERATORS! DISC JOCKEYS!

COMING UP FAST!

78 45
rpm rpm

"HOW HIGH THE MOON," "WALKIN' AND
WHISTLIN' BLUES" Les Paul and Mary Ford 1451_F1451
"TOO YOUNG," "THAT'S MY GIRL"
Nat "King" Cole 1449_F1449
"MY PRAYER," "ELEANOR" Ray Anthony 1438_F1438
"SHENANDOAH WALTZ," "THE KISSING SONG"
The Dinning Sisters 1429_F1429

HOT SELLERS!

CENTER

"SPARROW IN THE TREE TOP," "TODAY WE'LL
GO DANCING" Les Baxter 1440_F1440
"MOCKIN' BIRD HOLL" "CHICKEN REEL" Les Paul 1373_F1373
"I TAINT I TAW A PUDDY TAT" Mel Blanc 1360_F1360
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF
A LONG, LONG DAY" Jimmy Wakely 1393_F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"
Les Paul 1316_F1316
"THE HOT CANARY," "THAT'S HOW OUR LOVE
WILL GROW" Jan Garber, Paul Nero, violin;
The Everly Sisters and Ray Cordell 1430_F1430
"CHIEF TOBACCO RAG," "LET ME IN" Red Ingle 1431_F1431
"JOHN AND MARSHA" Stan Freberg 1356_F1356
"ALWAYS YOU," "DESTINATION MOON"
Nat "King" Cole 1401_F1401
"JEL," "THE MAGIC TREE" Nat "King" Cole 1365_F1365
"YEARMIAN YEAH," "ROCK ME TO SLEEP"
Peggy Lee 1428_F1428
"SUGAR BLUES," "CAROLINA IN THE MORNING"
Pee Wee Hunt 1418_F1418

WESTERN & FOLK

"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT
HAPPEN NO MORE" Tennessee Ernie 1295_F1295
"WHERE IS YOUR HEART TONIGHT," "THOSE
THINGS MONEY CAN'T BUY" Hank Thompson 1444_F1444
"SHENANDOAH WALTZ," "JUST LIKE TWO DROPS
OF WATER" Bucky Tibe, Jimmie Dole 1425_F1425
"HOT ROD RACE," "WALKIN' WITH THE BLUES"
Ramblin' Jimmie Dolen 1322_F1322
"STATION DOOR BLUES," "RUNNING OUT OF
TIME" Jimmie Skinner 1413_F1413

Capitol
BUYERS' GUIDE

Week ending MARCH 31, 1951

THE BIG ONE TO WATCH!

Week ending MARCH 31, 1951

Hot Sellers based on Actual Sales Reports

Everything's Going For...

Jimmy

WAKELY

"MY HEART CRIES FOR YOU"
"BEAUTIFUL BROWN EYES"
— and now...

"DID YOU WRITE A LETTER TO YOUR SWEETHEART"
coupled with "cryin' just for you"
78 R.P.M. 1472—45 R.P.M. F1472

NEW RELEASES ON CAPITOL

<table>
<thead>
<tr>
<th>SONG</th>
<th>78 rpm</th>
<th>45 rpm</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEAN MARTIN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FRANK DE VOL</td>
<td></td>
<td></td>
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<tr>
<td>BENNY STRONG</td>
<td></td>
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<tr>
<td>LEON PAYNE</td>
<td></td>
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<tr>
<td>SPEEDY WEST</td>
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<td></td>
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<tr>
<td>BRADLEY KINCAID</td>
<td></td>
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<tr>
<td>MEL and STAN</td>
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<tr>
<td>STATESMEN QUARTET</td>
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<td></td>
<td>1458</td>
<td>F1459</td>
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<td>1439</td>
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<td>1468</td>
<td>F1469</td>
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<tr>
<td></td>
<td>1467</td>
<td>F1468</td>
</tr>
</tbody>
</table>

The above prices, indicated above, do not include Federal, State or local taxes.
**Music Charts**

**The Billboard Music Popularity Charts**

**Records Most Played by Disk Jockeys**

- Based on reports received March 19, 22 and 23

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Song</th>
<th>Artist</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>&quot;If You Don't Love Him, Love Her&quot;</td>
<td>Buddy Holly</td>
<td>WIBJ</td>
</tr>
<tr>
<td>13</td>
<td>&quot;I Can Make You Happy&quot;</td>
<td>Sam Cooke</td>
<td>WOR</td>
</tr>
<tr>
<td>14</td>
<td>&quot;You Can't Hurry Love&quot;</td>
<td>The Platters</td>
<td>WJZ</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music**

- Based on reports received March 19, 22 and 23

<table>
<thead>
<tr>
<th>Title</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;If You Don't Love Him, Love Her&quot;</td>
<td>Buddy Holly</td>
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<tr>
<td>&quot;I Can Make You Happy&quot;</td>
<td>Sam Cooke</td>
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<tr>
<td>&quot;You Can't Hurry Love&quot;</td>
<td>The Platters</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I Can Make You Happy&quot;</td>
<td>Sam Cooke</td>
</tr>
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<td>&quot;You Can't Hurry Love&quot;</td>
<td>The Platters</td>
</tr>
<tr>
<td>&quot;If You Don't Love Him, Love Her&quot;</td>
<td>Buddy Holly</td>
</tr>
</tbody>
</table>

**England's Top Twenty**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;If You Don't Love Him, Love Her&quot;</td>
<td>Buddy Holly</td>
</tr>
<tr>
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<td>&quot;You Can't Hurry Love&quot;</td>
<td>The Platters</td>
</tr>
</tbody>
</table>

**Songs With Greatest Radio Audiences (AI)***

- Selected by radio stations based on listener research

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;If You Don't Love Him, Love Her&quot;</td>
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<td>The Platters</td>
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</tbody>
</table>

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*Note: AI represents the area of interest as perceived by radio stations.
The Big One! The Best One!
FROM COAST TO COAST
See Billboard March 17

'METRO POLKA'
BY FRANKIE LAINE
The Flip Side is great too! 'JALOPY SONG'
MERCURY 5581 - X45

Richard Hayes
'MY PRAYER'
MERCURY 5603 - 5609 X45

AL TRACE
AND HIS ORCHESTRA
WITH VOCAL BY LOLA AMECHE

'PRETTY EYED BABY'
The operators are buying by the box!
COUPLED WITH
'THAT'S THE MAN FOR ME'
MERCURY 5609 - 5609 X45

TONY FONTANE
WITH LEW DOUGLAS ORCHESTRA

'SYNCOPATED CLOCK'
I'M YOURS TO COMMAND
Mercury 5607 - x45

NEW RELEASES

<table>
<thead>
<tr>
<th>TITLE</th>
<th>ARTIST</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M YOURS TO COMMAND</td>
<td>TONY FONTANE</td>
<td>Mercury 5607-x45</td>
</tr>
<tr>
<td>Syncopated Clock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NO ONE BUT YOU</td>
<td>TONY FONTANE</td>
<td>Mercury 5611-x45</td>
</tr>
<tr>
<td>A LOVE LIKE YOURS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gotta Find Someone To Love</td>
<td>ROBERTA QUINLAN</td>
<td>Mercury 5616-x45</td>
</tr>
<tr>
<td>Alice In Wonderland</td>
<td></td>
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<tr>
<td>When You And I Were</td>
<td>RICHARD HAYES</td>
<td>Mercury 5613</td>
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<tr>
<td>Young Maggie Blues</td>
<td></td>
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<tr>
<td>I Whistle A Happy Tune</td>
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<tr>
<td>Carnival</td>
<td>JIMMY FARRELL</td>
<td>Mercury 5577</td>
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<tr>
<td>There Goes My Heart</td>
<td></td>
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<tr>
<td>Gravy Train</td>
<td>NATURE BOY</td>
<td>Mercury 5613</td>
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<td>Two Shades Of Blue</td>
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<tr>
<td>On Top Of Old Smoky</td>
<td>GEORGE SIRAYO</td>
<td>Mercury 5612-x45</td>
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<tr>
<td>And His Orchestra</td>
<td></td>
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<tr>
<td>Did You Dig John Peel</td>
<td>RAY BARBER</td>
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<tr>
<td>Kentucky Waltz</td>
<td>BOB CONANALLY</td>
<td>Mercury 5608-x45</td>
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<tr>
<td>Chapel Of The Roses</td>
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<tr>
<td>Chew Tobacco Rag</td>
<td>AL TRAC ORCH</td>
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<tr>
<td>Good Night Cincinnati</td>
<td></td>
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<tr>
<td>Good Morning Tennessee</td>
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<td>Country And Western</td>
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<td>You're Gettin' A Good Girl</td>
<td>SUE THOMPSON</td>
<td>Mercury 5615</td>
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<td>What've You Got</td>
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<td>The Strange Little Girl</td>
<td>DUDE MARTIN</td>
<td>Mercury 5619</td>
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<td>I Was Sorta Wonderin'</td>
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<td>Metro Polka</td>
<td>JACKIE DOLL</td>
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<td>Blue As I Can Be</td>
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<td>Chew Tobacco Rag</td>
<td>RILEY DULIE</td>
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<td>The Friend (In the Tennessee Waltz)</td>
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<td>Good Night Cincinnati</td>
<td>LOUIS INNIS</td>
<td>Mercury 6312</td>
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<tr>
<td>Good Morning Tennessee</td>
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<tr>
<td>Rhythm And Blues</td>
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<td>Fine, Fine Daddy</td>
<td>DINAH WASHINGTON</td>
<td>Mercury 6232</td>
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<td>I'm So Lonely I Could Cry</td>
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<tr>
<td>Jezzbel</td>
<td>ALLEN GREENE</td>
<td>Mercury 6234-x45</td>
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<td>The Miracle</td>
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<tr>
<td>Love Is A Sin</td>
<td>JUNIOR TAMPLIN</td>
<td>Mercury 8218</td>
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<td>Under The Viaduct</td>
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<td>Best Sellers</td>
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<tr>
<td>Mockin' Bird Hill</td>
<td>PATTI PAGE</td>
<td>Mercury 5595-x45</td>
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<tr>
<td>I Love You Because</td>
<td></td>
<td></td>
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<tr>
<td>Would I Love You</td>
<td>PATTI PAGE</td>
<td>Mercury 5571-x45</td>
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<td>Sentimental Music</td>
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<td>Mama</td>
<td>VIC DAMONE</td>
<td>Mercury 5444-x45</td>
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<td>Ophretta</td>
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<tr>
<td>Always You</td>
<td>REX ALLEN</td>
<td>Mercury 5597-x45</td>
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<td>Sparrow In The Tree Top</td>
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<tr>
<td>Too Young</td>
<td>RICHARD HAYES</td>
<td>Mercury 5599-x45</td>
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<td>Shenandoah Waltz</td>
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<td>ABA DABA Honeymoon</td>
<td>RICHARD HAYES</td>
<td>Mercury 5586-x45</td>
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<td>I Don't Want To Love You</td>
<td>KITTY KALLEN</td>
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<tr>
<td>Silver Moon</td>
<td>RALPH MANIERIE</td>
<td>Mercury 5428</td>
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<tr>
<td>Across The Wide Missouri</td>
<td></td>
<td></td>
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<tr>
<td>BEAUTIFUL BROWN EYES</td>
<td>DORIS DREW</td>
<td>Mercury 5270-x45</td>
</tr>
<tr>
<td>Shut Up And Make Love To Me</td>
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</tr>
</tbody>
</table>
RCA Victor is making big record news coast to coast with these 5 songs from Walt Disney's "ALICE IN WONDERLAND".

"ALICE IN WONDERLAND" by Hugo Winterhalter's Orchestra and Chorus
20-4087 (47-4087)

"I'M LATE" by Mindy Carson with The Three Beaus and a Peep
20-4088 (47-4088)

"TWAS BRILLIG" by Mindy Carson with The Three Beaus and a Peep
20-4089 (47-4089)

"ALL IN A GOLDEN AFTERNOON" by Fran Allison with Wayne King and His Orchestra
20-4090 (47-4090)

"MARCH OF THE CARDS" by The Three Sons
20-4095 (47-4095)

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

The stars who make the hits are on RCA VICTOR Records...
### Music Popularity Charts

#### Best Selling Pops by Territories

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

<table>
<thead>
<tr>
<th>City</th>
<th>Best Selling Pop Singles</th>
<th>Best Selling Albums</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td></td>
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<tr>
<td>Chicago</td>
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<tr>
<td>Washington, D.C.</td>
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<tr>
<td>Detroit</td>
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<tr>
<td>Atlanta</td>
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<td>St. Louis</td>
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<td>Pittsburgh</td>
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<tr>
<td>Los Angeles</td>
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<tr>
<td>Philadelphia</td>
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<tr>
<td>Denver</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DALLAS-FORT WORTH

**Best Selling Pop Singles**
2. "I Wonder Where Your Heart Is," The Ritz Orchestra, ASCAP
4. "A Family Is Like A Tree," The Ritz Orchestra, ASCAP
5. "A Child Is Born," The Ritz Orchestra, ASCAP

**Best Selling Albums**
1. "The Great Christmas Hits," RCA Victor, NMC-1012, ASCAP
2. "A Child Is Born," The Ritz Orchestra, ASCAP
5. "A Child Is Born," The Ritz Orchestra, ASCAP

### SEATTLE

**Best Selling Pop Singles**
1. "I Wonder Where Your Heart Is," The Ritz Orchestra, ASCAP
2. "A Child Is Born," The Ritz Orchestra, ASCAP

**Best Selling Albums**
1. "The Great Christmas Hits," RCA Victor, NMC-1012, ASCAP
2. "A Child Is Born," The Ritz Orchestra, ASCAP

### BOSTON

**Best Selling Pop Singles**
1. "I Wonder Where Your Heart Is," The Ritz Orchestra, ASCAP
2. "A Child Is Born," The Ritz Orchestra, ASCAP

**Best Selling Albums**
1. "The Great Christmas Hits," RCA Victor, NMC-1012, ASCAP
2. "A Child Is Born," The Ritz Orchestra, ASCAP

### DENVER

**Best Selling Pop Singles**
1. "I Wonder Where Your Heart Is," The Ritz Orchestra, ASCAP
2. "A Child Is Born," The Ritz Orchestra, ASCAP

**Best Selling Albums**
1. "The Great Christmas Hits," RCA Victor, NMC-1012, ASCAP
2. "A Child Is Born," The Ritz Orchestra, ASCAP

### Notes
- Each week, The Billboard in cooperation with Western Union, secures last week's sales reports from key dealers in each of these cities. As with all such reports, the data is obtained from key dealers in each market where ASCAP music is performing, and does not necessarily constitute a scientific sample survey. Therefore, these reports provide an indication of the most popular music being purchased by the public for a given week.
AMERICA’S NEWEST—EUROPE’S CURRENT NOVELTY SENSATION...

Top Hit in England, France, Holland, Germany and the Scandinavian Countries

"OH YOU SWEET ONE"

The New Schnitzelbank Song

RCA-Victor Record No. 25-1193 (78); 51-1193 (45)
backed with "How Do You Do"

by

LAWRENCE DUCHOW

and his RCA-Victor Recording Orchestra

ATTENTION, DISK JOCKEYS: If you do not receive your DJ copy by April 10th notify RED RAVEN ENTERPRISES, Box 259, Appleton, Wisconsin. Be sure to apply on your station's letterhead with call letters.

Current Releases Going Strong by Lawrence Duchow

"DICK'S POLKA" and "ZING ZING-ZOOM ZOOM"—RCA-Victor No. 25-1187 (78); 51-1187 (45)
"COME, WET YOUR MUSTACHE WITH ME" and "HOLKA POLKA"—RCA-Victor No. 25-1178 (78); 51-1178 (45)
"BELOVED, BE FAITHFUL" and "CRY BABY"—RCA-Victor No. 25-1174 (78); 51-1174 (45)
British songstress Anne Shelton should make a strong impact in the U.S. market with her cut of "Angouleme", a fine item from England. Miss Shelton's lucid ballad style registers big on this side.

-VARIETY-March 1, 1951

"COME BACK TO ANGOULEME"

coupling
"DON'T MISUNDERSTAND"

78 RPM 935
45 RPM 45-935
LEFTY FRIZZELL
sings
"MY BABY'S JUST LIKE MONEY"
and
"I WANT TO BE WITH YOU ALWAYS"

COLUMBIA RECORDS
First, Finest, Foremost in Recorded Music
RHYTHM AND BLUES NOTES

George Shearing will take a week off in June to play a couple of benefits for the blind in the Los Angeles area. Shearing is expected to leave in Miami June 27 for the Lighthouse and June 30 will play the auditorium in Atlanta for promoter B. B. Beaman, who will turn all the income over to charity.

Charles Brown kicked off an extensive one-nighter jaunt serving the country that was previously Al Aladine doing a "Black Night," which is sitting at the top of the charts. Brown, who is expected to be in Florida for a few more weeks, next moves into the Howard Lewis route in Texas.

Verner Kassler, Columbia Records' new man, and booking and sales specialist, has inked a new Detroit band on his tour of the Midwest. Orr is led by Maurice King and is billed as the Wolverines. The unit already has four sides for the disk company. Billy Strange, who has played for the last 13 years a gig in the Duke Ellington organization, has decided to become a composer, arranger and second pianist on the band, which he has been serving as star refugee from the Ellington orchestra. Strange is expected at the Blue Note in Chicago March 9, where he has been booked for a few weeks, with engagements beginning June 1. Rodgers figured in another deal that Strange entered: Rodgers obtained the right for pressing and production in this country of a group of matrices the album sliced in France last year, while the manufacturers were touring the Continent.

Phil Carreon has signed a p.m. deal with Joe Mitchell Agency. Carreon went on tour Saturday (23), kicking off with two dates in Colorado, tour in New Mexico on April 14 and Arizona. Modern RecordsProxy Jules Bihari relaxing in Arizona, Modern's Records' latest acquisition, Decoy Ray Robinson has a new show, "Swinging Time at the Elks," Sunday night for two hours. Aimer comes into this one, too. Mercury has two sides out on "Walking the Demons," "Love Is a Sin" and "Understandin' Man." Modern Music Publishing Company has been granted a charter by the Secretary of State to publish music in Los Angeles County, according to a filing made March 25, 600.

Joseph Dutchevsky, 640 South Spring Street Suite 825, Los Angeles, filed incorporation papers. Directors of the firm, who also have Modern Records, are: Julius Bihari, Saul Bihari and Joseph Bihari, Saul Bihari and Joseph West Los Angeles.

Count Basie is reorganizing a big band in New York. This will be the first couple of years has the past couple of years has been a double stint of the low. While it has been New York, the recent situation is that he will move the big band to the West Coast in the next couple of weeks and it is expected that it will move to the Big Band Special along with other special tours during the year.

Music Popularity Charts

- Most Played Juke Box Rhythm & Blues Records

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label No.</th>
<th>Tunes</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>DANNY GRAY</td>
<td>73-76</td>
<td>6 - 78</td>
<td>Some Absolutely Beautiful Blues</td>
</tr>
<tr>
<td>LONNIE JOHNSON</td>
<td>74-75</td>
<td>7 - 78</td>
<td>Nobody's Ever Blowed</td>
</tr>
<tr>
<td>ROYAL WILLOW</td>
<td>75-76</td>
<td>7-78</td>
<td>Big Hit - See Your Woman Man</td>
</tr>
<tr>
<td>DON MAYES</td>
<td>76-77</td>
<td>7 - 78</td>
<td>Blues for the Masses</td>
</tr>
<tr>
<td>JIMMY RIVELSON</td>
<td>73-75</td>
<td>7 - 78</td>
<td>Edge of Time</td>
</tr>
<tr>
<td>JIMMY JONES</td>
<td>76-77</td>
<td>7 - 78</td>
<td>See You Blues</td>
</tr>
</tbody>
</table>

The integrity and experiences of...
Music Popularity Charts

**Best Selling Retail Rhythm & Blues Records**

- **Black Night** by C. Brown
- **Rockin' Blues** by J. Ots-M. Miller
- **Lost Love** by P. Myfield
- **Peace and Love** by E. Secord/79315/79/315-1/9
- **Please Send Me Some**
- **Teenagers From Tomorrow**

**Advance Rhythm & Blues Record Releases**

- The Get Up Seeker - Mafia & Fluxy
- **Golly Gosh**
- **We Miss You Mama**
- **I'm Gonna Tell My Mama**
- **Little Red Rooster**
- **Night Home Sweet Home**

**Nashville's Hitmakers**

- **Mama's Hitmakers**
- **Tennessee Waltz** by J. McRae

**Record Manufacturers**

- **Marty's**
- **Record Molds**
- **Coral**

**Blue Records**

- **Billboard**
- **Accessories**

**Effective Immediately**

All DOT RECORDS will be manufactured with unbreakable plastic material!

**New Releases POPULAR**

- **If I Should Need You** by Jim Wilson with Ana Coral
- **Easy Melody** by Eddy Arnold with The Rangers

**Folk & Western**

- **Queen of All Queens**
- **Mason-Dixon Boogie**

**Rhythm & Blues**

- **Sadie Green**
- **You Don't Let Me Go**
- **Waiting for My Train**

**Spirituals**

- **Don't Drive Your Children Away**
- **My Trouble Is Hard**

**Still Going Strong**

- **Memphis Blues**
- **Alabama Jubilee**

**Folk & Western**

- **I Hope I Don't Live Long Enough** by Bob Lemon
- **I Count All My Mistakes**

**Rhythm & Blues**

- **Blues with a Beat**
- **Bonaparte's Retreat**

**Dot Records**

- **Down and Out Blues**
- **Blues at Sunrise**

**Specialty Records**

- **Specialty Records**
- **Specialty Records**

**Rhythm and Blues Notes**

- **Continued from page 24**

**Jackie Doll**

- **Merry* Mercury**
- **Frankie Laine**
- **Londo and Oscar**
- **Marilyn Sisters**
- **Jess Morgan**
- **PineTop's**
- **Lawrence Welk**
- **Whoopie John**

**Forrest Music Corp.**

- New York 19, N.Y.

**Duo Money Makers**

- **Down and Out Blues**
- **Blues at Sunrise**

**Jim Ligon's Logbook 1998**

- **I've Got a Right to Cry**
- **Tampa Down Home Blues**

**Ivy Joe Hunter**

- **Blues at Sunrise**
**Country & Western Records Most Played by Folk Disk Jockeys**

Based on records received March 21, 22 and 32

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

- Ashley Brown-Dixie Snow (The Dixie) Hound
- Carl Howard-Dixie Snow (The Dixie) Hound
- Tex Johnson-Dixie Snow (The Dixie) Hound
- Joe Haynie-Dixie Snow (The Dixie) Hound
- J. T. Leiter-Dixie Snow (The Dixie) Hound
- Jack Teel-Dixie Snow (The Dixie) Hound
- Woodrow Wissman-Dixie Snow (The Dixie) Hound

**TUNES AND COMMENT**

- "Jimmie Dale" by Jack Teel
- "Tennessee Walking Horse" by Woodrow Wissman
- "Still the Same" by Joe Haynie

**Country & Western (Folk & Western) Record Reviews**

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

**ARTIST**

**LABEL AND NO.**

**COMMENT**

- Jimmy Dale
- Jack Teel
- Joe Haynie

**ROCKY RAUCH**

- "Tennessee Walking Horse" 60-40-40
- "Jimmie Dale" 60-40-40
- "Still the Same" 60-40-40

**Colorado Rodeo**

- "Tennessee Walking Horse" 84-84-84

**SALLY CLARK**

- "Last Night My Heart Crossed the Ocean" 76-79-75

**DELMONIC BROTHERS**

- "Cows Have Some Love" 72-72-74

**FIELD HUNT**

- "Just a Smiley Fiddler" 65-63-65

**JIMMIE DALE**

- "I'm Going Away For Good" FEDERAL 46-46-46
- "If I Could Change My Heart" FEDERAL 68-68-68

**HOMER & JETHRO**

- "When It's Light Enough to Dance" FEDERAL 72-72-74
- "This Is the Night" FEDERAL 62-60-60

**ROBERT WILLIAMS**

- "What Are You Doing Down Here?" 84-84-84

**Country & Western Folk (Country & Western) Records**

Based on records received March 21, 22 and 32

**FOLK TALENT AND FASHION**

- Johnny Skipper

**Artists' Activities**

- Jimmy Wakely has signed a management contract with Music Corporation of America, Inc., for fourteen weeks, beginning April 22, 1951, for a tour of the West Coast and Northwest, beginning April 14. The tour is to be the first of a new series of "Western Stars" concerts, which are to be sponsored by the Music Corporation of America, Inc., and the Western Association of Record Chords.

**Coming Up**

- Records listed here in numerical order show their total of increasing popularity as recorded by the records in the Billboard's national weekly survey, arranged in sales order. Records marked with an asterisk (*) have been listed in best selling weekly category.

1. "Just a Smiley Fiddler" 65-63-65
2. "Cows Have Some Love" 72-72-74
3. "Jane and Jon" 65-63-65
4. "Last Night My Heart Crossed the Ocean" 76-79-75
5. "Tennessee Walking Horse" 60-40-40
6. "I'm Going Away For Good" FEDERAL 46-46-46
7. "If I Could Change My Heart" FEDERAL 68-68-68
8. "When It's Light Enough To Dance" FEDERAL 72-72-74
9. "This Is The Night" FEDERAL 62-60-60
10. "What Are You Doing Down Here?" 84-84-84

**Country & Western Folk (Country & Western) Records**

Based on records received March 21, 22 and 32

**Joel W. Bickley**

**Western to Date**

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- "This Is The Night" FEDERAL 62-60-60

**ROBERT WILLIAMS**

- "What Are You Doing Down Here?" 84-84-84
It's a musical springtime... and here are the HITS!

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

CARLTON DEBBIE CARPENTER • REYNOLDS
ABA DABA HONEYMOON • ROW, ROW, ROW,
78 RPM — MGM 30282 • 45 RPM — MGM K30282

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

GEORGE SHEARING QUINTET
FOR YOU • LITTLE WHITE LIES
78 RPM — MGM 10007 • 45 RPM — MGM K10007

TRUDY RICHARDS
THAT'S HOW OUR LOVE WILL GROW • I'LL BE ALL SMILES TONIGHT
78 RPM — MGM 10292 • 45 RPM — MGM K10292

JOHNNY DESMOND
MAMA • MY YIDDISHE MOMME
28 RPM — MGM 10097 • 45 RPM — MGM K10097

The Great Original Cast Album!
FRED ASTAIRE • JANE POWELL
ROYAL WEDDING
Recorded Directly from the Sound Track of the MGM Technicolor Musical
78 RPM — Album MGM 70 • 45 RPM — Album MGM K70
33 1/3, 45 RPM — MGM Long Playing Record E-543

VOX JOX
Continued from page 26

• The Disk Jockeys Pick

FICHS that have appeared for three consecutive weeks are in a shaded panel and not repeated below. Based on a weekly survey among those on whom the record returns three nominations will be:

1. METRO POLK
2. WALTZ
3. TRUE
4. ROYAL WEDDING
5. GEORGE DANON
6. AL ANSEY
7. SINATRA
8. JOE DILLER
9. FRED ASTAIRE
10. JANE POWELL

• The Operators Pick

FICHS that have appeared for three consecutive weeks in three cities within a six-week period are repeated below. Based on a weekly survey among those who have the record returns four nominations will be:

1. METRO POLK
2. ROYAL WEDDING
3. TRUE
4. JANE POWELL
5. FRED ASTAIRE
6. GEORGE DANON
7. SINATRA
8. JOE DILLER
9. AL ANSEY
10. GEORGE DANON

• The Country and Western Disk Jockeys Pick

FICHS that appear for these consecutive weeks in three cities within a six-week period will not be repeated below. Based on a weekly survey among those who have the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I WANT TO BE WITH YOU ALWAYS
2. I DON'T MIND
3. TRUE
4. ROYAL WEDDING
5. METRO POLK
6. JANE POWELL
7. FRED ASTAIRE
8. GEORGE DANON
9. SINATRA
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• The Retailers Pick

FICHS that have appeared for three consecutive weeks in three cities within a six-week period are repeated below. Based on a weekly survey among those who have the record returns four nominations will be:

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5. FRED ASTAIRE
6. GEORGE DANON
7. SINATRA
8. JOE DILLER
9. AL ANSEY
10. GEORGE DANON

• The Billboard Charts

Music Popularity Charts

- The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve prominence as determined by their own best acting, most apparent or most real potential of the chart. NEVER BEEN KISSED... FRED ASTAIRE
A positive novelty related to the "Cherry" series, author of "The Things That Matter" this charting effort is due to be a hit by writer Warren G. Hard and the boys.

WHAT WILL I TELL MY HEART?
I'VE GOT TO COME TO YOU
Mr. Blatt has a promising debut. "Honey" is a sweetie "The Things That Matter" this charting effort is due to be a hit by writer Warren G. Hard and the boys.

WHERE THE RED ROSES GROW
HARRY BABBITT-RON TILTON
A simple sentimental is backed by the "Hey Joe" treatment under the right leading by the Babbit-Tilten team.

HAPPINESS
JAY LAMBERT-ALLEN
A Cherry recording with each of suburban singles look like one used in the Lambert-Allen series to "Young Yoursy,"

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### Record Reviews

**ARTIST**

**LABEL AND NO.**

**TUNES**

**COMMENT**

<table>
<thead>
<tr>
<th>POPULAR</th>
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<tbody>
<tr>
<td>BUDDY JOHNSON</td>
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<tr>
<td>DECCA 84678-111</td>
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<tr>
<td>FRANKIE GARRISON</td>
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<tr>
<td>DECCA 85185-222</td>
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<tr>
<td>ETHEL MERRICK-KAY ROGGER</td>
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<tr>
<td>DECCA 81573-333</td>
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<td>ETHYLL MERRICK-KAY ROGGER</td>
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<td>BOBBY BERNIE</td>
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<td>EVELYN KNIGHT</td>
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<td>VICTOR 18917</td>
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<td>FRANK FETTY TRIO</td>
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<td>WAYNE &amp; THE TVS</td>
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<td>WOODIE MERRICK ORK</td>
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<td>BILL MILLER QUARTET</td>
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<td>HARVEY LANE</td>
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<tr>
<td>DAVE STREET (Paulolette Sisters)</td>
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<td>IMP 7001</td>
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<td>ARLEN- Benny Goller</td>
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<td>LAWRENCE - Piano Roll Cook</td>
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<td>DIXIE Fingers</td>
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<td>FRANK VANCE (Winterhalter)</td>
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<td>MARILYN MAYE (Paul Roland Ork)</td>
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<td>IMP 7001</td>
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<tr>
<td>JIMMY DORSEY ORK (Pat O'Connor - Kenny Martin)</td>
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<td>IMP 7001</td>
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### Billboard Music Popularity Charts

**Super Special!**

**Sings**

(Chorus and Orchestra directed by DAVE TERRY)

*DON'T CRY*

Coupled with

*DON'T LEAVE ME NOW*

Decca 27535 (78 RPM)
and 9-27535 (45 RPM)
THE BILLBOARD

Music Popularity Charts

- Record Reviews

Each of the reviews below expresses the opinion of The Member of the music industry who staff reviewed the record.

- Album and LP Reviews

- Popular

- Children

- NEW RECORDS

HAWAIIAN RECORDS

Revised at the 1951 L.A. convention.

With the addition of the new records, the 1951 L.A. convention has been revised. The new records, including the new DEBUTS and RETROS, are available at the convention. The new records are listed in the following order:

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Hey, kiddies — Here's your dough! New York, March 24 — If you're one of those listed below, you'll get in touch with Joe Hill, little hippie. He's got some dough for you!

The only way to perform in the past few months was to those who came up sharply against the police, or other television appearances. Radio-Television Directors have had their salaries reviewed, or kept salaries down, or abolished these, the second time in as many years. However, it's because the performers have made good in other media that one is ready to pay them.

Patti Page, for example, was general rehearsal at the new location. Since then she's had a score of hits, and as a result, tickets were in line for sessions.

Baker, also, is in greater demand. A Mormon at one time was also paying more. Jerry Lester was getting into the act, too, but play to go into theaters or cafes now, and begin to ask for $7,000.

The old established, proven box office, is back. History will repeat itself, but still in demand, don't get any more luck. The Johnny Cash, the real country singer, the singers who have stood tall, the only exceptions, sing their old songs, and get a break. In many cases the reason why top comics haven't raised their salaries are based on the fact that they've been around, while the old timers, such as Berta, have been in the field for a year ago. A. E. Louny, also, is in greater demand.

The exceptions among the comics are those who've gotten added remunerations from private box offices. For that reason, a Jan Clausen and final say. This Colleen Hally, the singer, and the others who have stood tall, will be now edge the old standoffs off their perch.

STRAIGHT "HAI" STEN'S NSG GROSSES
Roxy Off to 812, Capitol Only 37G, Par at $45,000

New York, March 24 — The major gains last week were the Roxy's, $2,000,000 over all Stem combos grosses from $389,000, the music and the Music Hall were doing their best.

Radio City Music Hall, (2,600 seats) average ($10) went to $110,000 for a sold-out Tote and Duke Art, Elsa and Waldo plus a general setback of its 1933 performance of $13,000.

Perry Como (1,700 seats) average ($10) sold out for a sold-out Tote and Duke Art, Elsa and Waldo plus a general setback of its 1933 performance of $12,000.

Strand, (2,700 seats) average ($10) went up to $14,000 for a sold-out Tote and Duke Art, Elsa and Waldo plus a general setback of its 1933 performance of $13,000.

Paramount (3,600 seats) average ($10) went up to $15,000 for a sold-out Tote and Duke Art, Elsa and Waldo plus a general setback of its 1933 performance of $13,000.

Roxy (4,000 seats) average ($30) opened to $81,000 for Tony Clausen and of Paramount's $65,000.

Cincinnati, (4,000 seats) average ($30) opened to $91,000 for Tony Clausen and of Paramount's $65,000.

Cleveland (4,000 seats) average ($30) opened to $91,000 for Tony Clausen and of Paramount's $65,000.

Springfield, (2,700 seats) average ($10) went up to $15,000 for a sold-out Tote and Duke Art, Elsa and Waldo plus a general setback of its 1933 performance of $13,000.

Surgeon, (2,700 seats) average ($10) went up to $14,000 for a sold-out Tote and Duke Art, Elsa and Waldo plus a general setback of its 1933 performance of $12,000.

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Josephine Baker

WALTER WINCHELL,
New York Daily Mirror:
"Josephine Baker's applause is the most deafening, prolonged and sincere we ever heard in 40 years of show biz. grace, charm, magic and big time singing. In two words; A Star..."

The Billboard:
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 superstardom, this is. 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 see were cheering after the first five minutes. She looked as fresh and trim as a drum majorette and as sassy as Salome. Material, music, gesture and, of course, costuming were perfect.

Watching her try with the audience in prevailable cat-mouse manner was a delightful experience. She had them laughing and weeping, clapping and singing, piqued and displeased. From the moment Miss Baker walked on she was complete master of everyone.

She came on in a gorgeous satin gown with a blue net stole, switched to a French Moroccan native outfit (in bare feet too), a little blue and silver silver gown best described as plastronness and then to a powder-blue satin affair in the lines of a bride gown.

Her vocal repertoire ranged from American standards to some rock Latin-American material. She sang in English, French, Spanish and Italian, doing equally well with the light and happy stuff and the heavy stuff. Her enunciation and her spontaneity all added to the natural effect of greatness. In addition, Miss Baker's voice was a

EARL WILSON, New York Post:
"One of the greatest acts I've seen."

HARRY HERSHFIELD, Sunday Mirror:
"Now I know where the power comes from that these on the Broadway lights."

NICK KENNY, New York Daily Mirror:
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Thanks To<br>Gallop<br>Grebent<br>(Alien Halling Henry)<br>from<br><br>THE<br>TROTS<br>for the many<br>Club Dores<br>Re constructed<br>by Harry Groenen<br>Mike Ingalls<br>Chicago New York<br><br>THE NITE CLAUB-VAUDE<br><br>Paramount, New York<br>(Wednesday, March 21)<br>Capacity, 2,624. Price range, $2.25-$3.50. The most<br>shapely Billed show, Harry Lewis.Shown by<br>Harry Wilmerthorpe at<br>the Hurricane. This shows should do pretty good Easter<br>holiday business with a Bob Hope knock and<br>one or two other shows. The Rosettes, the<br>Miss Poster when they do the show should<br>be a success. They have a hard act to do when<br>they come back to the New York. It is only<br>eight days since they started a show on the<br>Missouri State, which was a success.<br><br>Paramount, New York<br>Long Island, N. Y.<br>Saturday, March 13)<br>Capacity, 700. Price policy, $1,<br>under 12, 50c. Operator, Louis Goldberg,<br>Estab. 1900, 117 1/2 Ave. S. E., $3,600,<br>Tenanted budget, $1,200.<br>Theatre, is a first-rate show with<br>tantalizing ad copy. It is the Bill<br>White and the Blues, the latter a funny show about<br>Mary and music. The writer was given an<br>interesting time by that new attraction of the<br>year, the Miss Poster show. They have been<br>on tour in the Midwest and now go to<br>the New York.<br>Bill Farrell, comedy talker, has<br>produced a novelty type of show of<br>merit and a howling laughter of<br>people with that new attraction, the<br>Kings. They have a hard act to do when<br>they come back to the New York. It is only<br>eight days since they started a show on the<br>Missouri State, which was a success.<br><br>LAS VEGAS<br>THE CLUB<br>THE<br>TROTS<br>for the many<br>Club Dores<br>Re constructed<br>by Harry Groenen<br>Mike Ingalls<br>Chicago New York
**Chorus Rep & Ballots Tallied**

NEW YORK, March 24.—Tabling of ballots cast Friday (16) by members of the Miller family and the multitalented Ayers, producers of Out of This World, won over the votes of the Millers. Miss Condor and Green cast their ballots on March 9, 1949, by contract they were bound to the Millers, but they were overruled by the board. The committee is now under the chairmanship of the Ayers and they are expected to be in the theatre at all future meetings.

**3 ROYALTY NIP-UPS KEEP AUTHORS HOPPING**

Continued from page 1

Charlie F. and the others who had been an arbitrator, to the effect that he and Edward S. were not qualified to act as arbitrators, had decided that 3 per cent was too much and should not be paid. They also agreed that 2 per cent was not sufficient.

Dunning is understood to have said that he could not put the matter to the arbitration board for such a procedure. There is a possibility that Miss Unger will dispute the decision, for she has been indicating at press time. The New York Times reporters replaced the above-named artists with Robert Melvin, Mary Iselin and Kim Gannon. Edward Collins and Marvin Levy represented the original writers, and I. Jack London was attorney for the producers.

Another author-harassance dismissed shows of maturing this week were Alvin and Adolph Green filed suit against Arnold Schwartz and Hammond Ayers, producers of Out of This World, on two of their plays. Miss Condor and Green cast their ballots on March 9, 1949, by contract they were bound to the Millers, but they were overruled by the board. The committee is now under the chairmanship of the Ayers and they are expected to be in the theatre at all future meetings.

**BROADWAY SHOWS**

**Performance Times**

March 28, 1951

**MUSICAL**

**BRING ON THE HUMANS**

Affairs of State, 8:15; 10:15; 1:15; 3:15 (Maxine)

**DRAIMAS**

Birth of a Nation, 1:15, 3:15; 5:15; 7:15

Bert, Die and Dine, 11:15, 1:15, 3:15

The Kibitz, 9:15

Rumors and Jolly, 7:15, 9:15

School for Scandal, 8, 9:30, 10:30

**THE JOHNnie WAR**

Jamaica, 9:30, 10:30

**THE ROYAL FAMILY**

Cavalcade of Heroes, 10:15, 11:15, 1:15, 3:15

**THEY Drive By Night**

The Great One, 9:15, 11:15, 1:15, 3:15

**THEY SHOULd Be READING THE TIMES**

Tropicana, 9:30, 10:30

**COMING UP**

March 25, 1951

The King and I, 3:15, 5:15

**Out of Town Review**

**A TREE GROWS IN BROOKLYN**

Shubert Theater, New Haven, Conn.


**LEGITIMATE**

www.americanradiohistory.com

**New York Times**
AOW's Cherry Blossom Races To Alexandria

ELIZABETH, N. J., March 24—Announcement and entry blanks have gone out for the annual Cherry Blossom Speed Championships to be held April 14 in Alexandria (Va.). Award events will be included, and prizes, director of racing, at AOW headquarters.

Entries are welcome, and all participating in the events must be unaffiliated and held 1911 trials of the United States Amateur roller skating Association. Trophies and gold, silver and bronze medals will be awarded winners and runners-up. Also to be awarded will be a trophy to the AOW club amassing the most points in various events.

Eligible events scheduled are one- and two-mile races for men, and one- and three-quarter-mile events for women. The AOW club holding the most points in each will be awarded a trophy.

New York AOW team head coach Jacks, a former professional skater, is expected to attend.

We invite you to bring your skates to the ice and begin to enjoy the season.

We buy and sell used and new roller skates.

JOHNNY JONES, Agents for Chicago Roller Skates

Complete Portable Rinks

SECTIONal RINK FLOORs

Order Manufacturers of Equipment for Rink Floor

DELUXE TOE STOP

MARCH 31, 1951

ARKANSAS-AUDITORIUM

Plan To Dig More Exhibit Space Under San Fran Aud

(C over) Dept. F, regular con-

New York City, April 17—During the last 20 years, the AOW club has been a dominant force in the field of speed skating. This year, the club is planning to continue this tradition by holding a series of speed skating events. The events are open to all roller skaters and will be held on a regular basis. The club has also been working on a new exhibit space under the San Francisco Auditorium, which is expected to open soon.

Headache Fade

Minor headaches, which tend to fade away and I find it hard to recall. During the past week, it has been noticed that my vision is slightly blurry and it takes longer to focus on objects.

Write, and travel to New York, which features all the special exhibitions in a dining tent barely four feet.

AOW Contest

ELIZABETH, N. J., March 24—On this final day of the annual Cherry Blossom Speed Championships, the AOW club is expected to come out on top. The club has been preparing for this event for several months, and the skaters are eager to show off their skills.

Prep for 1951 AOW Contests

ELIZABETH, N. J., March 24—With the season beginning in a few days, the AOW club is making preparations for the coming year. The club will be holding several events throughout the season, which will be announced in the upcoming weeks. The club is also looking forward to welcoming new members and strengthening their existing ones. The club is committed to providing a fun and supportive environment for all skaters to enjoy.

Sked New York World Series Speed Program

NEW YORK, March 24—For the first time in years, the AOW club has organized a world series speed skating event. The event will take place on April 15 and 16 at the AOW club's outdoor rink. The event is expected to attract participants from all over the world, and the winners will be awarded with prizes and recognition.

Weblinks:

http://www.americanradiohistory.com

www.newyorkworldseries.com

www.aironews.com
Roadshow Rep

By JERRY WILSON

Las Vegas, Nev., April 11—Last season with the Florida Theatre, Los Angeles, and the Orpheum, San Francisco, was a golden one for the actors, directors, and producers who have been showing films in the New England area. Many were given roles in the production of the film, which was released in February, and are making their way through the New England area, where they have been getting big audiences. The film has been playing in the New England area, and has been drawing big crowds, with many of the audiences being repeat customers.

Mr. Matthew, the film's producer, has been giving some interviews to the New England press about the film, and has been discussing the film's potential as a future box office hit. The film has been receiving good reviews, with many critics praising the performances of the actors and the direction of the film. The film has also been receiving good word of mouth, with many audiences giving glowing reviews of the film.

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Burlesque Bits

The Final Curtain

Continued from page 41.

HACK HENRY and Jo Ann Ma- 
liness, Slipper, Las Vegas, Nev., where a new 
year's show was presented, will appear in the 
San Diego, Calif., show this week. Miss Ma- 
liness is the first American mag- 
ificent esoteric to appear in the city as a solo. 
She is accompanied by a psychiatrist, who 
will hold the audience in his pow- 
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HACK HENRY and Jo Ann Ma-

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2 ORGS BUY 10 RINGLING SHOWS

Long Island Legion Takes 3 Days, San Diego Lions 2, in Straight Sales

WESTbury, N.Y. March 24.—Consolidating the two three-day, six-performance stands that they have operated here in the circus, June 7-9, to 41 American Legion posts, and with added financial backing from the Suffolk counties acting as a unit, was a major step out of the past for Ringling-Barnum. This year's Legion posts last year the reported price was $5,000, the common increase for the added shows placing this year's near the six-figure bracket. The local 1950 Legion post sales brought in $1,250 for R-2. In the case of the one last summer, the announcement came from the state when a ring was under whose auspices the circus was being played the day of the show. Paul Eagles, R-2's new president, said that the ring would be on the circuit.

Wuppertal, Germany, March 24.—Circus manager Pepe Zimmerman has announced that the equivalent of $12 in American dollars is to receive a grandstand seat at the show here after his show's press agent conceived the idea. The child was to move to be a baby elephant somewhere in the world, the London Zoo, where a swinging elevated car normally moves. However, the child went on to another route after photographer said that the ruse had been discovered and that the child's move was not going to be a publicized move. Instead, the copy said that the child was not going to be a publicized move.

KANSAS CITY, Mo., March 24.—Riverside Stadium, new sports center about a mile east of downtown here, is now the scene of a major fair grandstand race, auto racing, horse and motorcycle races, as well as boxing exhibitions, for the benefit of Sam Jarrett, managing director, summit. The new stadium, built by local businessmen at a reported cost of $1,250,000, is 75 feet high, and will be an addition for the benefit of the sport.
NEW, PORTABLE ALL-STEEL FERRIS WHEEL

Outstanding Engine

South Carolina President Boasts 28 Winning Terms

This is another of a series of articles on little-known facts about people prominent in outdoor shows.

The: Jim McHugh

JUST regard a fair as a business and operate it like a business, and you have a successful operation. That's all there is to it, except of course, you have to know your public and you have to put on a good show. B. D. (Uncle Dave) Wittcover, president of the South Carolina State Fair, says that the operating formula is a simple one that has worked. He ought to know since the annual has never registered a loss in his 28 years he has served as president. That would be a valuable achievement in any field. In the fair business it can be appropriately called a successful experiment, especially in view of the fact that Uncle Dave's career has not content with the nation's biggest depression. Along with the usual percentage of admonishing weather breaks which no outdoor business enterprise seems to escape for long. Although he is very hard on discussing any given phase of operation, Uncle Dave dismisses the handling of details that must figure actual operation as largely unforeseeable and says that they have to be set as they crop up—mostly by the dooms on the first day of the fair. Actually, on the first day of the fair Uncle Dave and Paul V. Moore, general manager, take up positions on chairs in front of the office and condude their work through the week. Acquaintances say that the crowds have been directing activities thus through the 38th year unerstood the penny. Last February 16 Uncle Dave celebrated his 70th birthday. He was born in Timmonsville, S. C. His middle initial was added for distinction and as a protection from being barrisoned with the defects of any other persons bearing a similar name. Dave has a keen sense of humor and it is seldom that the conversational tone becomes seri-

Out in the Open

New York area parks were in the news this month, with Palm

ridge (N. J. Park), co-owned by Irving and Jack Rosenberg, receiving a pic and caption on page of article actual operation as largely unforeseeable and says that they have to be set as they crop up—mostly by the dooms on the first day of the fair. Actually, on the first day of the fair Uncle Dave and Paul V. Moore, general manager, take up positions on chairs in front of the office and condude their work through the week. Acquaintances say that the crowds have been directing activities thus through the 38th year unerstood the penny. Last February 16 Uncle Dave celebrated his 70th birthday. He was born in Timmonsville, S. C. His middle initial was added for distinction and as a protection from being barrisoned with the defects of any other persons bearing a similar name. Dave has a keen sense of humor and it is seldom that the conversational tone becomes seri-

D. W. VITTOCK

our enough for him to eliminate his witty topical observations.

As a boy of 12, Dave got into the men's clothing and furnishing business. For 60 years he has lived and operated a clothing establishment in Charleston, S. C., a town of off 80 miles from Columbia where the fair is held. He had no experience in the fair business, but was present when he was first elected association president. (Continued on page 51)

BULLY, The Whale

A First Attraction

With the upper patrons at Shows or Parks—great or small—the unique comic character of Bullcy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

NEW KIDDIE RIDES

* PONY & CART RIDE
* FIRE ENGINE RIDE
* AIRPLANE RIDE
* ROCKET RIDE
* ELEPHANT RIDE
* SPEED BOAT RIDE
* AUTO RIDE
* MINIATURE TRAINS

KING AMUSEMENT CO. • M. T. CLEMENS, INC.

LOOK! PARKER DOES IT AGAIN

New Kiddie Rides for your Theatre Drive-In and Kiddie Park. We offer a complete package with capacity for 100 to 300, fully equipped with a Kiddie Train. For details write

C. W. PARKER AMUSEMENT CO. D. World's Leading Manufacturer of Amusement Devices.

Note: This is a completely new idea and angle. We built our first Kiddie Rides on plan of operation, America First for Parkers. 1916.

DELUXE KIDDIE RIDES

* SPEED BOAT RIDE • PONY RIDGE RIDE • AUTO & FIRE ENGINE RIDE • CHUTE RIDE • ROCKET RIDE • STRIPED SPACE TRACTORS

Bulldog of Bike Boats and 12' Can Rides for small lots. -

WRITE US! We will be glad to offer a free consultation, free artist's sketches and free cost estimates. Write: C. W. PARKER AMUSEMENT CO., 9200 W. 63rd St., Chicago, Ill.

MAR-CRAFT, INC., CLAIRENCE, NEW YORK 12 miles east of Buffalo on Route 49.
Talent Topics

By CHARLIE BYRNES and JIM MURPHY

Ala Ming, wire act; her husband, H. X. Pitts, and son, Leon, narrowly escaped serious injury when their car and trailer hit an I-10 road in Eastern Jacksonville, Fla. Ming and her husband, who were traveling in the area, were not hurt in the accident. The family's trailer and van were damaged.

Bob Smith, president of the American Radio Association, has announced that the association will host a special convention in Chicago this fall. The convention will feature a variety of workshops and seminars on topics related to radio broadcasting.

Bill Davis, a well-known radio personality, has been named the new host of the popular "Morning Show" on WGN Radio in Chicago. Davis will take over the morning show from his predecessor, who is now serving as the station's news director.

Jackie Moore, a popular radio personality, has been named the new host of the popular "Evening Show" on WGN Radio in Chicago. Moore will take over the evening show from his predecessor, who is now serving as the station's program director.

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DON'T WAIT...It May Be Too Late!

FOR COMPLETE, RELIABLE
INSURANCE FOR ALL

ASTRO FORECASTS
All Readings by Miss E. W. Best, 
1933

February 28

Sagittarius: The seas are rough for you this month, but your heart is braced to take it. More than a passing interest in love affairs is likely for you. If not engaged, be on the lookout for opportunities. 

March 4

Sagittarius: This will be a month of great dedication and effort. You will find your energy at an all-time high. 

March 10

Sagittarius: You will find this month to be very satisfying and fulfilling. Your efforts will bear fruit.

March 16

Sagittarius: Your energy levels will be high this month, but be careful not to overwork yourself. 

March 23

Sagittarius: This will be a month of great learning and growth for you. You will be able to absorb new knowledge quickly.

March 30

Sagittarius: You will find this month to be very satisfying and fulfilling. Your efforts will bear fruit.

RAVENSBERGER & CO.

SACRAMENTO, NIXES GOV. USE OF BLDG.

SACRAMENTO, March 24.—A request from the federal government asking the state to use the old Capitol building as an air-raid wardens' station was rejected by the state board of directors.

The action was taken at the request of Gov. Hiram Johnson (D.) or - the governor, who said he would kill the request if it went to the Legislature.

Dr. James E. McConnel, Los Angeles, board member, urged the vote at the meeting of the group to put the record on record against all de-

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BILL BOYD WILL APPEAR AT HOPPYLAND OPENING

3-Day Program To Launch Spot; Improvement Program Continues

VENICE, Calif., March 24—Hoppyland, formerly Venice Lake Park, has been renamed and will be operated by William Boyd Enterprises of Hollywood as of May 31, which is the opening day. The name change brings the fourth location for Boyd Enterprises, which has already successfully operated the following: a 1951 season May 18 with a higher attendance. Hoppyland, formerly Venice Lake Park, will appear in person.

Clifford Enger, who serves as general manager, said that this park will be operated on a 10-week period, and that operation will be after hours of the regular season. The main feature will be the thimble park area, with a 2-acre lake, which is expected to be added during construction. The lake will be equipped with riding boats and bicycles. The facility will be a focal point of the park, and is expected to attract many visitors. The lake will be open from 10 a.m. to 6 p.m. daily.

Enger also said that there will be an amusement park area, which will be open from 10 a.m. to 6 p.m. daily. The amusement park area will feature rides and attractions, including a Ferris wheel, a carousel, and a roller coaster. These rides will be open from 10 a.m. to 6 p.m. daily.

The park will also feature a children's playground, which will be open from 10 a.m. to 6 p.m. daily. The playground will feature swings, slides, and climbing structures.

The park will also feature a food court, which will be open from 10 a.m. to 6 p.m. daily. The food court will feature a variety of food options, including hot dogs, hamburgers, and ice cream.

The park will also feature a gift shop, which will be open from 10 a.m. to 6 p.m. daily. The gift shop will feature a variety of souvenirs, including T-shirts, hats, and keychains.

The park will also feature a rest area, which will be open from 10 a.m. to 6 p.m. daily. The rest area will feature benches, tables, and restrooms.

The park will also feature a parking lot, which will be open from 10 a.m. to 6 p.m. daily. The parking lot will be located adjacent to the park, and will accommodate a large number of vehicles.

The park will also feature a park office, which will be open from 10 a.m. to 6 p.m. daily. The park office will provide information to visitors, including park hours, parking information, and rest area information.

The park will also feature a maintenance area, which will be open from 10 a.m. to 6 p.m. daily. The maintenance area will feature equipment and supplies for park maintenance.

The park will also feature a security area, which will be open from 10 a.m. to 6 p.m. daily. The security area will feature security personnel, who will monitor park operations and provide security for visitors.

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South Carolina President Boosts 28 Winning Terms

South Carolina President has been doing well and the executive voted Dave in as his successor for success in his successful business background.

First Year Profitable
The business had conditions, and Dave had little to go on, but the fair earned a profit in its first year. Despite its designation as a small plant, the fair is actually a private business venture and receives no aid. Dave was faced with the job of building an event that would be acceptable by the public and earn a reputation that would sustain it in the future. The annual growth and prosperity attest to a job well done.

The fair has a healthy bank balance, a number of permanent bonds and property. A number of wooden and steel structures have been added to the plant during Dave's five years, and several others are planned. As in the past a policy of pay-as-you-go will prevail. Dave attributes the success of the operation to the simple formula existing between himself, Moore and the customers.

Dave has served as a member of the staff of three South Carolina governor elections, has been engaged in a number of civic clubs, but he is no longer active. He served as president of the South Carolina Association of Fairs and currently is a member of the board. While Dave has five married sisters, he has remained a bachelor.

Dave makes his home with one of his sisters in Darlington.

South Carolina President Boosts 28 Winning Terms

MARCH 31, 1951
THE BILLBOARD
PARKS-RESORTS-POOLS

53

ROBERT S. PAUL

THE BEST GAME IN THE PARK
Yes, wherever you go, ask about Skeeball—and get the facts—see for yourself—get started with a profitable Skeeball installation.

WRITE US

Manufactured and Sold by
PHILADELPHIA TOBACCO CO.
130 E. Duval Street, Philadelphia, Pa.

NOW AVAILABLE IN 50 OR 100 COIN SLOT

WANT CHOICE LOCATION for
AMUSEMENT ARCADE
Have all necessary equipment: Phonemats, Voice-a-Grams, etc. 100 objects included; all excellent conditions.

NATHAN FABER & CO., INC.
(Experienced and Reliable Operators of Complete Amusement Centers Established 30 years)
148-150 West 69th Street, Beach, N. Y.

I BABY FEMALE INDIAN ELEPHANTS
UNDER FOUR FEET TALL—TAME, PLAYFUL AND CUTE. CAN BE LED, WILL EASILY WEAR HOMES TO RIDE CHILDREN. WRITE FOR PRICES.

229 FULTON STREET
NEW YORK, N. Y.

HIGH RIDE
KIDDIE RIDES
ROTO WHIRL—BLOWING BUBBLES—PONY CARTS—GALLOPING HORSE CAROUSEL
Illustrated Circulators Free
W. F. MANGELS CO., Coney Island 24, N. Y.

PARK STYLE 2-ABREAST MERRY-Go-ROUND
Now located in Baltimore, Maryland. Write or phone. W. F. MANGELS CO., Coney Island 24, N. Y.

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

FOR SALE—KIDDIELAND
Established 6 Years. Best Town in Southern California. 34 Acre Property. Complete Rides, including 101-Room Rides. Playland, Pony & Kiddie Cars, Carousel, 12-Archer, 3-Story, etc. Adventure Park. 50,000 Visitors a Day. Fully Equipped. By Appointment Only. Write Box 293, 7 West 41st Street, New York, N. Y.

WANTED KIDDIE RIDES
For three choice locations on percentage receiving of least $7,000 a year for the next four years. Strong support. Write or wire for detailed information, stating what you have to offer. BOX 205, 570 Seventh Ave., New York, N. Y.

ROBERT S. PAUL

UNTIL YOU CAN GET IN THE BIG MONEY WITH A 12 OR 14 UNIT GREYHOUND RACETRACK
LOCATIONS & OPERATORS WANTED ON A PROFIT SHARING BASIS
Greynwood Amusement Device Co., Inc.
2124 2nd Avenue, Brooklyn, N. Y.

EDWIN D. WIESE
Sales Manager
Greynwood Amusement Device Co., Inc.
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Clyde Beatty Opens In Rainy Weather; Lion Draws Crowds
Kaiser-Frazier Promotion; Equipment Set-Up Little Changed

B. Davenport Preps Dailey Truck Show

Antors Correls Several Video Spots for R-B

Ringling Peddles 10 Performances

Clyde Beatty Opens In Rainy Weather; Lion Draws Crowds
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SNOW KEEPS 'EM HOME

Minn. Short Course Turnouts Hit; More Attention to Radio Is Urged

MINNEAPOLIS, March 24—Old man winter put the freeze on attendance at the March 24th Short Course on Fair Management sponsored by the Minnesota Federation of County Fairs and the University of Minnesota here Monday thru Wednesday (19-21) in the Dyckman Hotel.

Attendance was cut to about one-third of the 1,000 of last year's (18) snowstorm and high winds that piled up the white stuff as high as 16 inches in some sections of Minnesota and disrupted rather radical plans for affairs of several days.

Harry Ball Lindenmuth, secretary of the Brown County Fair at New Ulm, for one of the few who managed to endure in from across hard by the storm, Bill, who didn't arrive until the second day of the course, said that the train he took was the first out of town by 9:30 a.m.

Stresses Radio Use

Those who arrived by Tuesday (20) from all parts of the state were the first to stress the need and the influence of radio in advertising their fairs.

"I don't know anything that is sufficed off more by fairs than by radio," declared Williams, "Nine chances out of 10, a radio ad has on 90-90 to 90 per cent to information about a fair to put on radio is more effective than it is by word of mouth," said Williams.

Mark emphasized that radio stations have the people in a desirable attitude toward fairs and are familiar with the method of presentment in fair events.

Turnouts Delayed

The special release said that the fair men must prepare special releases on news and at least be limited to not over 115 words to please the need of such Necessaries being made available at the time of the course.

(Continued on page 10)

Minn. Short Course Turnouts Hit; More Attention to Radio Is Urged

Timation Plan For Still Dates

TISION, Md., March 24—In its "Save Timation" campaign, the 1950 administration of the Timation Fair has made plans for a series of special attractions at the fairgrounds during the summer when it is normally idle. The plan is a departure from policy in the past when activity of the plant was limited to the 10 days in which the fair is held in normal practice. William F. Scheldurben and his assistant, John P. Hall, for 30 years head of the Timation and Pinacino racing department, are directing the promotions, with Les Eppstein, who is spending his vacation last week, doing most of the ground work, midway, doing the booking. Such attractions as thrill shows and rides are expected to be booked. There is a desire to improve the midway and to expand the facilities for more than 5,000 cars at the plant.

Hughes Denies CNE Has Set Successor

TORONTO, March 22—Edward A. Hughes, secretary of the National Canadian Exhibition (CNE) here this week, after an interview of a section in a story which appeared in the March 10 issue of this paper concerning Hughes' health, an 

Hughes denies CNE has set successor.

U.S. B. Leader Co., Inc.

Attention! Fair Secretaries, Contact Earnie Young

A SPECIAL NOV. 1951 GRAND STAND SHOW

203 N. Wabash Chicago, 11

WANTED

Comedy High Dive or Sway Pole For Stunt Booking Novelty Aircraft, Fire Riding Act, Bear Act, For assistant bookings.

Can use good acts at all times.

Cook and Ross, 146 W. King St., Lancaster, Pa.


every type

Want work act? Write or wire here.

U. S. Bleacher Co., Inc.

ንንን

fl u cold weather years show; attendance off 28%

Concession operators suffer as gate dips 55,732 below 1950 count

from concessionaires started the fair officials to looking around the midway, W. J. Shay, midway manager, said Tuesday (18). Every manager was to give a report of the midway for next year to make the show more attractive, at least a year to the show and midway managers, according to O. M. Boren, the fair's superintendent.

Cold, high, winds on two Sun-
days, Tuesday and Thursday for those days, 75-93 to 58-75. The cloudy and dry weather that surrounded Tuesday (15) or Thursday a year ago last year, Bob Hope, who appeared from Thursday and the Auditorium bolstered the crowd.

Concessionaires on the Independent midway, many of these on the midway, listed prices too well. One candy apple stand operator reported a $1 take opening day and $17.83 Tuesday (18).にて.

Low spending and complaints.

URGEN CHANGES

Oswell C. North, chief of CNE Big Shows, Inc., on the midway, that something had to be done if the event was to be continued to draw exhibits and.(Continued on page 10)

PROFIT NIXER

But transit fair to run

—lra curry

ARCADIA, Calif., March 24, Following the city council vote of 3-2 to against a Transit Fair at the World's Fair. CNE Fair to be held at Santa Anita Park, Ira Curry, owner, said, "We're not out of business." Curry said he would lay his plan on the council's action, and the planned Thursday press-conference session before 400 residents Tuesday (17) was opened to June 30 and close Sep-

Talent Pacts, Midway Set At Caledonia

CEALDONIA, N.Y., March 24—Visitor from the Secretary of the Caledonia Fair, said this week that the midway contract has been awarded the Buffalo Shows. Irish Horse will again provide the thrill show, and George H. Amundson & Son will furnish grandstand attractions.

Irish Horse will also have a Children's Day, with all schools in the county being eligible to participate in the parade. The horse show will also be held.

A program will include staples such as free horse shows, free acts booked, and the like.

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CARNIVALS

MARCH 31, 1951

COMMUNICATIONS TO 118 W. RANDOLPH ST., CHICAGO 1, ILL.

107

CARTWHEELS

VICTOR P. MCNAB

THE BILLBOARD

CRAFTS' ORANGE SHOW

BUSINESS MATCHES

RAINY 1949 STAND

S. A. BERNARDINO, Calif. — March 29.—This week, the "Orange Show" ex- pected to do a hearty trade in rainy weather. A trip to the 56th Annual Exposition and Crafts' League, Los Angeles, at the new location of the Empire State Field, was a big draw. The weather cooperated and the Orange Show had a good week.

LORONGS INK

SIAMESE TEAMS

WILTON, Conn. — The Loring brothers, oper- ating the Wilton, Conn., Royal American Show, closed their show with a profit that made a trip to the 56th Annual Exposition and Crafts' League at the Empire State Field and a recent trip to Miami, where they decided to sell their show, a very profitable venture. The Loring brothers have been operating shows for a number of years and have built up a good following in the area.

ARAHSA PASS

SETS HILL ORG

FOR OCT. CELE

ARAHSA PASS, Tex., March 24—Hill's Greatest Shows will provide the audience with a fine day of celebration in a four-day celebration to be held here next week. The show is under the direction of Jack Edwards, general agent for the company, and will feature top-name acts and entertainers.

JOYLAND BOYS

TO COLD, SNow

DETOIT, March 24 — The Motocity Carnival season kicks off this week with the opening of the Joyland Boys' show, which will be at the Motor City State Fairgrounds. The boys are expected to have a good season, and the show will be in operation for a few weeks.

JACK MOORE

WINNERS AT CRYSTAL CITY

EAGLE BEAK, Tex., March 24 — The Crystal City Fair Futurity was won by Jack Moore, owner-manager. The fair is expected to have a good season, and the show will be in operation for a few weeks.

J. PLANAGAN

DIES IN CONN.

MERIDEN, Conn., March 24 — John P. Planagan, one of the oldest and most respected circus owners in the country, died here Monday. He was 75 years old. Mr. Planagan was a member of the American Circus Owners' Association and was active in the business for many years. He leaves a widow and several children.

NEAR RECORD YEAR

SEEN BY COLEMAN

MIDDLETOWN, Conn., March 24 — Dick Coleman, president of the Coleman Bros. Shows, is predicting that the 1951 season will see a near record. He said that the company has invested heavily in new equipment, including a new roller coaster, and that the shows are expected to be very successful.
It's the Original! EVANS' JUMBO DICE WHEEL
THE FINEST EVER MADE
Henry's Luck Card in its most popular form. Easily automated and used in all the larger Amusements. Original Jumbo Dice Wheel has the extra brilliant, iridescent colors that make it a favorite everywhere. Ships flat, takes up very little storage space. 6" and 8" diameters for punch roll delivery at reasonable prices. Write for catalog.

H. C. EVANS & CO.
1556 W. CARROLL AVE., CHICAGO 7, ILL.

Midway Confab

Blanche and Edith have a date from Florida to join the Traveler Shows at Waverly, N. Y., winter quarters. Mr. and Mrs. Ben Ackerman are on a trip later from South Carolina. John Linius will not be at the show electrician. Recent visitors to concessions included John and Charles Fisher, Mr. and Mrs. H. S. Schaefer and silvers. Mike and Wallace Shafer, Mary Roan and Mr. and Mrs. J. Rawson.

Marion. Greater Shows have been booked for the midway of Cleveland County Negro Fair. Shelby, N. C., October 3-6. Jessie Miller, formerly with Aerial Mills, has been wintering at home. Joe V. Palmer, retired legal adjuster, has been attending Cleveland John Yura, who is in college in Atlantic City, home in May. John V. Hamilton, formerly with the Curley Vernon show, is now operating a fun shop in Rock Falls, Ill. Vernon F. Booth, son of the late Ohio showman by a former marriage, is now an air force first lieutenant at McCord Field, Washington.

John Gallagher has set a tentative April 21 opening date for his Playhouse Shows in a Detroit suburb, a 10-week season in Cleveland. Will come on midway. The show returns to its home territory in late May. The management will be able to get along with the aid of some after a long illness, is planning to sell the two drugstores which he also operates.

Herb Shire, general agent of Vivona Bros. Shows, pens from Connecticut, N. C., that Vivona, Mighty Page and Finn Premier Shows are incorporating at the north end of that town, with all three large sets to get under way on the first week of April. Vivona will be up in its habitual spot in New Jersey in the third week of next month.

Paul Sprague, public relations man for Harpand Shows, is due in Detroit soon to confer with owner-managers. John F. Star, the owner-manager, and R. R. Schuster, concessionaire, arrived recently at River Rouge, Mich., with their own Iowa Amusement Company. Others who have joined include Box Office Manager, John Peabody, from Louisiana, and George Shandley and Bill Fisher, of Lansing, Mich. Walter J. R. Thompson, president of Thompson Bros., is due in Detroit, N. Y., to join the promotion staff.

Turner Scotty, who fronts from Dayton, Fla., that the carnival business will be well rattled at the Boardwalk this week. Cash Miller, former Barker Bros. and Life Shows, has a Family Event Show, with a full house. L. C. McCrady a Wheel Show, and Chuck and Red Buck with big snakes... Bobby Kirk will be with the Turner Scotty's Oddities for the eighth consecutive season with this crew, and he will be joined by the 'Walt J. Mark Shows.

PLAYTIME SHOWS
FIRST IN—OPEN MARCH 30

GREAT DIXIELAND EXPLOSION
Opening April 7, Alexandria, La.
Place Foreman. Candy, Car Go-Go. Roll-a-Matic, magic lanterns, and other good shows. Other useful Side Help can come on. Place Electrician and Painter. Place Peppers, popcorn, any other things you can think of. Satisfaction guaranteed. Write or call. Will book Octopus, Swings, etc., that don’t cost with TRK, Wheel, Jenny and Comet. Order your show now.

FOREST P. GOOLE, General Delivery, Mayfield, Ky.

FOR SALE
KING FUN HOUSE TRAILER
CETLIN & WILSON SHOWS
Opening Saturday, April 28th, Petersburg, Va.
CAN PLACE—Dark Ride, Little Dipper, Illusion Show, Fat Show, Midget Show or any Ride or Attraction that doesn’t conflict. Will furnish wagons for same.
WANT—Want Foreman for Caterpillar, Octopus and Roll-o-Plane. Can place workmen in all departments.
CAN PLACE—First class, sober Billposter with own truck. ALL HANKY PANKS OPEN. NO EXCLUSIVE.

All Address Winter Quarters, Petersburg, Va.

MARKS SHOWS
MILE LONG PLEASURE TRAIL
OPENING RICHMOND, VIRGINIA, APRIL 14TH
WANT SHOWS—Any Grind Show not conflicting.
RIDES—Octopus and Roll-o-Plane.
CONCESSIONS—Legitimate Merchandise.
HELP—Due to difficulties we have opening for reliable and capable UNION Billposter. Can place Man to handle Tower and Searchlights. Can place Foreman for Motor, X. X. X. Rides. Second Man for Flyplane and all other major rides.
Address all replies
MARKS SHOWS P.O. Box 771 Richmond, Virginia

INTERSTATE SHOWS
Want for Dalton, Georgia, April 2-7, V.F.W.
Spring Festival, Downtown Location.
SHOWS: Want Acts for Side Show. Want Manager and Riders for up-to-date Motardome. Will book Moon Show with own equipment at a liberal percentage. Call Alona Grove House, Fox House, Penny Arcade. RIDE HELP: Want Foreman for Twin Ferris Wheels who can get back up on Monday, also Foreman for Champion and Miller, Dixieland Mart. Want to book 72-Hr. White with or without transportation. Must be A. L. CONCESSIONS: All Hanks Open. Can use Short Ranges Gallery, Big Sticker, Snow Cone, French Fries, Frozen Custard, and/or Ice Cream. We will give the act. George Richards wants Agents for Six Cents and Buckets. Red Siloset, wine, Goblets and Reddy want Agents for Hanks Funks. All who have worked for them before, get in touch. Can use a Show Rider or Computer. Replies to H. B. ROSEN, Rome, Ga.

AMERICAN BAZAAR
SECOND YEAR
CONCESSIONS—Agent for all types of Concessions. Will work every show. The Show’s just the same. You come and we will give you 21 show every day. We have a great show.
ADDRESS—Philadelphia, Pa., April 9, B. W. Post Office. P.O. Box 71.
MATT CAMP—John, drive us a card.

CAVALCADE OF FUN
Opens May 2-5, Lenex Park—Hastur.
WANT Motar Dome not conflicting. Will have a large show for the summer.
WANT Major Riders not conflicting. Will have a large show for the summer.
WANT Motor Dome not conflicting. Will have a large show for the summer.

WANT A-1 CARNIVAL
July 2 through July 7
from One Concessionaire to one Concessionaire, at Home of Champion of America—Want
CONCESSIONS
EVEY’S GREATER SHOWS

OPENING MARTINSVILLE, VA., APRIL 18TH
OPENING WYANDOTTE, MICH., APRIL 19TH
WANT—For Passenger Concessions only. Will book for all types of Concessions. Will have a large show for the summer.

WANT—For Passenger Concessions only. Will book for all types of Concessions. Will have a large show for the summer.

WANT WEDNESDAY NIGHTS—MAY—JUNE

SAMMY LANE SHOWS

SHOWTOWN OF THE OAKES
Want for opening entertainment for small shows. Will book all types of acts. Will have a large show for the summer.

HAWAIIANS—WANTED—HAWAIIANS
Signed Steel Plate, Mascot, Feature Entertainers, real Hawaiian, must be first class and have acting experience. For engagements in Royal American Shows. Address:

ESTHER SPERONI

FOR SALE
Big Python Snake, 14 ft. long, good looking. $100.00. Termal cash.

C. J. BROWN
1/6 General Delivery
Winston-Salem, N. C.

HASTING SHOWS COMPANY
OPENING MARCH 29, LAWTON OKLA., FAIRGROUNDS—REMEMBER MILLER, MILLS, MILLER SHOWS
WANT Photos, Color, Silks, Candy, Fries, Concessions, Heavy Acts, and Ring. Address

SMITH AMUSEMENT COMPANY
OPENING MARCH 26, LAWTON OKLA., FAIRGROUNDS—REMEMBER MILLER, MILLS, MILLER SHOWS
WANT Photos, Color, Silks, Candy, Fries, Concessions, Heavy Acts, and Ring. Address

CARNIVAL WHEELS
24"-30" 30"-42" ALL BALL BEARING
IMMEDIATE DELIVERY
BIGH 6 WHEEL
SEND FOR CATALOG!
MORRIS MANDEL, Inc.
26 East 112th St. (Dept. B)
New York, N. Y.
Phone Algonquin 5-5112

COLEMAN BROS., SHOWS
Opening April 26
Middleton, Conn.
WANT
COOK HOUSE & RIDE HELP
Richard J. Coleman
P.O. Box 146
Middleton, Conn.

WANTED
BOOK
 Agents
MOTOR
DROME
FOR
SALE
MINIATURE
TRAIN

Del-MAR Shows
NOW BOOKING

For 1951 season, will lease Mini Camp and Train for 36 ft. long, 12 ft. wide, 11 ft. high, with drive same.
AL DEL FLORE
1527 South Ave
Topeka, Kansas
JIMMIE RAPPAPORT
1/4 Varsity Hotel
Topeka, Kansas
P.O. Box 3908
WHITE

JOHNNY T. TINSLEY SHOWS
"America’s Most Modern Midway"

WANT—SKERDECK SHOWS—Want
Legitimate Concessions that work for stock. Will book only one of a kind. Man and woman only. Will book all types of acts. Will do all types of shows. Will have a large show for the summer.

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Legitimate Concessions that work for stock. Will book only one of a kind. Man and woman only. Will book all types of acts. Will do all types of shows. Will have a large show for the summer.

JOHN QUINN
6923 CALHOUN
DEARBORN, MICH.

SOMMIER SHOWS ON BEI"AERI"E

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WANTED

SAM MENCHEN
11 W. Division St., Chicago. Ill.
Phone: 7-7349

Showmen's League of America
400 S. State St., Chicago

CHICAGO, March 24.—Vice-President Horace Ford won his chair at the regular Thursday (23) meeting. Also at the meeting were jetstream pioneer, Ernie A. Young; George J. Oles has left the hospital and is recuperating at his home in New York. Also in attendance were Jack C. Scherrer, President; and Dr. Walter F. Driver are still in the hospital. Several reports on W. C. DeSoto and W. O. Perrot.

Tivoli Exposition Shows Want

WIRE OR PHONE H. V. PETERSON CAMARGUE

Look! For Sale TERE DERRIGS
Eight hundred Ninety-Five Oreans Cash. Address: V. SMITH

Miami Showmen's Association
236 S. 25th St., Miami

MIAMI, March 24.— George A. Eldridge, Chicago, will be in town for the final meeting of the season, March 30th, to be addressed by Mr. Eldridge. Also on the rostrum will be Carl E. Mendall and Robert K. (Bob) Carver.

CARNIVAL WANTED
Two days in July or August, or late in September—apply to Alpha Bloos Club, Kenneth E. Turner, Charles A. PFEIFFER

Need Monkey Show
For quick spot. Contact R. C. ARTHUR
P. 0. Box 917
Jenny, Fla.

FAMILY FARM FOR SALE

WANTED CONCESSIONS AND SHOWS
Saturday, May 1—21 days. Send address and phone. Address: E. O. JEUSSER, Chicago. Ill.

AMERICAN MIDWAY SHOW
Want with or without cars. Can manage road. Address: DON M. BROWN

NECK OF THE WILDERNESS
Wheel, Lake, Co.

FOR SALE

M. R. FETTEN
2322 Sheridan Rd.

FOR SALE
6 ac. 1/2 mi. N.W. of the Highway, 1/2 mi. N. of the Kanawha River. Has water. Will divide. Drive to: S. E. ADAMS

JAY STANLEY
General Distrib. Danny Nicks

Mason City, Illinois, Homecoming
Wash Harry-Deer-Boots, Fannie Wheel, Goat, 1/4 horse, 4 cows, 8 horses, 1000 chickens, 2000 lbs. of corn, 1,000 lbs. of hay, 1000 lbs. of oats. Address: J. P. CAREY, Mason City, Ia.

AMERICAN LEGION

BOX 602
LAWTON, OKLAHOMA

CARNIVALS
W. E. "Bill" Snyder
WANTS TO SPEAK TO ANY
Virgil Sells, W. R. Docc and Dick Lewis at once.
ADDRESSES: E. G. C. 621, Owensboro, Ky. Phone: 4-0131 or Care of Hotel

WANTED

President Elliot Meetings
President Elliot will be the center of attention at the 24th President Elliot Meeting to be held November 20th in the Brown Hotel. The meeting was opened with several addresses by Dr. Peter D. Bowers, Dr. Peter D. Bowers, and Father M. A. Anderson, who was elected president. The club also sent a card to the President.

Helen Sandman has won the American Legion chair for the spring and will be held in April. The prize was given to Helen Sandman by the American Legion. The prize is to be used for the benefit of the organization.

CARDINAL MFG., CINCINNATI

THE BILLBOARD
WHEELS OF ALL KINDS
3287 N. 3rd Ave., Chicago

WANT—WANT
Girls with or without experience. Salary $10.00. Also those who can drive Truck. Write, don't write.

CLAREMONT
Nashville, Tenn.

MYERS SHOW
Opening in Atlantic, Fla. at Stadium Theatre.

WANT—WANT
Large display Electric Flyer Capacity Max. and Min. Available for sale.

R. J. PETERS, MGR.

WANT
For showman or park owner. Will run shows in any size. Address: W. H. WILLIAMS, 2762 Ninth Ave., N.Y.C.

WANT—WANT
Wants to rent cars. Address: T. F. CURTIS, 2751 Ninth Ave., N.Y.C.

WANT DROME RIDERS

8-CAR OCTOPE RIDE
Gold coin entrance. For ice cream, 500.00 cash. Need the truck. Address: W. H. WAGNER, LOCKWOOD RIDGE ROAD

BLUE GRASS SHOWS
NOW CONTACTING FOR 1931 SHOWS—BIDS—CONCESSIONS
P. O. Box 621, Overholt's Knob, Ky.

NATIONAL SHOWMEN'S ASSOCIATION
GREETES YOU
You are invited to partake in this first of its kind growing showman's association affiliated with the American Association of Amusement Operators. The object being to build up the center of the amusement world.

Meetings and Banquets at the Palace Theater Building
New York 19, N. Y. Advance reservations for amusement entertainment a member of a showman association. Address: W. A. JENNETT, Palace Theater Building, New York 19, N. Y.

Wells for Information
Subscriptions: $10.00 a year

GIVE TO THE RUMMY CANCER FUND
Regular Associated Troopers
106 E. Washington, Los Angeles

For season on

W. G. WADE SHOWS

Not to be missed—three days—Led Zeppelin, Robert de Laurentio, Meringa, etc. 

LODEN GEAR

For small boys. For all kinds of outdoor wear. W. G. Wade Shows. 

W. G. WADE SHOWS

For season on

THE BILLBOARD

CARNIVALS

W. G. WADE SHOWS

MARCH 31, 1951

No. 12 Elie Wheel For Sale or Trade

for small Marry-Go-Round. Must be

BRAMS' AMUSEMENT CO.

SHOWS

Philadelphia, Oklah.
BANNERS

A. L. WALLACE, Mgr.
FITZIE BROWN, Bus. Mgr.
Opening March 7, Thursday, 7 P.M.
311 W. Main, near Court Green, Ga.

WANTED BANNERS

ANNUAL AMERICAN BEAUTY SHOWS

A. L. WALLACE OR FITZIE BROWN, BOX 969, AUGUSTA, GA.

WINTER QUARTERS

BANNERS

SNAP WYATT STUDIOS

RT. 3, BOX 1110
TAMPA, FLA.

WINTER QUARTERS

DOBSON'S UNITED

WILLIENNE, Minn., March 24.
Holdings are in 200 quarters under super-
vision of P. Jensen, Co-Owner Mr. and
Mrs. Williendt in St. Paul, Minn., with
Joseph Zalmen, Sr., and Joseph Zalmen,
Jr., Co-Owners. Route will take the org
into Canada but the winter quarters are in
Kenosha, Ill. The F. D. W. will call on March
25 and March 26.

DAN DONNINI

ORNELL, S.C.

OREGON GROWERS

F. D. W. will call on March 25 and March
26.

B & C. EXPO

HELMCO, N. Y. March 24.
Opening is scheduled for April 8 and 28 for an eight-day stand.

R. D. Harker, 250 West 45th Street, New York City, is the
manager. Husband: Cindey Colegrove, 250 West 45th Street,
New York City, the general agent. Bill Urschel, 1650 E. 44th
Street, Cleveland, Ohio, the assistant general agent for the
ers of this show will make a trip to Chicago, III., on March 15.

Ffellers will have his Side Show, Snake and Wild Life shows will
be held in the show place. History shows will be held in the
Black Beauty Show. The show will be opened on April 6, 1968,
and will be closed on April 15, 1968. Sideshows will be held in
the show place. History shows will be held in the Black Beauty
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NEED RIDE HELP. Top wages to Till-a-Whirl and Roll-O-Plane Foremen and Second Men on Till and other Rides. All address
V. B. (MIKE) ROCKWELL, Mgr.
520 East Fourth
KINSELY, KANSAS

OKLAHOMA CARNIVAL-FREE ACTS
48th Annual Home Coming
August 12-19, Quaker City, Ohio
LEW HERRICK, Pres.
I. W. HARTLEY, Sec.

WANTED
Clean Carnival Company, with large number of Rides, to play the Ok-
ham, W. Va., and Oklahoma, Kansas, August 20-25, 1951. Large
sees and new buildings, 4th year of operation. Good attendance.
Contact:
BENNY GOODMAN, Secretary
Osborne County Fair, Osborne, Kan.

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48th Annual Home Coming
August 12-19, Quaker City, Ohio
LEW HERRICK, Pres.
I. W. HARTLEY, Sec.

WANTED ELI WHEEL OPERATOR
Also First Class Mug Outfit
HOARD & MOLLIS AMUSEMENT PARK
Indian Springs, Georgia

THE BILLBOARD
MARCH 31, 1951

WANTED
Flincham Carnival Company, with large number of Rides, to play the Ok-
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Osborne County Fair, Osborne, Kan.
From the Lots

Heart of Texas

COLORADO CITY, Tex., March 24—Harry Cough, owner-manager, retains his title despite the evidence of his once-grand brain having gone out during a long downpour of rain. The climax of it all came when he failed to show up yesterday. He was expected to play at Parke and parlay the 50-cent ticket to the show window. The show window remains unscathed, however, and the management is looking for a new brain soon. No matter what happens, the show will go on.

J. A. Gentzsch

LUCERNALE, Miss., March 24.

From the Lots

SUICIDE SIMON, Diamante Demon

Can play Flat Roads, Tilt and Caterpillar Shows—Motor

drome. Speedy Sayres, write. Concessions—Greedly


Reply by mail

MORRIS HANNUM

904 Murdoch Road


Tel. Wissahicken 7-8176

FLASHBACKS

25 Years Ago

Pennsylvania State Association of Showmen,

formed in 1876, was represented by 12

members in the old days. One of the

members, L. E. J. White, president; Abner S. Day

president; John R. Russell, secretary; and H. L. Bussey and John J. Blaschke; because a misprint on the

July 5, 1891, issue of the DEMOCRAT of New York.

TASSELL, C. I. S.

Ride Unit Now Operating in Savannah, Ga.

WANT IMMEDIATELY—RIDE FOREMEN FOR CATERPILLAR, DIPPER, MOOTER, D. H. WHEELS, MERRY-GO-ROUND, ROLL-O-DROME, (First White, Frank Savage, John Dyer, come on.) All Ride and Concessions Available. For terms, address the A. S. C. T. B. B. /S. C.

CAN PLACE FOR 1951 SEASON: Penny Arcade, Kidder Ride, Girl Show, Motorized, Side Show, Merry-Go-Round and Operator for Dark Ride. All present.

ENDY BROS.' SHOWS, INC.

SAVANNAH, GA.

American Carnival, Av. Inc.

by MAX COHEN

ROCHESTER, N. Y., March 24—Celebrations operatic and in April in Washington to be followed

by local organizations in all states of the Union, and by the American Legion in early May. The American Legion will be followed by the Home Towns, and then by the American Legion in early May. The American Legion will be followed by the Home Towns, and then by the American Legion in early May.

Regulations are available from the American Legion. Two

sections of a book are devoted to the

American Legion, one for the Home Towns, and the other for the American Legion. The book is available in

any branch of the American Legion.

The Department of Labor sends this issue of the American Legion to all members of the American Legion.

ENDY BROS.' SHOWS, INC.

SAVANNAH, GA.

Red Woman Park—WAYNESVILLE, MO.

Red Woman Park—WAYNESVILLE, MO.

Roberson & Caler Amusements

Want to know about the lastest in motion pictures, call

W R. Wright, Waynesville, Mo. All the Latest Lines.

Bill Stacy

Can use sober, experienced man for showman. Can

use sober, experienced man for showman. Can

use sober, experienced man for showman. Can

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GEM CITY SHOWS

WANT WANT WANT

HARRY PANK AND LEGITIMATE CONTESTS OF ALL KINDS. SHOWS, WILL COOK, WILL TEND, WOODS, COOK, Etc., etc. WILL WORK FOR ALL OR MONEY OF MOTHER. Address: HARRY ALLEN, 433 Main St., Huntington, W. Va.

HARRY ALLEN, Mgr.

MOBILE, Ala., this week; Seib's, Ala., next week; Alamogordo, N. M., next month; Grand Forks, N. D., next month; Mobile, Ala., next week; 100 Miles, Ala., next week. Telephone: 213-5. Western Union: 759355.

AL WAGNER, Mgr.

MOBILE, Ala. (Phone: 7-5152)

GRACELAND GREATER SHOWS

Opening April 4, 1951, sponsored by Graceland Amusements, Inc. This show will operate with 10 Ride and 7 Shows, all ready for the season. This show is located at the west end of Graceland, Mo.

GRACELAND GREATER SHOWS

CAVALCADE OF AMUSEMENTS

WANT FOR BARTY DEAL; OPENING APRIL 4, 1951. GOOD RENT OF STEEL DATES REGISTERED SHOWS. CASH, CHECKS, MACHINES OR ANYTHING ELSE, ANYTHING ELSE, ANYTHING ELSE.

AL WAGNER, Mgr.

MOBILE, Ala. (Phone: 7-5152)

BARNEY TASSELL UNIT SHOWS


WHAT HAVE YOU?

Rides, Shows and Concessions of all kinds except grrit.

Wire this week, BARNEY TASSELL UNIT SHOWS. Waycross, Ga.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

LONE STAR SHOW

New Shows: BAXON, GEORGIA, FRANCE, IOWA, WISCONSIN, etc., etc.

BAXON, GEORGIA, FRANCE, IOWA, WISCONSIN, etc., etc. 

WANT RIDES AND CONCESSIONS FOR 4TH OF JULY.

POTOMAC AMUSEMENTS

MOUND CITY SHOWS #2

Opening for Memorial Day in Mound City, I. L. and also for the 4th of July. Also for all dates where there are shows. Complete shows or any part of the same.

WANTED

WANTED

A, B, J.C.'S SOUTHERN SHOWS

HARRISBURG, PA. MARCH 19, 1951

BILL STACY

Want a good man to work with a good showman. Good

shows. Can set up and take down. Good man can make

a good show. Will work any time and any place.

A. B. J. C.'S SOUTHERN SHOWS

HARRISBURG, PA. MARCH 19, 1951

AGENTS WANTED

Beautiful Shows, Sells Guts, Sells Rides, Sells Amusements, Sells Everything. See me, you'll be glad you did. 15
cents a dollar. Across the country I've been and I'm going back. All Merchandise Concessions. 

A. B. J. C.'S SOUTHERN SHOWS

HARRISBURG, PA. MARCH 19, 1951

TONY MARINO

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM $3
All Classified Advertisements must be accompanied by remittance in full.

• NOTICE •
Earlier Closing Date for
APRIL 7 ISSUE...THE SPRING SPECIAL
WEDNESDAY, MARCH 28
Do not miss this important news-producing Annual Issue.
Mail Your Copy Early.

ACTS, SONGS & PARODIES
One Hundred Buy 200 Make Part.
We sell to agencies, institutions, and individuals. Write for a complete list of acts.

PEANUTS
High-Voltage" High-Voltage 1050. Our own Peanuts Production. Complete Stage Set with..."High Voltage." Write for details.

AGENTS & DISTRIBUTORS
Selling to Retailers at Wholesale.
Specialty Stores, Department Stores, andDiscount Houses.

ANIMALS, BIRDS, PETS
Arriving April 1st—Price Stock.

BUSINESS OPPORTUNITIES
Analytical Rainwater for Profit.

COIN-OPERATED MACHINES, SECONDHAND
Requested by the public.

DIRECT FROM MANUFACTURER
Shop, Barnett, 680 2nd Ave., New York, 17, N. Y.

ELGIN • BENRUS • BULOVA GRUEN • WALTHAM

EMERSON Nickel Watches, 200,000 sold. Quality guaranteed. 25¢ to $3.00.

FACTORY CLOSEOUT! RINGS! rings!

ELGIN • BENRUS • BULOVA GRUEN • WALTHAM
Always first
3220 "LAMESHE" CERAMIC MANTEL CLOCK
Beautifully designed in cup and green mantel clock with hands to match. The price-
less $10.00 Savings. Price $75.00. Complete line of styles. Check with your nearest store.

EMERSON Nickel Watches, 200,000 sold. Quality guaranteed. 25¢ to $3.00.

ELGIN • BENRUS • BULOVA GRUEN • WALTHAM
Our new Catalog will be ready about April 15th. Get your name in now to be sure
you get your copy. Please state type of business in your order.
Cash with order or 25% deposit, balance C.O.D.

EMERSON Nickel Watches, 200,000 sold. Quality guaranteed. 25¢ to $3.00.

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FOR SALE—SECONDHAND GOODS

ABOUT ALL BEAKED POPPERS—REAL
AND LOW END PERFORMING Machines— Poppers, Candy Fillers, Aluminum Fillers, 30 Cents Each.

FOR SALE—WRECKED FINGERS, ONE- AND TWO-NOSE FINGERS, BY THE PIECE. Write for current prices.

FOR SALE—ALL END FINGER, ONE- AND TWO-NOSE FINGERS, BY THE PIECE. Write for current prices.

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LOW PRICES—While Stocks Last!

In spite of rising markups, we will not raise prices while our stocks on hand last!!!

HAMMOND ELECTRIC ALARM CLOCK

FASSTAY ALARM. Moulded plastic motorized alarm with $1.25 in lever. 24" on base. Chrome relief bezel. White cloth cord. 100% American. 

RETAIL $6.00 PLUS TAX $2.25 
EACH

CITATION

CAMEA STYLE LIGHTER

Campus Lighter. 3-in. x 1-in. x 2-in. The most original. Ideal as a personal lighter or as a personal gift. 

NO. 
HBR3372 
Deals $12.00

PISTOL LIGHTERS

Designed to look like a pistol, with realistic handle, trigger, etc. These have been popular. New size, 1 1/2-in. x 1 1/2-in. x 1/2-in. 

NO. 
HBR3373 
Deals $5.50

PIECE LIGHTER

Highly polished chrome plate with intricate design. 1 1/4-in. x 1 1/4-in. x 1/4-in. 

NO. 
HBR3374p 
Deals $9.00

SPECIAL!!

CIGAR LIGHTER

On base. 1 1/2-in. long. Silver metal polished, chrome handle. 

NO. 
HBR3372 
Deals $4.00

25% deposit required on all orders

N. SHURE CO. 305 ADAMS STREET CHICAGO 6, ILLINOIS

The American Red Cross is your 24-hour friend in disaster and misery.
Clyde Beatty Opens in Rain

Horses of officials, for of was flashy. Sell published stronger MARCH Ericksons nine with Ultra-Blue William Eddie Kaiser OFFER. Here is the line of the 5.40

Beatty Late at Tyler

be of course eggs, elephants, lead stock, horses, clowns, etc., and in the performance was finksy.

Flats Replaced

Beatty's train again is made up of nine cars and nine flats. A new concession was also provided. The rolling stock, which is made up largely of wood, has been run last year by Beatty, but it had not been replaced.

Waco Matinee Lost

The last farmers' matinee for the Clyde Beatty Circus Tuesday (30), and it was even three two-hour train were

Snow Keeps 'Em

An early departure from Lawton, Okla., and a longer run were blamed for the delay here. The matinee started two hours before this three hours late. Some ticket money was refunded but most of crowd waited.

Hughes Denies

agreement. The story stated that the CNB board of directors had asked McCallum to take the general manager and that McCallum was told that if he were to step into the position before the end of the year when his term is due to expire, it would be in an advisory capacity. The Billboard article further held that in all conversations with McCallum, it was believed that personal visits to the CNB would assume his position. The CICN staff believed that the CNB clients, with the view that Hughes would have the job and that Hughes would eventually assume his post.

McCallum Offer Denied

Hughes, president of the CICN, said that the CNB had been denied by his board when they were directly represented by the CICN at the association’s recent convention in Dallas. According to Hughes, the president stated that he and the representatives had discussed the possibility of a new director and that no definite offer was made at any time. Hughes confirmed that discussions had taken place with the CNB board at one time, but that these were known only that some time in the past.
WE'VE WATCHED "OLD JOE" with
The Biggest Laugh
Gag of the Year!

JUST OUT!
40 Million
Buyers Waiting

"WORLD'S BIGGEST" KEY CHAIN
The Most Timely from of the Century

Promotes an unusual TIMELY picture—set in beautiful Plastic Case of attractive amber, crystal or green color—fitted with gold-toned headed chain. Present world aggression in a weapon that can help the T.W.I.G. tackle your sales problem. Show it to the tune of 200 to 200 a day for fast, easy MONEY.

QUANTITY YOUR COST Sells at 15 c.
25 $1.20 50 cents 9.75
50 2.50 50 cents 13.00
100 3.25 75 cents 15.00
150 3.75 75 cents 18.75
200 4.25 75 cents 22.50
250 4.75 75 cents 26.25
300 5.25 75 cents 30.00
500 6.25 75 cents 48.75
1,000 10.00 75 cents 98.75

KISS YOUR ORDER WIRE—WRITE—Be first for a money-making cleaver—now while this item is red hot. Immediate shipment. Send full amount with order for immediate delivery. Or send deposit—no sales force due plus percent C.O.D.

SELLWIN CO. (Manufacturers)
FLOORING DEPT., BO. 31
CHICAGO 2, ILL.

New York
Perlo Mail & Rubbet Company, Inc., has a line of mail for tawer- drunks and tobacco manufacturers duplicated in its own line, and for that reason says that Lakeside Radiator Company is offering the trade a new line of rubbers and tobacco. For a time it utilized a new model and introduced it to the account. The company as a good selling item or gives away promotional material to the retailer. Perlo Mail & Rubbet Company, Inc., is handling a dem- onstrating firm of America in the Lake area. In the Swash market, the company has to compete with the grower's printers and mail and chemical manufacturers in the same line. The item reportedly provides a good outlet for profit and repeat sales. Jalle announces a low-cost line called "Best of the Best" and offers a woman's watch for prize and premium use. The line, called "Best of the Best," has been per- fected by a number of sources, reports. The item is a new style for the woman, and it is said to be the best. The same watch is also available to men, and it is said to be the best. The same watch is also available to men, and it is said to be the best.

Merchandise Topics

Detroit
Dr. West's Prescriptions is putting a new formula product on the market. It is said to be for men's and women's hair. For a time it utilized a new model and introduced it to the account. The company has been in operation since the beginning of the present crisis. V. O. Shame's "BIGGEST" Emblem Company is introducing an unusual newized model of a new kind of cigarette. The外形 plain of the cigarette is a blend of variety of plain and fancy brands. The plain is a blend of variety of plain and fancy brands. The外形 plain of the cigarette is a blend of variety of plain and fancy brands. The外形 plain of the cigarette is a blend of variety of plain and fancy brands. The外形 plain of the cigarette is a blend of variety of plain and fancy brands.

Spring Specials!
LARGE PISTOL
Lites $50.00
2 CELL FLASHLIGHTS $34.00
1 AMMO TELESPE $3.00
STRATFORD FOUNTAIN PEN 3.00
TROPHY LIGHTER 10.25
4 COLOR PEN 7.50
NEW FISHING KLEW 8.50

RAYO J. R. HATCHET $7.50

STEEL OF WOOD
carinK CHAIRS
BLUEPRINT CHAIRS A. W. KIRK CHAIRS

HOUSERY
All standard models—men's and children's wares. 10% off. Cash or 10% on approved charge accounts.

LOOK-OUT HOSIERY MILLS, INC.

JIM AND I'S BAKERY
530 W. 55th St., New York 1, N. Y.
Pipes for Pitchmen

BY BILL BAKER

Street here to see who is in town. Little Harry and Carl are back after visiting Hot Springs and Hillbilly Hollow. They have been working the gas spots and are getting their share of the long lines.

HARRY KINCHELOR

The guaranteed boudoir doll sensation of the coming season! A Show Stopper loaded with FLASH.

Rich flowered Lovie Ladies and Bonnet trimmed with lace. Mahrot wig. Individually boxed.

36" Tall

$36.00

Samples

Per Doz. $4.00 Ea.

25% Deposit. Balance C. D. O. D.

Telephone: 67-6500

CUTLER & COMPANY, INC.

1725 Broadway, New York, N. Y.

MEXICAN IMPORTS

Tule decorated baby chairs. $10.00 ea.

Panche Villa Palm Hats. 6.00 ea.

Fringed Palm Hats. 3.60 ea.

Feather Bird Postal Cards. 7.00 doz.

Pottery, Ceru, Madreri, etc. 1.00 ea.

F. L. DE ARKOS

LAKEWOOD, OHIO

GIVE TO DAMON RUNYON CANCER FUND

OP INTEREST to pitchers is the third annual Bowl Show, scheduled to be held in Freepo, Ill., early in April. This year the show is said to feature 80 booths of exhibits, displaying everything needed to build, furnish and equip a home, reports William H. Newby, assistant manager. The commercial displays are supplemented by stage shows and he reports that the event draws an estimated 10,000 each year. Pitchmen who have made the first two events have been more than satisfied with results. Freepo Chamber of Commerce is show's headquarters.

BOB SMITH

The Globotrader, from Illinois, advises that the weather down there has been rough on the pitch. He also tells us that he has been making stock sales in Georgia, Florida and a number of plans to open a show soon, using pix for the draw. This year we have had the 45th season in the pitch field.

RED HUTCHISON

who is working out of Lenoir, N. C., is framing a pinching stow and religious picture show which he will hit the road with soon.

MAE LITTEGW

is working as pitch doll holder at the F. W. Grand downtown store in Milwaukee to reported slick returns.

"SINCE MY LAST PIPE, I just got into the doings at Baton Rouge, La.," letters George H. H. Ross, "where the Fat Stock Show and the Louisiana University grounds march 3-4. The show proved a large one and Sammy Blueblot had snow cones and smoked around and were up in front of the coliseum. Slim McNight handled the novelties inside and outside. Agents included Johnny Johnson, Sam Kearin, Janier Sanders, Peanuts Cramme, Red Burns, Jack Palmer, Ray Harning and Danny Craig. The big crowds were good spenders."

J. W. SWIBBER

following a lengthy silence in this career, has come out of Marmora, W. Va., that her still working sheet in West Virginia to take a break. I signed up a fellow by the name of John Luke Benner," Swibber pens. "He's the fellow I've been looking for a long time. I plan to open my novelty stand in a few days and see if I can get some good returns. Let's have some pipes from the boys in the South, particularly Jack (Bottles) Strover. Since I've been on 15 or 20 years experience in the business, I can give you good tips on where to work. The towns West Virginia, good and bad, hot or cold and what is the best of the season."

JACK BRANHOLTZ

is a recent arrival in Chicago, going over there from his New Orleans location.

JOE LOBANSKY

and two daughters pitched giant airship balloons to big scores at the Milwaukee Home Show, March 11-17. Joe's son, Louis, pitched toy donkeys outside, building to good grade counts.

JOE KINNICK

who pitched aviators to seek return at the Milwaukee Home Show, March 11-17, has had his tent pulled down during the hanging out of front of his downtown office in March. The account is still open and is reported to be doing well. Joe recently moved into a new home in Laramie, Wyo., and keeps his hand in the pitching game during special city exhibitions.

J. R. MILLER

In Chicago.

Field Decorated Baby Chair. $10.00 ea.

Panche Villa Palm Hats. 6.00 ea.

Fringed Palm Hats. 3.60 ea.

Feather Bird Postal Cards. 7.00 doz.

Pottery, Ceru, Madreri, etc. 1.00 ea.

F. L. DE ARKOS

LAKEWOOD, OHIO

GIVE TO DAMON RUNYON CANCER FUND
Hirsh Coin Sets

New Expansion;

Bulls Operation

WASHINGTON, March 24—Latest in a series of important ex-

pansions, Hirsh Coin Machine Company was the major beneficiary of a

General Agreement and Hendrick

Hirsh nervously had previously bought

the firm operated pinballs and music

machines but most look

out for a move towards the Bill Schwartz

of Hirsh, and Hirsh

who will manage the oper-ation and will handle the bus-

ness from its own quarters, 182 New

Jersey Avenue, N. W.

Hirsh bought the per-

sonnel of Hendrick and Ge-

General Agreement and now has a total

of 23 employees.

Hirsh recently hired two new office workers distrib-

utors who have worked for 12-

time employees before this undertaking.

Walter Hirsh, who was the head of the company, probably continues his activities in the

Colossal Bean area, where he will operate during the summer.

Baltimore Ops

Seeking Draft

Free Employees

BALTIMORE, March 24—There has been a decided trend toward hiring

in the music and mechanical, route collectors, sales-

men, who have quit the entire Balti-

more coin machine industry.

This has been due to the lack of

work the last war, when almost every coin machine industry, is now

to half a dozen men, and the

Talbot county attorney to commence the

bill, but they have been

the court. The case went to

the high court after the

attorney but out in a Talus
to court.

North Carolina had filed with the appeals court, and

of Seabury, elected the case as one

the lawyers to dig up legal

was presented to the court, but

was denied the petition for a rehearing

Great Pin, Arcade Piece

Prices Reflect New Demand

CHICAGO, March 24—Arcade machines and giant pinball games

are a result generally advanced in

the trade with the introduction of

The Board index of advertisers used

advertising as a whole showed steady

of models, three or more years old,

for sold for.

Among the giant pins showing will be another large pinball game-

products as Citation, Gold Cup and Cham-

pion, and Universal's Photo Finish

Arcade pieces drawing increased attention were Seabury's Prizes

Golds, and Gettys' Three Way

Music lists higher price quotations

for a bill, which the
court and the record were not

1. New Mexico

2. Colorado

3. Arizona

4. Montana

Argentina

1. California

2. Minnesota

3. Nebraska

4. Colorado

Legislative Round-Up

State Lawmakers

Push To Adjourn

MARCH 31, 1951

COMMUNICATIONS TO 189 W. RANDOLPH ST., CHICAGO 1, ILL.

MOTION INDUSTRY ASSURES
OPS SUPPORT IN CRISIS

MOA Incorporates, Names Miller

President; Plan '52 Convention

By NORMAN WEISS

The Motion Industry Assures

ops support in crisis as a

response to the national emerg-

ance of the Music Operators

of America (MOA) to the pres-

ent situation during the

Music Operators of America

the directors have shown they

sentiments this way.

I'll have to go out and get my

self more warehouse space.
**VENDING MACHINES**

**March 31, 1951**

**Cole Products Buys Amer. Coin Changer**

R. L. Hendricks, president of Cole Products Co., has announced his purchase of Amer. Coin Changer Co., a leading manufacturer of coin-operated vending machines. The deal includes all operating assets of the Chicago-based company, and is valued at $5,000,000. Cole Products, a unit of General Dynamics Corp., will assume responsibility for the former's operations.

**Rec-o-Mat Bowls Record Vendor**

At MOA Conflab, Rec-o-Mat is celebrating the success of its new product, which has been showcased in a variety of venues. The Rec-o-Mat Bowls have gained significant attention for their durability and efficiency, setting new standards in the food vending industry.

**Dickinson Names Food Vender Reps For 37 States**

D.S. MOONEY, March 24—P. D. Dickinson & Co., reports that sales and service representatives have been appointed for 37 states for its six-section Food Starches line. Dickinson is a leading manufacturer of food products.

**Wrigley Sets Worker Retirement Program**

CHICAGO, March 24—William Wrigley, Jr., chairman of the Wrigley family, announced a new worker retirement plan for employees 65 years of age. The move is part of an overall strategy to maintain current employment levels while ensuring a smooth transition for retirees. The plan is expected to positively impact the company's financials and employee morale.

**Odd-Cent Coffee Proving Profit Answer for Chi Ops**

S. C. Bottler Sets Cup Vendor Route**

FLORENCE, S.C., March 24—One-cent coffee vendors have been a popular addition to the coffee industry, providing a new revenue stream for small businesses. S. C. Bottler's move into the one-cent coffee market has been met with enthusiasm by coffee enthusiasts and local entrepreneurs alike.

**Mills Automatic Opens Dime Bar Test in Chi**

According to branch manager, this new venture will “take the bull by the horns” and expand our presence into more industrial locations. The new testers will be placed on some of the newer dime bar machines, and preliminary data show promising results. Stated that in all instances 10-cents worth was more than one or two columns per machine. He also warned of over-evaluating potential of dime merchandise when one only.

**VENDER HONOR**

Del. Op Tells Growth During 4-Year Period**

WILMINGTON, Del., March 24—Cup Machine Service Corporation, holder of the second-year of operation, announced a new product line that continues its tradition from its original six cup machine. The new model, designed for one cup per 257 customers, has already seen success in sales.

**NEW YORK, March 24—Dreams of the Tobacco Corporation will be realized by the introduction of a new cigarette, which is expected to make a significant impact on the market.**

The statements reflect the optimism currently prevailing in the cigarette industry, indicating a positive outlook for the future. The company's commitment to innovation is evident in their ongoing pursuit of new product development and market expansion.

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**Butler, Pa., March 24—Kist Auto Parts Location**

In Butler, Pennsylvania, there has been an announcement setting up a split rental location for Kist Auto Parts. The new facility is expected to serve single and multiple flavor vendors.

Kist is being placed in factory location. Vendors are available at a cost of $25 per unit, with a minimum of 20 per case.

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Kist is being placed in factory location. Vendors are available at a cost of $25 per unit, with a minimum of 20 per case.
Ad Plugs Spacar

Connective Move

NEW YORK, March 24—Spacar, Inc., is featured in a large magazine display and by the Publicity

Division Committee in Columbus, Ohio, which broadcasts the news of the Spacar, Inc., exhibits in that State. Pictures of the Spacar, Inc., exhibits in Columbus, Ohio, are broadcasted by the Publicity Division Committee in Columbus, ohio, which broadcasts the news of the Spacar, Inc., exhibits in that State.

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TEENER TELLS BIZ TIPS
Youthful Op Follows 4 Rules To Up Volume

EASTON, Pa., March 29—Vending
Machine Service, started as a
three-bulk machine operation by
Mason in 1916, was expanded into a
diversified, multi-bulk candy, gum, nut,
route by 1930 because its youthfully
determined and followed four basic business
practices.

Arrived at an early age in the
business world, Mason had a
political sales experience to apply to his automatic
machines.

He started home-to-home selling of various small
eight-cent items to satisfy his appetite for such
inexpensive and ice cream.

During World War II he
sold lots of machines on credit and
sold in bonds in one year. At 10,
Mason set up a publisher, putting out a small advertising paper
calling to local manufacturers, retails.

Answering an advertisement in his paper, a politician, Mason decided to add a few machines at a
time in his route and having a can, he found it
necessary to “gear to home.”

Diversified Route

Diversification began when Ma-
son purchased a franchise and
purchased three bulk machines and
planted them in as many neighbor-
hoods.

When deciding on where to place
the machines Mason considered the
importance of the vending machine, and
the route used for advertising.

Within his operation he set to ex-
pand further, Mason had to lay
out his principles for placing and
displacing plans when he received his
route from his political backer.

Physical, he decided against his
route by a policy of not taking
out.

Guaranteed Parts

In his operation, Mason
enlarged his vending operation, but
and in this respect he was a
composer for a local vending com-
npany.

Working from three p.m. to 1 a.m., he
found himself serving machines and
vending efficiently afternoons and
early days.

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Midwestern Ops To Study Juke Fair-Trade Program

CHICAGO, March 24—Music operators throughout the nation are expected to converge on this city for three days starting April 4 to discuss the pros and cons of the new fair-trade laws. The meeting, which will be held at the St. Regis Hotel, is in recognition of the fact that fair-trade laws have been signed into law by the State of Illinois. The meeting will be attended by both fair-trade and non-fair-trade operators from throughout the nation.

The meeting will be sponsored by the Midwestern Music Convention, which is composed of music operators from the Midwest. The purpose of the meeting is to discuss the effects of the new fair-trade laws on the music industry.

H. H. Haddock, the president of the Midwestern Music Convention, said that the meeting will be an important step in the development of the music industry.

The meeting will feature discussions on a variety of topics, including the effects of the new fair-trade laws on the music industry, the future of the music industry, and the role of the music operator in the industry.

The meeting will be held April 4-6 at the St. Regis Hotel, and is expected to attract music operators from throughout the nation. The cost of attendance will be $50 per person.

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Blooms Day & Night... All Year 'round!

Plant "C" and grow a garden of dollars! The "C" is always fresh, always appealing; laughs at time, grows lovelier the longer it stays on location. It's ever-blooming, ever-colorful, ever-pleasing. Multiplies itself—grows—never stops. Oh, what joy in this dollar garden!

AMI Incorporated

GENERAL OFFICE AND FACTORY: 1300 UNION AVENUE S.E., GRAND RAPIDS 3, MICHIGAN
Thank You, Music Operators of America...

for the overwhelming approval you gave our new C-2010 Carillon Combination. Your recognition definitely establishes the C-2010 as our most practical instrument for Operators.

H. C. EVANS & CO. 1560 W. Carroll Chicago 7, Ill. SEE EVERY ANGEL'S PROFIT PROMOTER, PAGE 94

For Used Music Boxes

Flexible Mirrors at Low Cost

Parallel's flexible glass mirrors with their sparkling beauty increase profits of your music boxes. We make flexible glass to fit any and all requirements.

Write for our new color card and price lists today!
NO REASON TO BUY TWO WHEN ONE WILL DO!

"Why buy two when one will do? Why pile on more than 48 selections? Those are good questions. Any operator ought to know the answers. If he doesn't, let him look at the new 48-Selection Wurlitzers. In my opinion, they'll get me more spots, make me more money than any phonographs ever built."

JOSEPH HAHNEN
Gordon Amusement Co.
New York City

BEAUTY THAT GETS INSTANT ATTENTION
See the Wurlitzer Fourteen Hundred. Its styling stops all eyes. Completely visible, softly glowing plexiglass record changer compartment. Brilliant pilasters. Exquisitely designed metal grille. All extend a colorful and powerful invitation to start this beauty playing.

TONE THAT INVITES CONTINUOUS PLAY
Hear the Wurlitzer Fourteen Hundred. Its Zenith Cobra Pickups bring out the full brilliance of the new micro-groove records. Its Dynatone Sound System means a frequency range that reproduces the high fidelity of those records with perfect balance between treble and bass—music that's an irresistible invitation to play this great instrument over and over again.

48-SELECTION ALL-SPEED WURLITZER MILES OUT IN FRONT

"The new 48-Selection, All-Speed Wurlitzers are beauties. Your foresight in holding to 48 selections and in introducing one phonograph that will play all speed records with 30-second changeover, deserves the appreciation of all operators. For my money, you're miles out in front."

NICK DACQUISTO
N. D. Novelty Co.
Milwaukee, Wisconsin

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
LLOYD LABEL

JOE ROY

Some Don't Welkin' That's the Bob Liggins charm.

Another one of material aM In 22-record.

WASHINGTON a Dixon

DIXON

This is the Milton- Davis extraction of Rivers 0115. His vocal honors are engagingly Baby on addition to his great gifts.

The low area of the milk machine that remedias a terrific condition and involves a chunk board action. This improvement is used in the throat of the machine to position the pint bottle of milk as it hangs in the throat and does not fall too far before coming out of the machine. Also, a spring is fixed across the throat of the machine so the milk bottle will stick in the throat as for.

Harry Rosenthal, of Banner Specialty Company, is predicting a coming trend, believes that in a year or two photographic operators may use 45 records exclusively if they get the new model. With 45 attachment, in the Banner machine, Rosenthal, no work may be too simple, no opera tion even become critical, operators may switch back to 78.

JOHNNY MOORE'S THREE BLAZERS

Unlucky Girl

JOHNNY MOORE'S THREE BLAZERS

Unlucky Girl is a war dance and is scheduled to be released on Banner machine.

PROVIN' THE PUDDIN'

Distrib Ops New Jukes To Show Earning Power

TORONTO, March 24—To counter any claims that new machines do not help business, Banner Distributing Company, distributors in Canada for Akeley, have temporarily gone into the operation side of the business.

So far, despite claims that new machines do not help business, it has been learned that business "can be tripled." In addition, Ben Gilchrist, who prompted the operation, said that the machines can be paid for in a year.

The lowest amount grouted on new machines, according to Gilchrist, was $20, while the highest gross was $50. This means an average of about 88-90 a week, on point.

Some 12 machines in similar locations were tried out in the city and in the country. Gilchrist said that the locations were happy with the take. "From it," he said, "we learned that operators can afford to pay a minimum of $25 a week on the purchase of new machines."

Turn Over Spots

The operation is strictly an experiment and any of the locations that developed by the company are kept under strict surveillance. It started as an experiment when many executives said new machines were not worth while and wouldn't earn any more money.

"We think we have proved this to the satisfaction of the New machines," said the operator at the new machine on the location. As a result of the success of one of these machines, the Banner decided to try the machine on his location sold his 9 of the business in Hamilton and now owns some 10 machines. He is the operator at the plant.

The distributor also learned that there is a market for the new machine in Canada, and is cathes, this idea is cathes, this. The company is cathes, this is cathes, this. The company is cathes, this is cathes, this. The company is cathes, this is cathes, this. The company is cathes, this is cathes, this. The company is cathes, this is cathes, this.

ROBERT DAVIS

WASHINGTON

Carson

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IT'S TERRIFIC!

JUST ASK THE OPERATOR WHO SAW IT AT THE MOA CONVENTION!

Chicago Coin's "Hit Parade"

A LOW COST SELECTIVE PHONOGRAPH PLAYING TEN—45 R.P.M. RECORDS USING THE PROVEN RCA MUSIC SYSTEM

EYE-APPEAL
The interior lighting effect at "Hit Parade" is a shimmering array of color, reflected from gleaming "Apaco Metal" surfaces. A large fluorescent bulb behind a color spectrum provides the illumination in a manner that rivals the "jumbo" phones.

APPROXIMATE SIZE
HEIGHT—21"
WIDTH—20"
DEPTH—17"

ONLY Hit Parade"

NO OTHER 45" PHONOGRAPH HAS ALL THESE FEATURES

• ELECTRICAL SELECTION (permits connection with wall boxes)
• 5c-10c-25c DROP COIN CHUTE
  A "MUST" for profitable operation
• CREDIT UNIT • CANCEL BUTTON

Chicago Coin's "Hit Parade" accepts up to 45 plays

Famous RCA record changing mechanism. EASILY UNDERSTOOD. The operator of "HIT PARADE" requires no special knowledge or training. Instantaneous changing of records and title strips. All working parts easily accessible through rear door. Removable mechanism panel for fast, easy servicing.

SEE "Hit Parade" TODAY AT YOUR DISTRIBUTOR OR WRITE US FOR FULL COLOR ILLUSTRATED FOLDER

Don't forget to see Chicago Coin's BAND BOX

CHICAGO COIN MACHINE COMPANY

Chicago Coin Company
1725 Diversey Boulevard
Chicago, Illinois

THE MOST BEAUTIFUL LOW PRICED PHONOGRAPH EVER BUILT

"Hit Parade" MOUNTED ON ITS HANDSOME PEDESTAL BECOMES AN EYE-APPEALING ONE PIECE UNIT

"A REPLICA IN MINIATURE OF A MODERN DANCE ORCHESTRA"
Rossini: noble prejudices, OPERATIC Aeneas. The less aptility of Columbia CARNAVAL doesn't demonstrate. In Ahmet: stimulating the Id which is best. The prize of a rare recording is equivalent to Columbia LP, the Frenchwoman would now lose. The printing of the pages may be preferable for some estimations to the ten-year generation.

EPINETTE RECITACS BY SUSANNE DAVES — CONCERTO in 4 MAJORS: Europe, England, End, and 4 (5) — 52437 London 2253 LP-322
Lisette Deloix Leontine. Recital of AERIAL MOUTON Adorn. In AERIAL. Complete Dido 3 Side and Complete 4 In New. New to Ever. Les Etoiles. A piano Recital. which makes a scene with the Lie 3 Sound and Milan, is the Recital of the Life and AERIAL. vocal recording. A voice of 5, grace, melody and sensitivity. The performance is never less than demonstrated by their interpretations of music. From the smooth, continuous ten, and 12A-NEARLY early a DRAMATIC AERIAL. No. For the sensitively skilled, there are the 4 Slide and Modern arts. For the general listener, there is a Recital of the Life and AERIAL. orientation. In new, Lisette Deloix is a Recital as the radio of France's great performers.

London 2253 LP-322
K. Aravatzos, I. Scozzi, B. Brewster, S. O. DEYNA, F. B. Messitt, N.ﻃ. D. Messitt, A. J. Mikolajewski, C. Usher. A Review. A Recital of the Life. And Forever. New to Ever. Les Etoiles. A piano Recital. which makes a scene with the Lie 3 Sound and Milan, is the Recital of the Life and AERIAL. vocal recording. A voice of 5, grace, melody and sensitivity. The performance is never less than demonstrated by their interpretations of music. From the smooth, continuous ten, and 12A-NEARLY early a DRAMATIC AERIAL. No. For the sensitively skilled, there are the 4 Slide and Modern arts. For the general listener, there is a Recital of the Life and AERIAL. orientation. In new, Lisette Deloix is a Recital as the radio of France's great performers.

London 333 LP 204
Start the quartet, and indeed his only chance to compete on BBC. He is a man of medium recording in his heights and, The Quatuor Grizzi is equally ready to play for men, should prove a substantial and polite setting .planet.
**Beautiful Counter Phonograph**

**S-45**

**FOLK TALENT AND TUNES**

**FOR Pete Dorazio, Johnson is currently doing shows in various clubs. But General Artists' Corporation is lining up location dates.**

Fiddlin' Red Herron, former King artist, is now at WWL, New Orleans, working with a h. b. band. Bill England, who now manages Hank Williams, formerly was at WSPA, Montgomery, Ala., where Williams got his start. Bill Lister, just hired to Capital, also has joined Williams' band. Audrey Williams and Deeza have parted company and will return to MGM, where she and her husband will do duets, and Audrey will do solo disks. She will do several weeks with the Williams troupe. Williams is suffering from a spine disorder and will probably take six weeks off soon for surgery.

Tex Williams' from Dallas, is in a Los Angeles hospital, receiving treatment for an allergic condition. Art Satherly, Columbus' country music chief, reports that he is cutting a new Gene Austin and sisters by Johnny Bond. His sax, Don Law, was in Chicago during the jule but confab... Hank Penny is working his band at Pigeon's Willow Lake resort ballroom in the Los Angeles territory.

Tex Forman and His Cracker Jacks are leaving WSB, Atlanta, where they've worked for the past year, to work at WMAN, Cleveland, O., where they'll be part of the Ohio Valley Barn Dance troupe. The Silver Spur Ranch Boys are working at KIRK, Kirksville, Mo., and working dates in the territory. Jack Potter is heard daily at KHOD, Los Angeles, for a vituoso sponsor.

Bonnie Lou and Buster, former Mercury recorders, have joined Jimmy Heine at WSVY, Harrisburg, Va. Bill and Mary Read have switched from WHTA, Farmville, Va., to WLYA, Lynchburg, Va. Bill Hillen, who is delivering mountainair, is now airing over WHTA, Bedford Va., and WIXA, Charlottesville, Va. Smokey Wallace, leader of the Western Playboys, now working at the Keelve Reg. Indianapolis, became the father of a son, Wayne Keith, Room 3. Billy Briggs (Imperial), whose disking of "Swag Tobacco Rag" started the flurry of disking of the tunes, is working Texas with his band, Lou Chudd, of Imperial Music, and the record firm has turned over the tune to Ray Teasdale, of Keys Music. Danny Dawson (Imperial) has rejoined Jolly Elkins and His Knot Heads at KTVY, Bismarck, N.D.

**Disk Jockey Doings**

Red Kirk, who doubles between KJ, and live shots at WIMA, Lima, O., has now Joe Arredia, electric mandolinist, Ted Makes, cornet, and Oscar Waterman, banjo, backing him. George Sanders, KTVY, Los Angeles, has joined the "Success Story" KTVY, Los Angeles, via his TV show. He reports that Waltexy Charley Aldridge is now doing shows on KTVY, using B. H. Sangar as his vocalist. Fred Kirby, Claude Casey, and Sanders have just completed a new movie, "Kentucky Jubilee," for Robert L. Lippert Productions.

**Chuck McKinnon, WGBF, Evansville, Ind., has formed a group called the Original Hillbilly Travelling Salesman. Sleepy Jeffers has added a 15-year-old Podyy Peters, to his Pioneer Program on WTVI, Charleston, W. Va., after hearing 40 minutes of platter spinning and a few minutes of second anniversary reading all of Sleepy's hit songs. The stock is a strong bond.**

Al Rogers (MGM) is switching from radio to TV for WGBF, Marion, Amari, Tex., where he does the "Mossy Oak" program. Bill Saferte that Uncle Jay is the big story at KANK, Kansas City, Mo.

Bob Shufner, who has been doing shows with his band at WKNX, Sagamore, Mich., is adding a two-hour morning disk show to his daily schedule. Paul Clayton, former Ruston d. j., currently with the BBC in England, is doing an e. d. show, which will be carried by WINS, Charlottesville, Va. The show is a two-hour program, coming from a radio station, which is to be linked to the station.

Bob Curtis of KYC, Victoria, Tex., reports that Danny Ellis, WQVI, St. Louis, is doing a country jive show at the station. Bob Curtis, who formerly worked for King records and was co-producer of "The Steel Guitar Show," has been doubling between secretarial work for Dan Daye, MCA, XCLA, Pasadena, Calif., and booking shows for Columbia Records, for the West Coast. WJJS, Philadelphia, is celebrating the first anniversary of his show, with 13 i. f. stations showing up with cakes for the occasion.

Gabe Tucker, of the I. B. Tucker troupe, is replacing Connie B. Carney on the Gabe Tucker and the Orient entertainment list with Jim's "Youthful " and "Youthful Rock." The show is heard twice a week, Monday and Thursday morning, on the Gabe Tucker and the Orient show, which is heard in the greater Chicago area.

Frank Page, WKBI, Springfield, Ill., reports that Charlie Monroe (Victor), brother of Bill Monroe, a well-known country disk jockey, is back on radio with a new record. Charlie claims that he will be "doing the best of all." Paul Page, of the Gage Monroe organization, also on the Gage Monroe program, is working with a new record, "I've Got a Million Reasons," a new record, "I've Got a Million Reasons," which is being heard in the midwest.

**FOR Ted Marks, of ASU, is giving away free the disk to listeners who can identify mystery disk. Reports Big news around here."**

**RISTALOCRAT, Inc.**

1216 E. Wisconsin Ave.
APPLETON, WIS.

**MUSICIANS MACHINES**

**RADIO TRADING CO.**

**320 Prince St.
NEW YORK, N. Y.**

**FOR Placing Order of 600.00. Quantity Limited. Subject to immediate delivery.**

**FOR Placing Order of 600.00. Quantity Limited. Subject to immediate delivery.**
Baltimore Rep Aids Ops With Ad Campaign

BALTIMORE, March 24. — Budgeting advertising funds soon for display ads aimed at helping independent operators identify new business,食品 industry executives have set aside some funds for new business. The trade association for the food industry is expected, and welcomed help by the Walters Distributing Company.

Perhaps the most recently recognized step broad was the arrival of the new business. The ad is headed "New Wurlytizer Juke Boxes Installed Free. On a shores, you "ve, and will suit you in a touch with a Wurlitzer installer, around who will give you full details.

On the wall of the Baltimore Distributing company's data is a map of the city, showing the location of all operators dealing with the firm. The map is regularly used by a tavern or restaurant, visitor or traveler, and by the company's representatives in the field. It is a simple matter for the distributor to locate the operator best set up to serve the location, and the distributor is expected to contact them.

The campaign is expected to have such a response, with the result that often the advertisement, "on the spot" within a half an hour of the advertisement's appearance, or so after the original contest.

Distributing AMI Juke Boxes and Auxiliary Music Equipment

AMI MODEL "C" • AMI HIDEAWAY • AMI WIND BOXES • AMI BARCRRIP • AMIXOV • EXTENSION SPEAKERS

M. Y. BLUM
M. M. HAMMER
UNITED DISTRIBUTORS, INC.

513 E. CENTRAL STREET, WICHITA 2, KANSAS
TELEPHONE: WICHITA 4-6111
Prep Detroit Shuffle Meet

DETROIT, March 24.—Plans for a city-wide shuffleboard tournament were announced at a meeting at the home of Fred Chiappoli, executive director of the Detroit Shuffleboard Association (DSA). Following discussion of the proposed activities, a subcommittee was appointed to meet weekly at the headquarters held two weeks ago by John C. Westerdale, director of league play in the city.

The policy of the group will be to expand the shuffleboard facilities for Detroit. Any town in the city can participate with the regular shuffleboard regulations to be announced in a short time, will have the privilege of entering the tournament.

Pin Battle Still On in Texas City

SAN ANTONIO, March 24.—The question of legal operation of pin ball machines in the state will be debated in the near future, after the recent decision of a jury in a court in another state against a similar machine, involved in a suit against Acting District Attorney Adams, who had been using a gambling device.

Van Henry Archer, attorney representing the complainant, Geer Johnson, who was using Hardy for receiving money from the machine, entered a verdict of $250 in damages, defending himself.

"The machine table operators are not involved. None of them is in the business. The gentleman who picked up the ball on a coin is called a 'coin.' The defendant office cannot obtain that the machine is being properly handled and the office because that would be contrary to the Supreme Court ruling."

Results of the court action were described as a setback for the district attorney. There were five similar actions pending in the court.

Amusement Distributors Open New Quartermaster

DALLAS, March 24.—South Central Amusement Company opened new quarters at 137 Glass Street here Monday (2). The 1,600 square feet facilities double the floor space, and the machine and parts are twice as many. Local branch operates in the northern half of the State, while a Houston office covers the southern half. Company is a distributor of advertisements and payments and plays for all classes of machines.

Dr. Pepper Net Down

DALLAS, March 24.—Dr. Pepper is now down to 74 cents in net income for 1965 as a result of higher operating expenses. The firm's net after taxes of $609,000 compared to $617,000 for 1964. Net income before taxes, before expenses, was nearly $100,000 over the previous year, but the rate was higher after offset by increased taxes, it was pointed out.

AUCTION SALE TO THE HIGHEST BIDDER

MILLS: Mills—Black Cherry, Golden Apple, Apple Blossom, Beauty Bell, Bell Ring, Brown, Ex下面我们继续阅读。
CASTING BREAD
Den. Op Woos Good Will Thru Youth Benefits

THE BILLBOARD

Index of Advertised Used Machine Prices

Continued from page 87

Arcade Equipment

Environment 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 machine, and at different prices, the firm and price first mentioned is listed. Prices were quoted in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously dependent on conditions of the equipment, e.g., age, time location, territory and other related items.

For this week's prices consult the used machine advertisements in this issue.

Pitts. Op Thinks 10c
Okay, But----

PITTSBURGH, March 24.---The Advertising Department of the Billboard from photographs here is dime play, says RCA Victor Benner, manager, Pittsburg Coin Machine Exchange. The device may prove to be another nickel, even the photograph and record prices being halved.

The reason? Operaters here believe that, were they to raise prices, play might diminish markedly, Benner points out.

"Pittsburgh is unique--conventional nickel machines are known to specialize ships thrive--but in all sections of the country business is done by the same major department store chains. "Perhaps this is because the department stores have advertised heavily and consistently--some of them heavily for the past week for more than 30 years, thus building up and maintaining their business. "But in other retail fields, business is steady but not in the way the industry believes, for example, that establishments selling beer, cider of this size sell coffee at a single price, even in those regions where they are otherwise.

With the telephones and radio coming on, it may be that a new era of the industry is beginning, with the accent on maintaining and increasing the value of the drink, and that the tab in Pittsburg.

Another Round In Wurlitzer Vs. Tarzan Case

MIAMI, March 24.---Federal Judge John W. Holland Tuesday (19) denied the motion of the Brush Electric-Wurlitzer Company of Northwestern Virginia, for a preliminary injunction in the suit, involving the taking of depositions in its two pending suits, against Harry T. Tarzan Distributing, Inc., of Miami, and S. S. sons of of the latter, made by Brush and Ozio Truppman, of Bush Division, a branch of Brush Electric. A rehearing was ordered.

Williams Shows

Continued from page 78

Several coin machine routes for sale. Money makers, most of them situated in recreational and resort areas in a sportman's paradise, with far better than average year round climate conditions.

Routes to be sold separately ranging in values from $17,500 to $34,000 per route. All types of equipment in operation, consisting of all posterrows, machines, nothing out of date. Typical equipment. Diverse locations on all routes filled with 1920 and 1930 models. All machines are clean and mechanically right.

Cash down payments ranging from $7,500 to $30,000. Balance on approval can easily get on credit through operation of the business.

Please state in first letter your route you are interested in and the amount of cash available for down payment.

Curious and noisy window shoppers needn't waste a stamp, as your business status must be considered before any deal can be made.

For sale. Owner is retiring from business.

Write BOX 1111
c/o The Billboard, 2160 Patterson St., Cincinnati 22, O.
### The Billboard Index of Advertised Used Machine Prices

#### Music Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Value [Dol. C.]</th>
<th>Manufacturer</th>
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<tr>
<td>Vqua</td>
<td>75.00</td>
<td>Chrome Packard</td>
<td>30 Roll</td>
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#### Coin Machines

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### The Billboard Index of Advertised Used Machine Prices

#### Shuffle Games

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### Baltimore Ops

- **Continued from page 17**

- **Mechanics, then at any time in history—and that these older coin machines still calculated what was considered standard when they retired from the job.**

A highly worth-while source of detail—good machines has been found, lies in the ranks of disabled veterans, many of whom had technical radio repair and maintenance service, which fits them for coin machine employment. So it seems they can get around without too much trouble. And a few, it’s learned, serve as collectors, route superintendents. In this construction and for some of Baltimore’s larger machines, it’s accomplished that while the machine and the machine repair jobs in the future,” Johnson said.

### Cohn Midwest Show

- **Continued from page 17**

A drop chute, plus brick rejector, and a typical 16 by 36 inch, 20 lights player, would be common in a regular, large machine. The machine would have 19 bowling frames for a 30-foot alley, and was recorded instantly, as in bowling a perfect score of 120 points. Game action is realistic. When a player releases his shot, the ball passes over the pin area and pins, and the machine simulates the motion of the shoe. The machine has 30 points at the pin area and a space of 35 points. The machine player never has to delay his shot after returning to a cover, which is greatly improved. The machine is made of 2-inch natural wood, and simulates the bowling of ball returns, standard bowling alleys. All the servicing is done through a locked removable door. However, apparently means that pins in bowling formation is made by hand, pick up, plus the machine demonstration purposes at the Cohn house, there are no difficulties there, as it is to show its unbreakable qualities. Playing the game is a matter of between a minute and a minute and a half.

### W. Ys Pop Tax

CHARLESTON, W. Va., March 24—A 1-cent tax on soft drinks and other beverages, estimated to yield $4,000,000 annually, has been passed by the Senate and the House of Representatives, March 24. The measure, which has been signed by Governor W. N. Friend, is expected to be a subject of a bitter controversy on the floor of the House of Representatives. A similar measure has been passed by the State Legislature.

### J. O. Changes Name

NEWARK, N. J., March 24—J. O. Vending Machine Company, which operates every machine, has announced a change in name to O. J. Vending. Jack Miller, official, reported the change in name along with the name and the legal changes of the State, a certificate filed with the county clerk.

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### Atlantic’s Triple-Tested Values

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### Exclusive Addendum

Write for Complete Music List

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### Special

Reconditioned Like New

---

### Atlantic

NEW YORK CORP.

---

### Seeburg

1416  2163.50
1436  264.50
1475  254.50
147m  289.50

**1/2 Deposit, Bal. C. O. D.**
Coinmen You Know

The Billboard
Index of Advertised Used Machine Prices

- Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issue as indicated below. All advertised used machines and prices are listed. Where more than one item appears, the machine at the top is included in brackets. Where multiple items are advertised, as in the case of bulk vending, only the single machine at the top is included. However, equipment is listed in the order of condition, age, time in location, capacity and other related factors.

For this week's sources, the used machine advertisements in this issue.

<table>
<thead>
<tr>
<th>Issue of April 3</th>
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<th>Issue of April 17</th>
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Harry Goldberg, 12 & Q Novelty Company, was confined to his home for a week with a virus that causes severe head and neck pain. He had to cancel an important business trip he was about to make to Chicago, which was a huge loss for him.

Oswie Tropman, Bush Distributors, has an enthusiastic reception for Chicago Platter. It has been a huge hit in the territory. — Luis Godoy, president of Bush Distributors.

Miltty Green, who shuttles between New York and Miami during the winter, recently visited the Kansas City area. Ellie Ross, sales manager for Kansas City Metal Company, reports the arrival of the first Machinery's Standard against the metal game from the factory.

All-Com Amusements is booking some orders for Machinery, the new Gottlieb game, but can fill orders immediately...The feeling is growing among many toy buyers that 1951 play is inevitable, or at least that some 1951 action and/or a toss-up throw, or a major replacement should be made available. Main stumbling block appears to be the absence of complete and comprehensive effort for such a purpose.

Kansas City, Mo.

Bill Manshek, president of Central Music Distributing Company, and Mrs. Manshek are flying their parents, Mr. and Mrs. Louis Neb, where they have a hunting lodge in the Ozarks. Mrs. Manshek has been busy with the showing of the new 1951 Wurlitzer model.

P. C. (Newt) Walsh, of Central Distributing Company, has taken his family on a family trip to Western Nebraska to look after business interests in that area.

Francie Remick, a sister of Pauline and Jojo, made Kenney Cigarette Vending Machines and to go to a glasses and phonographs...Frank Holli has a visiting brother from Des Moines, Iowa, and he is setting up a cigarette machine route.

W. C. Irwin, Hays, Kan., is returning from a trip to the East and plans to get away from some early fishing.

A surprise farewell party was planned for Jerry Adams. Jerry, whose first job was with Adams by his friends and associates of Central Distributing Company as he left for the road. These attendants were Irwin Weisell, John Bailey, Myrtle of Paramount, and M. E. Hines.

Gerry Wilson, who recently returned from a trip to Kansas City, was critically injured in an accident where he and his wife were on their way to visit relatives north of Kansas City, where they can work during the summer, and turned over three times. Mrs. Wilson survived several fractures and Gerry suffered a severe concussion.

Among the operators who came in to see Kansas City Jobbers last week were: Gerald Vinson, Chillicothe; Frank Smith, Bloomington, Ill.; Paul Smith, of Cassino Amusement Company, and Walter Cobb, of Kansas City, St. Joseph, and Sunny Nelson, a member of the Kansas City Echo Springs, Ltd. Cobb of Echo Springs made a trip through Great Bend, were in Salina, and is reported to have been in Emporia.

Operators in small towns have the same revenue problems as do larger dealers. Jonny Jones was brought out at the last meeting of the Kansas City Jobbers and Coin Machine Operators, held in Kansas City last month. It was agreed at the meeting that coin play on music machines was essential, especially in towns where coin play might make the change as kings are losing.

In Kansas City the demand for 10-cent play on phonographs seems to be coming from the locations themselves, especially taverns. As Jerry Murray, of Music Service Company, states, 'the matter is being tried out in a dozen spots. Joe Pastore was called on to help, to arrange for some 10-cent conversions as well.'

Bill Byo has moved his headquarters to Kansas City in order to be in the center of the market. To be the factory representative for Pappas and Cherney, a large moving and National Machine, and also represents Basin Distributors, Inc., and Music Distributor for the two machines in Kansas City or General Music Distributing Company.

Even the Lucille Bronson, of Burdick, who has the contract to run the route she has operated for many years, has decided she is reporting for looking for another outlet.

John Clark, of Salina, Kan., says that business is steadily picking up. He is very happy with the business. Shady Hill Air Base is being both a hobbyist and manufacturer of construction workers with the most business. He is now doing the job. Clark recently established a new route to the Base, but the college game is starting it off with a bang.

Prices on used equipment in the Kansas City market are holding steady, but they have not been static. It seems that expanding defense activity in Missouri has brought in new operators increasing their market range, keeping the used coin market in active play. In addition, plans are being made for arcades in Topeka, Wichita and other cities.

E. V. (Pup) Vinson, of Chillicothe, Mo., is back on the route a few weeks in bed. Bud says everything went flat on him back in, but he had to be laid up for a longer period. Now he is back to work 16 hours a day.

Buddy Black, Mexico, Mo., has been released on his parole. He has been in jail since 1946 and has been in the Missouri State Penitentiary since 1947. Last summer, Buddy won two first place prizes on the Missouri Fair. Now he has won his first place in the World Fair with his Pioneer II, as well as several other entries this year. Buddy has run his company since 1947 and has been in business for 60 years. He has turned the management of his company to his son, Paul, and has been running the Pioneer II for a number of years.

Another operator who has made his debut is a new dealer in bowling, a neighbor in the Midwest and is ever-changing a racing enthusiast. He's been at it since the 1951 season.

C. E. (Mike) Wilson, of Oklahoma City, is reported to be rebuilding an operation in St. Joseph, Mo. . . . Lee Cole, Wichita, Kan., is in a large number of coin machines. A man from Wichita, president of Combined Coin Company, plans to go to Canada, as soon as weather permits.

Walter Cobb was in town from the west. It is a new company, Wood Distributing Company, has established a branch here under management of Bill Miller, which will distribute records and other coin machine parts and supplies.

Fred Babee has been working in the drumming boc in a bowl-o-rama store. — Lubbock (Buck) Cutsman, John Goodman and Wrene Williams.

New board members recently elected by Vendo Company's directors were: Vernell Harrison, Robert (Buck) Cutsman, John Goodman and Wrene Williams. Members previously serving a two-year term include Marion Newbold, Arnold Fargenlard and Carole O'Neill. Ruth Hays was selected as president at the first session following the annual meeting.

Cincinnati: Making the trek last week to Chicago for the annual meeting were Charles Carman, president of the Automatic Phonograph and Radio Association; Milton Cole and Bill Morris, Ohio State distributors; Harry Carver, Ohio Distributor; J. S. Brown, Atlanthiane, Associated Coin Company, M. Snell, M. W. E. K. S., and others.

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FITZPATRICK, Mrs. Roy, Engel Automatic Sales; Sam Klayman, Sales Manager; W.C. Feather-
son, Southern Automatic Music Co.; M. Rose, zobel, Limited; and Ivey Mathen, Hit Record Distri-
bution Co. An interesting type of graph-
Sickling are Geeo’s Step and Co. and Minnetonka Man manufactured by Geeo’s Step and Co. Bty.

Forty more parking spaces will be added in the downtown area of Cloquet, in the Twin: North Frank Galagher. . . . About three miles west of the Chicago, in the Twin: North Central Daily Time this summer. The Chicago Legislative

Superior, the affected section being about the time change two years ago, did nothing about it this season either. The cities by the Associated Press showed that

an additional home event. Cloquet and Evansville will have the 1951 date generally accepted for festive occasions. The Memorial Sunday in September is the date when they act back.

New York

Nat Cohn, back in business with a bang, revived the old tradition of pressing music as he introduced his Bow-Matic at the Park Sherman Wednesday and Thursday (14-15). The Fri.

fool seemed to spark the interest of ops who came from several neighboring states. Nat Cohn has named Jerry Bandler to his sales staff. Nat Cohn.

Chamber reports Bow-Matic getting ready to go into full lib. in this town as he manages on 4th Street.

Word has been received from Earl Winters, formerly prominent in the show business, that he is now with the International Mutoscope and other coin machine manufactur-
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